DOWNTOWN PERRY

DOWNTOWN REVITALIZATION INITIATIVE
ROUND V NOMINATION
Dear Selection Committee,

I picked Perry. I married a 4th generation dairy farmer but instead of moving into the old farmhouse, in 1996 we chose the nearby village of Perry. We chose it for its potential, its character, its access to recreation, its walkability. Potential is the key word. The first five years after my arrival capped a decades-long slide for Main Street.

Well... the prerogative and obligation of small town living is involvement. And I got involved within 90 days of arriving. We formed a Task Force to save the abandoned Old School. Eventually, a local buyer completed a first phase of investment to create 24 market-rate apartments on the second floor...I think that first lesson taught me something about Perry: we could do this!

I am a Downtowns architect, and Perry's been *my* living laboratory. I located my firm downtown too, in the first building that we bought and rehabbed in 2005. We have taken this passion for revitalization and a growing set of skills to what I call NY’s 583 Little Apples. And in turn, I’ve cross-pollinated what I’ve learned back to Perry and shared with a tireless and enthusiastic team of can-do people, to make things happen!

We wrote a new strategic plan and rewrote our zoning.
We launched game-changing annual events.
We put together successful grants and national register nominations for downtown.
We launched Perry Main Street Association in 2005 - to be a voice for Downtown.
We invented Main Street LLC to solve the problem of those big, vacant buildings.
We planned - then executed - improvements to Main Street, Beach, Park, and Trail.

We spearheaded a regional economic development strategy - Letchworth Gateway Villages. With support from Wyoming County and LGV, we’ve been successful in recruiting and supporting businesses consistent with our vision.

For all this, The “Perry Project” has received recognition as a rural revitalization model - top honors from Rochester’s Community Design Center, Rochester AIA, and the Landmark Society.

Why does this all matter to you? Perry is the epitome of bottom-up revitalization. The Private sector, the Public sector and the People sector are all strong and moving in the same direction. In Perry, that stool *has* three strong legs to support your investment. We have PMSA, Main Street LLC, hundreds of stakeholders, young entrepreneurs, an established arts reputation, regional thinking to go with our #1 State Park, and savvy municipal leadership. Over the past two years we’ve also been connecting experienced developers with our best opportunities.

To sustain our revitalization we need housing. We need childcare. We need to extend our recreational, arts, accommodations, food and beverage offerings. And we have projects on tap to address *all* these needs.

The Public, Private & People sectors are ready. And so is Perry.

Rick Hauser, Mayor
Village of Perry

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**PERRY BY THE NUMBERS**

- OVER $50 MILLION INVESTED + 30 GRANTS managed in 10 years
- 30 DOWNTOWN BUILDINGS REHABBED + 33 NET NEW DOWNTOWN BUSINESSES (12 just since the start of the pandemic)
- 105 NEW DOWNTOWN WORKERS
- 30 NEW UPPER FLOOR APARTMENTS + 72 NEW UNITS in former mill and school + 14 NEWLY REHABBED HOMES through affordable housing program.
- 204 PROPERTIES BROUGHT INTO COMPLIANCE + 27% INCREASE IN ASSESSED VALUATION + #1 IN WyCo BUILDING PERMITS ISSUED.
- 11 NEW, top-notch REGIONAL EVENTS in 15 years. And this Fall, we’re hosting the LETCHWORTH ARTS AND CRAFTS SHOW, a nationally-recognized event with over 300 artisan vendors.
REDRC REGION:  
Finger Lakes  
MUNICIPALITY:  
Village of Perry  
DOWNTOWN:  
Downtown Perry  
COUNTY:  
Wyoming County  
CONTACT:  
Rick Hauser, Mayor  
EMAILS  
rhauser@villageofperry.com  
spierce@villageofperry.com

Wyoming is a Seneca word meaning land of plateaus. Two hundred years ago, you started to find mill towns pop up on the streams and outlets that fed the Genesee River. Driving down one of the rolling hills that define this Wyoming today, you will find yourself in one of these mill towns gone modern: Perry. The industry looks a little different - from cheese and chocolate cookies to high-tech manufacturing, next generation agriculture, food processing, and arts & entertainment. Perry’s economy and profile are growing due to a generation of entrepreneurial community members who choose to live, work, and play in this Finger Lakes village wedged in between Letchworth State Park and Silver Lake.

The local revitalization partnership has been passionate about community revitalization because they live and work in a special place within the Finger Lakes region. With all of the incredible natural and recreational resources provided by the parks that surround downtown, Perry feels like a village in a park.

Our compact, walkable, and historic downtown - listed on the National Register of Historic Places – has attracted a mix of innovative businesses, artists, and residents that has created a unique sense of place. The DRI has the opportunity to leverage and nurture Downtown Perry’s inherent position as a regional hub for culture, tourism, and entrepreneurship.

As a result of the diligence of our Mayor, local leaders and a team of volunteers, Downtown Perry is not at the beginning of their revitalization journey. However, the community needs the DRI investment to continue the momentum and propel the community, and region, forward to the next chapter in its revitalization journey.
VISION
VISION FOR DOWNTOWN

Downtown Perry is the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth’s 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound. Available childcare and housing nurtures entrepreneurship, community, and job growth. A diverse community of downtown residents, creative professionals, and seasonal visitors choose our restored historic buildings to enjoy a variety of culinary experiences and retail businesses, our rich arts and culture offerings, and our year-round schedule of signature events.
JUSTIFICATION
Perry is ready for the Downtown Revitalization Initiative (DRI). The Village is a regional leader in downtown revitalization strategy and leads a regional consortium building the Genesee Valley’s reputation as a geotourism destination. We have a disproportionate resume of downtown revitalization momentum driven by a large dedicated group of volunteers, developers and leadership at Village Hall. Significant investments in historic downtown buildings, establishment of year-round community events, creation of new jobs, and a renewed sense of community pride are all evidence that Perry is ready for a DRI award. An infusion of DRI funding would be catalytic to the Village and the surrounding rural region, providing benefits to a diverse population of all backgrounds.
A RURAL REGIONAL INNOVATION MODEL

Perry is the epitome of bottom-up revitalization.

Main Street LLC: In Perry we invented a business model to solve the problem of those big, vacant buildings. We called it “Main Street LLC”, a broad-based, community-wide, “put-your-money-where-your-house-is” investment model that has since been adopted across New York. It has helped rehabilitate over 42,000 sf of mixed-use space.

Letchworth Gateway Villages: As a gateway community to Letchworth, Perry spearheaded and is at the center of the growing outdoor recreation corridor along the Genesee River Valley and has been leading efforts to build an outdoor recreation and sustainable tourism economy through Letchworth Gateway Villages, a municipal consortium that Perry formed with neighboring Mount Morris and Geneseo in 2016. Since then, Perry has been able to grow the initiative to an additional seven rural communities in Southern Monroe, Livingston and Allegany Counties creating a network of Trail Town hospitality hubs poised to capitalize on the growing visitation to the region and demand for outdoor recreation.

The bottom-up revitalization strategy has worked. One positive feedback loop are the independent businesses emergent downtown - a gain of 30 in the past 15 years. These include bookstores, craft food and beverage, furniture, outdoor stores, fitness, a reptile zoo, and the arts.

But, as they say, “don’t take our word for it”. Perry’s resurgent downtown, entrepreneurial spirit and the unique strategy behind it has been featured in the Democrat and Chronicle and (585) Magazine among others. Its regional-rural innovation strategies that we collectively call “The Perry Project” have also garnered top accolades and attention:

- Reshaping Rochester’s Director’s Award, from the Community Design Center of Rochester
- Grand Honor Award, Urban Design Category, from AIA Rochester
- Barber Conable Award, for Five Preservation Initiatives, from the Landmark Society
- Designer’s Field Guide to Collaboration, by Caryn Brause, “Perry Project” is Case Study #1
- “The Perry Project” has been presented across NYS and beyond, at the National Congress of New Urbanism conference; Citizen’s Institute on Rural Design in Franklin, NH; Public Interest Design Institute in Charlottesville, VA; and Colloquiums in PA, VT, OH and MA.

The Village has also been a leader in implementing the State’s building renovation programs. Funds from multiple New York Main Street programs and the RESTORE NY program have been successfully implemented to renovate even more buildings. To date 28 properties have been renovated downtown over the last 14 years.
Buildings like this one have been renovated throughout downtown with grants and a community-led Main Street LLC investment program.
OUTDOOR RECREATION AND FOOD TOURISM DESTINATION

Every year, nearly 1 million visitors pass through the small, rural communities of the Genesee Valley Region to visit one of New York’s top destinations—Letchworth State Park.

Visitation to public lands is at an all-time high,1 while improvements in communication technology have allowed people to live and work where they want. As can be seen from the experience of many rural communities adjacent to public lands out West (Yosemite, Yellowstone, etc.), this dynamic is driving population growth in these areas and nurturing new economies.2

According to the Bureau of Economic Analysis (BEA), outdoor recreation accounts for 2.2 percent of U.S. GDP, generating $778 billion in gross economic output and supporting 5.2 million American jobs.3 In New York State, consumer spending on outdoor recreation ranks 4th out of 50 states.4 Statewide outdoor recreation is estimated to be a $33.8 billion industry.5

Like tourism, the outdoor recreation industry has demonstrated its strength as an economic sector—attracting employers and jobs as well as spurring innovation and entrepreneurship in rural areas across the U.S. GDP for the outdoor recreation economy grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy. Real gross output, compensation, and employment all grew faster in outdoor recreation than for the economy as a whole.6

Perry is capitalizing on these trends. In partnership with New York we’ve invested millions to transform our village beach, and link it to downtown via an extended Silver Lake Outlet Trail that will ultimately link to Letchworth State Park.

We also have a growing food scene; East Hill Creamery, The Silver Lake Brewing Project, Ration Wine Bar and Butter Meat Co. are all recent additions to downtown’s food tourism destinations.

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2 National Parks Conservation Association (May 2006), Gateways to Yellowstone: Protecting the Wild Heart of our Region’s Thriving Economy.

3 Outdoor Recreation | US Bureau of Economic Analysis (BEA)


5 New York Parks 2020, Renewing the Stewardship of our State Park System. NYS Parks, Recreation and Historic Preservation.

6 Outdoor Recreation | US Bureau of Economic Analysis (BEA)
Perry is strategically located to benefit from almost 1 million tourists that visit Letchworth State Park annually, while also being in close proximity to the Buffalo and Rochester metro areas.
INNOVATION CENTER FOR ARTS AND CULTURE

Perry is a nationally-known rural arts location due to the activity of the Arts Council of Wyoming County, the New York State Puppet Festival, Shake on the Lake (professional theatre company), and the Genesee Dance Theatre (professional ballet company). Members of the Perry Rural Arts community have spoken in conferences including National Rural Assembly, New York State Preservation Conference, Smithsonian Institution, Stony Brook University, SUNY Geneseo, and more.

The Arts Council for Wyoming County is also a NYSCA decentralization grant organization and home to the only dedicated non-profit art gallery in the county. It hosts approximately ten to twelve art shows a year in rotating gallery spaces and a long-time running film series in a dedicated theatre space. The organization also produces the top-30-in-the-nation Letchworth Arts and Crafts Show, to be hosted in the Village of Perry this fall. It has historically drawn over 50,000 people over a three day period.

How does this translate to economic activity? As home to the National Endowment of the Arts funded New York State Puppet Festival, Perry anticipates 3,000+ audience members for its next festival as well as 1,000 for the tenth anniversary season of Shake on the Lake.

In addition, the Village hosts other arts events including a Chalk Art Festival, En Plein Air Art Festival, and the Taste of Summer Culinary Arts Festival. It’s also home to the Lemuel Wiles Art Gallery in the Perry Public Library. Community events such as the Tour de Perry, Silver Lake Softball Tournament, Holiday DeLights, Holiday Artisan Fair, and the Downtown Farmers’ Market complement the arts programs.
The Village obtained grant funding through the NYSDOT's Transportation Enhancements program for streetscape improvements including decorative lighting, a landscaped...
A FOCUS ON RECOVERY AND RESILIENCY

Before the Covid pandemic, the Village of Perry was developing its Round V Downtown Revitalization Initiative (DRI) application. The Covid pandemic provided a pause for contemplation of how a public-health emergency, or any severe emergency, could affect the momentum and trajectory of Downtown Perry's long-term revitalization. However, the Covid pandemic also proved that past downtown revitalization efforts to create a community of place has helped downtown Perry partially weather Covid’s storm.

Perry recently received New York Main Street funding to implement a comprehensive pandemic recovery strategy for Downtown Perry. A portion of the funding will help the Village complete another leg in its Silver Lake Outlet trail through Downtown Perry to provide recreational opportunities that were critical during the pandemic.

The Village is also completing a Downtown Economic Resiliency Plan with the funding to assess the impacts of the pandemic on businesses, evaluate future public area improvements to respond to the pandemic (or future pandemics), understand the role arts can play in recovery, and engage the community to determine if their opinions of downtown have changed since the pandemic. Both public and private projects may emerge from this analysis and provide potential projects for the DRI.
The number of women-owned businesses in the Village of Perry has grown significantly, not only increasing the diversity of businesses but also supporting viable long-term economic resiliency.
The Village of Perry Downtown Revitalization Initiative (DRI) boundary comprises 226 acres and is entirely within the Village of Perry. The boundary follows Main Street (State Route 39) and the Silver Lake Outlet, both of which host the majority of potential transformative projects that define the community’s character.

Main Street is a walkable and compact corridor designated as a National Register Historic District. The outlet is a cherished natural and recreational asset that connects Letchworth State Park and Silver Lake State Park through downtown Perry.

Sections of adjacent neighborhoods within walking distance of the Main Street corridor are also included. The historic, unique neighborhoods that not only provide a variety of housing options for Village residents within walking distance of downtown, but also lend to the character and livability of downtown.

Perry is located near the eastern border of Wyoming County near Livingston County and is accessible from two state routes (39 & 246) as well as Interstate 390.
PAST INVESTMENT, FUTURE POTENTIAL INVESTMENT
Over the last 15 years, Village of Perry public and private leaders have been both visionary and aggressive in their approach to economic and community development. Both public and private entities have invested close to $50 million into the community with an emphasis on downtown investments:

PUBLIC INVESTMENT: $20 MILLION IN 15 YEARS

The Village and Downtown partners have leveraged grant funds from the Regional Economic Development Council’s (REDC) Consolidated Funding Application (CFA) programs, which have made a significant impact on downtown. Highlights include:

New York Main Street Program – the Village received funds in both 2008 and 2015 from the New York Main Street program for a building improvement program in the historic downtown core. The program assisted 16 building owners with a total investment of more than $1.8 million to improve the interior and exterior of downtown buildings.

Transportation Enhancements Program (TEP) and Transportation Alternatives Program (TAP) grant projects totaling $2.75 million. TEP provided traffic calming and streetscape improvements on Main Street, which completely changed the appearance of the corridor and made it more pedestrian friendly. TAP funds for Silver Lake Outlet Trail improvements include an expansion to link the trail to Main Street.

Restore NY - Greg O’Connell, a major downtown investor in the Finger Lakes region – took advantage of a $500,000 Restore NY grant to invest $700,000 of his own funds to rehabilitate four historic buildings downtown.

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Amount</th>
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<tr>
<td>NY Main Street Program – 5 buildings</td>
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<td>CDBG Storm Drainage Improvements</td>
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<td>CDBG Capital Improvement Plan</td>
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<td>TEP Downtown Streetscape Improvements</td>
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<td>CDBG Housing Rehabilitation Program - 13 homes</td>
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<tr>
<td>TAP Silver Lake Outlet Trail</td>
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<td>EPF Perry Beach Improvements</td>
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<td>Wastewater Treatment Plant Upgrades - EFC</td>
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16 buildings downtown have been rehabbed in the last 15 years with the help of New York Main Street funding with three more in the pipeline.
PRIVATE INVESTMENT: $30 MILLION IN 15 YEARS

Private investors have complemented public investments in the Village with a variety of mixed-use, commercial, and industrial projects. Some highlights include:

Perry, New York, LLC: Approximately $1,800,000 invested in multiple buildings by a community-wide group of investors made up of residents and businesses who own several buildings in downtown Perry.

East Hill Creamery and Creative Foods: More than $6 million invested in two food-related businesses. East Hill invested $4 million to expand their gourmet cheese production business, which started with 100 acres and 18 cows and now totals 1,000 acres, and 700 cows with a brand new manufacturing, warehouse and retail site in the Village. Creative Foods, which produces cookies, expanded twice in the last decade with a $6 million investment in the Village. Silver Lake Brewing invested almost $400,000 converting a former printing factory downtown into a regional craft beer destination.

DePaul will be invested more than $10 million to create 48 affordable, handicapped accessible units Some representative projects include:

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<td>Perry, NY LLC - Rufus Smith Bldg</td>
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<td>Perry, NY LLC - Howell Bldg</td>
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<td>In. Site Enterprise – Wise Bldg</td>
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<td>ACO, Inc.</td>
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<td>Sedam’s Tire</td>
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<td>LVM Materials (A&amp;A Metals site)</td>
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<td>Perry Holdings Co., Inc.</td>
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<td>East Hill Creamery</td>
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<td>Creative Foods, Inc.</td>
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<td>Silver Lake Brewing Project</td>
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<td>73 Main Street, LLC</td>
<td>$660,000</td>
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<tr>
<td>Silverlaken</td>
<td>$492,000</td>
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<td>Knitting Mill Apartments</td>
<td>$12,000,000</td>
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<tr>
<td>Creative Foods, Inc.</td>
<td>$4,000,000</td>
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</table>
DePaul invested more than $10 million to renovate a historic knitting mill creating 48 affordable housing units.

Local residents and businesses invested $400,000 to renovate a vacant printing shop into the Silver Lake Brewing Project.
JOB GROWTH
For a small, rural community the Village of Perry has seen significant job attraction and retention projects over the last 10 years. In that time, 14 projects in or near the proposed DRI boundary have created and retained 448 jobs in a community of fewer than 5,000 people. Jobs created at several projects will help to attract professionals and support long-term redevelopment in the Downtown:

As a result of investments in private businesses like those in Perry, the economy continues to improve in Wyoming County where Perry is located. Since 2009 the unemployment rate in the County dropped from 9.5 percent to 4.6 percent in the summer of 2021 despite the pandemic.

East Hill Creamery: East Hill Creamery invested more than $5 million and created seven jobs at their plant in the Village of Perry. The cheese producer is the only producer of Alpine Style comté cheese in the United States. The plant produces other grass-fed artisan cheeses (one of which won a blue ribbon at the New York State Fair) and stores more than 1,500 cheese wheels at its new facility. Along with production jobs the project included additional professional employees in sales and other office workers to assist with the growth of the company and worldwide distribution.

Creative Foods: Lew-Mark Baking Company was started by a local family in the 1950s and once produced 20% of Archway cookies in the United States. Today its successor company employs more than 200 people near the proposed DRI and has diversified to include multiple cookie lines, cookie crumbles and other baked goods. Their recent expansion, aided by a NY ReCharge Power allocation of $4 million, helped create 22 new positions, while Wyoming County IDA funding helped create another 30. Many of the newer jobs are professional and administrative jobs to assist the company’s expansion.

Silver Lake Brewing: Silver Lake Brewing invested approximately $400,000 converting a vacant, underutilized building into a successful local brewery. The brewery was started by younger local entrepreneurs who wanted to make Downtown Perry a destination for beer lovers. But the project is not just a hobby as it has created the need for five jobs in addition to the professional managing partners making the beer and running the business.

Pioneer Credit Recovery (A Navient Company) is also headquartered in the Village of Perry. Pioneer employs more than 600 employees in the Village, is the largest private employer in Wyoming County and one of the largest in Western New York. The company provides jobs for a variety of individuals of varying skill levels including many professionals.

Once Again Nut Butter, a regional employer in the Finger Lakes, also has a presence in the Village of Perry with one of its warehouse location. The company produces a variety of organic nut butters.

JN White is another business that has invested in the Village. The innovative printing company hosts close to 100 employees at its headquarters on North Center Street near Downtown Perry.
Creative Foods recently constructed a 35,000 sq. ft. expansion and invested in new equipment to help create more than 50 new positions at the facility.

East Hill Creamery recently invested more than $4 million for improvements at their facility in the Village of Perry.
QUALITY OF LIFE
The Village of Perry has focused on implementing numerous policies and projects to enhance the quality of life in the Village. Quality of life initiatives pursued by the Village are broad, and provide benefits that make the Village, and surrounding area, an attractive place for people of all backgrounds and ages to live and work. In fact, the breadth of quality of life benefits available in the Village are what distinguishes Perry from other communities. Some highlights include:

HISTORIC DOWNTOWN

Downtown Perry is a National Register designated neighborhood that contains a mix of uses in an attractive, compact, and historic setting. The district contains 41 contributing buildings including Perry Village Hall. New York Main Street and Restore NY funding have helped rehabilitate a majority of the buildings.

ABUNDANT ARTS AND CULTURAL EVENTS

Wide-ranging entertainment activities are held in and around the downtown including:

The Chalk Art Festival held in the summer has become a regional draw that attracts professional artists and other creative adults and children.

Pieces of Perry, held annually in the Fall, invites artists to create paintings or illustrations of sections of Downtown or the Silver Lake Outlet Trail.

Shake on the Lake is a professional theatre company started in 2011 and based in Perry that specializes in performances to underserved rural communities. Shake on the Lake hosts a full year of performances and programming including Summer Shakespeare Tour, Winter Performances, and Educational Programming. Shake on the Lake is celebrating their tenth anniversary season in 2022. Starting on the Perry Public Beach with four shows in the summer, this professional theater company has performed in ten counties in Western New York, won several NYSCA grants, launched educational programming for K-12 schools and correctional facilities.

Tour de Perry is a series of short, medium and longer bike rides held in July annually starting in the Village of Perry to benefit the ARC of Wyoming and Livingston counties.

New York State Puppet Festival is held in Downtown Perry for two weeks, in spring, featuring performers from across the world.
FOOD ACCESS, DOWNTOWN FARMERS’ MARKET AND FESTIVAL PLAZA

Healthy, affordable food is also available in downtown Perry. Every Saturday from 8:30 a.m. to 12:30 p.m., a Farmers Market is held at Festival Plaza. The market hosts 15-20 vendors between June and September that draws 400-600 people weekly to shop for locally grown fruits, vegetables, baked goods and specialty products. When the market is not open, the space hosts community events and musical performances. Butter Meat Co. is an EBT/ SNAP retail location that features certified organic beef, dairy and an assortment of other grocery items. The Community Closet is a Foodlink Food Pantry that serves the most vulnerable in the community. Perry Market is located just outside the DRI boundary and is accessible by sidewalk, bus and car.

UNEQUALED, WORLD-CLASS NATURAL AND RECREATIONAL RESOURCES

Situated to the east of Silver Lake and west of Letchworth State Park, Perry is the ideal town for people who love water, nature, and open spaces.

Perry’s residents, and the 800,000 tourists that visit the area annually, benefit from 70,000 acres of natural beauty and recreational resources that envelop the Village. Perry is a primary gateway to Letchworth State Park, New York’s most popular state park, as well as Silver Lake State Park. Both provide opportunities for hiking, kayaking, boating, swimming, and passive recreation.

To connect the two parks the Village has obtained and implemented multiple grants to extend the Silver Lake Outlet Trail. DRI funding would help to continue the trails extension and establish Downtown as the hub of the trail.

To leverage the Village’s location next to Letchworth State Park the Village initiated, and is part of the Letchworth Gateway Village’s program. The Letchworth Gateway Villages (LGV) GeoTourism Project is a municipal collaboration of six municipalities (the Towns and Villages of Perry, Geneseo, Mt. Morris) in two Counties (Wyoming and Livingston) designed to catalyze economic growth by leveraging tourism associated with Letchworth State Park through branding, marketing and economic development.
A FOCUS ON PEDESTRIAN AND BIKE AMENITIES

Perry is committed to providing access and services to promote walkability and bikeability including:

Main Street Improvements: A TEP funded project installed traffic calming/ pedestrian friendly/ aesthetically pleasing improvements including a landscaped center median, corner bump outs, new decorative sidewalks, pedestrian scaled decorative lighting and landscaping downtown.

Silver Lake Outlet Trail: Construction is underway on a Transportation Alternatives Program (TAP) funded project that will help the Village and PMSA reconnect downtown with the Silver Lake Outlet Trail through multi-modal trail improvements.

Center Street UPWP multi-modal study: Perry has embarked on a UPWP-funded master plan to improve multi-modal options, pedestrian traffic safety, and gateway enhancements along Perry’s other Main Street.

Sidewalk Study: A group of volunteers completed a Sidewalk Study to identify the conditions of sidewalks throughout the Village and provide a plan for implementing improvements over time.

ENHANCING DOWNTOWN MIXED-USE OPPORTUNITIES

As part of its Comprehensive Plan, policies to improve neighborhoods, protect historic properties, and restore population the Village and local partners have implemented projects that provide mixed-used opportunities:

Mixed-Use Building Improvements: Two successful New York Main Street programs and a Restore NY grant helped assist 16 property owners with improvements to commercial and residential spaces in historic mixed-use buildings in downtown Perry. The $3.3 million invested helped to create more than 20 renovated or new commercial spaces, 24 residential units, and jobs for more than 30 people.

Housing Rehabilitation: The Village of Perry provided home rehabilitation grants to 13 homeowners to make essential home improvements to their properties.

Knitting Mill Apartments: DePaul recently completed renovation of a former historic knitting mill to create 48 affordable units that are handicapped accessible.
LOCAL POLICIES
The Village of Perry has developed policies over the last 15 years to encourage the revitalization of the Village. Village and local partners have adopted and implemented policies to redevelop the downtown core, protect historic properties, restore population, clean up brownfield properties, and recover from the pandemic. The policies have promoted long-term livability and improved the community’s quality of life.

PERRY MAIN STREET ASSOCIATION

The Perry Main Street Association (PMSA) is a not-for-profit 501 (c) 3 corporation founded in 2016. The PMSA “provides support for a wide range of short and long term efforts including downtown events, community planning, programs, and promotional projects” as stated on their website. In short, the group advocates for downtown, plans for downtown, and promotes downtown so it can achieve its goal to re-establish Main Street as the heart of the community.

DOWNTOWN DESIGN GUIDELINES

The PMSA has also established Design Guidelines related to a small façade grant program it established. The Design Guidelines were also used for the two New York Main Street programs successfully completed by the Village.

2015 COMPREHENSIVE PLAN

In 2015, the Village adopted a new Comprehensive Plan to protect and promote the Village’s downtown, its neighborhoods, businesses and quality of life. The plan had four key priorities that it uses as a framework for decision-making: reinvestment in infrastructure, improvement of the Village’s image, promotion of the Village, and protection of the Village through regulation of use, and form.

Perry Main Street Association goals and strategies
2017 ZONING CODE UPDATE

One of the most important short and medium term goals of the Comprehensive Plan was to update the Village’s zoning ordinance to comply with the Comprehensive Plan’s goals and objectives. Completion of the zoning update in 2017 ensured comprehensive plan policies to protect neighborhoods, promote mixed-use downtown development, enhance alternative transportation, and prohibit inappropriate development were codified.

BROWNFIELD OPPORTUNITY AREA PLAN

Revitalization of underutilized, vacant and brownfield properties is important to the Village of Perry. In 2012, the Village completed a Brownfield Opportunity Area (BOA) pre-nomination plan for a 100-acre area of 131 parcels. The BOA Boundary is within the proposed DRI Boundary and several underutilized parcels identified in the plan have been included as potential projects in the DRI application.

DOWNTOWN ECONOMIC RESILIENCY AND RECOVERY PLAN

The Village of Perry, along with the Perry Main Street Association, is preparing an Economic Resiliency and Recovery Plan to strengthen the long-term resiliency of the downtown business district. The intent of the plan is to provide an economic development strategy for the Village, downtown property owners, and downtown businesses that helps maintain business continuity and revitalization momentum in the face of changing markets, shifts in the economy, and emergencies.

DECARBONIZATION AND CLEAN ENERGY COMMITTEE

The Village is committed to decarbonization and clean energy:

- The Village of Perry has a Tesla on order for the police department. A second one is planned for next year.
- Perry working closely with GFLRPC on becoming a Clean Energy Community through the CEC program.
- A large Community Solar Project in Village is in the planning stage
- Streetlight Conversion. LED replacement program complete by end of year
- Performance Contract. Village developing contract to convert Village Hall to heat pump for HVAC and use savings from improvements there and throughout the village to pay for it.
- EV Charging. Village installed two, Level 2 charging stations last year. Interested in Level 3 stations.
- Adoption of a benchmarking law and a Unified Solar Permit law.
- Village officials are receiving Energy Code training.
- Village is exploring options to purchase 100% of energy needs from renewable sources.
COMPLETE STREETS PROGRAM

The Village is currently developing a Complete Streets program. The program would promote that streets within the Village accommodate all users including pedestrians, bicyclists, and motorists. The program also recognizes that streets should be made accessible to all such as the elderly, persons with disabilities, and children.

SUSTAINABILITY/RESILIENCY MEASURES UNDERWAY

The Village is implementing a long-term flood control strategy to alleviate the impacts of climate change. Several CDBG grants have been obtained to address storm sewer upgrades throughout the Village.

A Tree Master Plan has also been adopted by the Village. A Tree Board oversees an organized tree planting program and Perry has been designated Tree City USA past 4 years.
The Village ensured the community and stakeholders were engaged as the DRI Application was developed. The comprehensive engagement strategy included a public meeting, stakeholder discussions, and promotion of the DRI. In addition, support letters were requested and received by many residents, businesses and others with a stake in downtown. All of the activities prove the Village is committed to preparing and implementing a DRI Strategic Investment Plan.

ADVISORY COMMITTEE

The Village of Perry created a Downtown Revitalization Initiative Advisory Committee made up of 12 members to develop the DRI application and potential projects. The DRI application committee members were a mix of public officials, economic development representatives, arts/culture organizations, local businesses, Village staff, and members of the Perry Main Street Association. The committee has met more than 10 times since April 2020 and communicated on the application throughout its development.

PUBLIC MEETING

One public meeting was held on September 9, 2021 to provide information on the DRI and get feedback from the public. An ad was placed in the local newspaper, a press release was issued about the meeting, and notices were sent directly to community members or placed on community websites and social media.

Participants were asked to review all the potential projects on boards and place post-it notes with comments on the boards. All the projects were enthusiastically supported.

SUPPORT LETTERS (SEE SEPARATE SECTION FOR THE LETTERS)

The Village received support letters from a broad base of the community including residents, businesses, elected officials, economic development agencies, and other supporters of downtown. All recognized how significant a $10 million DRI award would be for the Village to advance to the next stage of its revitalization strategy.

COMMITMENT OF LOCAL LEADERS

The Village and their downtown revitalization partners are passionate about seeing the DRI realized. The committed group of volunteers who comprised the voluntary DRI advisory board have been collaboratively involved in the Village’s revitalization for 15 years, attending hundreds of meetings and ensuring completion of projects. They have met or discussed the DRI with LPC members from Batavia, Penn Yan, Geneva, and Seneca Falls and understand the both the intensity of the DRI process and the corresponding need to commit time to the project to complete the Strategic Plan.
DEVELOP HOUSING AT THE WALKLEY BUILDING – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Good Use of Underdeveloped property
- Love
- Good Idea
- Great use of well-built historic bldg. in town.

ADAPTIVE RESIDENTIAL REUSE AT THE AGWAY SITE – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- W/O a grant this stays a mess. Grant makes it happen.
- This is an important historic building and has a lot of potential
- Love it
- I like it 8 out of 10
- Great reuse of a large eyesore
- Love this
- Great housing w/options for the tenants to be able to explore

CREATE NEW INFILL HOUSING – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Good to use empty lot for housing
- This type of housing would add housing variety
- Unique infill project to develop a long empty lot
- I like this use of empty space. Townhouses give an alternative to apartments.

DOWNTOWN OUTFITTING, CAMPING & ART – LAKEN HOLDINGS, LLC
WHAT I LIKE/WHAT NEEDS WORK
- This building needs to be developed! Great use!
- I like 10 out of 10
- Great...it’s time!
- This is a needed addition to keep attracting active visitors to downtown
- Needs Development

CONTINUE THE DOWNTOWN BUILDING IMPROVEMENT PROGRAM – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- I like it 10 out of 10
- I like it 10 of 10
- Wonderful way to encourage downtown development

DEVELOP THE PARK LAKE INN – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Motel
- Would be nice to have the address on the main Street reinstated
- Need motel rooms in Perry
- More motel rooms are needed in Perry
ESTABLISH SHAKE ON THE LAKE HEADQUARTERS & ARTS CENTER – SHAKE ON THE LAKE
WHAT I LIKE/WHAT NEEDS WORK
- Continuing to foster this arts group can only benefit the community
- We are blessed to have Shake in Perry. Anything to keep it
- I like it 8 out of 10
- Arts Shake on Lake should be where Park Lane Inn is

ANY OTHER PROJECTS WE MAY HAVE MISSED?
- Center Street

RENOVATE THE PERRY ACADEMY ON LEICESTER – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Get a beautiful building full so much potential
- Such an important building to the history and fabric of Perry
- Great project. Need to use this building.
- Grew up in this building. Great to see part brought back to life

REPURPOSE THE RICH PLAN BUILDING – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Love
- Building needs to be repurposed
- Great transformation of an ugly building
- Yup 8 out of 10
- Would be a significant improvement to downtown. Plus bring more residents downtown.
- Love this project. Key location, long dormant building. That needs to be developed.
- Great improvement to this area

HOTEL COMMODORE – LOCAL DEVELOPER
WHAT I LIKE/WHAT NEEDS WORK
- Hotel rooms with small restaurant to feed the visitors
- Great project for downtown development
- Hotel rooms would be great
- Village needs hotel rooms – this would e great
- Yes 10 out of 10
- Love. More hotel rooms!

EXPAND THE SILVER LAKE OUTLET TRAIL – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Continue on to Rich Plan apartments, outdoor theater, brewery, etc. good.
- Great 10 out of 10
- This is great. Love seeing the lake area. Connected to town.
- Dislike combining private residence w/hotel
RENOVATE THE HISTORIC VILLAGE HALL – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Need to update all rooms to have better usage
- Great rooms upstairs. Good usage, finish the project elevator, etc.
- Creating a better board room and public meeting space
- Will be great to have the second floor back in use

CREATE A DOWNTOWN OUTDOOR AMPHITHEATER – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Great idea
- Yes 10 out of 10
- Great addition to their area
- Love it
- So innovative and will make use of a space that will be highlighted as part of the outlet trail development.
- Great to improve access to creek
- Will this space compete with the recently completed theater on the Lake?
- Love the fire pit! Is it legal? If yes, it ties well with urban camping @585!

DEVELOP A CREATIVE PLACEMAKING PERFORMING ART PARK – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Anywhere you can use space for arts is good
- Need a plan for parking for the crowds that will come
- Perry is an arts community and needs to continue that vibe
- Yup 10 out of 10

IMPROVE ACCESSIBILITY AT THE PERRY PUBLIC LIBRARY – PERRY PUBLIC LIBRARY
WHAT I LIKE/WHAT NEEDS WORK
- Stowell-Wiles is worthy of promotion as an art Asset!
- The Library is an important Village asset and needs to be accessible to all.
- Essential to improve access to children’s area.
- Great project need better accessibility,
- Another plus for local arts and tech ed.
DOWNTOWN SIDE STREETS STREETSCAPE UPGRADES – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Main street has come alive and side streets are becoming bustling parts of the downtown improvements needed
- Always important to update

VILLAGE TRAIL APARTMENTS ON TEMPEST STREET – ROCHESTER’S CORNERSTONE GROUP
WHAT I LIKE/WHAT NEEDS WORK
- A nice location for housing
- I like it 6 out of 10
- 10 out of 10
- Would be great to see 100% new modern housing continuation

DOWNTOWN WESTERN GATEWAY CORNER REVITALIZATION – VILLAGE OF PERRY
WHAT I LIKE/WHAT NEEDS WORK
- Love this project!
- This are greatly needs this renovation
- Excellent idea. Covington St is up and coming and this addition will complete the block.
- Much needed, currently ugly.
- Good to see Covington come alive.
- Great idea needed to improve the street

REPURPOSE THE RUFUS SMITH BUILDING – PERRY NEW YORK, LLC
WHAT I LIKE/WHAT NEEDS WORK
- Love! Building is ideal and center of downtown!
- Downtown housing is needed
- OK
- 5 out of 5. Creating a lot of apartment housing w/o having a place to have kids to go out and play outside. Pushing them to hang out on the streets!
PROJECTS
The Village of Perry DRI Advisory Committee has identified 18 transformative projects totaling almost $40 million of investment that could be realized with an infusion of DRI funding. The DRI Advisory Committee, as well as the public, have vetted the proposed projects. The mix of public and private projects will have a transformative impact on the long-term revitalization of downtown. Project locations are shown in the map below.
1. RENOVATE THE PERRY ACADEMY FOR A MIX OF USES

PROJECT
Renovate the Perry Academy for a Mix of Uses

OWNER/SPONSOR
Wyoming Erie, LLC. Owner Sam Gullo is the owner of one of Perry’s oldest downtown businesses, Family Furniture, and the anchor around which all this revitalization occurred

LOCATION
59 Leicester Street

PROJECT COST
$4,000,000

DRI FUNDING REQUEST
$2,000,000

PROJECT DESCRIPTION AND FUTURE USE
Wyoming Erie Partners, LLC is a local developer team that owns and manages multiple mixed-use properties throughout the Village of Perry and the region. The developer team is proposing to continue its renovation and redevelopment of the historic Perry Academy for a mix of uses including:

- 12-15 market-rate apartments
- Childcare services
- Artisan studios
- Additional commercial units

Renovations will also include converting the heating system from gas to electrical to reduce the building’s carbon footprint and to save money for the tenants.

The developers are willing to provide the match and can obtain construction financing to fund the project prior to DRI reimbursement. Plans and cost estimates have been prepared for the project.
2. REPURPOSE THE RICH PLAN BUILDING

PROJECT

Owner/Sponsor
Nick Gitsis. Nick grew up around his family-run diner on Main Street. Now he splits his time between business interests here and the Philippines where he owns an airline.

Location
Main Street

Project Cost
$4,000,000

DRI Funding Request
$1,600,000

Project Description and Future Use

The owner is proposing to renovate the underutilized building into a mixed-use building including:

- 12 market rate apartment
- Retail/commercial ground-floor units
- Connections to the Silver Lake Outlet Trail
- Façade upgrades

The project would not only revitalize an underutilized building, but it would also complement the adjacent Farmers’ Market, the recently renovated Silver Lake Brewing building, and the pending extension of the Silver Lake Outlet trail to downtown.

Renderings, plans and cost estimates have been prepared for the project.
3. HOTEL COMMODORE - Twelve rehabbed units

OWNER/SPONSOR
Jennifer Hall. Jennifer and Jerry Hall are just coming off a successful multi-million dollar adventure relocating one of the few remaining “Wells Barns” in the Genesee Valley to Perry and converting it into a banquet and community center. They have the capital and financing and developer experience to move quickly with support from the DRI.

LOCATION
55-57 S Main Street

PROJECT COST
$2,512,000

DRI FUNDING REQUEST
$1,000,000

PROJECT DESCRIPTION AND FUTURE USE
Currently known as “Travers Place”, this apartment building was originally the Hotel Commodore. The layout inside has not changed and the tiny, 1920s hotel rooms, combined with disinvestment, make for substandard and unsafe living standards. There have been two fires in this building in the past year.

Preliminary architectural plans led to the project being selected last fall for a Cornell University engineering economics graduate course case study, in which a complete business feasibility study was prepared that showed that with DRI funding and historic rehabilitation tax credits, this project made financial sense.

The preferred design from that study recommends 6 new residential units on the upper two floors, and a return to the short-term rentals in restored 1920’s hotel rooms on the first floor.
4. EXPAND THE SILVER LAKE OUTLET TRAIL

PROJECT
Expand the Silver Lake Outlet Trail

OWNER/SPONSOR
Village of Perry

LOCATION
Silver Lake Outlet

PROJECT COST
$1,500,000

DRI FUNDING REQUEST
$1,500,000

PROJECT DESCRIPTION AND FUTURE USE

The Village of Perry completed the Silver Lake Outlet Trail Feasibility Study in 2017 to assess the completion of the trail from Silver Lake to Letchworth State Park. In 2018 the Village was awarded a $1 million Transportation Alternatives Program (TAP) grant to improve and extend the trail from Silver Lake to Downtown.

DRI Funding would be used to extend the remainder of the downtown portion of the trail as the next phase in advancing future connections to Letchworth State Park. The funding would also be used to formalize a downtown “hub” for the trail including bike amenities, resting areas, and parking.

A trail alignment, cost estimate, ROW assessment, and feasibility evaluation were completed as part of the Feasibility Study.
5. RENOVATE THE HISTORIC VILLAGE HALL

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Renovate the Historic Village Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWNER/SPONSOR</td>
<td>Village of Perry</td>
</tr>
<tr>
<td>LOCATION</td>
<td>46 North Main Street</td>
</tr>
<tr>
<td>PROJECT COST</td>
<td>$1,590,000</td>
</tr>
<tr>
<td>DRI FUNDING REQUEST</td>
<td>$1,590,000</td>
</tr>
</tbody>
</table>

**PROJECT DESCRIPTION AND FUTURE USE**

The Village Hall, built in 1912, anchors the North end of Main Street and has been designated an eligible historic building by SHPO. The building’s second floor has been disused since the 1990s due to building code concerns and lack of accessibility. The Village Hall is currently undergoing an initial phase of construction in accordance with a Master Plan to address accessibility and code compliance concerns, with the goal of reactivating the second-floor assembly hall by constructing a new interior elevator and exterior egress stair.

Additional work is needed to activate the upper floor including ADA accessible restrooms, constructing a new exercise room for the fire department with increased ventilation, creation of a break room for employees, renovation of the Assembly Hall for community use, and reconstruction of the historic bell tower that once graced Village Hall. The total estimated cost for these upgrades is $1,590,000.
6. DOWNTOWN AMPHITHEATER

A performance venue along the Silver Lake Trail, steps from Main Street.

OWNER/SPONSOR: Village of Perry

LOCATION: 24-26 Borden Avenue

PROJECT COST: $750,000

DRI FUNDING REQUEST: $675,000

PROJECT DESCRIPTION AND FUTURE USE

The Downtown Amphitheater project is a self-contained element of a larger initiative to extend a trail connecting Silver Lake to Letchworth State Park via Perry's historic downtown. Phase 1 is currently under construction and links the Lake to downtown. Phase 2 - the footbridge and boardwalk nearby - is funded and will be completed in Spring of 2022. This amphitheater is the downtown “event” space along the trail, utilizing a vacant green space adjacent to Silver Lake Brewing Project. A small gathering space, stage, and fire pit are envisioned. Architectural plans are underway.

Art and performance is a staple of Downtown Perry's burgeoning nightlife scene, and having a flexible community space for music and theater en plein air further strengthens Perry's capacity for downtown events.
7. DEVELOP A CREATIVE PLACEMAKING PERFORMING ART PARK

The Village of Perry will develop the alley behind the core arts district to create an art park that includes performing arts assets like outdoor stages, interactive art sculptures, and topographic improvements to create green space.

The goal is to create several performance areas for multimedia art, including stages, walls to serve as shadow puppet screens, interactive sculptures, murals, and a trail. The interactive trail components planned for the perimeter art park include permanent interactive musical sculptures. The park will be designed in conjunction with performing artists who specialize in dance, physical theater, and physical improv.

In 2021, the New York State Puppet Festival and Shake on the Lake held a prototype festival for the art park concept. The Storefront Theatre Festival was designed to socially distant performances while the audience progressed through a performing arts trail. In addition to local audiences, guests came from Rochester and Buffalo to experience Perry as an arts destination.
8. IMPROVE ACCESSIBILITY AT THE PERRY PUBLIC LIBRARY

Having recently completed an accessibility project on the front of the historic Carnegie building, attention now turns to inside and improving access through the installation of an elevator to the existing Children's and Teen spaces currently housed in the basement. The library also plans to expand programming and community space by repurposing existing storage space to create a new multi-purpose room that incorporates current and future technology essentials.

The project will also address sightlines by opening up the space where the three areas meet to create an open and welcoming entryway for added safety & supervision of the new spaces.
9. WALKLEY BUILDING - eight new apartments

OWNER/SPONSOR  Adam Gullo. In the past 7 years, Adams Holdings has created or rehabbed over a dozen unique apartments downtown and manages many more. Adam has the experience, capacity and stands ready to proceed with this project.

LOCATION  21 Dolbeer Street

PROJECT COST  $1,450,000

DRI FUNDING REQUEST  $580,000

PROJECT DESCRIPTION AND FUTURE USE

The Walkley Farm Equipment building sits around the corner from Main Street, but also just across the creek from the new Silver Lake Trail under construction this fall. It has more recently been used as warehouse space but is now vacant. There has been some difficulty rehabbing the space due to its location in a residential district, as commercial uses may impact the neighborhood in a negative way.

With clear spanning steel girders and open on all sides, the owner is excited to proceed with architect-developed plans that have been shelved for years due to cost and condition of the building.

DRI funding fills the gap to permit 8 new, high-ceilinged residential units close to Main Street.
10. AGWAY ADAPTIVE RE-USE - Six new dwellings

OWNER/SPONSOR
Jeff Gerde. Jeff is a contractor and developer with rehabbed properties across Wyoming County, who recently closed on this property in anticipation of leveraging DRI funding to create this mixed-use project.

LOCATION
49 S Federal Street

PROJECT COST
$2,250,000

DRI FUNDING REQUEST
$900,000

PROJECT DESCRIPTION AND FUTURE USE

The 3-acre property in the middle of the village with its iconic grain elevator, is uniquely situated. Along its front is a ROW for the Silver Lake Trail. Its back fronts Silver Creek and a quiet wooded area.

The project includes stabilizing and repairing the envelope, creating a retail business in the forward facing bay, and at least 6 residential units in a clear-span addition to the north of the restored grain elevator. Property currently under nomination for the National Register.

Architectural plans have been commissioned to develop preliminary construction cost estimates and concept plan towards a feasibility study.
11. DOWNTOWN SIDE STREETS STREETSCAPE IMPROVEMENTS

The Village of Perry implemented a streetscape improvement plan on Main Street within the last decade with the assistance of a Transportation Enhancements Program (TEP) grant. With DRI funding the Village would like to continue the program along key side streets in the historic downtown area including:

- Decorative pavement
- Period lighting
- Banners
- Signage
- Public art

The improvements would help to unify the appearance of downtown streets, advance placemaking and complement private building upgrades.
VILLAGE OF PERRY DOWNTOWN REVITALIZATION INTIATIVE NOMINATION

12. VILLAGE TRAIL APARTMENTS ON TEMPEST STREET

PROJECT
Village Trail Apartments on Tempest Street

OWNER/SPONSOR
Rochester’s Cornerstone Group

LOCATION
33 Tempest Street

PROJECT COST
$6,800,000

DRI FUNDING REQUEST
$2,800,000

One of the largest and most successful developers in Upstate New York, the Cornerstone Group is proposing to construct a 24-unit apartment building at 33 Tempest Street. The building will include an elevator and provide full accessibility for all age groups. It would also meet the significant demand for housing in Perry and Wyoming County.

The apartments will be located near Silver Lake Outlet Trail that is currently being upgraded with a connection to the historic core of Downtown Perry. The proximity will allow future residents to access the trail, which also leads to Silver Lake. The project will create much-needed housing for the residents of Perry, allowing residents to prosper within the Village while maintaining the Village’s population.
13. JW OLIN - Nine apartments + two restaurants

OWNER/SPONSOR
JW Olin LLC. This Washington, DC-based owner/developer/entrepreneur behind this project - who also owns three of DC’s longest running and top restaurants - is a lifelong summer resident of Perry. He has this corner property under contract for purchase and has the desire, experience and the working capital to quickly move ahead on this exciting gateway project with support from the DRI.

LOCATION
27-31 Covington Street

PROJECT COST
$2,047,500

DRI FUNDING REQUEST
$819,000

PROJECT DESCRIPTION AND FUTURE USE
The JW Olin rehab project is actually three buildings creating a formidable block at the gateway into downtown from the west. The DRI will allow viable a business plan that includes 9 new apartments plus renovated commercial space. The sponsor is in negotiation for the purchase of this property, has measured and drafted existing conditions and completed a feasibility study and schematic design.

The building will require extensive structural work along with two forms of egress for apartments, fire separation between uses, and complete fire protection and alarm systems.
14. RUFUS SMITH - Seven new upper floor units

OWNER/SPONSOR
Perry New York LLC. This is the community-wide investment group, the “Main Street LLC” that started it all. They have completed projects of this magnitude already, worked with tax credits and grant programs, and have the ready capital, equity and lender relationships to execute quickly.

LOCATION 21-15 S Main Street

PROJECT COST $1,030,000

DRI FUNDING REQUEST $400,000

PROJECT DESCRIPTION AND FUTURE USE
In 2007, the 1856 Rufus Smith Building was the first building renovated using the Main Street LLC model, including upper floor professional office space. The pandemic has changed the landscape as more companies are encouraging remote work. This is an opportunity to fill Perry’s unmet housing demand with 7 new upper floor residential units in the heart of downtown.

Other recent, carefully-executed upper floor residential has drawn new residents who are seeking the downtown living and convenience to recreational amenities that is Perry’s hallmark.

Off-street parking already is with the parcel, and architect-commissioned design work has already been completed.
**15. thINFILL - Ten new units in five townhouses**

**OWNER/SPONSOR**
Jim Rutowski. Jim is a pharmacist and developer with a passion for downtowns. His portfolio includes over 300,000 sf of real estate across the region, including Perry. With ready access to capital and financing, Jim is prepared to commission full architectural design work immediately upon any award.

**LOCATION**
39 Gardeau Street

**PROJECT COST**
$2,985,000

**DRI FUNDING REQUEST**
$1,194,000

**PROJECT DESCRIPTION AND FUTURE USE**

This long-vacant, high-visibility corner is one of the few downtown opportunities for new build. A detailed feasibility study and business plan was launched last year that confirmed the viability of the project but only with DRI gap funding to create 10 new units - five townhouses, each with a two-story upper unit and a walk-out lower level unit. The objective is to INFILL this important piece of missing urban fabric, bridge Perry’s downtown and the civic/residential neighborhood to the north, and provide desirable housing to increase the density, vibrancy and sustainability of the downtown core.

Off-street parking is available and architect has completed concept-level work.
16. DOWNTOWN OUTFITTING, CAMPING & ART

PROJECT  Downtown Outfitting, Camping and Art
OWNER/SPONSOR  Laken Holdings LLC
LOCATION  58 and 59 Main Street
PROJECT COST  $1,000,000
DRI FUNDING REQUEST  $400,000

Laken Holdings LLC will continue renovation and re-purposing of three underutilized properties to provide services and amenities for the growing number of Letchworth Park visitors including a camping outfitter retail space, an art gallery, vacation rentals, and unique camping opportunities.

Laken Holdings LLC’s $2,400,000 investment in the “Silverlaken Estate, Glamground & Tiny House Village” (www.Silverlaken.com) on Silver Lake has pioneered the art of providing unique accommodations (with minimal carbon footprint) to the 800,000 tourists visiting Letchworth State Park. The developer will leverage this expertise to bring an Urban Camping concept to downtown Perry in the form of “Letchworth Base Camp” (LBC).

“Outfitter meets Art Gallery meets Urban Camping”
17. CONTINUE THE DOWNTOWN BUILDING IMPROVEMENT PROGRAM

The Village of Perry has assisted 16 building owners with New York Main Street grants to upgrade their mixed-use buildings over the last decade. Total investments in those buildings exceeded $1.8 million.

The Village would like to establish a similar program, with larger funding limits, to assist more building owners in the DRI boundary to improve both commercial and residential units. The program would provide matching funds for interior and exterior building improvements. Improvements will need to be consistent with the Perry Main Street Association’s Design Guidelines. A local committee will be select program participants based on a set of ranking criteria.

PROJECT
Continue the Downtown Building Improvement Program

OWNER/SPONSOR
Village of Perry

LOCATION
DRI Boundary

PROJECT COST
$1,000,000

DRI FUNDING REQUEST
$600,000
VILLAGE OF PERRY
DOWNTOWN REVITALIZATION INITIATIVE NOMINATION DRI ROUND V
50
ADMINISTRATIVE CAPACITY
The Village of Perry is blessed to have a strong leadership team in place to administer, implement and promote the Downtown Revitalization Initiative program. The Village is led by Mayor Rick Hauser who has been in office since 2013. Rick has unselfishly devoted a significant amount of time to the Village above and beyond what is required. He has been visionary yet practical and fiscally responsible. As evidenced by the number and breadth of public projects completed under Rick’s leadership it is clear he, and the Board of Trustees he works with, put equal weight on downtown streetscape projects and storm drainage projects to prevent flooding in neighborhoods.

Rick is a professional architect and landscape architect whose firm is headquartered in Downtown Perry and employs nine people. He walks to Village Hall from his office two blocks away often as he not only presides over the Board of Trustees but is on countless volunteer committees, including the DRI committee, to help advance the Village’s goals. The Regional Economic Development Council can be assured that under his leadership the selected DRI slate of projects will be implemented and consistent with what was proposed.

Rick’s team includes four other Board members and a Village Manager who tirelessly support the Village’s vision, with passion. Each one of the Trustees participates or provides leadership on various volunteer boards throughout the community. Samantha Pierce, the Village Manager, ensures projects are implemented on time and within budget while also participating on various volunteer committees.

And the Village has been very successful administering grants over the last decade. Since 2008 the Village has administered 30 grants totaling just under $20 million. Grant administration involved working with 30 business and residential property owners; numerous engineers and contractors; and following rules and regulations of multiple state and federal agencies including successfully completing an arduous Federal Highway Administration TEP grant. All of the grants were completed with no findings.

The Village also works with multiple partners to complete projects. One of the primary partners is the Wyoming County Department of Planning and Development. The Planning and Development Department has assisted most of the private business investments listed in this application and has provided CDBG micro-enterprise funding to various artists in the Village through their Rural Arts Initiative.

The anticipated management structure to implement the DRI is envisioned as follows:

- Public Projects – Administered by the Village of Perry with the support of Wyoming County.
- Private Projects – Administered by individual businesses with the assistance of the Village and Wyoming County.
- Non-profit projects – Administered by non-profits with assistance from the Village and Wyoming County.

All of the organizations may also be hiring design professionals, grant administrators and contractors to implement their projects.
MEET THE LOCAL DRI DEVELOPERS
<table>
<thead>
<tr>
<th>Nick Gitsis is ready</th>
<th>Richmond Sawmill rehab - apartments on the creek</th>
<th>Nick grew up around his family-run diner on Main Street. Now he splits his time between business interests here and the Philippines where he owns an airline.</th>
<th>Nick’s family recently acquired a long abandoned, 21,000 sf former Richmond Sawmill on the creek downtown, with an eye on the DRI.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Bellamy is ready</td>
<td>Letchworth Base Camp - urban camping and amenities</td>
<td>Mike also grew up in Perry, before moving overseas where he founded a company to connect retailers with Asian producers, and lived in China until a few years ago</td>
<td>Buoyed by opportunities he saw back home, he invested $2m and opened Silverlaken, a recreation-focused vacation facility on the lake.</td>
</tr>
<tr>
<td>Sam Gullo is ready</td>
<td>Old School Apartments; YMCA Day Care</td>
<td>Sam is the owner of one of Perry’s oldest downtown businesses, Family Furniture, and the anchor around which all this revitalization occurred.</td>
<td>He is also a developer with 500,000 sf of mixed-use properties throughout the region including the former Champion factory.</td>
</tr>
<tr>
<td>Jen Hall is ready</td>
<td>New Hotel Commodore</td>
<td>Jennifer grew up in the area before moving to Southern California. Always returning in the summers for 20 years she is now back to make a difference.</td>
<td>She and her husband are currently completing a multi-million dollar project relocating one of the few remaining historic JT Wells barns to Perry where they have converted it into a part-time banquet facility/part-time community center as a way of giving back.</td>
</tr>
<tr>
<td>James Alefantis is ready</td>
<td>JW Olin Block</td>
<td>James grew up spending summers in Perry at the family cottage on Silver Lake. Now a chef and restaurateur, he splits his time between here and Washington, DC, where he operates Comet Ping Pong and Buck’s Fishing and Camping and is president of the Art Gallery Transformer.</td>
<td>He has been spending more time at Silver Lake, enjoying the budding culinary scene, dynamic Farmers’ Market and natural beauty of the region and has been looking for a project.</td>
</tr>
<tr>
<td>Jim Rutowski is ready</td>
<td>thINFILL - new downtown rowhouses</td>
<td>Jim is a pharmacist and developer with a passion for downtowns. His portfolio includes over 300,000 sf of real estate across the region, including Perry.</td>
<td>With ready access to capital and financing, Jim is prepared to commission full architectural design work immediately upon any award.</td>
</tr>
<tr>
<td>Name</td>
<td>Building Name</td>
<td>Project Description</td>
<td>Notes</td>
</tr>
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<tr>
<td>Perry New York LLC</td>
<td>1856 Rufus Smith building</td>
<td>This is the community-wide group, the Main Street LLC that started it all.</td>
<td>They have completed projects of this magnitude already, worked with tax credits and grant programs and have the ready capital, equity and lender relationships to execute quickly.</td>
</tr>
<tr>
<td>Adam Gullo</td>
<td>Walkley Farm Equipment Building</td>
<td>Adam grew up in Perry and since returning has not stopped renovating buildings, drawing people downtown with residential rehabs and affordable, available, attractive storefront commercial space.</td>
<td>The Walkley Farm Equipment building sits around the corner from Main Street, but also just across the creek from the new Silver Lake Trail under construction this fall. It has more recently been used as warehouse space but is now vacant.</td>
</tr>
<tr>
<td>Ryan/Roger Brandt, Cornerstone Group</td>
<td>Village Trail Apartments</td>
<td>The Cornerstone Group is well established in the Rochester area with dozens of well-regarded affordable housing projects and downtown renovations.</td>
<td>Several years ago, Roger and Ryan Brandt took an interest in Perry where DePaul recently completed a successful 48-unit project in a converted knitting mill. They acquired an existing senior housing complex and set about making renovations.</td>
</tr>
</tbody>
</table>
$20 MILLION REQUEST
Perry 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: Perry and Dansville.

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.

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 Perry 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 in the Genesee Valley through the powerful funding engine of the DRI.
EV CHARGING ADDENDUM
To advance the Village of Perry’s Decarbonization Initiative, the Village has purchased one electric vehicle for its police department and plans to purchase another one in the future. Therefore, the Village would be in support of placing EV Charging only spots in addition to the additional space needed for the charging infrastructure in our Village parking lots or other publicly-owned parcels in the Village. Prior to installing the stations an engineering feasibility study would need to be completed to evaluate if sufficient power sources from NYSEG are available near the proposed locations and to identify costs to implement the project. Perry would need grant assistance to pursue the opportunity. A potential location in the Village’s downtown parking lot for up to five spaces is shown below.
SUPPORT LETTERS
September 10, 2021

Samantha Pierce, Administrator  
Village of Perry  
46 N. Main St  
Perry, NY 14530

RE: Downtown Perry Downtown Revitalization Initiative Application, Round V, 2021

Dear Ms. Pierce:

On behalf of the board of the Perry Main Street Association (PMSA), I write today to express our support in the strongest possible terms for Downtown Perry’s application for Round V of the Downtown Revitalization Initiative (DRI).

As indicated in our letter of support for the Round IV application, our mission is to re-build and support a thriving downtown through advocacy, organization, innovation and preservation. The Perry Main Street Association (PMSA) was launched in 2005 as a downtown advocacy group. It was established through the work of developing a conceptual plan for a Silver Lake Trail and the engagement and community advocacy groups to support that plan.

Today, in addition to its core advocacy for downtown as a thriving civic space, the Perry Main Street Association serves the community in a wide range of capacities, including:

- First and foremost, as a community planning advocate
- As a fiscal sponsor for small grants
- Operator of the GIVE PERRY community gift certificate program
- Administrator of a downtown sign and facade grant program
- Backer of the annual Pieces of Perry: En Plein Air event
- Community website (iloveperryny.com) provider

We advocated passionately for Downtown Perry to apply for the Downtown Revitalization Initiative in 2019, and we are extremely supportive of the 2021 application.

Is this opportunity a fit for Perry? Yes! It would serve as both a catalyst and an envelope for investments made and work that has been seeded over the last fifteen (plus) years.

The DRI is the opportunity Downtown Perry needs to be able to convert the progress and momentum gained through the investment, advocacy and team building work that has been undertaken across the community with other community organizations, as well as with and within local government and the 2017 launch of a now regional initiative to work across communities (Letchworth Gateway Villages) to a new level of realized transformational
change that will allow sustainable growth by adding to downtown’s residential and hospitality/tourism support capacity.

There’s enormous pride of place in Perry, and a long history of being a livable, working community that is/has been home to significant industrial, commercial and agricultural innovation and leadership. Perry is perfectly placed to serve many as a hub– 30 minutes south of Route 90, between Letchworth State Park and Silver Lake, and zooming out, between Rochester and Buffalo.

From my individual point of view, as a person who was raised in Perry, left the area for college and worked in Internet/Software Technology, eCommerce and Financial Services for 20 years outside New York, I couldn’t be more excited about the work I see happening in Perry.

I returned as a remote worker in 2008, working for Seattle-based national bank Washington Mutual as a VP on their Marketing and eCommerce team. Shortly after returning, I was asked to help with a PMSA project, and not long after, I was hooked.

In 2009, I started a boutique marketing and creative agency, working largely with people from my network who are not in WNY that I don’t get the opportunity to be with regularly due to geography.

While I love it, I found that I missed the in-person collaboration experience found on the entrepreneurial teams I’ve had the opportunity to be part of at businesses like AltaVista and Washington Mutual.

I expected that I would need to go to Rochester or Buffalo to find that kind of team energy.

I found it in Perry, with Perry Main Street Association.

Now, I’m thrilled to report that the number of “returners” rolling up their sleeves is growing and the DRI would amplify that. The work that Perry is doing appeals to others, and the possibility of amplifying the attractive impact of this work through the transformational projects that a successful DRI application would enable is an enormous opportunity.

On behalf of the Perry Main Street Association, thank you for your consideration of Perry’s application. If I may provide further assistance, please contact me at: 949-697-3978 or sandy@littlehive.com.

Sincerely,

Sandy Schneible
Acting Chairperson, Perry Main Street Association, Inc. | www.iloveperryny.com
Re: Community Wide Support for 2021 DRI Grant Application

Dear Samantha,

I write this letter in support of the Village of Perry’s efforts to secure the DRI grant.

Here in rural Western NY, we face a number of challenges, razor tight margins in the dairy industry, de-population of our communities and lack of jobs. The Covid pandemic has exacerbated the situation.

However, with the help of various grants, the Village of Perry has been able revitalize our downtown and pivot our economy towards tourism and outdoor recreation. Programs like the DRI help to increase resiliency, so that our community is in a strong position to deal with the next set of challenges that may be thrown at us. Obviously, I fully support the Village’s efforts to secure the DRI grant.

To show the strong community support for this project, I took the liberty of collecting the attached comments from local business people, residents and tourists.

Warmest regards,

Mike Bellamy
Local Glampground Owner & Chair of the Promote Perry Committee
Silverlaken LLC (Reservations@Silverlaken.com)
Community Support

“As an advocacy group supporting local business here in Perry, we strongly support this project!”
-Sandy Schneible

“I’m a business owner on Main Street and Perry Rotarian, I have witnessed first-hand the power of these infrastructure projects. The DRI is so much more than just infrastructure. It’s a tool for establishing resiliency and solidifying Perry’s position as a rural hub for the arts and outdoor recreation.”
-Sam Gullo, Property Developer and Furniture Store Owner

“We are excited about the prospects of using the DRI as a catalyst to launch the next phase of our Art Alley.”
-Ting Bellamy, Local Artist and Staffer at ACWC
“I’d spend more time downtown if the few remaining derelict buildings were as nice as the rest of downtown. Sounds like a great project”

-Anita Tang, Local Resident

“We love the idea of a vibrant downtown easily accessible by boat and kayak from Silver Lake.”

-Overheard at a recent meeting of the Silver Lake Association which represents the 800 cottage owners of Silver Lake.

“The DRI is truly a game changer. I’m particularly excited about how funds could be used to complete the Silver Lake Trail, giving our citizens greater access to the lake and compliment our growing list of outdoor recreation assets.”

-Ernie Lawrence, Local history buff & Silver Lake Trail Committee Member
“We have more requests for boat rentals than we can handle. In the past few years, the number of tourists coming to our area has grown substantially. This is in no small part thanks to the efforts of local leadership who built a downtown that welcomes visitors and gets them to stay longer!”

-Skyler Gross, General Manager

“Obviously, more people visiting, living and working downtown is good for our business. Food & beverage businesses fully support Perry’s application for the grant!”

-Jacquie Billings-Barlow

“How exciting! You have my support.”

-Amanda S. Parker, CPA MBA

Partner with Parker and Lubanski CPAs, LLP
"As outfitters and guides, client safety is our first priority. Improved infrastructure will provide both increased safety and potential clients for us and the surrounding business community."

- Bill Waterhouse

“A project like this is a multiplier for the community. In 2020, my business was featured by a number of national publications and I am seeing the results of visitors passing through the main street area. I look forward to the work ahead and the team committed to this vision.”

-Jill Gould, Butter Meat Co., Founder & Owner

“I live next to one of the village parks. Having well-appointed, clean & safe areas for recreation is one of the reasons we choose to move to Perry to raise a family. I hope some of the DRI funds will be used accordingly and encourage more families to consider living in Perry.”

-Tanya Gross, Village of Perry Resident
“The DRI if very much needed to further improve downtown Perry’s position as a rural hub for our surrounding community.”

-Bruce Billings: Owner

“An active downtown would provide even further incentive for residents and visitors to explore and enjoy our beautiful community and surrounding landscapes.”

-Mike Fitch: Facilitator, FastTrack and Business Accelerator Academy & Wyoming County IDA

“As a local and Wyoming County resource, the Wyoming Historical Pioneer Association (WHPA) supports the improvements to downtown as proposed in the grant application. This and other continuing improvements will bring attention and access to the historical and outdoor resources and entertainment that is offered on our property.”

-Eric Parker, President Pioneer Historical Grounds & Museums
“The Letchworth Gateway Villages (LGV) initiative is a municipal collaboration designed to promote economic growth and new tourism related market opportunities for the communities adjacent to Letchworth State Park. The project found in the DRI application will enhance the outdoor recreation assets in Perry, providing better public access and additional opportunities for visitors and residents to enjoy our vibrant main streets and natural surroundings.”

-Nicole Manapol, Director

"Improving infrastructure will provide more attractive & safe surroundings for the business community & residents to enjoy for the foreseeable future. Being a downtown business owner & Perry Rotarian, we fully support Perry's application for the grant."

- Tara Harding, Harding Plumbing & Heating Inc.

“We fully support the project and look forward to the DRI making Perry a better place to live, work, and visit.”

- Kevin Herbek, Director of Tax & Finance
“I am a Commercial Loan Officer with Community Bank, N.A. and I live in the Township of Perry where I have lived and worked here almost all of my life. I’m a long-time member of Perry Rotary and several other community and rural organizations. I also have a farm and operate a small greenhouse/retail shop at my home. Though I live outside of the Village of Perry, I feel very connected to this wonderful community and I whole heartedly support this grant initiative.

Thus, my perspective is from outside the Village as I have been watching the Perry Community work so closely together over the last several decades in promoting Perry’s tourism, business development, and downtown revitalization. The progress and enthusiasm is absolutely amazing and I am proud to be associated with the Perry community. Given their success with various projects thus far, I can assure you that this Perry Community has the foundation and experience necessary to be awarded this grant. A proven track record is vital in assuring the Grant Committee that the Perry Community has the maturity, organization, committed people, dedicated local government, numerous organizations, talent, ingenuity, and prudence to be great a Custodian of this esteemed grant opportunity.

In summary, Perry has so many cohesive people and organizations and resources here at the gateway to Letchworth State Park and the beautiful rural and agricultural setting that so many tourists and residents cherish. Thank you for your consideration of this already proven deserving community. I’m sure that if Perry is the recipient, that you will be proud of Perry’s efficient and careful use of the funds.”

-Hans Kunze, Banker, Rotarian, Farmer, Columnist & Proud Citizen
September 13, 2021

Mr. Vinnie Esposito
Regional Director, Finger Lakes
NYS Empire State Development
400 Andrews Street - Suite 300
Rochester, NY 14604

Dear Mr. Esposito,

I am pleased to support the Village of Perry’s application for a $10M Downtown Revitalization Initiative (DRI) grant that will provide funding to build upon Downtown Perry’s successful revitalization efforts and strengthen the Village’s economy and quality of life.

Downtown Perry is the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth’s 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound.

If approved, DRI improvements will increase tourism spending downtown; attract new residents, businesses and visitors; increase the number of jobs, residents and tax revenue and improve quality of life.

Thank you for your consideration. Feel free to contact my District Office, should you need anything further.

Sincerely,

Patrick M. Gallivan
Senator – 59th District
September 7, 2021

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Re: Village of Perry Downtown Revitalization Initiative Grant Application

Dear Mayor Hauser,

I am pleased to write to you today to express support for the Village of Perry and its application to New York State’s 2021 Downtown Revitalization Initiative (DRI) grant. The Village of Perry’s downtown area has seen success in revitalization efforts over the past few years and is becoming a vibrant place to live in my Congressional District. It is my hope the village will use the funding from the DRI grant to accelerate this revitalization to benefit its residents and businesses for years to come.

Downtown areas are tremendously important in towns and villages throughout Wyoming County and all my Congressional District. As our economy recovers from the COVID-19 pandemic, it is imperative to attract residents and visitors to our local businesses. The Village of Perry’s plans to use the DRI grant funding to fund the transformation of commercial, mixed use, residential and public improvement projects throughout the downtown area will do just that.

The Village of Perry recognizes the need to create a community for people to live, work, relocate, and grow up in, and the renewal of the downtown area is an extremely important goal for everyone involved. I know that there is a tremendous amount of local support for this project and encourage the Village of Perry’s efforts.

Please accept this letter of support for the Village of Perry and their application for the Downtown Revitalization Initiative. Should you have any questions, do not hesitate to contact my District Director, George McNerney at George.McNerney@mail.house.gov.

Sincerely,

CHRIS JACOBS
Member of Congress
CJ:gm
September 7, 2021

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Re: 2021 Downtown Revitalization Initiative Application
   Village of Perry, NY

Dear Mayor Rick:

I am pleased to express Creative Food Ingredients support for the Village of Perry’s application to the 2021 Downtown Revitalization Initiative (DRI) program.

Creative Food Ingredients, Inc. (previously Lew-Mark Baking Co.) has been a vital part of this community’s history and success for over sixty years. Starting out as a small one-line baking operation, our operation has recently grown to eight production lines with over 200 employees. Last year, Creative Food Ingredients became a strategic partner with Parker Products to form a unique and diversified food group with plans for significant growth in all our Perry facilities.

The DRI would greatly benefit our company as we look to recruit and retain employees to continue and sustain this growth. It would also add to the overall economic success of Perry and compliment the investments we and others have made in our beautiful village.

For these reasons, I strongly support this application and believe the opportunities this DRI will provide will strengthen the economic partnerships currently underway, help maintain and grow career development along with supporting workforce and economic development for our local industries.

Sincerely,

Michael Humberstone
Executive Director - Operations
September 1, 2021

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Mayor Hauser,

It is truly my pleasure to support Perry’s grant application for the Downtown Revitalization Initiative.

The $10 million grant will provide funding to build upon Downtown Perry’s successful revitalization efforts and strengthen the Village’s economy and quality of life. The DRI program would provide funding for the transformation of commercial, mixed use, residential and public improvement projects that would propel future long-term revitalization to benefit current and future residents, businesses and visitors of Perry.

The Village of Perry is a place of great importance and significance to me. I grew up in Wyoming County and have many wonderful memories of Perry and all it offers. DePaul recently worked closely with Mayor Hauser and other political officials to accomplish a major initiative in 2019, the opening of the Knitting Mill Apartments, a beautiful new 48-unit supportive/affordable residence on the grounds of a former knitting mill. Thirty-four apartments are for formerly homeless individuals – including 12 designed for people with a mental health diagnosis, 10 apartments for frail and physically disabled seniors, and two for those with hearing and visual impairments. The remaining apartments are set aside for individuals and families from the area who meet income criteria. Mayor Hauser and the project’s supporters were truly visionary. A gap in housing has now been met and an unutilized structure given new life.

DePaul has found downtown Perry to be the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth’s 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound. A diverse community of downtown residents, creative professionals, and seasonal visitors choose Perry’s restored historic buildings to enjoy a variety of culinary experiences and retail businesses, rich arts and culture offerings, and a year-round schedule of signature events.

Perry’s application for the Downtown Revitalization Initiative will leverage and support improvements in Downtown Perry over the last decade, along with increasing tourism spending downtown, attracting new residents, businesses and visitors, increasing the number of jobs, residents and tax revenue, and improving quality of life.

There is vast potential for Downtown Perry’s transformation. A grant will be key to the investment plan and implementation of key catalytic projects that advance Perry’s vision for revitalization.

Sincerely,

Mark H. Fuller
President
DePaul
September 2, 2021

Samantha Pierce, Administrator
Village of Perry
46 North Main St.
Perry, NY 14530

Dear Samantha:

Perry, New York has had special meaning in my family for over 94 years. My late grandma, Betty White, was born in Perry and raised on a farm as the oldest of 9 children. In high school, Betty met my late grandpa, James Neel (“J.N.”) White, and they married after his service as a P-51 Fighter Pilot in World War II.

After the war, my grandpa was adamant about staying in Perry as a young married man with plans to raise a family in the small community. J.N. worked in sales and developed a knack for drawing and graphic design. In 1960, J.N. founded J.N. White Designs, known today as JN White, where he designed and screen printed labels out of the spare bedroom of his home. In 1970 he expanded his business to the former Perry Knitting Mill where he hired three employees. In 1975 J.N. moved the business to its current location of 129 North Center St. where my grandma, three great aunts and several employees kept manufacturing going. In the late 1980’s my dad, Randy White, joined the business as a sales representative and in 1991 he and my mom, Susan Cady-White, took over the business as President/CEO and Vice President of Administration, respectively.

Over the last 61 years, JN White has grown from a small screen print manufacturer of labels, to a 95-person operation of screen- and digitally printed labels, graphic overlays and membrane switches. As an ISO 9001:2015 and ITAR certified company we work with many companies across several industries; however, the most notable are the medical and military customers that we serve. JN White was deemed an essential business in March 2020 during the outbreak of the Covid-19 pandemic; the company didn’t close a single day and every employee maintained their job. Additionally, JN White has successfully completed 4 acquisitions through the company’s history – the most recent being in February 2020 of a competitor outside of New York state.

Through it all, JN White has maintained headquarters in Perry, NY. It is important to the company owners that operations maintain in Perry to continue to provide job opportunities for local residents.

As a member of the third generation, I moved to New York City after college and worked in advertising for five-and-a-half-years before returning to join the family business. My older brother has done the same after working in medical device sales in Florida. Over the last 7 years I have seen a tremendous upick in local business, especially those that moved into the buildings renovated through the RESTORE NY program. It has been inspiring to see young, local, entrepreneurs – many women – inhabit previously abandoned storefronts and create something unique to the Perry community.

As employers in a rural town the labor pool is one of our biggest challenges. The majority of our mid-to-senior level managers commute between 30-75 minutes to and from work multiple times a week. This challenge is not new given the pandemic and government stimulus program; this is a challenge that has existed for a long time.
The pool of candidates and lack of public transportation can make it difficult to grow our workforce, whether it be unskilled or skilled labor. Funding has the ability to change the current environment.

Financial support through the NYS Downtown Revitalization Grant is crucial to the long-term success of our community. Such funding lends to an increase in affordable housing, daycare services, recreation space and many more opportunities. Such development has a chain reaction involving more tourism and commerce within the region and an attraction to live and work in the community, which leads to larger labor pool.

The Vision for Perry’s growth is defined and the people behind it are very ambitious. Uniquely positioned between Buffalo and Rochester, Perry has a lot to offer in the form of a revitalized small-town community that is less than an hour drive to bigger city experiences. The NYS Downtown Revitalization Grant will provide an accelerator that will liberate ideas and exponentially expand development and growth.

Best regards,

Teagan White
JN White, 3rd generation
585-479-4450
twhite@jnwhiteusa.com
August 27, 2021

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

My name is Nicole Manapol and I currently work as a community development consultant for SUNY Geneseo and serve as the part-time Director of the Letchworth Gateway Villages (LGV) initiative - a municipal collaboration established by the Villages of Perry, Mount Morris, and Geneseo in 2017 to catalyze economic growth and new tourism-related opportunities for the rural communities surrounding Letchworth State Park.

I’m writing in support of Perry’s application for the Downtown Revitalization Initiative (DRI) program and to share with you and the DRI selection committee why this community matters so much to our region’s economic development and growth - especially as we grapple with reinventing our rural economy for the 21st Century.

My story of Perry deals with issues that strike at the very heart of rural development challenges in Western NY and beyond. These are the challenges of depopulation, the outmigration of young people and the resulting “brain drain” and economic decline. To tell it, I have to first say a little bit about my background and how I came to work with Perry and the Letchworth Gateway Villages initiative.

I am originally from Western New York but like so many of our young people, left right after high school to attend university in DC and pursue opportunities that didn’t exist here. My career path led me to work internationally first as a Peace Corps Volunteer in post conflict Guatemala, then as an international development practitioner and consultant working on behalf of the US State Department, Microsoft, USAID and the higher education sector. Over the course of my 15 year career I lived and worked in 14 countries across Latin America, the Middle East and North Africa, South Asia and the Asia-Pacific. Coming back to Western New York was never part of my plan.

That is until my mother sent me a job description for an economic development initiative called Letchworth Gateway Villages - a start-up municipal collaboration spearheaded by the Village of Perry to advance
economic growth for the communities adjacent to Letchworth State Park. Accompanying the job description was Mayor Rick Hauser’s bio and an article my mom had cut out about Perry’s downtown revitalization efforts. When I read through the materials I knew I wanted to be part of the transformation taking place in my hometown, but more than that I wanted to work with Rick Hauser and the Perry team. After 20 years I was finally going home.

**Perry - a model for reversing rural “brain drain”**

I give this background to illustrate how Perry’s community, through their own efforts to revitalize their economy, are inspiring others to return to the region and “join the cause.” When I sit at a Rotary, Perry Main Street Association or village board meeting - I see people my age (late 30s) sitting around the table. I also see young entrepreneurs from places beyond Western New York - places like Texas, Utah, California, New York City, the UK, Turkey and Central America to name a few. This is not the case in other communities I work in. And I can’t overemphasize the importance of this ability to inspire people to return to the area - especially at a time when we in Perry and so many other rural communities struggle to attract and retain the talent needed to reinvent our economies.

**Perry - a model for rural entrepreneurship and innovation**

As part-time director of Letchworth Gateway Villages and a community development consultant for SUNY Geneseo, I work with multiple communities in Wyoming, Livingston and Allegany Counties. I see each community’s distinct character. One of the hallmarks of Perry is its entrepreneurial and collaborative spirit and culture of innovation. A great example of this is Perry’s grassroots efforts to revitalize their main street. Unlike some of the other communities in which I work, Perry did not have an angel investor swoop in to revitalize its main street buildings or have the benefit of being the County seat and host to a top performing state university which makes attracting investment easier. Perry had to bootstrap its main street revitalization - and as you will read in this application - did so with remarkable success.

**Paying it Forward**

But perhaps the most remarkable thing about this community is that its impact and lessons learned don’t begin and end with Perry. The Letchworth Gateway Villages initiative, which was spearheaded by Perry back in 2016, is an example of this community’s commitment to “passing it forward” and sharing the knowledge and expertise they’ve gained over the years to benefit other rural communities facing similar economic development challenges. It also reflects a mindset within Perry that is unique - that their success as a community is inextricably linked to the success of their neighbors.

With Perry’s leadership, this collaborative effort has generated **$1.2 million in new public-private resources for rural communities in the Genesee Valley region, established a regional brand and network of Trail Town hospitality hubs along the Genesee River Valley, strengthened the digital capacity of over 330 businesses and developed a regional strategy for building an outdoor recreation economy**. The initiative continues to be recognized for its innovative and collaborative approach to rural development. In 2019 LGV was one of 47 awardees nationwide for the USDA’s Rural Economic Development Innovation (REDI) initiative, receiving the highest scoring application in the country. In 2020, the initiative was a finalist for the Community Design Center’s Annual Reshaping Rochester Awards. In 2021, LGV won Farm Credit East’s inaugural Lipinski Rural Initiatives award which was created to recognize innovative and transformational efforts to revitalize Northeast rural communities. Receiving this kind of recognition is a testament to Perry’s “leading by example.”
What I hope you and the selection committee take away from this letter is that by awarding Perry a DRI you will not just be investing in Perry’s economic revitalization - you will be investing in an innovative rural economic development model that stands to support rural revitalization in the Genesee-Finger Lakes region and beyond.

Thank you in advance for considering this application. I can be contacted at (585) 237-8079 should you require further information.

Kind regards,

Nicole Manapol

Director, Letchworth Gateway Villages
Email | director@letchworthgatewayvillages.org
Web | www.letchworthgatewayvillages.org
Date: September 9, 2021

Re: Perry's DRI Application

To whom it may concern,

I am writing in support of the Village of Perry's 2021 DRI application.

The Morton Salt facility has been in business since 1884. Our operation in Silver Springs employees approximately 155 people, many of whom live, work, play and shop in downtown Perry.

As one of the area's largest employers, it is of strategic importance that our employees enjoy a high quality of life locally. Operating in a rural part of WNY has distinct challenges for finding and maintaining a professional workforce. Naturally, we fully support Perry's efforts to win the DRI grants and use those funds to create child daycare facilities, improve the outdoor recreation infrastructure and other efforts that could reverse the de-population trend!

Sincerely,

Jay Tangeman
General Manager
Morton Salt, Inc.
Date: Aug. 26, 2021

To whom it may concern,

This letter is to support the Village of Perry’s 2021 DRI application; Perry is currently a finalist. Positioned within the Finger Lakes region, folks here tend to see Perry as part of the Western NY region, too. Between Rochester and Buffalo, the community was overlooked to have an on-ramp/exit to I-390 so has to work extra hard to look good, work well and get noticed.

Being a gateway village of Letchworth State Park is something complacent locals didn’t think about until recent years. They became willing tourist-attractors casting enough votes to see LSP win a national state parks contest. They didn’t think about Perry being partly in Silver Lake but do now because the Village led efforts to improve its public beach there and create a trail from the lake to downtown. The trail and beach have since become hosts of arts events. But, like so many villages in New York State, infrastructure continues to need work to meet new standards, attract new/expanding business plus address housing needs, particularly for the aging-in-place populace.

My decades of work as a reporter/publisher of Perry’s oldest, continuously-run business, put me at the meetings, ribbon-cuttings, festivals and events observing and recording history. The visionary administration led by Mayor Rick Hauser has been like no other. It is remarkable in its search for leveraged investment, dedication to the work required to apply for and document grants, in its outreach to citizens, co-investors and neighbors. Mayor Hauser calls Perry a can-do community. When the Arts Council for Wyoming County on short notice needed to find a new home for the Letchworth Arts and Crafts Show and Sale this Columbus Day weekend, the Village, Rotary, fire department, Town, County, school district, churches, business owners and more said yes. Hauser’s energy is contagious.

Over ten years ago, Perry Area Chamber of Commerce sponsored a NY Main Street grant project. PACC’s President Joe Dally and I served on the Village’s NY Main Street grant committee then. It targeted downtown property owners who put their personal funds into grant-supported work that addressed code compliance, historic preservation and use of modernized second-story units. The payoff brought new business, jobs and tenants. More is needed still. Please approve Perry’s DRI application.

I can’t wait to tell the story.

Lorraine Sturm, PACC Secretary
Perry Rotarian
Publisher, the Perry Herald
September 3, 2021

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

I am writing to share my support of Perry’s application for the Downtown Revitalization Initiative program. The Downtown Revitalization Initiative would drive long-term revitalization benefitting current and future residents, businesses and visitors of Perry.

Serving as the President and CEO of Tompkins Bank of Castile, I’ve come to understand the needs of businesses and customers who live and work within this community. Tompkins Bank of Castile has been present in the Perry community for 49 years, while serving the region for over 150 years. Between our branch and operations center, nearly 45 employees from the area fill these office spaces every day.

These employees, customers and business partners walk through our doors with roots that run deep. This community matters to our region’s economic development and growth. From Silver Lake to Main Street, there is great potential for Perry’s transformation that will improve the quality of life for not only its community, but the surrounding communities.

The Downtown Revitalization Initiative program is critical to key projects that will advance Perry’s vision. Thank you for your consideration of Perry for the Downtown Revitalization Initiative. Please feel free to contact me should you need any other information.

Sincerely,

John M. McKenna
President and CEO
Tompkins Bank of Castile

585.345.6164 ext. 27064
jmckenna@tompkinsfinancial.com
September 1, 2021

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Mayor Hauser;

The Town of Perry supports the Village of Perry’s application for the 2021 Downtown Revitalization Initiative. A majority of the Village of Perry is located within the Town of Perry and improvements to the Downtown community are reflected on the Town. Over the last several years the Village has received funding to improve the appearance downtown. A successful award of this grant will allow the Village and some private developers to continue the revitalization of downtown and promote spending at small Main Street businesses owned by local residents.

The Village’s location near both Letchworth State Park and Silver Lake makes the Village of Perry a great place to visit and often tourists who have come here end being residents of the area which is an advantage to both the Village and the Town. The award of this grant would allow for additional housing, recreational activities and promotion of the arts as well as adding other amenities to accommodate residents and future residents.

Respectfully,

[Signature]

James Brick
Perry Town Supervisor
Mayor Rick Hauser
Village of Perry
46 N Main Street
Perry NY 14530

Dear Mayor Hauser,

UR Medicine came to Perry four years ago because it is a regional hub for medical care. Since assuming operation of Letchworth Family Medicine, we continue to be impressed with the community.

One of the keys for a successful medical practice is our ability to attract and retain doctors and support staff. In Perry, it’s clear the community has made impressive progress. Main Street is now an asset for recruitment, with bookstores, bakeries, a butcher, a brewery a wine bar and more. The real challenge for Perry is providing more and better housing options to continue to draw and retain residents. This would help businesses like ours, who are regularly hiring, to continue to meet our staffing needs.

Perry’s continued investment, especially in housing, is an important ingredient in our successful staff recruitment. as well as to grow the patient base for a sustainable medical practice.

In all this, a successful DRI application would be perfectly timed, success building on success, helping Perry pass the tipping point as an anchor community in the region. The proposed further investments in the Perry community, which focus on housing, hospitality, childcare and growth of healthy living through trails and the arts - all seem like the right directions.

Perry’s DRI application has UR Medicine’s full support.

Sincerely,

John Clark
Regional Administrative Director
Center for Primary Care
UR Medicine
585.784.7858
August 23, 2021

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

On behalf of the Board of Directors of the Wyoming County Industrial Development Agency (WCIDA), I strongly support the Village of Perry’s application for the Downtown Revitalization Initiative (DRI).

The WCIDA has a long history of supporting economic development projects in the Village of Perry including the development and financial support of entrepreneurs that have located in the Main Street Business Districts. The Village of Perry and their administrative leadership have done a great job in the recent past of working collaboratively with our economic development organizations to support some of the revitalization and business growth in the Main Street District of Perry.

There are many projects being proposed in this year’s DRI application that show some real promising development in the Main Street District which will enhance what is a nice core of small businesses that has gained the attention of business professionals and entrepreneurs that have located there. This has led to increased visits to the downtown area derived from local tourism attractions such as Letchworth State Park and Silver Lake.

The Wyoming County Industrial Development Agency is very supportive of this DRI project application and encourages NYS Empire State Development to please give it strong consideration.

The WCIDA plans to play a key role in bringing resources to the proposed DRI projects and wishes the Village of Perry the best of luck in securing one of the coveted grant awards.

Sincerely,

[Signature]

James Pierce
Executive Director
August 23, 2021

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

On behalf of the Board of Directors of the Wyoming County Business Center, Inc. (WCBC), I strongly support the Village of Perry’s application for the Downtown Revitalization Initiative (DRI). The project’s that have been proposed will build upon Downtown Perry’s successful revitalization efforts and strengthen the Village’s economy and quality of life if funding can be secured.

The WCBC, a local development corporation, has a long history of supporting economic development projects in the Village of Perry with our very successful entrepreneurship development program known as FastTrac and our attractive financing for small businesses including new business startups. There are many exciting projects that are being proposed in the Village of Perry’s DRI application that, if funding is awarded, would match up nicely with some of our small business assistance programs, including our two newest programs our Business Mentorship and Business Accelerator programs. Both programs fill a huge void of technical assistance that is needed to help small existing businesses get to that next stage of growth. If DRI funding is secured, the WCBC looks forward to bringing our resources to the transformational projects that have been identified for Downtown Perry.

The WCBC is very supportive of this DRI project application and encourages NYS Empire State Development to please give it strong consideration to help bring new residents, businesses, visitors and tax revenue to the Village of Perry.

Sincerely,

James Pierce
President
September 8, 2021

Rick Hauser, Mayor  
Village of Perry  
46 North Main Street  
Perry, New York 14530

Re: Village of Perry Downtown Revitalization Initiative (DRI) Grant

Dear Mayor Hauser:

As the Chairwoman of the Wyoming County Board of Supervisors, I am pleased to express support for the Village of Perry’s application for a $10 million Downtown Revitalization Initiative (DRI) grant.

I believe this funding will assist greatly in building upon the success of the revitalization efforts that have already taken place in the Main Street corridor of the Village of Perry. Ongoing revitalization efforts will only help to improve the Village’s economy and quality of life. Current and future businesses along Main Street are a key ingredient to helping not only the Village, but also the County and State to rebuild from the effects of the COVID-19 pandemic.

Downtown Perry is a compact, charming and walkable place situated perfectly between Letchworth State Park and Silver Lake in Wyoming County attracting many visitors annually. The diversity of the downtown community, creative professionals and seasonal visitors enjoy historic buildings, culinary experiences, arts and culture offerings and signature events year-round.

The proposed projects in the application promise exciting new development for the Main Street corridor, thereby enriching the lives of current and future residents, businesses and visitors to Perry and Wyoming County.

Please accept this letter of support for the Village of Perry and their application to the Downtown Revitalization Initiative (DRI) grant program and sincerely hope New York State Empire Development will give it the upmost consideration.

Should you have any questions, do not hesitate to contact me at chairman@wyomingco.com.

Respectfully yours,

Rebecca J. Ryan, Chairwoman  
Wyoming County Board of Supervisors
September 1, 2021

Rick Hauser, Mayor
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Mayor Hauser:

I am pleased to write in support of the Village or Perry’s application for a $10 million Downtown Revitalization Initiative (DRI) grant that will provide funding to build upon Downtown Perry’s successful revitalization efforts and strengthen the Village’s economy and quality of life. I have reviewed the scope of work and the number of development projects proposed, and strongly support the application.

Through hard-work, determination, and planning, downtown Perry has become the bustling center of a compact, walkable community, and a recreation destination for many of Letchworth State Park’s 800,000 annual visitors. Silver Lake and Letchworth are also linked by a well-appointed trail, passing through downtown, where new housing, hospitality and public amenities abound. The Village has also cultivated a diverse community of downtown residents, creative professionals, and seasonal visitors who choose to visit the Village’s restored historic buildings to enjoy a variety of culinary experiences and retail businesses, rich arts and culture offerings, and a year-round schedule of signature events.

There are many projects being proposed in this year’s DRI application that show some real promising development in the Main Street District, which will enhance the exceptional core of small businesses that have gained the attention of business professionals and entrepreneurs that are making the Village their home. This revived energy and investment has led to increased visitation to Perry’s downtown from well-recognized tourism attractions like Letchworth State Park and Silver Lake. The Village is fast becoming a regional focal point and destination, which has benefitted the residents and provided even more reason to visit our beautiful area of New York State.

The NYS DRI program would provide the critical "next stage" funding for a host of transformational commercial, mixed use, residential and public improvement projects that would propel future long-term revitalization to benefit current and future residents, businesses and visitors to Perry and the greater area.

The Village of Perry has an outstanding track record with grant stewardship and management from past projects, and they certainly have the capacity to accomplish a project of this size and scale. With nearly 1 million visitors to our area every year, collectively we are poised to reap the economic and social benefits of a revitalized and thriving downtown Perry. The DRI program is the catalyst that will accelerate the work currently being done and set the stage for a bright future for the Village of Perry and the greater community in Wyoming County.

Continued
The Wyoming County Chamber of Commerce and Tourism Promotion Agency is very supportive of the Village of Perry’s DRI project application and encourages NYS Empire State Development to give it the strongest consideration.

We look forward to working closely with you on this project should the Village of Perry be awarded this outstanding opportunity.

Sincerely,

Scott A. Gardner
President & CEO
Dear Mr. Esposito:

I’m writing to show the Wyoming County’s Department of Planning & Development’s strong support for the Village of Perry’s Downtown Revitalization Initiative (DRI) application. The proposed projects in this application are forward-thinking and impactful. More importantly, this DRI application is a collaborative grass-roots effort that will produce actual, tangible results which will collectively move Wyoming County and the larger Genesee Finger Lakes region forward.

Perry has what it takes to be a vibrant and thriving rural community. Through meaningful private sector investment and an emphasis on good design and development patterns, Perry has begun to emerge as a dynamic, mixed-use hub of activity. Multiple developers have invested over $50 million in the rehabilitation of over 30 downtown buildings. Over 33 new businesses together with 105 new jobs have relocated in the downtown core. Savvy adaptive reuse projects have created 112 workforce housing units with demand outpacing supply. Consequently, the table is set for the critical “next stage” transformational investments to create a resilient and opportunity-rich future. Make no mistake; this DRI is not just an investment in Perry. This DRI is an investment in the future of rural WNY.

Perry’s impressive history of project management has well prepared them to accomplish a project of the DRI’s size and sophistication. They have masterfully managed over 30 grants in the past ten years. DRI funding and technical support is needed right now to capitalize on these efforts to leverage even more private sector investment that aligns with the Village’s held vision for the area.

The Wyoming County Department of Planning & Development is enthusiastically looking forward to forging cross-municipal partnerships to make this DRI successful. The timing could not be better for Perry, Wyoming County, and the larger Finger Lakes Region. As such, I proudly support Perry’s DRI application.

As always, thank you for your support.

Sincerely,

James Bragg
Senior Planner
August 30th, 2021

Samantha Pierce, Administrator
Village of Perry
46 North Main Street
Perry, NY 14530

Dear Ms. Pierce,

I am writing in support of the Village of Perry's 2021 DRI application.

The YMCA has been delivering projects and services focused on youth development since 1844. In Perry NY we provide afterschool programs and organize the summer recreation programming.

I have met with the Village leadership and local property owners in downtown Perry to explore the opportunity for the Y to provide quality child care services to parents working in the greater Perry area. Local businesses are fully supportive of this concept as it would play a major role in helping with employee retention as at present, there is a severe shortage of options in our area.

However, the upfront costs needed to remodel available buildings and create a suitable infrastructure is a major hurdle, especially when you consider the pressure the pandemic has put on not-for-profit entities like the YMCA.

Obviously, we are happy to advocate and support Perry’s efforts to win the DRI grants as we know the Village wishes to use the DRI funds to build an infrastructure that would attract professional daycare providers!

With sincere gratitude,

Robert Walker
Chief Executive Officer, GLOW YMCA