

Village of Dansville

Downtown Revitalization Initiative
2021 Application



NEW YORK
STATE OF OPPORTUNITY.
**Downtown
Revitalization
Initiative**

Basic Information

- **REDC Region:** Finger Lakes
- **Municipality Name:** Village of Dansville
- **Downtown Name:** Downtown Dansville
- **County Name:** Livingston County
- **Applicant Contact(s) Name and Title:**
 - Pete Vogt, Mayor, Village of Dansville
 - William Bacon, Director, Livingston County Economic Development
- **Applicant Contact(s) Email Address and Secondary Email Address:**
 - Pete Vogt: pvogt@dansvilleny.us
 - William Bacon: wbacon@co.livingston.ny.us
 - Secondary Email Address: info@growlivco.com

Vision for Downtown

The Village of Dansville aims to balance a vibrant and active downtown with the stress free lifestyle offered by the outdoor recreation that surrounds it. Stony Brook State Park generates a significant amount of outside traffic to our area, as does Letchworth State Park, Swain and Bristol Ski Resorts along with Conesus, Hemlock and Canadice Lakes. Locals, visitors or curious day trippers seek the options of the Genesee Valley to breathe clean air, find serenity, get a little exercise, stare at postcard-worthy views and enjoy the overall peace-and-quiet associated with nature. A DRI investment will enhance the Village’s downtown by spurring various quality of life initiatives that balance the affordability, availability and accessibility desired by residents who seek less stress from their daily living. The strategies and projects outlined in this application and accomplished over the past 18 years, will continue to create a resurgence of the downtown area. These planned, transformational projects will develop housing for all ages; attract new employment opportunities; create destinations; and increase accessibility and convenience. In combination with the incremental growth from prior years, this vision intends to rebuild a community positioned for the future.

Justification

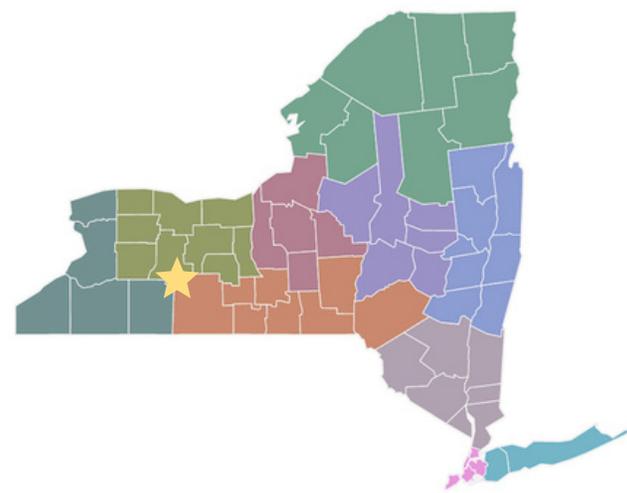
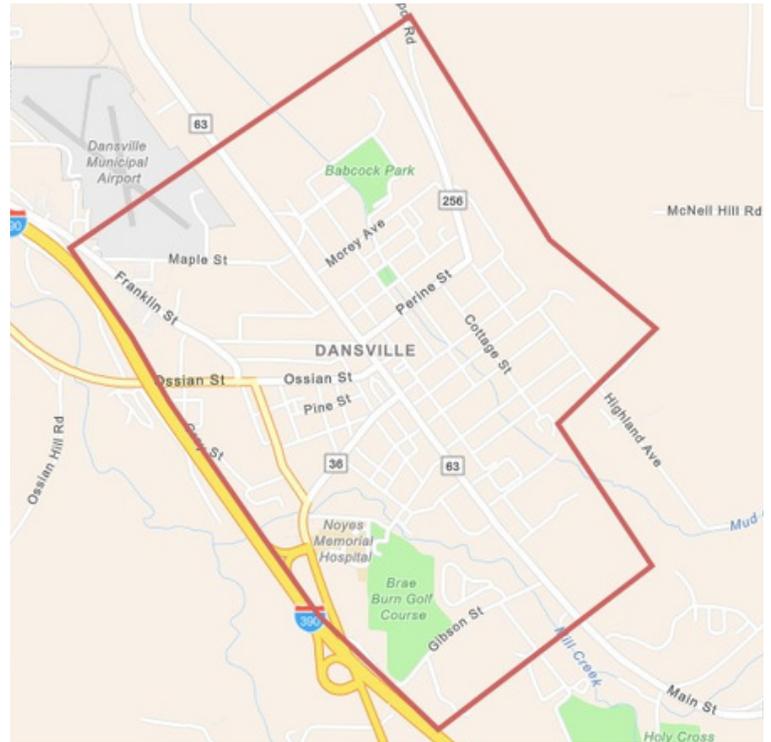
Dansville is primed for investment. This DRI will build on the revitalization successes that the Village has seen over the past 18 years. A dedicated team has been chipping away at our vision through a variety of initiatives from building renovation grants to improve the downtown aesthetic, to business plan competitions to fill the vacant storefronts. Programs like New York Main Street, Restore NY, and the Community Development Block Grant Microenterprise Program have helped us along the way, attracted the attention of investors, and built the capacity of our team and now we are ready for the next step. A DRI investment in Dansville will flip the switch for a community that offers an attractive balance between a natural, human-built, and social environment where the next generation will want to live, work and play. Momentum has been building as the Village has been a finalist in the last 2 rounds of the DRI competition and while they have not been selected for funding, they continue to make progress on their revitalization plan. Downtown Dansville is the largest downtown in Livingston County. Units that have been renovated are occupied, but Dansville still has a high rate of vacant storefronts and upper floors that can be addressed through the DRI including two imposing buildings in the heart of downtown that have brought blight for decades and are finally under new ownership. These buildings alone will uncover 35 boarded up windows and uncover 8 storefronts, bringing them back to their original design.

Boundaries of the proposed DRI area.

Dansville’s DRI district is contained by the boundaries of the Village, a highly walkable 2.35 square mile area. An area of this size is highly manageable and allows for this proposal to address an abundance of projects and features that will provide a significant impact. Each area of the Village is dependent upon other areas in order to fully function as a vibrant economy.

At the core of the DRI area is the Dansville Downtown Historic District, one of the longest intact nineteenth-century commercial areas in Western New York. This highly intact three-block commercial core was added to the National Register of Historic Places in 2007 and includes both the east and west sides of Main Street (New York State Routes 36 and 63) from Perine to Chestnut. The Historic District includes 50 contributing buildings, the majority of which are brick and commercial in character. Most of the buildings are two or three stories in height and were constructed between ca. 1835 and ca. 1900.

Beyond the designated historic district, mixed-use development radiates to both the north and south. These two arteries provide additional commercial development in the form of retail, manufacturing, educational and health services. Surrounding the entire district is concentrated residential development which provides regular foot traffic to the downtown area and beyond. In fact, the entire village is accessible by foot using the extensive system of sidewalks throughout the community.



The Village of Dansville is, by comparison, a large village with a population in excess of nearly 5,000 residents and over 26 miles of roads, all located within this condensed area. The overall impact of a DRI investment would spread well-beyond the village limits, and into neighboring communities within a ten-mile radius based on these outlying communities and their reliance on the goods and services offered within the Village.

Dansville has flourished as the largest core community in a wide geographical area. This Village acts as the center of commerce for several surrounding townships including the Town of North Dansville, Town of Ossain,

Town of West Sparta, Town of Sparta, Town of Springwater and the Towns of Dansville and Wayland in Steuben County. Cumulatively, this catchment area services another 17,500 residents. The Dansville School District is comprised of a portion, if not all, of these townships with enrollment of over 1,600 students.



Legend

| |
|--------------------|
| DRI Area |
| Commercial |
| Residential |
| Parks & Recreation |

Past investment, future investment potential.

Significant investment in the downtown has begun to transform the area. In 2000 the Village of Dansville partnered with the Department of Transportation on a \$5 million project to reconstruct the roadway and sidewalks through the central business district. Upgrades for lighting and streetscape were added to the overall scope and included pedestrian friendly ornate light poles, curbside planters, tree plantings, benches and turning lanes. This project enhanced the attractiveness of the downtown area providing a welcoming feeling for the community.

Between 2010 and 2016, \$670,000 in New York Main Street grant funds spurred another \$1,940,729 in private investment to renovate 25+ derelict buildings resulting in new commercial and residential space in the downtown district.

In 2011 the Dansville Public Library expanded their facility from what was the former Shepard homestead. The 1820's residence underwent a \$3.5 million renovation that brought another 10,000sf of space to the facility while preserving the original structure of the Shepard house.

The Dansville and Mount Morris Railroad began operation in 1870, a 15-mile standard-gauge short-line that ran independently until it was sold in 1985. Since then, the Dansville depot has remained unused and in desperate need of restoration, a priceless historical building, and a repository of local history and tradition. With the help of a \$287,000 Restore NY grant, the owners invested more than \$500,000 to bring the depot back into use as Battle Street Brewery. Having held their grand opening in May 2018, the brewery has celebrated their third anniversary and this building has now become a community gathering place and destination attraction for visitors to the area.

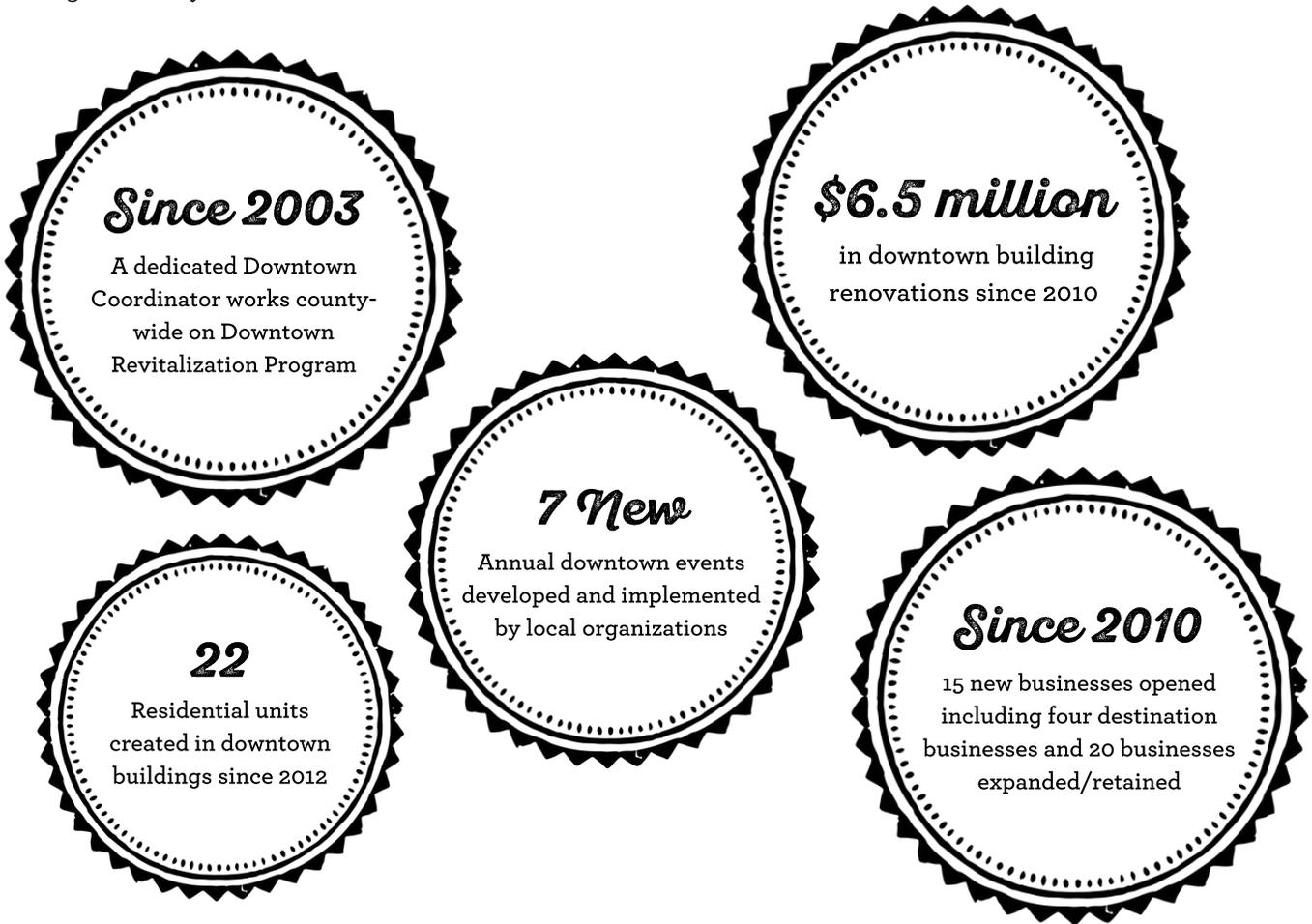
Livingston County's locally funded Sign and Façade program has injected more than \$177,000 leveraging an additional \$350,000 in private investment to assist 50 buildings/businesses to date.

A newly constructed, \$13 million waste water facility was completed in 2016 and now provides significant, additional capacity for economic development needs.

The hospital and its recent affiliation with the University of Rochester Medical Center has continued to add services beyond the original and challenging scope of rural healthcare. This model is bringing a full slate of offerings to the facility and qualified staff to support operations, which is in turn drawing residents from as far as 30-miles away who have no accessible options. First, a new surgical center and intensive care unit was constructed at a cost of \$7.25 million and moved the existing ICU and operating rooms to a newly constructed wing. Next, a new emergency room was constructed at a cost of \$7.5 million to meet the increasing demands for services and to accommodate the changing insurance requirements for observation and admission. The addition of cancer services followed with a satellite location of the Wilmot Cancer Institute and a PET Scanner for cancer detection services. Now a cancer diagnosis and treatment can be completed at UR Noyes Health in Dansville as opposed to traveling a distance. Overall, the \$30 million in capital expenditures, supplemented by capital campaigns which raised approximately \$10 million toward costs, provides an excellent option for healthcare services to the residents of Dansville, Livingston County, and the surrounding area. It is estimated that over 200,000 individuals obtain services ranging from general visits and orthopedics to cancer treatment and dialysis on an annual basis. The economic impact of the hospital is estimated at well over \$35 million annually to the local economy.



The Dansville Central School is well underway with implementing their master plan for bringing the athletic and learning facilities together on the main campus. Property was acquired in early 2019 and has been proposed for additional soccer fields and tennis courts. A redesign for the all-weather track and football field is under construction now. A growing and developing half-day and all-day 3-4 year old Pre-K program provides children and parents with an early learning solution and gives the students a head start into Kindergarten. Renovations are now complete for updates to the middle and high school music, arts and drama rooms. These improvements have provided students with a state-of-the-art facility and fields, increasing the level of pride in the school, community and themselves. This too, has a perceptual value to those who visit which sends a message that the school system and resident taxpayers of the district are investing in their youth.



Several recent planning efforts support the need for public and private funds, paving the way for future investment in the Village of Dansville.

Design Guidelines

In 2010 the Downtown Partnership assisted Dansville with the development of Design Guidelines which, once complete, were adopted by the Village. Design Guidelines are intended to aid owners of buildings undergoing façade renovations with design proposals that contribute to the development of a vibrant and pedestrian friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all have a significant impact on the character and identity of the street. Not only do these guidelines help building owners with design decisions, they can also be used to

highlight and enhance existing characteristics of Dansville’s downtown. Dansville’s design guidelines were updated in 2019 and included a complete code review and addition of recommendations for public space improvements and the addition of public art in the downtown district.

Commercial District Analysis

Livingston County Economic Development was recently honored with an Excellence Award from the International Downtown Association for our Downtown 2.0 Commercial District Assessment. The office engaged Streetsense (formerly Larisa Ortiz Associates) to develop the assessment, a comprehensive plan for the County and its nine downtowns that identified shared downtown challenges and established a set of clear strategies and tactics for the County to collectively address business attraction and sales growth, capital investment, and redevelopment. The downtown planning approach combined qualitative and quantitative data in four key areas of analysis, the Physical Environment, the local Business Environment, Market Demand and Demographics, and Administrative Capacity for Livingston County and each of its nine downtowns including Dansville.



Village Brand

As was recommended in the 2017 Commercial District Analysis, Livingston County Economic Development secured funding to move forward with the development of a cohesive brand for the downtown districts of Livingston County which embraces the distinct qualities of each district. The brand will be used to promote the nine downtown districts of the county in an effort to attract new businesses, residents and visitors. Identifying and communicating what is special and different about these communities will also boost local pride and spending. Marketing templates are being created and a style guide will be developed to assist communities in implementing the brand through wayfinding signage, gateway signage, banners, community ads, etc.

Wayfinding Master Plan

Completed in 2021, the Livingston County Wayfinding Master Plan aims to improve the pedestrian, tourist, and visitor experience navigating to and within the nine downtown districts in Livingston County. The project inventoried local sites and assets to be included in the Plan and identified signage types, locations, treatments, and prioritized phases of installation. The Master Plan will create a unified, consistent impression across Livingston County's nine downtown districts to effectively and safely connect the traveling public to local assets. Dansville plans to implement wayfinding recommendations as part of the DRI investment in the Village.

2021 Action Plan

Roger Brooks is the founder of award-winning Roger Brooks International and the Destination Development Association. Roger has assisted nearly 2,000 communities with their branding, tourism, downtown development, and marketing over a distinguished career spanning nearly 40 years. In 2020, Roger came to Livingston County to conduct a Recovery Assessment and develop an Action Plan. The Recovery Assessment is a powerful tool that offers an objective view of what a visitor sees and experiences while in our communities: from the initial planning to on-the-ground exploration. When

talking about visitors, this is not only geared to tourism; any site-selector, investor, business relocation expert or potential new resident will come to us first as a visitor. What will they see as they explore the community for the first time? What will their first impressions be? What's missing? This three week process began from a distance as Roger Brooks planned a trip to the area, to see what our digital marketing showed. Next, Roger spent two weeks in our communities for a professional, in-depth look as a visitor, potential investor, or future resident. The Recovery Assessment concluded with a Findings and Suggestions Workshop, presented by Roger Brooks as well as a full-day retreat where the Livingston County team developed an action plan. This plan includes a list of items that Dansville can begin implementing to improve the experience for visitors and residents alike.

New York Main Street Program Application

An application was submitted in July 2021 for \$500,000 in funding through the New York Main Street program to assist with the rehabilitation of 9 buildings in downtown Dansville. Renovations will include façade restorations which will further a cohesive design plan for downtown Dansville. Additional improvements will be made to 15 commercial and 26 residential units - 18 of which are to be newly created - resulting in currently vacant space being returned to a usable state, an increase in available affordable housing options, the creation and expansion of business, and therefore, the addition of jobs in Dansville's central business district. These projects were prioritized from a survey conducted between December 2020 and March 2021 which identified 20 building owners in downtown Dansville interested in building renovation projects were they able to access grant funding to offset the cost. These 20 projects are estimated by the property owners to cost more than \$4.8 million and in total would assist 35 commercial units and 42 upper floor apartments. This funding partnered with the \$600,000 fund requested through the DRI would assist smaller renovation projects and make a significant impact in Dansville's downtown district.

Private planning efforts have been underway as well leading to the recommendation of some of our priority projects including a two phased affordable housing project, plans for a YMCA facility, and adaptive reuse of the Castle on the Hill. Additional information on the plans for these projects is included later in the application.

In addition to those mentioned above, Livingston County has several plans in place which will contribute to the livability in the Village as they implement initiatives in healthy living, food awareness, transportation, recreational assets, accessible art, broadband access and more. These plans include:

- Livingston County Housing Needs Assessment and Market Analysis (2020)
- Livingston County Community Center Needs and Feasibility Assessment (2018)
- Livingston County Economic Development Strategic Plan (2016)
- Livingston County Community Revitalization Plan (2015)
- Livingston County Transportation Connectivity Plan (2015)
- Livingston County Community Cultural Plan (2015)
- Livingston County Community Health Improvement Plan (2013)

Recent or impending job growth.

Noyes Memorial Hospital is located a walkable half mile from downtown Dansville and employs 534 people. In recent years, the hospital has seen significant growth. In 2016, Noyes Health became an official affiliate of UR Medicine, joining organizations like Highland Hospital in Rochester, Thompson Health in Canandaigua, St. James in Hornell and Jones Memorial Hospital in Wellsville, to create a regional healthcare system with the express intent of allowing patients in the region to receive the best possible care close to home. Also in 2016, Noyes Mental Health Services became Noyes Mental Health and Wellness Services and moved from a cramped, aging stand-alone space to a newer, renovated building on the north side of Dansville, with office space for 24 therapists and two art therapy rooms. In 2017, in a unique partnership with UR Medicine's Wilmot Cancer Institute, the Ann and Carl Myers Cancer Center began offering medical and radiation oncology services in newly renovated space.



Somewhat related is the recent addition of the Council on Alcohol and Substance Abuse - CASA-Trinity to the area. A \$2.6 million investment adapted a former automobile dealership into a counseling center for those struggling with addiction. An inpatient rehabilitation facility was also constructed as part of the project which provides capacity for 25 residents who can receive medically-assisted therapy



(buprenorphine/suboxone, vivitrol, campral, nicotine replacement therapy, etc), group therapy, adolescent services and full evaluations. The only one of its kind within a 45-mile radius, this facility has filled a necessary gap for the stabilization, rehabilitation and re-entry of those afflicted by substance abuse. As a recognized medical crisis in today's society, the services offered by CASA are a welcomed addition to the rural population of Livingston County.

In 2005 the vacant 500,000 square foot former Foster Wheeler Facility - located 1.5 miles north of downtown - was purchased for redevelopment by Dansville Properties, LLC. By 2015 the facility was ready for a 46,000 square foot expansion for more efficient workflow. Three companies, LMC Mechanical Contractors, American Motive Power and Providence Agriculture now operate from this location employing a combined 500 people, requiring a strong skill set in a wide variety of trades: agricultural, welding/fabrication, electrical, plumbing, carpentry and civil engineering, to name just a few.

With retail trade making up almost 20% of jobs in Dansville, downtown as a whole should not be

overlooked as one of the area’s major employers poised for growth. There are significant opportunities to renovate and repurpose vacant downtown buildings to include a mix of uses. Dansville has a high rate of vacant storefronts - nearly 20% - and a significant number of passive storefronts - nearly 50% - occupied by offices which could be relocated to second and third floors allowing for additional retail development on the ground level. Many upper floors are currently vacant or underutilized.



Grand opening of Angie's Ice Cream



Battle Street Brewery

While this investment would not add employment, a 3.74 megawatt solar facility is proposed and working through the Planning Board process to construct and offer renewable energy to the community. The project is well supported and helps to further the New York State Renewable Energy Vision.

The addition of Empire Access into the Village has provided another cost-effective option for broadband services. This video, voice and data provider offers gigabit service for internet connectivity with no latency at a cost 33% lower than the nearest competitor. Empire Access is also considered local as their headquarters are ~30 miles away in Prattsburgh, NY. This new offering has completely changed the landscape in the Village and created a remote work and educational environment that competes with the strongest wired communities anywhere. The subsequent award of a \$15,000,000 Livingston County broadband grant through the ReConnect Program of the USDA has funded an initiative called Light-Up Livingston. This intends to provide fiber-to-the-home connections to all of the residences in the County. While many in Dansville already have this, others in the outlying and supported areas do not and will have as a result of this award.

The impact of COVID-19 did not exempt anyone from the struggles associated with at-home schooling, remote work, essential employment versus non-essential employment and mandatory closures or phased reopening. Commerce in the community was able to remain relatively strong and business closures were, thankfully, very minimal. The County Economic Development Office was proactive with regard to emergency cash flow assistance in the form of low interest and deferred loans. A COVID response program was also developed that matched private equity with grant funding to spur investment by business owners to find alternative ways to service customers. Many made purchases such as outdoor furniture and tents. They constructed takeout windows and built websites in order to serve and stay in touch with their customers safely. A Back to Business Fund has been established that is offering grant assistance to companies with less than 25 employees who are seeking to retain, rehire or new hire

employees. The amazing reality of this was the resilience of our business owners and their creativity to continue operating utilizing the strong bonds developed through the employer-employee relationships built over the years. The result is that the economy and pride in the community has become even stronger as everyone came together.

The experience associated with COVID-19 has produced an interesting dynamic in the Village and other rural areas around the County. We have witnessed with renewed vigor, the return to a “shop local” economy. Restaurants, service businesses and retail stores have found remarkable support by local residents and with that has come a new energy to patronize those small business options which make up the backbone of the community. Many of our store owners are talking about record sales levels and higher traffic counts than they have seen since they opened. This is all substantiated through local sales tax collections and the visible collection of people out-and-about in the stores and on the streets.

Dansville is strategically located at a major, multimodal transportation crossroads. Car, truck, rail, and air transportation together play an important role in support of local and regional manufacturing, retail, and service sectors. Economic development opportunities are plentiful in Dansville; key to its potential for important infrastructure enhancements and future development is readily available land. A shovel-ready industrial park located one mile north of downtown offers 124 developable acres. Less than a mile south of downtown is a highly visible development site just off exit 4 of I-390 with 42 available acres. In today’s global economy, industry can locate anywhere. DRI investment in downtown Dansville would significantly improve the marketability of these sites for development and job creation.



Inside Caffe Tazza



Vendor at Dansville Farmers' Market

Quality of life.

The natural, human-built, and social environments in Dansville all contribute to quality of life.

Natural environments are known to promote physical and mental health. People can attain health benefits by spending time outside, often in remote places to “get away from it all.” Now more than ever, in the wake of COVID-19, people are seeking outdoor recreation as part of everyday life. In fact, 2020 saw record outdoor recreation participation rates according to the 2021 outdoor participation trends report.

While Dansville’s traditional downtown has the feel of a city, it is surrounded by inspiring nature. Downtown stands against the backdrop of rolling green hills. The steep hills shelter the valley and as a result create a warmer climate and fertile soil which is why the Village was at one time the location of over 40 tree nurseries. Today, more than 145 acres of park land is scattered throughout the village.

Located just outside the Village and only two miles from downtown, Stony Brook State Park (pictured below) is 568-acres of pristine nature. The park offers natural beauty in a gorge, a stream-fed pool, hiking trails, and three major waterfalls which are uncommonly accessible. Additional recreation options include picnic areas, playgrounds, campsites, cabins, hunting, cross country skiing, and play fields for baseball, basketball, tennis, and volleyball. The park has an upper and lower entrance, connected only by Route 36 and trails. Stony Brook plays host to tourists and locals alike, offering a wonderful backdrop and setting for all to enjoy.

Twenty-five miles from Dansville residents can enjoy the Nation’s #1 State Park – Letchworth. Letchworth is a 14,427 acre State Park that follows the course of the Genesee River as it flows north through a deep gorge and over several large waterfalls. This incredible attraction features several waterfalls, the Mt. Morris Dam, the Glen Iris Inn and the Autism Nature Trail, as well as many other exhibits, vistas and campgrounds.

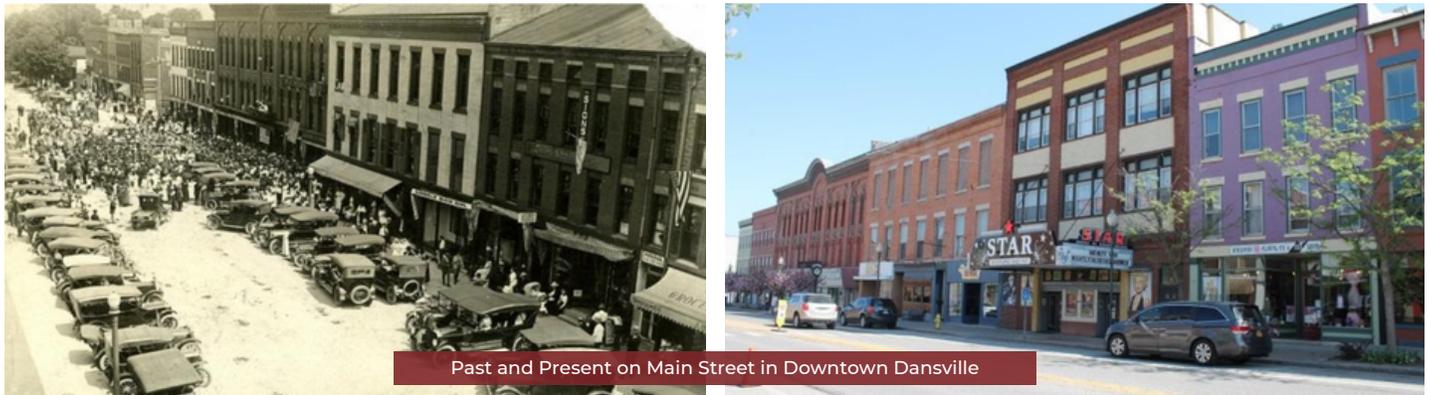
The outdoor recreation available in this region has become the centerpiece of Livingston County’s visitor and resident attraction strategy. For the past five years an inter-municipal collaboration with Wyoming County has grown into a 5 county focus on the Genesee River and the beautiful valley that surrounds it. Dansville is primed to improve access to parks and trails and to use these natural assets to improve quality of life for residents and visitors.



The built-environment in downtown Dansville is rich. The nineteenth-century buildings follow the typical pattern of store fronts on ground floors with living quarters, offices, or meeting rooms on the second

levels; many have meeting halls or performance spaces on the third floors. Many retain their nineteenth-century cast metal store fronts with decorative pilasters and large display windows. The multi-story buildings display regular fenestration and feature a variety of stone, wood, brick, and metal decorative elements such as cornices, sills, lintels and storefronts. General similarities in scale, use of materials, rooflines, and setbacks from the street provide visual cohesiveness and uniformity throughout the district; this is particularly true of the east side of Main Street between Clara Barton and Ossian Streets, where a continuous row is formed. The west side row structure is broken in two places by single mid-twentieth century one-story buildings on fire-razed sites. In 1972, a contemporary bank building replaced a historic hotel. At street level, integrity levels vary, with many storefronts retaining most or all of their historic nineteenth-century or early twentieth-century replacement fabric. Upper floors throughout the district retain a high level of integrity of materials, design and craftsmanship.

In addition to the upper floor housing options within the downtown district you have varied housing options in walking distance to the downtown district including rentals as well as single family homes. The projects proposed in this application plan to add to that housing with additional options for senior housing, affordable income housing, and loft style downtown living options.



Past and Present on Main Street in Downtown Dansville

The social environment in Dansville continues to improve as buildings are renovated and new businesses create memorable experiences for residents and visitors. \$3.5 million in renovations to the library added significant space where the community can come together. Libraries play a huge role in economic development. They develop workforce, starting with early literacy experiences and continuing through adulthood, offering post-formal education programming, access to technology and assistance with job searchers, resumes, and applications for employment. The library is an anchor in our downtown; it brings foot traffic into our village that supports other businesses. It's also a key piece of our social infrastructure - libraries are what we call "third places;" your first place is your home and your second place is your work. Third places are where social interactions occur - they provide opportunities to bring diverse groups of people together and they contribute greatly to sense of place and quality of life - two key components of Economic Development.

As part of its development strategy, Livingston County Economic Development works tirelessly to attract quality of life focused businesses to the community. Three business plan competitions over the past five years have brought 30 new businesses to the county including most recently for Dansville a brewery, an ice cream parlor, a granola company and a vintage upcycled goods store. These businesses join a number of downtown retailers, restaurants, bars and coffee houses that all contribute to the quality of life for locals and visitors alike.

Supportive local policies.

The Village of Dansville and Livingston County understand the importance of quality of life and the role that the downtown district plays in creating a sense of place. It was with an understanding of the importance of downtown that the County established a Main Street revitalization program – the Downtown Partnership – with the goal of preserving and enhancing the businesses, buildings, and public spaces that are emblematic of what “Life in Livingston” is all about. Combining a mix of innovative incentives with the presence of a full-time downtown coordinator has resulted in a commitment from both the public and private sectors that is visible in renovated buildings, new storefront businesses, apartments, and increased activity in the downtowns.

At its Annual Meeting in Cooperstown, the New York State Economic Development Council recognized Livingston County’s Downtown Partnership Program with the Excellence in Community-Based Economic Development Award. In 2016, the National Association of Counties recognized the Downtown Partnership Program with an Achievement Award.

Through its work with the Downtown Partnership as a downtown management structure, Dansville has developed and adopted design guidelines to advise renovations when rehabilitating historic storefronts in the designated downtown district. Façade guidelines are intended to aid owners of buildings undergoing façade renovations, in contributing to the creation of a vibrant, safe, and pedestrian-friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all make a significant contribution to the character and identity of the street. Requiring compliance with design guidelines for all buildings receiving grant funding has proven to be extremely beneficial. In addition to preserving our history, the transformations that have taken place in downtown Dansville have helped to attract businesses, visitors, residents, and additional renovations.

The Downtown Partnership is constantly working to adopt and implement forward-looking policies that will assist in community revitalization efforts. For example, Livingston is one of only two counties in the state of New York that offers tax exemption for mixed-use properties through section 485-n of the Real Property Tax Law. The 485-n abatement is an investment in growth and development by the village residents and an incentive for building owners to invest in their property and contribute to the sense of place downtown. This law authorizes the governing body of any town or village in Livingston County to adopt a local law offering a partial tax exemption from town taxes and town special ad valorem levies or from village taxes, to properties that are converted, created, modernized, rehabilitated, expanded, or otherwise improved for commercial and mixed residential and commercial uses.

In 2006 the Town of North Dansville and the Village of Dansville adopted a joint comprehensive plan. The plan was the result of five years of work examining past planning and future opportunities related to Dansville’s history, education, culture, land use, transportation, infrastructure, environment, economic development, regional issues and inter-municipal cooperation. The town and village board along with the joint planning and zoning board regularly review the plan every two years to determine if changed circumstances require amendment.

In 2015 the Dansville Transportation and Industrial and Commercial Access Study was completed. The study examines development opportunities in Dansville and conducts a needs assessment based on



accessibility to targeted development sites. The result of the study was a series of recommended programs and policies as well as enhancements to land use, transportation, and the public realm.

The Livingston County Land Bank was approved by New York State in September 2017 with the mission to support community (re)development by facilitating the return of vacant, blighted, abandoned, tax delinquent or underutilized properties to productive use. The Board of Directors sees this as a tremendous opportunity to implement a process that will interrupt the cycle of continued deterioration of these properties and shift the focus toward improvement. Nice neighborhoods that have these types of properties require the assistance of an agency like the Land Bank that can intervene and improve the overall landscape for its residents.

The NY Stretch Energy Code has been provided to the local code enforcement officer for review and integration into the existing local building and zoning codes. Compliance with this code is mandatory for DRI awards and will be expected for all included projects.

The Village of Dansville is currently under a moratorium for solar development in order to install a solar law. The Village was caught a little off-guard as a shortage of developable land for solar exists, thus the pending project significantly increased the priority for adopting a law. The support for solar development exists in the Village and the pending project has been kept involved with the discussions and progress. It is anticipated that the solar project will be given approval to proceed as a 2022 initiative.



Stephanie's Hair Salon



Downtown Dansville

Public Support.

The support of local leaders and stakeholders for pursuing a vision of downtown revitalization has been evident for 18 years beginning with Livingston County’s creation of the Downtown Partnership program, placing Main Street revitalization at the center of the County’s economic development strategy. The Village of Dansville has been making annual contributions to the partnership since its inception, evidence that local decision makers see the importance of their community’s commercial core. Ongoing revitalization efforts have chipped away at Dansville’s vision over the years but the Downtown Revitalization Initiative offers the community the chance to really flip the switch.

In 2017 the Downtown Partnership engaged Larisa Ortiz Associates to conduct a retail market analysis for its 9 downtowns, including Dansville. The goal of the analysis was to determine where new retail and targeted investment and development should be encouraged and/or incentivized; and to determine what kinds of physical improvements and downtown projects should be prioritized. During the Commercial District Analysis, three well attended community meetings and an online survey brought together the voices of community leaders, business owners and private citizens to discuss what’s next for Downtown Dansville. An assessment of physical environment, administrative capacity, business environment, demographics and psychographics and retail leakage was developed along with a set of guiding principles and series of recommendations. This plan paved the way for Dansville’s first DRI application submitted in 2018 as it served as a roadmap for revitalization. Significant public participation went into the planning process through site visits and community meetings that engaged residents, business owners, property owners, elected officials, and representatives from local and regional groups.

While DRI funding was not awarded in 2018 or 2019, implementation of the Commercial District Analysis began and several committees were put in place and have been meeting ever since as work on downtown Dansville progresses.

A public art committee has successfully executed the addition of two statues in downtown Dansville and is planning for a third. They are also meeting regularly regarding the installation of a large scale mural as part of “LivCo Walls,” a mural festival scheduled to take place in summer 2022.

The Dansville Chamber of Commerce convenes local business owners and stakeholders monthly to discuss development and promotion of downtown.

An events and promotion committee meets monthly to work on signature community events including Winter in the Village, Kidding Around Downtown, Chalk Walk, First Fridays and the Fairy Doors of Dansville.

A wayfinding committee participated in development of the Wayfinding Master Plan for which public engagement consisted of a Dansville stakeholder meeting, 2 online surveys and 4 public meetings.

The Downtown Coordinator continues to work with private business and property owners on development projects in the downtown district.

Most recently, a community survey was conducted in September of 2021. As you read through the responses from the 33 respondents you start to see a picture of Dansville’s future...



"I see a revitalized Main Street with little shops, restaurants, a staffed welcome center and beautiful planters with lots of park benches. I see a walkable community with tourism, heritage tourism and an updated walking / diving tour. I see concerts and tai chi in the parks. I see a dynamic school, library and YMCA. I see an incubator building that supports new business and a community college that trains people 21st century jobs. The joys of small town living!"

"I'd like to see it as a gem nestled in the valley that is so rich with history and nearby Stony Brook Park. I'd like it to have its own special identity, perhaps as an artsy village, but at least with a variety of charming shops and restaurants."

"I would like to see a nice tourist area with shops, restaurants and a thriving village since it is so close to Stony Brook and hiking areas."

"A beautiful village with lovely Main Street, beautiful shops, restaurants, a lovely Maxwell Block with thriving stores and 2nd floor apartments, beautiful trees and flowers... A lovely school with great sports complex... A thriving hospital and a caring involved community!"

The responses to this survey simply reiterate the community input that has been received through past planning efforts, all of which lead up to where Dansville is today.



First Friday in Dansville



Residents at the Chalkwalk outside the Dansville Library



Dogwood Trading Company



Dansville Artworks

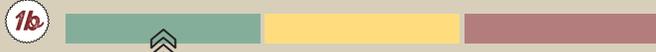
Transformative opportunities and readiness.

While the following project list identifies over \$20 million in DRI Investment, the Village of Dansville is only requesting consideration for the \$10 million award. We believe that the projects which hold a high degree of readiness make this proposal immediately implementable and provide significant impact for the community. The other projects listed which possess a lower degree are also highly impactful, however, certain hurdles may still exist which lessen the likelihood of achieving timely implementation.



| | Total Cost | DRI Investment |
|----------------------------|---------------------|---------------------|
| 1a Affordable Housing | \$12,000,000 | \$4,800,000 |
| 1b Affordable Housing | \$5,000,000 | \$2,000,000 |
| 2 Maxwell Block | \$2,500,000 | \$1,000,000 |
| 3 Canaseraga Block | \$1,500,000 | \$600,000 |
| 4 Building Renovation Fund | \$1,500,000 | \$600,000 |
| 5 YMCA Community Center | \$12,500,000 | \$5,000,000 |
| 6 Parks and Trails | \$1,500,000 | \$1,200,000 |
| 7 Downtown Streetscape | \$500,000 | \$400,000 |
| 8 Wayfinding | \$500,000 | \$400,000 |
| 9 Centerway Square | \$750,000 | \$600,000 |
| 10 Castle on the Hill | \$5,000,000 | \$4,000,000 |
| Totals | \$43,250,000 | \$20,200,000 |

1a Project: Affordable Housing



High Readiness

Total Cost: \$17,000,000
 Phase 1: \$12,000,000 / Phase 2: \$5,000,000
DRP Investment: \$6,800,000

Description:

DePaul Properties has identified a proposal for the Village to add sixty (60) affordable and supported housing units. The first phase of the project is a newly constructed, 48-unit facility located ~3/4 mile from the downtown. This multi-family complex has been designed to house a mental health counselor and other supportive services offered through DePaul. The second phase is a 12-unit renovation of a historic building in the Village which was formerly a senior assisted nursing home and has been vacant for 9 years. This proposal entails independent senior living on a large parcel in a quiet neighborhood less than 1/2 mile from the downtown. Further, the restoration of this 1860's building to its former glory would restore a highly visible and an identified community priority.



Dansville Apartments - Exterior View
DePaul



A recent housing study completed in February 2020 illustrated a strong demand for affordable housing and more specifically, senior housing. The Village of Dansville has one of the oldest housing inventories in the County and many of our residents are aging-in-place, where the burden of home ownership and accessing services are becoming difficult. These proposed developments will provide a viable alternative for new and existing residents looking to improve their quality-of-life through an affordable option with easy accessibility to necessary goods and services.



1 Apartment View



3 Third Floor Plan



2 Second Floor Plan



1 First Floor Plan



2 Project: Maxwell Block

Total Cost: \$2,500,000
DRF Investment: \$1,000,000



High Readiness

Description:

In 1874, Olney B. Maxwell constructed a three-story building in the center of the downtown. Mr. Maxwell was a prominent nurseryman and postmaster for the Village. This building once housed the local Post Office and several other retail and service businesses on both the 1st and 2nd floors. The 3rd floor was the site of one of Dansville's opera houses, with a large room for gatherings, meetings and shows. The 30,000sf structure has withstood the test of time and remains in repairable condition, much to the liking of the locals who want to see it restored, but also a priority to the merchants who recognize this large structure as a focal point of the community which, when is disrepair, negatively impacts the perception of their economy.

Local developers and philanthropists, Greg O'Connell and E. Phillip Saunders have secured ownership of this building and plan to preserve the history of the structure. The concept plan involves renovation of the 1st floor commercial space while the 2nd and 3rd floors will be converted to apartment and loft living. It is anticipated that ~12 units of various sizes can be created using the space on the upper floors, further enhancing the burgeoning downtown living environment that has been evolving over the past few years. Livingston County has worked with Mr. O'Connell on a number of projects throughout the County and each one has achieved a high degree of success. He is a knowledgeable and attentive developer who has the ability to see a project through to the end. The Village of Dansville has been the benefactor of Mr. Saunders' generosity on several occasions where the hospital, school and overall economy have experienced a significant impact. Together these two individuals have the ability and the wherewithal to create an exciting project and wonderful restoration for the Village.



3 Project: Canaseraga Building

Total Cost: \$1,500,000
DRF Investment: \$600,000



High Readiness

Description:

Dr. Willis Fish Clark arranged for the construction of this 17,000sf, three-story structure in the late 1830's. As a medical practitioner, Dr. Clark opened a medicine dispensary and a dry goods store on the 1st floor of the building. The 2nd floor was home to lawyers, insurance agents, commission merchants involved with canal trade and land agents. The 3rd floor was used a meeting and training room for the Canaseragas-a fighting militia who were later called to serve in the Civil War as part of the northern army.

The location of this highly visible building is in the center of the downtown and although it has maintained it 1st floor commercial presence, the 2nd floor has been renovated for residential apartments. The 3rd floor remains untouched and intact as a large meeting hall. Adjacent to the Maxwell Block, both projects will create a complete transformation for the middle of the Main Street district and an amazing upgrade of quality commercial space accessible from the front and rear of the building.

Not to be confused with the Maxwell Block, this building was also secured by local developers and philanthropists, Greg O'Connell and E. Phillip Saunders with the intent to preserve the history of the structure. The concept plan, again not unlike the Maxwell Block, involves renovation of the 1st floor commercial space while the 2nd and 3rd floors will be converted to apartment and loft living. It is anticipated that ~8 units of various sizes can be created using the space on the upper floors, further enhancing the burgeoning downtown living environment that has been evolving over the past few years. Livingston County has worked with Mr. O'Connell on a number of projects throughout the County and each one has achieved a high degree of success. He is a knowledgeable and attentive developer who has the ability to see a project through to the end. The Village of Dansville has been the benefactor of Mr. Saunders' generosity on several occasions where the hospital, school and overall economy have experienced a significant impact. Together these two individuals have the ability and the wherewithal to create an exciting project and wonderful restoration for the Village.

4 Project: Building Renovation Fund

Total Cost: \$1,500,000
DRI Investment: \$600,000



Description:

Dansville has a high rate of vacant storefronts. This is likely due to the lack of investment by building owners, resulting in non-viable storefronts for potential businesses. A survey conducted between December 2020 and March 2021 identified 20 building owners in downtown Dansville interested in building renovation projects were they able to access grant funding to offset the cost. These 20 projects are estimated by the property owners to cost more than \$4.8 million and would assist 35 commercial units and 42 upper floor apartments.

Livingston County's Downtown Partnership would utilize \$600,000 in DRI funding to run a building renovation grant fund to leverage private investment in such buildings to allow for their redevelopment or rehabilitation with a preference for revitalization of vacant or underutilized buildings, including historic preservation. Improvements covered under the grant fund would include interior and exterior renovations, façade and site improvements; mechanical, electrical, and plumbing infrastructure for vacant spaces within existing buildings; demolition of an existing unrepairable building, construction of a new building in its place; soft costs; and signage ancillary to the project.

The Downtown Partnership has successfully administered 18 New York Main Street contracts and this program would closely mirror that funding source. The Downtown Coordinator will solicit applications from downtown property owners that meet the basic criteria of the program. Public information meetings will be held within the community where the Coordinator will be available to answer questions and review draft applications as appropriate. Applicants will be required to submit evidence of compliance with program guidelines as well as documentation of appropriate criteria, such as SHPO approval and bank financing. A formal written scope of work will be required and will address immediate health and safety concerns; the correction of existing code violations; environmental hazards; installation of energy conservation measures; accessibility for persons with disabilities; and consistency with the Danville design guidelines which requires preservation of historical elements of the building.



5 Project: YMCA Community Center

Total Cost: \$12,500,000
DRF Investment: \$5,000,000



Medium Readiness

Description:

In 2019, the Hornell Area YMCA began to bring some basic services to the community members in Dansville and the surrounding towns. At first, these services utilized the existing infrastructure of the school system to offer fitness related exercises. In 2020, the YMCA formed an advisory board assigned with increasing the breadth and scope of offerings. A grant was received from Congressman Jacobs' Office for \$106,000 to purchase exercise equipment including weights, treadmills and other fitness machines with fill the need of the at-large public to have their own ample resources instead of shared time with the school students and athletic programs.

Most recently, the YMCA has completed a community needs assessment which was comprised of a resident survey. While the goal was to receive 250 responses, they actually received over 500 with an overwhelmingly positive reaction to the concept of adding more services. Some of the most common answers sought the need for a community pool, classrooms for music, arts and STEM activities ("maker space"), child care services and a full offering of fitness and athletic activity space.

A proposal was made by the Hornell Area YMCA to the advisory board to create a 30,000sf brick-and-mortar facility which would be able to serve the needs of the greater Dansville community. Partnering with a qualified, reputable non-profit that has significant experience in operating the programs for a multi-generational facility is exactly what the community needs. This project represents a tremendous opportunity for this area in offering programs in youth development, healthy living, social responsibility through camps, nutrition, child care, education (STEM), leadership, social services, water safety and fitness classes. The school has offered to provide an 11-acre location in close proximity to the downtown and hospital, where accessibility is easy and central.



Hornell YMCA



Dansville Residents at YMCA

6 Project: Parks and Trails

Total Cost: \$1,500,000
DRF Investment: \$1,200,000



Medium Readiness

Description:

The Village has identified two (2) walking paths to provide for exercise and outdoor recreation. The first is a creekside walking path that is located in Williams Park, adjacent to the hospital for employees and locals to enjoy a nature walk near the running water. This is one of the larger parks in the Village and draws a large number of users who visit the gazebo for picnics and gatherings, the basketball courts for pickup games and the veterans memorial to commemorate those who gave their lives for their Country.

The other path is a more scenic walk along the hillside of the valley where the Erie and Lackawanna Railroad once ran. The rail tracks have been removed as have the wooden ties making the rail bed a flat, 2 1/2 mile walk overlooking the Village from East Hill. The proposal for this trail calls for scenic overlooks where walkers can stop and enjoy the beauty and the vistas of the valley.

In 2021, Dansville introduced a collegiate baseball team to the community. The Dansville Gliders, part of the NYCBL, brought college-aged baseball players from all over the east coast (and Canada) to play a 40-game summer schedule. The players and coaches were housed with host families and the home games saw 400-500 fans in attendance. The games were played at Babcock Park in the Village and were restricted to day games due to the lack of lighting. While the Village made several improvements to the field, backstop and parking area, several other upgrades are proposed to make the Park more attractive to attendees, including seating, concessions and wind screening.



7 Project: Downtown Streetscape

Total Cost: \$500,000
DRF Investment: \$400,000



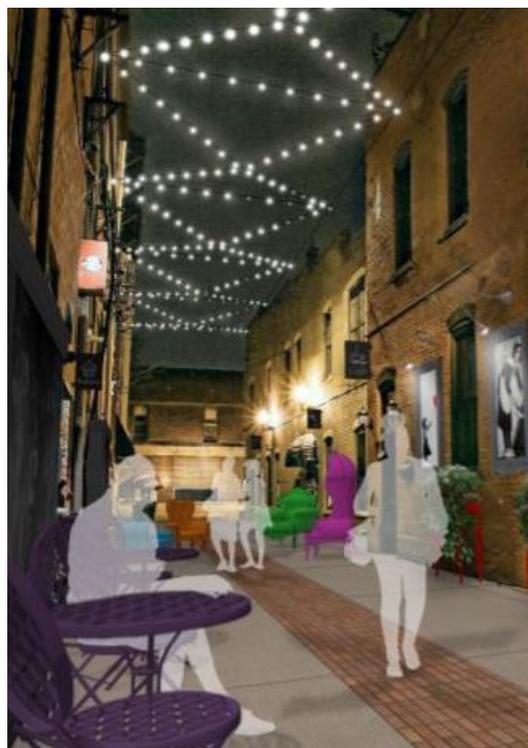
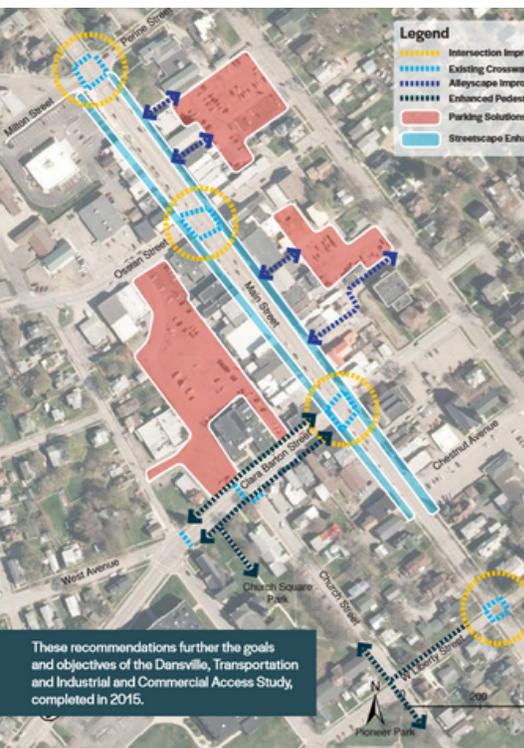
High Readiness

Description:

A well-designed streetscape is one of the things that attracts shoppers to downtown retail areas. Streetscapes not only create an ambiance, they provide a context and an identity for an area. They create places to pause and linger and provide safe and pleasant environments for walking and strolling. Good streetscape design clearly organizes areas for movement, rest, window shopping, dining and other sidewalk activities to serve the diverse users of a downtown. Such streetscapes provide a sense of arrival, and serve a “wayfinding” function - connecting destinations and centers of activity. Streetscape improvements can provide a variety of economic, social and environmental benefits, including but not limited to increased retail activity resulting from increased foot traffic, improved safety by buffering pedestrians from vehicles, and an increase in new development and redevelopment, over the long-term which will increase property values.

Dansville will make the following streetscape enhancements:

- Alley improvements including the replacement or repair of pavers, and the addition of pedestrian lighting, landscaping, and furniture will improve the access and visibility of rear parking lots while creating public gathering spaces.
- Parking lot upgrades including repaving, restriping, and the addition of lighting, landscaping and crosswalks within parking lots will improve safety and maximize utility.
- Public art including the installation of professional murals and sculptures will activate downtown providing a feeling of safety and ownership of the public realm. Bike racks can be a great opportunity to playfully engage the public realm with art.
- Plantings and trees will be added acting as a buffer between pedestrians and traffic. Large- and medium-sized potted plants will emphasize gathering spaces, and hanging baskets will add repetition in between storefronts and on light poles.
- Outdoor seating will be added as a way to extend the indoors to outdoors and add to depth and scale. Benches, garbage receptacles and tables and chairs made of metal will provide branding opportunities when paired together.



DANSVILLE STREETScape RECOMMENDATIONS

STREET TREES

- Evaluate existing street trees and replace missing and dying trees, consistent with street tree guidelines.

STREETScape AMENITIES

- Place additional benches, bike racks and planters in the pedestrian environment.
- Incorporate green infrastructure when feasible, consistent with the streetscape amenities guidelines.

PEDESTRIAN ACCESS AND SAFETY

- Enhance crosswalks at major intersections along Main Street with high visibility striping and / or contrasting pavement colors to bring attention to pedestrians and increase safety.
- Explore the installation of bumpouts at key intersections on Main Street. Bumpouts will shorten pedestrian crossings, help define on-street parking, and act as a traffic calming measure. Any improvements will need to take into account truck traffic and cannot impede the ability for trucks to maneuver through the Village of Dansville.
- Enhance the pedestrian connection from Main Street to Church Square Park and Pioneer Park via Clara Barton Street and W Liberty Street. In addition to wayfinding signage, this can be achieved with decorative pavement treatments and unique elements in the landscape such as colorful light poles and site amenities, art installations, or historic interpretive stations guiding pedestrians to the parks.

PARKING SOLUTIONS

- Clearly define public vs. private parking in the parking lots behind the buildings on Main Street, through striping and signage.

ALLEYScape

- Enhance the alleys between the public parking facilities and Main Street with decorative elements such as public art, lighting and ornamental paving treatments.

Additional Recommendations:

- ▲ Add additional streetscape amenities including benches and bike racks.
- ▲ Enhance pedestrian connections to Church Square Park and Pioneer Park.

Luigi Wayfinding Strategy |

8 Project: Wayfinding

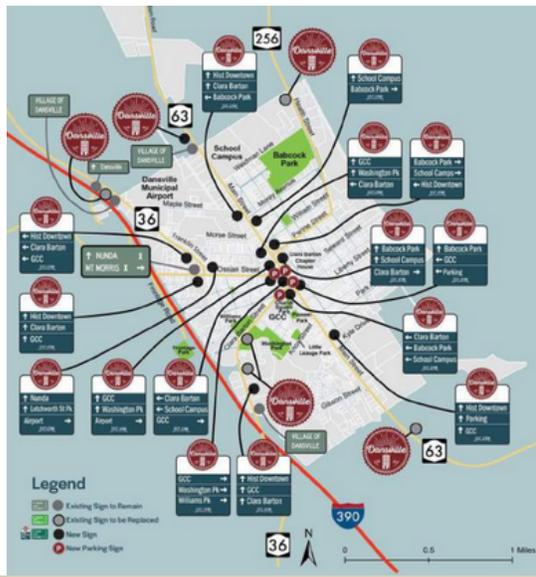
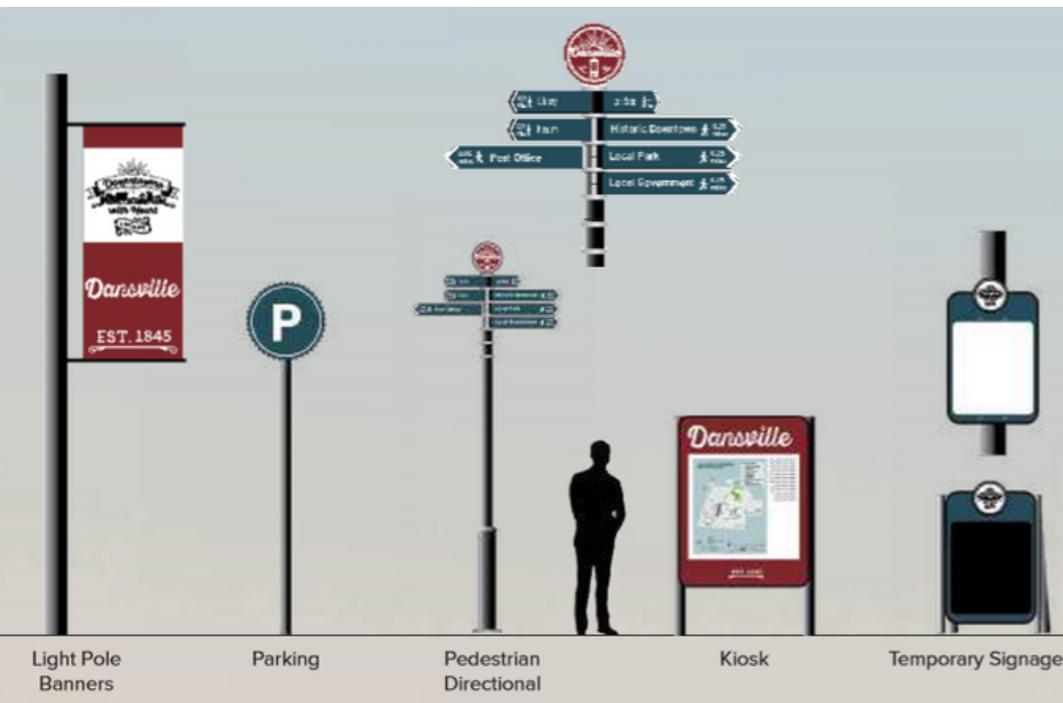
Total Cost: \$500,000
 DRI Investment: \$400,000



High Readiness

Description:

Wayfinding is enabling people to navigate through an environment with the use of effective signage and visual cues. An effective wayfinding system, focused on all modes of transportation, can entice residents and visitors to explore beyond their traditional comfort zone. Earlier this year Livingston County, with the assistance of Bergmann, completed a county-wide Wayfinding Master Plan. Aided by a robust public engagement strategy, this study identifies the unique assets and destinations within Livingston County and identifies recommendations for wayfinding signage design and location in each Village. Developing a wayfinding strategy for Dansville began with an extensive existing conditions analysis to understand the wayfinding system today. An inventory of existing wayfinding signage was conducted and with the use of a GIS phone application, each sign was located and categorized according to which sign “system” it fell within, intended viewer, sign type and general condition. Based on the existing conditions analysis and input received through the public engagement process, a Sign Hierarchy was developed to infill gaps in the existing system. The goal of the sign hierarchy is to create a comprehensive and easily identifiable wayfinding system throughout Dansville. Recommendations for placement and messaging of vehicular and pedestrian wayfinding signage throughout Dansville were made, as well as recommendations to supplement existing NYSDOT signage leading into the Village along I-390.



9 Project: Centerway Square

Total Cost: \$750,000
DRF Investment: \$600,000



Medium Readiness

Description:

The long row of contiguous buildings on the west side of Main Street is interrupted by several single story storefronts that were rebuilt after a fire in the mid-1950's. The buildings are currently vacant and lack the character that the other buildings possess as part of the downtown. Removing these buildings would open Main Street to the accessibility of a large, municipal parking lot and would allow visitors a direct passage from their vehicles to the merchant storefronts. Complimenting this space would be a staging area for music or entertainment as well as outdoor dining options from many of the area restaurants or coffee shops.

Removing these buildings to create a gathering place is essential to not only accessibility, but bringing the summer concert series to downtown from a remote location can help the merchant base to increase traffic flow on concert nights. The local farmers market held on Saturday mornings can be held here in the middle of the downtown where residents and visitors can enjoy the ability to get fresh fruits, meats and other artisanal items.



10 Project: Castle on the Hill

Total Cost: \$5,000,000
DRF Investment: \$4,000,000



Low Readiness

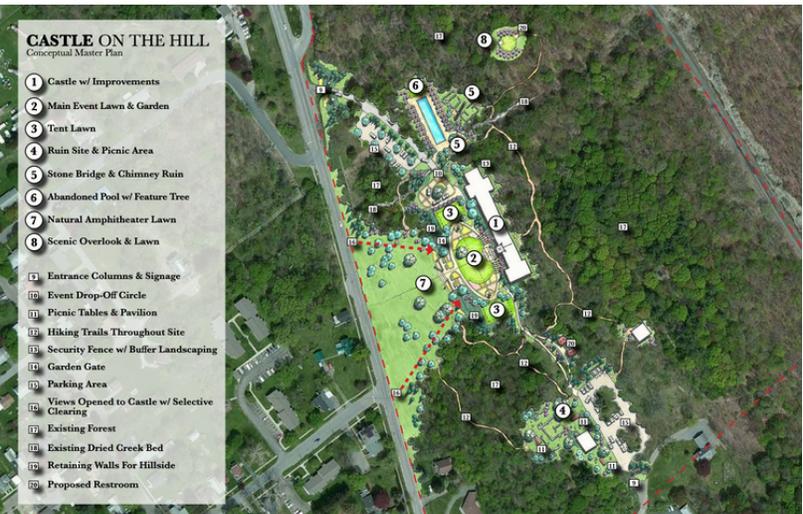
Description:

The “Castle on the Hill” is a historic curiosity, a derelict structure that invites equal measures of inquisitiveness and concern. The history of the site dates back to 1798 when pent-up geologic forces gave way, and a new spring burst forth from beneath the surface. Following the discovery of “Breakout Creek” several businessmen tried their hand at running a water cure facility at the site. The original building burned in 1882 but in October of 1883 the new, larger, fireproof brick facility – the Jackson Sanatorium – opened. Over the next nine decades a variety of owners tried their hand at running the facility until 1971 when the doors of the health spa closed for the last time.

Our present aim is to clean and stabilize the building, to rescue it from decline and give it back to the community as a showcase structure. We aim to restore its grandeur, and to make it an anchor for a gorgeous public space, alive with gardens and walkways. The scope we propose does not reopen the doors of the building or return it to any interior industry or function. Instead, we aim to resuscitate and restore, to bring it back to health and let it stand as a monument. That said, our efforts would not preclude those who might come later from attempting a complete interior restoration and reopening. We would have more than laid the groundwork for such continued recovery.

Brothers Tom and Dave Acomb of AO&A, and Dansville natives, have proposed a plan that will aim to tell the story of this singularly fascinating property through walkways and displays featuring informative graphics that point up the interesting remnants and artifacts, and perhaps even allow carefully selected “peek-in” opportunities that give a prized view into the past while preserving the site’s integrity well into the future. Similar treatments, minor but effective, have recently been given to Ellis Island and even to Alcatraz. In those cases, as in this one, modest but much-needed attention has more than paid off, giving rich benefits as far as preservation and public involvement. Tom brings more than 20 years of experience in design, production, and development of unique entertainment and hospitality projects which Dave has 30 plus years of diverse architectural experience.

The plan has been presented to current owner Peter Krog, also a Dansville native, who is open to conversations about the future of the property. We truly see this as an opportunity to achieve an across-the-board win for everyone. This is the community giving back to its own past, an effort initiated and carried out by people who grew up here, for whom love of this place has never dimmed, for whom hope has never waned.



Castle Facade Mapping Example (1)



Castle Facade Mapping Example (2)



Castle Facade Mapping Example (3)

Administrative Capacity.

Dansville has assembled a strong team that has been undertaking public improvement projects and grant administration for the past 18 years.

Pete Vogt, a Dansville native, is currently serving his third term as Mayor. Mayor Vogt and his board have experience with public improvement projects including but not limited to infrastructure projects, drainage work, milling and filling several streets and rebuilding parking lots to make them safe and attractive with new signage, lighting and curbing. When the mayor came into office the prior board had approved a \$19 million wastewater treatment plant project which was desperately needed but not affordable. Vogt’s board put a halt on the project to complete a new engineering study. Ultimately, the village was able to reduce the project’s cost to \$13 million and get a zero percent interest loan from the state’s Environmental Facilities Corporation, reducing the project financing from \$1.1 million to \$385,000 annually. The Village is dedicated to undertaking public improvements in a responsible and affordable manner and is prepared to invest DRI funds in the same way.

Revitalization of the downtown district has been a major focus for the Village of Dansville. The Village was one of the first to join the county’s Downtown Partnership and has been a member since its inception in 2003. The Downtown Partnership was created - and continues to be supported financially - by the Livingston County Board of Supervisors. As a member, the Village of Dansville pays into the Downtown Partnership annually. These financial investments clearly illustrate the commitment among local leaders to support and advance downtown revitalization in Dansville and across Livingston County.

The Downtown Partnership program, with the mission of promoting and enhancing the unique, authentic, and vibrant communities of the County, is housed in Livingston County’s Economic Development Office. Staff from Livingston County that will be highly involved in administration includes:

Bill Bacon is the Director of Economic Development for Livingston County (5 years) where he runs the Industrial Development Agency and Local Development Corporation. With 23 years in the banking industry, Bill has a strong background in relationship management, team building and general business acumen coupled with significant track record of driving profitability gains and huge revenues within highly competitive organizations.

Maureen Wheeler is the Deputy Director of Economic Development for Livingston County. Maureen has extensive experience in grant writing and administration and has overseen grants from a variety of agencies including EDA, USDA, DOT, HUD, OCR, and ESD. Prior to coming to the County 8 years ago, Maureen ran the New York Main Street Program in the 17 county Western New York Region for NYS Homes and Community Renewal.

Melissa Hughes is the Director of Livingston County Tourism. Melissa will be assisting with implementing Dansville’s community brand and promoting the area for visitor, resident, and business attraction. Melissa works closely with others in the Genesee Valley and Finger Lakes and will be the liaison for Dansville to continue collaboration with many regional initiatives. Melissa will be highly involved with projects relating to streetscape enhancements, wayfinding, public arts, and trails.

Louise Wadsworth has been the Downtown Coordinator for Livingston County for 10 years. Prior to this role, Louise worked with Livingston and Wyoming Counties for six years as the director of an inter-



municipal Main Street program focused on downtown revitalization across several communities. Louise owned and operated a Main Street business for 26 years and brings a wealth of knowledge to our small business community. Louise would be the local lead responsible for convening a local Downtown Revitalization Initiative Planning Committee which would include representation from:

- Village of Dansville
- Town of North Dansville
- Dansville Chamber of Commerce
- Dansville Economic Development Corporation
- Dansville Central School District
- Genesee Community College
- Noyes Health/UR Medicine
- Dansville Rotary Club
- Dansville Lions Club
- Livingston County Industrial Development Agency
- Livingston County Development Corporation
- Livingston County Tourism, Inc.

The Downtown Partnership has a proven track record of administering concurrent grant contracts and managing privately funded projects. Eighteen New York Main Street contracts, four Restore NY grants, three CDBG funded business plan competitions and locally funded sign and façade improvement programs have invested more than \$10 million, leveraging another \$10 million, across the downtowns of Livingston County. Offering shared services through the Downtown Partnership for the administration of grant funding and revitalization efforts has allowed each Livingston County community, Dansville included, to benefit from revitalization efforts that alone may not have been possible.

As was highlighted in prior sections of this application, the Downtown Partnership has been instrumental in the development of several plans and policies which lay the foundation for DRI investment.

Several private investors/developers will be involved in priority projects that are being nominated through this application. These individuals bring with them years of experience that uniquely qualify them to undertake the proposed projects. These include:

The O’Connell Organization is a family owned and operated real estate development business with over 150 properties in New York State. Greg O’Connell acquires, redevelops and manages property while preserving its historic value and utilizing its inherent attributes for the betterment of the community. O’Connell has rehabbed over 30 buildings in Livingston County and will be the developer on two of our major DRI projects along with several other building that will likely apply for funding through the DRI Building Renovation Fund. Greg’s work in Mount Morris was truly transformational and documented here (nytimes.com/2010/11/12/nyregion/12morris.html).

DePaul Properties, Inc. is a Rochester, New York-based non-profit organization that creates and operates attractive, affordable housing solutions in urban, suburban and rural settings throughout New York State. Sites provide successful, cost-effective combinations of affordable housing along with supportive services that help people live more stable, productive lives. These environments promote respectful community relationships and individual success. DePaul Properties, Inc. has extensive experience in residential development. Areas of expertise include site selection, engineering, architecture and construction. DePaul also has significant knowledge in public finance, low-income housing tax credit acquisition and



tax-exempt bond financing.

E. Phillip Saunders is the founder of several notable companies, including Genesee Regional Bank, Truck Stops of America, Griffith Energy, Travel Centers of America, and Sugar Creek Corporation. In addition, Mr. Saunders is an owner of Essex Property Management, a company responsible for commercial properties. Other significant ownership interests include Valley Fuels, Bristol Harbour Resort, Sugar Creek Farms, Western New York Energy, and American Rock Salt. A lifelong resident of Livingston County, Mr. Saunders is a tireless promoter of the Upstate NY economy and believes strongly that an educated workforce is the key to economic growth in the region. As such, he has made significant investment in RIT to establish the Saunders College of Business connected with a strategy to reshape the traditional approach to business education.

Tom Acomb, a Dansville native, brings more than 20 years of experience in design, production, and development of unique entertainment and hospitality projects to the leadership of AO&a. He has traveled a dynamic career from building Disney's Studio Park in Paris, France to feature film and mega-media event production throughout the US, to the themed entertainment venues onboard Disney cruise ships in Venice, Italy. Tom has also served in various leadership roles as President of Olympia Development in Portland, Maine as well as senior manager of theatrical design and production with Walt Disney Imagineering for 10 years, lead production manager with Disney Creative Entertainment, and Project Executive at The Ginn Company. He is an avid proponent of the importance of the integration of theatrics, technology, and the inevitable "audience" which he learned from production experience in both the film and attraction business. His balanced passion for creativity, innovation, and real-world business make him a stellar forward focused leader of the team.

David Acomb, also a Dansville native, brings 30 plus years of diverse architectural experience to each of his projects. He has provided design, project management and construction administration services in themed design, entertainment design, restaurant design, commercial design, recreation design, hospitality design, public safety design, health care and government design. Employment with Walt Disney Imagineering early in his career profoundly influenced his appreciation of design on human experience and a critical attention to detail. No matter his role - principal in charge, project designer, or project manager, his no-ego approach, leadership skills and work ethic have guided project teams and clients to successful project completion. One of his greatest strengths is designing with an appreciation of constructability, budget, and schedule. His penchant for innovation and out-of-the-box thinking led to designing fire fighter training into stations and changed fire station design on a national level. He has written and lectured on this topic for fifteen years. David regularly teams with locally based architects and has worked on projects from Hawaii to Rhode Island. In recent years, he is privileged to have worked on projects for Walt Disney, Merlin Entertainment, HMS Host, Orlando International Airport, Ginn Resources, McDonald's Corporate, Maui County, Hawaii and numerous cities in the continental United States.

\$20 Million Request

Dansville does not wish to be considered for \$20 million in DRI funding. We would however like to forward for your consideration a unique opportunity to direct two, \$10 million awards to two resurgent villages that bracket Letchworth State Park and the heart of the Genesee River Valley: Dansville and Perry.

The Genesee Valley is one of New York State's best kept outdoor recreation secrets. Breathtaking landscapes, historic villages, dramatic waterfalls, forests, glacially-carved gorges, lakes, and rivers are set between Niagara Falls and the Finger Lakes Region of Western New York. At the heart of the Genesee Valley is Letchworth State Park, voted #1 State Park in the nation. Every year nearly one million visitors pass through the communities in Livingston and Wyoming Counties as they navigate to and from the Park. These communities have an important role to play in defining a quality visitor experience. In turn, a vibrant tourism industry improves the quality of life for local residents and fuels economic growth by making our communities more attractive to potential employees and businesses.



Battle Street Brewery



Dogwood Festival



Dansville Chalkwalk



Star Theatre

For the past 5 years, intermunicipal collaboration has produced a regional strategy geared to cultivating new tourism-related economic opportunities in the Genesee Valley. It is tested through numerous projects ranging from food tourism to exploregeneseevalley.com, from the Trail Towns Initiative to Digital Main Street. Its success has been endorsed and nurtured through annual USDA RBDG funding. This collaboration has served as a model regional strategy supported by the inaugural Rural Economic Development Innovation (REDI) Initiative, along with being the inaugural recipient of the Lipinski Award through Farm Credit East, a cash award in support of innovative approaches to solving rural challenges.

We are sure the selection process will be rigorous and each community needs to stand on its own merits. And it goes without saying that Dansville would welcome DRI funding in conjunction with any other community you select. However, if this consideration presents itself, we wanted to use this space to demonstrate the possibility of furthering this nationally-recognized regional collaboration and the Genesee Valley through the powerful funding engine of the DRI.



Dansville Chalkwalk



Mill Creek Optical



New York State Festival of Balloons



Farmers' Market



The Coffee Cup



Angle's Ice Cream