“Uptown Steps Up”
Tupper Lake's Downtown Revitalization Initiative Proposal
September 15, 2021
September 13, 2021
Mr. James McKenna and Dr. Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Dear Mr. McKenna and Dr. Stone:

I am pleased and honored to present the Village of Tupper Lake’s Round V Downtown Revitalization Initiative to the North Country Regional Economic Development Council.

We have chosen to title our application "Uptown Steps Up" very purposefully. [We considered and rejected some good alternatives including "Elevating Uptown," "Unique Uptown," and the young -- and young at heart -- favorite "Uptown Funk"]

The last two decades in Tupper Lake are a history of "Stepping Up." It seems fitting to begin this application with a thank you to those who made our application possible:

- The many Tupper Lakers who have invested in new businesses, creating a dynamic, entrepreneurial climate that continues to retain our young and talented natives and draw adopted Tupper Lakers with a dream of owning their own business;
- The scores of Tupper Lakers who have purchased and renovated residential properties and their own homes in the Uptown District, with a resulting tremendous improvement of the community's winemaking appeal;
- The hundreds of volunteers who donated time to planning committees and open houses, then pitched in to construct implementation projects from those plans, including those who built the Sunset Stage, Little Loggers Field, and a Major League regulation compliant Baseball Field in our Waterfront Park;
- Our philanthropic friends at The Asel Legacy Fund, The Adirondack Foundation, The Fund for Tupper Lake, and Cloudsplitter Foundation, whose financial support has provided an appreciated vote of confidence in our efforts and leverage for our grant projects;
- Our non-profit partners who have added to our capacity to obtain grants and implement projects, including the Development Authority of the North Country, the Franklin County IDA/LDC, the Northern Forest Center, and the Regional Office of Sustainable Tourism;
- The Village of Tupper Lake Board of Trustees and Staff, whose vision, courage and willingness to take on the extra work of revitalization planning and implementation made it possible for our community to be ready to "Step Up" for a DRI Initiative;

THE VILLAGE OF TUPPER LAKE IS AN EQUAL OPPORTUNITY EMPLOYER
• Our elected representatives, who have provided countless letters of support for grants and amplified our efforts at the town, county, state and federal level; and

• Our friends in state agencies who have supported our planning and helped fund implementation efforts, including the Department of State Local Waterfront Revitalization Program, Empire State Development, Homes and Community Renewal, Department of Environmental Conservation and their Adirondack Smart Growth Grant Program, and the Department of Transportation.

This initiative, investment, ingenuity and perseverance have transformed the area we in Tupper Lake call “Uptown,” encompassing the Park Street historic downtown area, our Waterfront Park, and the adjacent former mill district of Demars Boulevard.

Over $49 million in public sector investment began the transformation of Uptown Tupper Lake in recent years, helping to leverage $16 million in private sector investment, most of it local, in a community of only 3,700 people. With a total municipal general fund budget of only $3.2 million per year and a total taxable tax base of $141 million, we believe this illustrates an exceptional degree of local commitment and “stepping up.”

We are now pleased to offer you “Uptown Steps Up” with $60 million in investment that can be leveraged by a DRI award to help us reach our vision of making our unique community all it can be for residents and tourists. New accommodations offerings, a vibrant arts district, upscale market housing units, new and expanded businesses, mixed use renovation and infill projects, façade improvements, and an enhanced unified streetscape project strengthening pedestrian and bicycle connections between these projects are all transformational possibilities with a Tupper Lake Downtown Revitalization Initiative award.

The response to the public outreach process we conducted to prepare this application illustrates the community’s commitment. Even after turning out for numerous other planning processes over the years, 190 people participated in our first Open House, sharing their thoughts on the proposed DRI boundary and its needs and opportunities. Over 229 people weighed in in our second Open House, expressing an amazing 98% support for our slate of transformational DRI projects!

Support for Tupper Lake’s DRI is also evidenced in the many letters and enthusiastic press coverage included with this application. Our residents, businesses, community organizations and financial institutions and regional partners have all expressed their readiness to “Step Up” and participate in the planning and project development process that will be conducted when the DRI award is received.

We also have a talented and committed group of individuals who serve as members of our Local Waterfront Revitalization Program Waterfront Advisory Committee who are ready to serve as members of the DRI Planning Committee if called upon, including representatives from the business and development community, non-profit partners, the Planning and Zoning Boards, and Village staff.

I respectfully request that you give Tupper Lake’s Downtown Revitalization Initiative application every consideration and guarantee you that, if selected, Tupper is ready to “Step Up”!

Sincerely,

[Signature]
Mayor
TABLE OF CONTENTS

Vision for Uptown .................................................. 5
Justification ......................................................... 7
Downtown Identification
  Proposed DRI Boundary and Map .......................... 12
  Past Investment, Future Investment Potential .......... 14
  Recent, Impending Job Growth ............................. 23
  Quality of Life .................................................. 30
  Local Policies ................................................... 38
  Public Support ................................................... 41
  Transformational Projects ................................. 46
  Administrative Capacity ..................................... 67
Appendices
  Letters of Support ............................................. 68
  Public Engagement ............................................ 95
  Newspaper Articles .......................................... 102

BASIC INFORMATION

REDC Region: North Country
Municipality Name: Village of Tupper Lake
Downtown Name: Uptown District
County Name: Franklin
Applicant Contact(s) Name and Title: Paul Maroun, Mayor
Tupper Lake is a resurgent Adirondack community that is elevating its appeal and its regional profile. The newly renovated Park Street in the Uptown District features unique businesses, highly rated restaurants, an Arts Center that celebrates local artisans, and a 1920’s era movie theater, making the Village a popular destination with tourists and locals alike.

Surrounded by the natural beauty of ponds, lakes and mountains, the Village offers residents a high quality of life, which has been cited as the number one reason young families are establishing new businesses in the Village. Residents and visitors can participate in recreation activities at the 24-acre Waterfront Park on Raquette Pond, enjoy a sunset concert at the new Sunset Stage, or take in a game at the local historic baseball stadium.

These community improvements are being driven by the Village’s vision for the revitalization of the Uptown District. As part of the DRI public engagement process, the following vision statement was vetted by the community:

"Tupper Lake will be a nationally recognized, vibrant four-season Adirondack destination, celebrating and interpreting the natural environment and attracting families, businesses and visitors looking for a unique balance of nature and technology, history and progress, work and play."
When asked “Do you like the vision?” the majority of respondents (97%) stated that they liked the vision as presented. Community responses included:

“Yes. Tupper Lake has a huge potential that is just starting to be tapped. It’s a beautiful place to live.”

“Absolutely. Tupper Lake is uniquely situated to be able to follow through on that vision statement. It has beautiful maritime resources, is at the Crossroads of the Adirondacks and has a world class museum in The Wild Center.”

“Yes, this vision captures the aspirations of many community members in Tupper Lake that have roots in its early prosperity, witness the decline over the last several decades, and hope for a renaissance.”

The New York State Downtown Revitalization Initiative (DRI) provides the Village of Tupper Lake with an exciting opportunity to continue building on these recent successes and advance the community’s vision by:

• Capitalizing on the influx of new residents to the Adirondacks by repurposing and revitalizing underutilized buildings and space to create much needed workforce and market-rate housing that will attract families and business to the Village
• Establishing a co-working space with high-speed fiber optic broadband access to recruit telecommuters and mentor entrepreneurs
• Growing existing businesses and attracting new businesses along Park Street and the underutilized Demars Boulevard commercial corridor
• Developing key tourism amenities, including new hotels, needed to re-establish Tupper Lake as a vibrant four-season Adirondack destination
• Connecting amenities and neighborhoods by expanding Park Street’s appealing streetscape throughout the Uptown District, creating a unified pedestrian experience from Oval Wood Dish Factory apartments, along the beautiful Raquette Pond waterfront with its waterfront park, to the shops and restaurants of the historic downtown.
Tupper Lake has seen great progress in recent years. On Park Street, many empty windows have been eliminated and now we see new businesses opened and reconstructed facades. Park Street itself has been transformed into a vibrant streetscape complete with pedestrian lights, new sidewalks, shade trees, benches, and banners. Young people have moved back to open retail shops, transplants have brought a diverse mix of businesses and restaurants, and the arts scene is blossoming with the creation of the Tupper Arts Center in 2018. All of this activity builds upon long-established businesses that have kept Tupper going for generations. In total, over $16 million in private investments and nearly $50 million in public sector investments have been made in or near Uptown Tupper Lake since 2014, a tremendous feat in just seven years.

Tupper Lake’s revitalization is inspired by the natural setting of the Adirondack Park and driven by the strong commitment of community members, elected leaders, and village staff, regional partners, and a number of nonprofit institutions such as Tupper Arts and the Wild Center.

Construction of The Wild Center in 2005, utilizing over $25 million in state and philanthropic funds, served as a catalyst for Tupper Lake’s revitalization efforts and model for the vibrant community within the wilderness aesthetic. Intentional and focused efforts supported by a broad coalition of new and lifelong residents are bringing about positive results. These efforts include planning and placemaking projects such as the 2003 Tupper Lake Downtown Revitalization Plan, the 2007 Economic Development Strategy, the 2010 Smart Growth Community Design Guidelines and Demars Boulevard Design Guidelines, the 2013 Downtown and Waterfront Revitalization Strategy, the 2015 Tupper Lake Municipal Park Master Plan and 2021 Waterfront Park Master Plan Update, and the current Local Waterfront Revitalization Program. By obtaining funding through these various grants the village has been able to plan, prioritize, champion, and implement, establishing a strong foundation for revitalization.
Despite this progress, there is still room for growth. Whether it is new businesses, housing, recreation, or arts and entertainment activities and venues, continuing to add to the variety of offerings is of paramount importance to maintain momentum. There is also more opportunity to develop the physical infrastructure that connects existing and future businesses and venues to create an even stronger sense of place. Under strong elected leadership, an extremely capable village staff, an experienced full-time Director of Community Development, and dedicated regional partners, Tupper Lake is ready to advance to the next level of community revitalization.

Tupper Lake's application to the Downtown Revitalization Initiative is based on the successes the Village has enjoyed over the past several years, the groundwork it has laid, and the opportunities that lie ahead. In developing the application, a number of transformative projects were identified that illustrate how the community can build on the recent investments that resulted from the work of the people of Tupper Lake to springboard to the next level. Tupper Lake has demonstrated a long-term commitment to revitalization planning and implementation and the community is ready to leverage the DRI to drive additional transformative change.

**TARGET AREA: UPTOWN TUPPER LAKE**

A defining feature of the Village of Tupper Lake is its two distinct village centers: “The Junction” (formerly the Village of Faust) on the north side and “Uptown” on the south side. While Tupper can boast two downtowns, the focus of this DRI effort is on the Uptown area.

Uptown, with its historic commercial district centered around Park Street, anchors the south side of the Village which curves around the Raquette Pond waterfront along Demars Boulevard to the former Oval Wood Dish Factory. Extensive planning and investment have gone into the Uptown area over the past 20 years to make it what it is today. The target area encompasses the Uptown business district, which centers on a reconstructed Park Street, the main street thoroughfare; the improved Waterfront Park on Raquette Pond (also known as Tupper Lake Municipal Park); and a portion of Demars Boulevard, the main corridor along the waterfront which is ripe for development. It terminates at the former Oval Wood Dish (OWD) factory complex which, following its recent purchase, promises to become a mixed-use anchor on the northern end of Uptown. Second phase projects adjacent to OWD are two of the DRI cornerstone proposals that will breath life into this iconic and historic structure, provide a platform for Demars Boulevard to step into an exciting next chapter, and create an opportunity to connect, enhance, and revitalize this portion of the community.

Investment in this thoughtfully defined DRI area will build on previous and ongoing efforts to help achieve Tupper Lake’s vision of ‘….Tupper Lake will be a nationally recognized, vibrant four-season Adirondack destination, celebrating and interpreting the natural environment and attracting families, businesses and visitors looking for a unique balance of nature and technology, history and progress, work and play.’

**DEFINING CHARACTERISTICS**

People cherish Uptown Tupper Lake for its traditional downtown setting against the backdrop of the Adirondacks; its convenience as a compact, walkable place with interesting shops and essential services; its rich arts, cultural, and recreational amenities; a beautiful waterfront that offers something for everyone; and its bright community spirit.

These defining characteristics of the DRI area are explored more below:
A diverse and enduring community practiced at comebacks

Tupper Lake is a passionate, close-knit, diverse, and welcoming community that stands strong in the face of adversity. Tupper Lakers are immigrants, artists, athletes, naturalists, urban transplants, entrepreneurs, soldiers, philanthropists, and free spirits with diverse families and backgrounds. As a community that began as a frontier “boom town” in the 1890s, they have withstood many highs and lows over the decades. Once one of the world’s largest producers of wood products, Tupper Lake saw multiple fires that leveled large swaths of the village, the departure of its lumber manufacturing businesses, and the subsequent loss of population that left behind large tracts of vacant land and underutilized buildings. But Tupper Lakers always bounce back.

People often think of resiliency in terms of the infrastructure that protects communities from disaster (i.e., shelters, fire towers, berms, etc.), but these have little value without social resilience. When a diverse community of people is able to stand together, assist each other, and work toward common goals, they are better equipped to overcome any challenge, from natural disasters to economic downturns and global pandemics. It is this aspect of Tupper Lake more than any other that makes it a unique and enduring community that is quickly becoming a premier destination within the Adirondack Park.

Unique, locally owned shops and restaurants in a traditional downtown setting

Uptown Tupper Lake is home to retail shops and restaurants that blend together to offer a variety of goods, services, and food. New stores such as The Adirondack Store, Birch Boys Health & Beauty Shop, and Earth Girl Designs can be found on Park Street, alongside such established stores as Stacked Graphics and Trillium Floral & Gift Shop that have been in Uptown for many years. The experience is further complemented by restaurants that are longstanding community favorites, such as The Swiss Kitchen and Little Italy. And of course, the unique Washboard Laundromat/Donut Shop/Shenandoah Gift Shop which is possibly the only place in the country where you can browse through Native American artwork and do your laundry while eating delicious homemade donuts.

MOSTLY SPRUCE AND HEMLOCK

Tupper Lake’s spirit is captured in its hemlock cone brand. The cone, with its scales beginning to open, signifies not only the natural environment and rich heritage but also the seeding of a bright future for Tupper Lake. The brand is built on four key concepts: authenticity, nature, connection, and discovery which are at the essence of Tupper Lake and the people who live here.

The development of the brand begins with an interesting story. In 1890, Mayor Joe Gokey, a prominent and colorful local businessman, was asked about the population of Tupper Lake. His response, “Mostly spruce and hemlock,” has become a point of pride carried forward by the community.

So, when Tupper Lake participated in a branding study in 2016, it was the hemlock cone that was chosen as the focal point. The cone can be seen throughout the Village – on the front doors of business, letterhead, business cards, banners on light poles, signs in the park, and elsewhere. Utilizing this brand since its creation has helped fuel revitalization and a resurgence in the Village of Tupper Lake.
These shops enliven a traditional, pedestrian scaled, and walkable main street setting in buildings with beautiful historic architecture. With a reconstructed Park Street, people can now enjoy a comfortable public space with new sidewalks, shade trees, benches, and pedestrian-scaled lighting as they shop.

CONVENIENT GOVERNMENT AND SERVICE CENTER

Perhaps not as much fun, but equally important to an attractive and livable downtown are the many civic facilities and essential commercial services in Uptown. Banks, realtors, insurance agents and newspaper office operations sustain Uptown. These businesses together with the Village Hall, the Post Office, and Visitors Center bring people to Uptown every day and provide essential services to Tupper Lakers and the broader region.

ARTS AND CULTURAL ASSETS

The DRI area includes an impressive array of arts and cultural assets for a community of Tupper Lake’s size. A cornerstone of the Uptown arts scene is the Tupper Arts Center, a non-profit organization established in 2018 to nurture the arts, artists, and community life. Tupper Arts has an Uptown gallery space and gift shop featuring local artists and also organizes numerous activities throughout the year including programming the Sunset Stage in Waterfront Park (aptly named given the backdrop looking west beyond the stage over Raquette Pond.)

Uptown is also home to the historic State Theater, a first-run commercial movie house. This is a significant anchor, and to ensure it remains so into the future, Tupper Arts is poised to purchase the theater for movies and live performances.

In addition to these anchors, Uptown is home to a variety of individual artists such as the recently relocated Leather Artisan, and a jewelry and gemstone artist who, in addition to selling online, creates custom pieces in real-time for shoppers in her retail store Earth Girl Designs.

A BEAUTIFUL WATERFRONT BURSTING WITH OUTDOOR RECREATION OPPORTUNITIES

A quintessential feature of Tupper Lake is Raquette Pond and the 24-acre publicly owned waterfront park known as Tupper Lake Waterfront Park. This Park – a short walk from Park Street -- has a wide variety of amenities that appeal to people of all ages and abilities. Whether it is listening to a concert on Sunset Stage in Flanders Park (a section of the Park), playing in the Little Loggers Playground, launching a fishing boat or kayak onto the pond, wheeling along the
paved Waterfront Walkway, watching a Tupper River Pigs baseball game from an historic grandstand, or stargazing in a dark night sky, the Raquette Pond waterfront has something for everyone.

Significant effort has also been directed toward Uptown's waterfront, including the creation of a detailed master plan and subsequent/ongoing recreational improvements. As a result, the Uptown commercial center blends into the Waterfront Park, connected by multi-modal trails that create a walkable area along the waterfront.

**INACTIVE STOREFRONTS, UNDERUTILIZED BUILDINGS, VACANT LOTS**

While the target area has a critical mass of attractions and assets, it is also characterized by multiple vacant storefronts, underutilized buildings, and vacant lots that are prime sites for redevelopment. Most notable is the 120,000 square foot Oval Wood Dish Factory which has been vacant for 12 years. The OWD complex was recently purchased by a development team from Syracuse, NY who are advancing plans to redevelop the complex as a major anchor on the western edge of the Uptown DRI area. The Oval Wood Dish Redevelopment will feature 92 units of residential space within the former factory building envelope, and the development team is proposing construction of additional ground up apartment units on an adjacent parcel in the former factory district to meet the projected demand for additional market rate units.

The DRI will provide opportunities to fill the storefronts, redevelop former franchise retail space that has been dormant for years, and build new mixed-use buildings on vacant land. These investments will attract additional residents and businesses, catalyzing further infill development. With design guidelines in place, the redevelopment of these vast expanses of asphalt that is commonplace for national retail chains will be more sensitive to their proximity to the Waterfront Park and Raquette Pond and will create a more ‘village-like’ environment than what exists today.

**INCOMPLETE STREETS**

While Uptown has a wonderful, multi-use path along its waterfront and a reconstructed Park Street with many pedestrian amenities, Cliff Avenue, Lake Street, Mill Street, and Demars Boulevard (the main spine connecting the various amenities and anchors) are lacking in bicycle and pedestrian amenities. A NYS DEC Smart Growth Grant funded the Demars Boulevard Design Concept study. This study reimagines Demars Blvd. as a multi-modal/complete street with bicycle lanes, pedestrian lights, street trees for shade while walking, benches for resting, and crosswalks to connect the north side of Demars to Waterfront Park on the southside. Demars Blvd. is a nearly 4 lane road of asphalt that includes a center turn lane its entire length. There is a tremendous opportunity to implement a complete street design to better connect the Park Street historic district of Uptown to the OWD complex. These improvements will provide needed cohesion in this area, will provide multiple opportunities for connecting bike and pedestrian infrastructure, will build on the recreation opportunities of the adjacent park, and will accelerate the realization of the opportunity posed by the redevelopment of the OWD complex: namely, to ensure that this is a catalyst for transformation of a larger segment of the community.

Based on these defining characteristics and a years-long commitment to placemaking and reinvestment that has driven increased development and interest in Uptown, now is the time for a Tupper Lake DRI strategy that will propel the Village to the next level.
The boundary for the Tupper Lake DRI Uptown District was chosen to take advantage of the compact Park Street/Uptown business district, the Village's Waterfront Park, a large, public waterfront space unique in the Adirondacks, and Demars Boulevard, an underutilized commercial corridor with great potential for growth and redevelopment. This area, though linear, is highly walkable, stretching only a mile from south to north. It incorporates the Village's southern and eastern gateways and is designed to build on several assets and redevelopment activities conducive to its village setting, waterfront location, and integrated vital core. These activities will in turn enhance the walkability and pedestrian-friendly nature of the DRI area.

Beginning in the south, the Uptown DRI area incorporates the village center, a compact cluster of historic and mixed-use buildings centered around Park Street that house a diversity of businesses, public services, restaurants, and cultural institutions. The southern edge of the DRI boundary begins at Wawbeek Avenue and Church Street, and travels along Park Street/NYS Rt. 3, which serves as a major gateway to/from the Adirondacks.

From Park Street, the DRI boundary moves towards Raquette Pond along Cliff Avenue and Mill Street before turning north along Lake Avenue/Demars Boulevard/NYS Rt. 3 to the soon-to-be-redeveloped Oval Wood Dish former manufacturing complex, which forms the northern-most terminus of the DRI. The western edge of the DRI boundary is the shoreline of Raquette Pond.

Demars Boulevard (NYS Route 3) is the spine that connects the Uptown village center to the waterfront and the Village’s other downtown, commonly known as “The Junction”. Facing the park on the east side of Demars Blvd. are numerous parcels, some with active uses but many with vacant storefronts and/or underutilized space. All of these properties have an unobstructed view of Raquette Pond as they look over the 24-acre Tupper Lake Waterfront Park. The entire stretch of land, with deliberate connections to Park Street, is ripe for redevelopment taking advantage of what is essentially waterfront property.

An infusion of DRI funding for transformative projects in the proposed Tupper Lake DRI Uptown District illustrated below would build on existing public and private investments in this area to catalyze further investment and accelerate redevelopment of underutilized properties.
Tupper Lake
Downtown Revitalization Initiative

BOUNDARIES OF PROPOSED DRI AREA
Over $49 million in public sector funding has been invested in Tupper Lake in recent years, helping to leverage $16.5 million in private sector investment, most of it local, in a community of only 3,700 people. An additional $31 million of private investment will be made in the near-term to begin phase 1 of the transformation of the Oval Wood Dish site to include a 92-unit mixed-use redevelopment and a production expansion space for Raquette River Brewing. With a total municipal general fund budget of only $3.2 million per year and a total taxable tax base of $141 million, this illustrates an exceptional degree of local commitment and “stepping up.” These investments are driving the renewal of Uptown, and Tupper Lake is ready to capitalize on them to catalyze future investments in the area because of the success of a decade and a half of revitalization efforts.

CATALYTIC INVESTMENT IN TUPPER LAKE

Since 2006, key catalytic investments changed the trajectory of the community. The first was the $28.3 million dollar construction of The Wild Center, funded through philanthropy and state grants, which was later supplemented by the Wild Walk and other outdoor programming at The Wild Center campus. The opening was followed by overwhelmingly positive reviews from the press and public. The New York Times called the Wild Center ‘stunning’. The Wild Center was named one of the Top Eleven Things to Do by I Love New York and was called “The place to see” by The Boston Globe.

Following additional capital campaigns which raised another $20 million and donations of land to expand the campus, the Wild Center now offers 115 acres of unique, Adirondack experiences, including The Wild Walk, museum without walls or ceiling, and paddling adventures on the adjacent Raquette River. With its programming and status as the first LEED Certified Building in the Adirondacks and the first LEED Certified Museum in the State of New York, The Wild Center is also a leader in educating the public about Climate Change.
The Wild Center attracts over 100,000 visitors each year, generating over $15 million in regional economic impact. Needless to say, the development of The Wild Center was seen as a once in a lifetime opportunity in Tupper Lake, and community strategic planning efforts followed to envision improvements that could draw Wild Center visitors into Tupper Lake. The planning and implementation projects detailed in this application followed, and private investment was leveraged.

Another catalytic investment in Tupper Lake’s future was made by two natives, Joe Hockey and Mark Jessie, who turned their passion for brewing beer into the economic engine that is Raquette River Brewing. Raquette River Brewing, opened just outside the Uptown District target area in 2014, has grown exponentially and now attracts tens of thousands of thirsty visitors a year. These visitors present additional potential market demand that Uptown District can capture.

In order to meet increased demand for its popular brews, Raquette River Brewing is quadrupling production at the Oval Wood Dish Factory redevelopment located at 100 Demars Boulevard. Raquette River Brewing anticipates an investment of over $1 million to expand its canning line, generating an additional 6 jobs in the Uptown District.

The remaining mixed-use redevelopment of the Oval Wood Dish Factory (phase 1), with a total project investment of $30 million dollars, is the truly transformative investment that will preserve this monument of the community’s heritage, bring new residents to Tupper Lake, offer new housing options to Tupper Lake’s service sector workers, provide opportunities for senior residents to free themselves from home ownership but still remain in the community, and expand the market for neighborhood retail (note: phase 2 is included in this application as a potential DRI project).

Recent Entrepreneurial Investments in the DRI area

Today, Tupper Lake is experiencing an economic resurgence. In the past few years, it has seen the growth of existing enterprises and welcomed many new businesses, residents, and visitors. Buildings and facades have been renovated throughout the Park Street area, their empty storefronts filled and outdoor spaces activated with new landscaping and outdoor dining. Public investments have dressed up the streetscape to match and upgraded essential services to ensure they can meet increased demand.

The Village has also seen rising investment in residential properties of all kinds. New apartments are rented as soon as they come on the market, increasing the density and vibrancy of the Uptown area. As Tupper Lake’s population grows, the public and non-profit sectors have added new arts and recreational amenities, multi-modal transportation connections, and services such as high-speed broadband.

These trends are captured in the tables below. They show that about two dozen commercial and retail businesses have recently invested upwards of $6 million to open or expand their operations in and around the DRI area. Expansions have occurred in long-term, staple businesses in food service (Day Wholesale, Swiss Kitchen, Larkins Deli/Bakery/Fuel, Well-Dressed Food), Transportation (Rule’s Docks & Marine, Mobil Station), and business services (Stacked Graphics). Meanwhile, new establishments are focused on gifts, art, tourism, and nightlife (e.g. Tupper Arts, Adirondack Store, Spruce & Hemlock, Earth Girl Designs, KMS Photography, Raquette River Brewing, Amado Fine Dining, the Enclave B&B). Growth across a diversity of businesses that serve both residents and visitors indicates that Tupper Lake’s revitalization is not only sustainable, but that growth in one sector is helping to catalyze growth in other sectors.

The tables also show that property is moving in Tupper Lake. Over $2.1 million in recent private investments have
gone toward residential properties in Uptown. According to the Village’s Codes Enforcement Officer, the hundreds of property sales in the Village over the past two years have included over 50 single and multi-family residential properties purchased by investors in the DRI Uptown Target District. Investors are renovating these properties and returning them to the market, where they are immediately rented. Meanwhile, the number of Tupper Lakers and Sunmount employees seeking apartments continues to grow, as does the potential to attract new buyers to the area. A 2021 survey of 6,773 Adirondack visitors and enthusiasts found that most would be interested in buying a house in the Adirondacks if the price was right and – for those not yet retired – if they could work remotely. There was housing demand across all income brackets and a preference for hamlet areas (like Uptown) with high-speed internet, healthcare, jobs / co-working spaces, dining, and shopping opportunities. Over 1,200 respondents expressed interest in the Tupper Lake area specifically.

These data indicate that demand for and investment in residential properties near Uptown will continue to grow and to benefit from recent investments in local amenities, such as high-speed broadband and main street businesses, and future investments in new housing units.

Lastly, the story of Uptown’s physical transformation can also be found in the data below. A total of 61 buildings in and around Uptown have been recently renovated. These include 36 commercial or mixed-use buildings, 21 residential buildings, and 4 non-profit buildings. At least 80% of these included improvements to the building’s façade or exterior. At the same time, funds from public, private, and philanthropic sources continue to improve streetscapes, trails, and public spaces. Many new attractions have been added including the Crossroads of the Adirondacks Trail, Sunset Stage, Little Loggers Playground, the Adirondack Sky Center, and the Uptown Tupper Lake Visitors Center. Aesthetic improvements have been complemented by $30 million worth of upgrades to essential municipal services including water, wastewater, electric, communications, and emergency services. These improvements have made Uptown a more appealing place and have helped to attract new residents, businesses, and visitors in recent years.

The response of the regional community to support Tupper Lake’s efforts has validated and accelerated impact. The North Country Regional Economic Development Council has supported numerous successful Tupper Lake CFA projects. Regional foundations have also shown their support of Tupper Lake’s efforts with Philanthropic grants, including the Aseel Family Legacy Fund, Adirondack Foundation, the Fund for Tupper Lake and Cloudsplitter Foundation.

**SUPPORTIVE PLANNING EFFORTS**

Fortunately, Tupper Lake had the right plans and programs in place to both guide and support its economic resurgence. The Village laid the groundwork in the early 2000s with a Downtown Revitalization Plan and vision statement that has been revisited and reaffirmed with each new planning effort. This plan served as the basis for the reconstruction of Park Street which was transformed into an inviting public space with new sidewalks, street trees, pedestrian lights, benches, and banners. As a result of the later Tupper Lake Multi-Use Recreational Trail and Transportation Master Plan, Park Street has also been connected to the waterfront and the Junction via multi-modal connections like the Crossroads of the Adirondack Trail (opened 2021), which draws in patrons for Uptown businesses.

The Village followed up on its Downtown Revitalization Plan with an Economic Development Strategy and a Smart Growth Project. The Economic Development Strategy laid out steps to increase affordable housing, improve cultural and recreational attractions, and support businesses in cooperation with a Local Development Corporation. An outcome

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*When you truly open up and see all that Tupper Lake offers in its natural beauty and the direction the community is moving, you realize the only logical choice is one of investment.*

*Cory Rohrback — Amado Fine Dining*
was the Village created an active Business Retention and Expansion initiative that connects new entrepreneurs and existing businesses with the extensive technical assistance resources, capital, and loan programs offered by partners at the Franklin County IDA/LDC, North Country Chamber of Commerce, Small Business Development Center, Adirondack Economic Development Corporation, and Adirondack North Country Association. As a result, Tupper Lake businesses have an informed understanding of the state’s grant programs. A pipeline of projects is in place, which will yield real projects for Energize Uptown.

The Smart Growth program prepared for business expansion by supplementing the land use code with comprehensive site and architectural design guidelines. As Uptown has grown in recent years, these guidelines have helped developers and the Village to create an attractive and consistent visual identity for Tupper Lake based on the principles of connectivity, community, nature, and green design. This process was further accelerated by an ongoing Main Street Façade Program, begun in 2018 that has provided grants for 10 small businesses and non-profit organizations in the Village to upgrade their facades. These efforts have been funded by a HCR Main Street Program grant, Department of Environmental Conservation Adirondack Smart Growth Grants, and a grant from the Cloudsplitter Foundation. These efforts helped catalyze similar privately funded improvements to exteriors and façades at over 20 commercial and non-profit establishments in the DRI target area since 2014.

The Smart Growth Project also included a redesign concept for Demars Boulevard intended to extend the look and feel of Park Street along Demars to the OWD site. With the help of DRI funding, the Village could make these concepts a reality just in time to complement new private developments on this corridor, restoring the harmony of the Uptown Corridor streetscape with the spectacular Adirondack beauty of the Raquette Pond waterfront it borders.

As development in the Park Street core progressed, the Village moved to consolidate its vision for the adjacent Raquette Pond waterfront. These efforts have been supported by the NYS DOS Local Waterfront Revitalization Program. The Village began with a Tupper Lake Revitalization Strategy and Action Plan that identified nearly two dozen projects and activities for improving the Raquette Pond waterfront and Demars Boulevard corridor. This was quickly followed by master plans and conceptual designs to enhance and expand amenities for locals and visitors in Waterfront Park. This has led to several new attractions on the waterfront funded by a mix of public and private sources. The Little Loggers regulation little league field and Little Loggers Playground offer family-friendly recreation within walking distance of new and planned housing units in the Uptown District. The Sunset Stage offers a beautiful venue that is already being utilized for a popular outdoor performance series. In addition, upgrades to the 1930s era wooden grandstand and baseball field prepared the ground for the 2021 debut of the River Pigs semi-professional baseball team in the historic venue. Several more waterfront projects are in the planning or design phases including installation of dockage one block from Park Street.

In parallel, the Village established a destination marketing program. Visitors drawn to Uptown can find more information about what to do and see at the new Visitors’ Center on Park Street or browse articles and videos online at TupperLake.com courtesy of the free Wi-Fi in Waterfront Park.

In the past 3 years, the Village of Tupper Lake, with assistance from the Department of State Local Waterfront Revitalization Program, has also conducted site reconnaissance and economic development market analyses to leverage transformational economic redevelopment projects:

- **OWD** – In 2018, the Village of Tupper Lake commissioned a structural and hazardous materials analysis of the former Oval Wood Dish Factory, then utilized the results and guidance from Homes and Community Renewal staff to secure developers who specialize in historic tax credit redevelopment.
- **Housing** – The Village contracted with Newmark Knight Frank to complete a housing market analysis for the community, which was also used to recruit OWD developers.
- Accommodations – HVS was hired to complete an accommodations feasibility study for development of a flag hotel in the community.

All have been successfully utilized to attract transformational projects for revitalizing Uptown.

Lastly, the Village of Tupper Lake is taking steps to ensure its development gains are not lost to climate change impacts by expanding its sustainability efforts. The Village has adopted the Climate Smart Communities Pledge and formed a joint task force with the Town of Tupper Lake. The Village has also taken steps to adopt the NYS Stretch Energy Code, expand its current EV charging locations, and decarbonize new development. Initial results are evident in this DRI application: the developers of the Oval Wood Dish complex and new hotel intend to apply the Stretch Energy Code and decarbonization measures to their projects, including EV chargers and possibly solar panel arrays.

As evidenced in the above narrative, strategic and iterative planning efforts in Tupper Lake have yielded continuous, ongoing results through to the present day. Public investment in infrastructure, services, spaces, and the public realm have spurred additional private investment and attracted new residents, tourists, and businesses. Successful new operations are already expanding their operations, such as Tupper Arts, Raquette River Brewing, Earth Girl Designs and Amado, a trend that is likely to continue as more people move Uptown.

### Recent Private Investments
#### IN THE DRI AND SURROUNDING AREA

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>CATEGORY</th>
<th># NEW FTJobs</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Street Area</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well Dressed Food - 87 Park Street</td>
<td>Building Purchase and Renovation, Business Expansion</td>
<td>6</td>
<td>$450,000</td>
</tr>
<tr>
<td>Spruce and Hemlock - 115 Park</td>
<td>Building Purchase and Renovation, New Business</td>
<td>4</td>
<td>$225,000</td>
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<tr>
<td>Stacked Graphics - 117 Park</td>
<td>Building Purchase and Renovation, Business Expansion</td>
<td>-</td>
<td>$50,000</td>
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<tr>
<td>Multi-Unit Mixed Use - 93 - 95 Park</td>
<td>Building Purchase and Renovation</td>
<td>-</td>
<td>$146,000</td>
</tr>
<tr>
<td>Earth Girl Designs - 95 Park</td>
<td>New Business</td>
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<td>$100,000</td>
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<tr>
<td>Leather Artisan - 68 Park</td>
<td>Business Relocation</td>
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<tr>
<td>Union Block Building LLC, Multi-Unit Commercial Building - 123 - 127 Park</td>
<td>Building Purchase and Renovation</td>
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<td>$38,600</td>
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<tr>
<td>Seasons on Park - 123 Park</td>
<td>New Business</td>
<td>3</td>
<td>N/A</td>
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<tr>
<td>KMS Photography - 127 Park</td>
<td>New Business</td>
<td>1</td>
<td>N/A</td>
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<tr>
<td>Residential Rental Unit (1 Unit) 156 Park Street</td>
<td>Building Purchase, Residential Unit Improvement</td>
<td>-</td>
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<tr>
<td>Tupper Arts - 106 Park</td>
<td>Building Purchase and Renovation</td>
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<tr>
<td>State Theater</td>
<td>Building Renovation, Equipment Upgrades</td>
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<td>Commercial Space - 12 Cliff Avenue</td>
<td>Building Renovation</td>
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<td>Adirondack Store</td>
<td>Building Purchase and Renovation, New Business</td>
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<tr>
<td>Swiss Kitchen</td>
<td>Business Expansion</td>
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<td>Amado</td>
<td>New Business, Building Purchase and Renovation, Business Expansion</td>
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<td>Visitor Center - 121 Park</td>
<td>Building renovation, development of Visitor Center</td>
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<tr>
<td>PROJECT</td>
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<td># NEW FTE JOBS</td>
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<td>------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
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<tr>
<td>Day Wholesale - 151 Park</td>
<td>Business expansion, exterior renovations, site improvements, interior renovations</td>
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<tr>
<td>Little Italy - 146 park</td>
<td>Landscaping and outdoor dining</td>
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<tr>
<td>Dentist - 148 Park</td>
<td>New business, Building purchase, complete exterior and interior renovation</td>
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<tr>
<td>Single Family Residential - 158 Park</td>
<td>Exterior Renovations, Residential Unit Improvement</td>
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<tr>
<td>Multi-Family Residential - 160 Park Street (6 units)</td>
<td>Residential Unit Creation</td>
<td>-</td>
<td>$128,000</td>
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<tr>
<td>Plaza Hotel/Multi-Family Residential - 170 Park</td>
<td>Building Purchase, Residential Unit Improvement</td>
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<tr>
<td>Single Family Residential - 185 Park</td>
<td>Exterior Improvement and Landscaping</td>
<td>-</td>
<td>$65,000</td>
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<tr>
<td>Antique Shop - 211 Park</td>
<td>Building purchase, business expansion, exterior renovations, residential unit creation</td>
<td>1</td>
<td>$110,000</td>
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<tr>
<td>Outdoor Market - 209 Park</td>
<td>New business development, Exterior renovations</td>
<td>-</td>
<td>$25,000</td>
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<tr>
<td>Luke's Mobil - 206 Park</td>
<td>Exterior renovations, business expansion</td>
<td>-</td>
<td>$55,000</td>
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<tr>
<td>Multi-Family Residential - 221 Park</td>
<td>Exterior renovations, residential unit creation</td>
<td>-</td>
<td>$80,000</td>
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<tr>
<td>Hollingsworth Construction - Former Fire Station - 21 High Street</td>
<td>Building renovation, business expansion</td>
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<tr>
<td>Rule's Docks and Marine LLC - 33 High Street</td>
<td>Building purchase and renovation, Business Expansion</td>
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<tr>
<td>United Community Church - 23 High Street</td>
<td>Building and Site Renovation</td>
<td>-</td>
<td>$40,000</td>
</tr>
<tr>
<td>K of C</td>
<td>Site Landscaping</td>
<td>-</td>
<td>$20,000</td>
</tr>
<tr>
<td>Multi-Family Res. - 17 High Street (1 unit)</td>
<td>Residential Unit Improvement</td>
<td>-</td>
<td>$50,000</td>
</tr>
<tr>
<td>Multi-Family Res. - 15 High Street (2 unit)</td>
<td>Residential Unit Improvement</td>
<td>-</td>
<td>$30,000</td>
</tr>
<tr>
<td>Residential Rental Unit (1 Unit) 2 Cheney</td>
<td>Building Purchase, Residential Unit Improvement</td>
<td>-</td>
<td>$54,000</td>
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<tr>
<td>Belleville Insurance - Mixed Use - 42 Wawbeek (2 residential, 1 commercial)</td>
<td>Exterior Renovations, Residential Unit Improvement</td>
<td>-</td>
<td>$20,000</td>
</tr>
<tr>
<td>Wawbeek Quick Stop - 36 Wawbeek</td>
<td>Façade Renovation, Building and Site Improvements</td>
<td>-</td>
<td>$250,000</td>
</tr>
<tr>
<td>Multi-Family Res. - 18 Wawbeek (6 units)</td>
<td>Façade Renovation, Building Improvements</td>
<td>-</td>
<td>$25,000</td>
</tr>
<tr>
<td>Residential Unit - 35 Lake Avenue</td>
<td>Façade and Site Improvements</td>
<td>-</td>
<td>$25,000</td>
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<tr>
<td>Multi-Family Res. - 37 Lake Avenue (2 units)</td>
<td>Façade and Site Improvements, Res. Unit upgrades</td>
<td>-</td>
<td>$100,000</td>
</tr>
<tr>
<td>Commercial Building - 39 Lake Avenue</td>
<td>Façade and building renovation, New Visitor Center</td>
<td>-</td>
<td>$50,000</td>
</tr>
<tr>
<td>Goff Nelson Library - 41 Lake Avenue</td>
<td>Exterior and interior renovations, site improvements</td>
<td>-</td>
<td>$60,000</td>
</tr>
<tr>
<td>Multi-Family Residential - 58 Lake Street</td>
<td>Building and exterior historic rehab with landscaping</td>
<td>-</td>
<td>$347,500</td>
</tr>
<tr>
<td>Beth Joseph Synagogue - 59 Lake Street</td>
<td>Exterior renovations</td>
<td>-</td>
<td>$75,000</td>
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<tr>
<td>Residential Property - 9 Martin Street</td>
<td>Façade, Site and Building Improvements</td>
<td>-</td>
<td>$60,000</td>
</tr>
<tr>
<td>Residential Property - 11 Martin Street</td>
<td>Façade, Site and Building Improvements</td>
<td>-</td>
<td>$50,000</td>
</tr>
<tr>
<td>Aubuchon Hardware - 65 Lake Street</td>
<td>New construction, business expansion</td>
<td>-</td>
<td>$1,150,000</td>
</tr>
<tr>
<td>Multi-Family Residential - 69 Lake (3 units)</td>
<td>Exterior renovations</td>
<td>-</td>
<td>$90,000</td>
</tr>
<tr>
<td>Multi-Family Residential - 71 Lake (3 units)</td>
<td>Exterior, residential unit improvement</td>
<td>-</td>
<td>$70,000</td>
</tr>
</tbody>
</table>

INVESTMENT
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>CATEGORY</th>
<th># NEW FTE JOBS</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>LLC Raquette Pond Carwash II - 75 Lake</td>
<td>Business and building purchase, exterior and interior renovations</td>
<td>-</td>
<td>$165,000</td>
</tr>
<tr>
<td>NAPA - 79 Lake</td>
<td>Full exterior renovations</td>
<td>-</td>
<td>$35,000</td>
</tr>
<tr>
<td>Commercial Property - 4 Pleasant</td>
<td>Full interior renovations</td>
<td>-</td>
<td>$250,000</td>
</tr>
<tr>
<td>Ray's Liquor - 8 Demars</td>
<td>Building and business purchase; full exterior and interior renovations</td>
<td>-</td>
<td>$650,000</td>
</tr>
<tr>
<td>Multi-unit Commercial Property - 16 Demars</td>
<td>Property purchase and exterior renovations</td>
<td>-</td>
<td>$572,250</td>
</tr>
<tr>
<td>McDonald's - 26 Demars</td>
<td>Exterior and interior renovations</td>
<td>-</td>
<td>$650,000</td>
</tr>
<tr>
<td>Residential Unit - 30 Demars</td>
<td>Full exterior renovations</td>
<td>-</td>
<td>$125,000</td>
</tr>
<tr>
<td>Residential Unit - 34-36 Demars</td>
<td>Full exterior renovations</td>
<td>-</td>
<td>$60,000</td>
</tr>
<tr>
<td>Commercial Property - 64 Demars</td>
<td>Building purchase, creation of office space</td>
<td>-</td>
<td>$60,000</td>
</tr>
<tr>
<td>Sunset Park Motel - 71 Demars</td>
<td>Business purchase and expansion, exterior improvements</td>
<td>-</td>
<td>$450,000</td>
</tr>
<tr>
<td>Body, Mind and Spirit Yoga - 79 Demars</td>
<td>New business, Building purchase, complete exterior and interior renovation</td>
<td>1</td>
<td>$295,000</td>
</tr>
<tr>
<td>Multi-unit Commercial Property - 86 Demars</td>
<td>Exterior renovation and site improvements</td>
<td>-</td>
<td>$150,000</td>
</tr>
<tr>
<td>OWD LLC - 100 Demars</td>
<td>Building purchase and pre-development</td>
<td>-</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Crossroads Hotel Parcels - Mill/Park/Lake</td>
<td>Building purchases</td>
<td>-</td>
<td>$450,000</td>
</tr>
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**Nearby Investment**

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>#</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raquette River Brewing - 11 Balsam</td>
<td>New Business</td>
<td>22</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Adirondack Sky Center</td>
<td>New rolltop observatory</td>
<td>-</td>
<td>$180,000</td>
</tr>
<tr>
<td>P2s Pub - 31 Main Street</td>
<td>Building renovation, exterior improvements, site improvements</td>
<td>2</td>
<td>$50,000</td>
</tr>
<tr>
<td>Larkin's Deli and Liquor Store - 58 Main Street</td>
<td>Business Expansion, Interior and Exterior Renovations</td>
<td>2</td>
<td>$230,000</td>
</tr>
<tr>
<td>The Enclave B&amp;B - 9 Oak Street</td>
<td>Building Purchase, Façade Renovation, Building Renovation, New Business</td>
<td>1</td>
<td>$100,000</td>
</tr>
<tr>
<td>Multi Family - 11 Oak Street (2 Units)</td>
<td>Building Purchase, Exterior Renovations, Residential Unit Improvement</td>
<td>-</td>
<td>$200,000</td>
</tr>
<tr>
<td>Multi Family - 13 Oak Street (3 Units)</td>
<td>Building Purchase, Exterior Renovations, Residential Unit Improvement</td>
<td>-</td>
<td>$270,000</td>
</tr>
<tr>
<td>Grand Union Hotel</td>
<td>Complete exterior and Interior Renovation</td>
<td>2</td>
<td>$410,000</td>
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<tr>
<td>Faust Motel and Cabins - 151 Main</td>
<td>Business Purchase, Exterior and Interior Renovation</td>
<td>-</td>
<td>$300,000</td>
</tr>
<tr>
<td>Leroy's Auto - 144 Main</td>
<td>Business Expansion, Exterior Renovation</td>
<td>2</td>
<td>$725,000</td>
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</tbody>
</table>

**TOTAL PRIVATE INVESTMENT**  
74                                      $16,450,750
# Recent Public Investment

IN THE DRI AND SURROUNDING AREA

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>FUNDING SOURCES</th>
<th>YEAR AWARDED</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Municipal Services</strong></td>
<td></td>
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<tr>
<td>OWD adaptive reuse upgrades</td>
<td>Water, Sewer and Electric Service for OWD site redevelopment</td>
<td>NBRC</td>
<td>2021</td>
<td>$500,000</td>
</tr>
<tr>
<td>High Speed Broadband</td>
<td>Construction of Community High Speed Broadband Network</td>
<td>NBRC, DANC, Town of Tupper Lake</td>
<td>2020</td>
<td>$280,000</td>
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<tr>
<td>Electrical System facility</td>
<td>Construction of New Facility for Electrical System</td>
<td>Village of Tupper Lake</td>
<td>2020</td>
<td>$3,380,000</td>
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<tr>
<td>WWTP upgrades</td>
<td>WWTP &amp; Collection System upgrades</td>
<td>Village of Tupper Lake - NYS EFC/DEC CWSRF Hardship Loan</td>
<td>2016</td>
<td>$7,816,200</td>
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<tr>
<td></td>
<td></td>
<td>NYS EFC/DEC CWSRF Grant &amp; WIIA Grant</td>
<td>2017</td>
<td>$1,705,400</td>
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<tr>
<td>Water Distribution System</td>
<td>Extension and Upgrades (wells, pumps, mains, storage, meters)</td>
<td>Village of Tupper Lake - NYS EFC/DOH DWSRF, Hardship Loan</td>
<td>2016</td>
<td>$7,500,000</td>
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<tr>
<td></td>
<td></td>
<td>NBRC, NYS ESD REDC Grant</td>
<td>2014, 2016</td>
<td>$4,250,000</td>
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<tr>
<td>Uptown District upgrades</td>
<td>Water and Wastewater Distribution and Collection System</td>
<td>Village of Tupper Lake</td>
<td>2016</td>
<td>$1,035,000</td>
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<tr>
<td>Emergency Management Facilities</td>
<td>New Facility for Command Center, EMS, Fire and Police</td>
<td>Village of Tupper Lake</td>
<td>2015</td>
<td>$3,300,000</td>
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<tr>
<td><strong>Multi-Modal Transportation</strong></td>
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<tr>
<td>OWD adaptive reuse upgrades</td>
<td>Paving of OWD Lane and Dish Street</td>
<td>Village of Tupper Lake</td>
<td>2021</td>
<td>$8,800</td>
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<tr>
<td>Uptown street reconstruction</td>
<td>Uptown Rebuild of Wawbeek, Park, Mill, Lake and Demars (NYS Route 3)</td>
<td>NYS DOT</td>
<td>2016</td>
<td>$15,600,000</td>
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<tr>
<td>Multi-Use Connector Trail</td>
<td>Trail construction, interpretative signage and exhibits, amenities</td>
<td>Village of Tupper Lake - NYS EFC/DOH DWSRF</td>
<td>2015</td>
<td>$400,000</td>
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<tr>
<td></td>
<td></td>
<td>NYS DOT TEP Grant, DOS LWRP, Aseel Fund</td>
<td>2006</td>
<td>$783,000</td>
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<tr>
<td><strong>Public Spaces</strong></td>
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<tr>
<td>Main St. Façade Renovations</td>
<td>Façade renovations on Park Street, Main Street, and nearby</td>
<td>HCR Main St Programs, Microenterprise grants, DEC Smart Growth Façade, Programs, Destination Development Marketing</td>
<td>2018 - 2021</td>
<td>$339,000</td>
</tr>
<tr>
<td>Streetscape Enhancements</td>
<td>Park Street lights, banners, wayfinding, community gateway signage</td>
<td>Village of Tupper Lake</td>
<td>2015</td>
<td>$175,000</td>
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<tr>
<td></td>
<td></td>
<td>DOS LWRP</td>
<td>2015</td>
<td>$40,000</td>
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<tr>
<td><strong>Recreation and Public Spaces - Waterfront Park</strong></td>
<td></td>
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<tr>
<td>Historic Grandstand and</td>
<td>Major League compliant baseball field upgrades</td>
<td>Village of Tupper Lake</td>
<td>2020-21</td>
<td>$40,000</td>
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<tr>
<td>Baseball Field</td>
<td></td>
<td>Donated Funds and Labor</td>
<td>2020-21</td>
<td>$70,000</td>
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<tr>
<td>Flanders Walking Trail</td>
<td>Extension of waterfront walkway to Cliff Avenue and enhancement of Mill</td>
<td>Village of Tupper Lake</td>
<td>2021</td>
<td>$36,000</td>
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<tr>
<td>Extension and Mill Street</td>
<td>Street Gateway</td>
<td>DOS LWRP, Donated funds and labor</td>
<td>2021, 2018, 2015</td>
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<tr>
<td>PROJECT</td>
<td>DESCRIPTION</td>
<td>FUNDING SOURCES</td>
<td>YEAR AWARDED</td>
<td>AMOUNT</td>
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<tr>
<td>---------</td>
<td>-------------</td>
<td>-----------------</td>
<td>--------------</td>
<td>--------</td>
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<tr>
<td>Sunset Stage</td>
<td>Construction of bandshell in Waterfront Park</td>
<td>Village of Tupper Lake, DOS LWRP, DASNY Grant, Donated funds and labor</td>
<td>2017, 2016, 2015</td>
<td>$375,000</td>
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<tr>
<td>Little Loggers Little League</td>
<td>Construction of youth ballpark in Waterfront Park</td>
<td>Philanthropic</td>
<td>2015</td>
<td>$70,000</td>
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<tr>
<td>Little Loggers Playground + Grandstand Improvements</td>
<td>Construction of Tupper Lake-themed playground for diverse ages &amp; improvements to historic grandstand in Waterfront Park</td>
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<td>Waterfront Park Wi-Fi, charging stations</td>
<td>Free public Wi-Fi and mobile device charging stations in Waterfront Park</td>
<td>Slic and The Wild Center</td>
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**Planning and Design**

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<tr>
<th>PROJECT</th>
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**TOTAL PUBLIC INVESTMENT** | | | | $49,153,000 |
Recent and impending job growth in Tupper Lake reflects the nature of the community itself. Job growth since 2015 has been generated by the expansion of established industries and the creation of new ventures by young college graduates returning home to live their dream of starting a business in Tupper Lake; investment by multi-generational anchor businesses and new investment by outside investors drawn by the community’s possibilities; and new artisanal craft workshops and remote work expansion.

Tupper Lake offers an enviable situation of job diversity, a mix of public and private employers, and a growing entrepreneurial sector which is fueling job growth. Coupled with a trend towards more remote workers, and the many attractions the community and its Adirondack setting offer new residents, these factors position the community to continue to offer job growth in the coming decades.

**JOB DIVERSITY**

Tupper Lake is home to a wide variety of industries which is unusual for a village of this size especially in the Adirondacks. Often times small villages and rural communities rely on one or two industries such as government, health care, tourism, or retail. Tupper Lake is bucking this trend. The top three industries for the Village of Tupper Lake according to the 2019 American Community Survey (ACS) estimate, include educational services and health care and social assistance at 25.5% of the population aged 16 years and over. This is followed closely by public administration (21.4%), and retail trade (9.4%). The next industry sector combination employing 8.9% of the population is arts, entertainment and recreation and accommodation and food services. This is indicative of the type of businesses that can be found in Tupper Lake and illustrates a broad range of diversity.
BUILT-IN RESILIENCY

Uptown’s economy includes multi-generation businesses that have been providing jobs and stability for decades, like Schoolhouse Renovations and Tip Top Electric, and new businesses started by residents sparked by the community’s entrepreneurial culture, like Pat Bedore and Andrew McClelland of Stacked Graphics.

The majority of Uptown businesses are small, with 15 or fewer FTEs, making the Uptown District very resilient to changing tastes and technology that can easily disrupt local economies that rely too heavily on a single industry. And, because Uptown is also a service center for residents and visitors alike, there is an ample mix of commercial and government services along-side retail stores and restaurants. This diversity furthers the notion that Uptown is a dynamic place offering a wide variety of options making it an interesting place in which to live and work. These businesses include eateries like Well Dressed Food, The Swiss Kitchen, Little Italy and Guido’s Pizzeria; craftsmen like Earth Girl Designs and the Leather Artisan; professional offices, including realtors, insurance agencies, an accountant and attorneys; local products vendors, like Spruce and Hemlock, Birch Boys Chaga, and The Adirondack Store.

This sentiment is clearly described by business owners in this Discover My Tupper Lake video, which exudes Tupper Lake’s supportive small business community that nurtures a strong collaborative, entrepreneurial climate.

Click [here](#) to watch videos about living and working in Tupper Lake.
RECENT ENTREPRENEURIAL JOB GROWTH

New businesses have created jobs in the Uptown District in the past few years, and with Tupper Lake’s entrepreneurial culture, new business development is likely to remain a key source of job growth. Earth Girl Designs, Seasons on Park, and KMS Photography, all located in the same block on Park Street, opened their doors in 2019 and have thrived despite COVID challenges and are currently employing 6 people. In another endorsement of an area that is thriving, the Village has also seen the establishment of new professional offices in the Uptown District, including Tupper Lake Family Dental, which now employs 6 on Park Street.

Several of the Uptown District’s entrepreneurial small businesses have expanded significantly in the past few years, including Amado Restaurant & Cafe, now employing over 20 at peak season with its expanded kitchen and outdoor dining area; Spruce and Hemlock, with a new bakery section and two new hires. Well Dressed Food has expanded operations with the creation of Libations wine bar and added several new employees since it opened in 2015. Rule's Dock and Marine on High Street has also expanded operations and hired new employees since it was purchased by local businessmen.

With the job growth at Raquette River Brewing, which has grown from a startup to over 17 employees, and an anticipated 6 new hires at first phase buildout of their production brewery at OWD, a clear trend is emerging. The Village of Tupper Lake summary of local investment indicates an additional 74 jobs generated by small business development and expansion in the Uptown District and environs since 2015.

This entrepreneurial expansion, combined with stable employment at the largest community employers located just outside the Uptown District, like Sunmount Office of Persons with Developmental Disabilities (1,700), The Wild Center (90), Tupper Lake Central School District (185) and Adirondack Health Center/Mercy Living Center (83) and the new paradigm of job importation through remote work is the new story of job growth in Tupper Lake.

TOURISM DRIVEN JOB GROWTH

The success of Tupper Lake’s destination development and destination marketing efforts has yielded a steady increase in visitors and increasing market opportunities for the Uptown District’s small businesses. According to Franklin County IDA/LDC who has been tracking Tupper Lake Visitation since 2019, several venues, including The Wild Center, have seen a steady increase in visitation even through the pandemic. The chart below shows actual visitation, via mobile device data, to Tupper Lake venues in aggregate form:
With its strategic location at the crossroads of the Adirondacks and the enduring popularity of The Wild Center and Raquette River Brewing, Tupper Lake is a popular tourist destination, which has spurred growth in the retail trade, accommodation and food service, and the arts, entertainment & recreation sectors. The Uptown District DRI projects proposed by the Village of Tupper Lake strengthen these job growth opportunities and expand the multiplier effects of tourism currently occurring.

Tupper Lake’s DRI proposal seeks to ensure that Tupper Lake is providing the amenities, businesses, and experiences to attract potential new residents and encourage visitors to stay longer and return more often. Construction of modern hotel rooms, as proposed in the DRI, would be a “game changer” for Tupper Lake. In addition to creating over twenty jobs per hotel, accommodations studies indicate a strong multiplier effect of new overnight visitation through the local economy.

THE HOUSING/EMPLOYMENT CONNECTION

Tupper Lake is currently experiencing a serious labor shortage. While some of this is due to a pre-COVID shortage of workforce housing, the influx of home buyers and renters, accelerated by COVID, has priced service workers out of the market for housing across the Adirondacks. Housing is therefore the key to filling jobs and generating income in Tupper Lake.

The mixed-use redevelopment of the former Oval Wood Dish Factory units, which will begin upon finalization of design with HCR, will begin to address the community’s housing needs. Seventy-four (74) of the units will be workforce affordable housing, perfect for individuals and families who earn a living as care givers, wait staff, artisans, beauticians, mechanics and entry level state workers. Currently, these individuals may have to drive an hour or more to their job, and with all the amenities Tupper has to offer, the apartments at the redeveloped OWD should be very appealing.

In addition, according to the Census Bureau’s OnTheMap, in 2018 approximately 73% percent of jobs in the Village of Tupper Lake are currently performed by people who live outside the Village. Relatedly, nearly 75% percent of employed Village residents travel to other municipalities for their jobs. About 325 people both reside and work in the Village. Twenty-eight percent of those who work in the Village are 29 or younger, and 49 percent are aged 30-54.

If Tupper Lake is awarded DRI assistance, the Village and the Lahinch development team stand ready to address this challenge with the planned Phase II new-build of market-rate housing with an affordable component (a DRI proposed project).

WORKFORCE PARADIGM SHIFT

The Adirondacks region is experiencing a paradigm shift. Rather than facing a need to recruit businesses to keep residents, in areas that offer high-speed, dark fiber optic broadband like Tupper Lake, new residents can bring their jobs (and incomes) with them. This shift was underway prior to COVID, but it has rapidly accelerated in recent years. As a result, Tupper Lake literally has an “if you build it, they will come opportunity” as documented by the joint resident attraction study recently conducted by ROOST and the Glens Falls Warren County EDC, cited in the Quality of Life Section.

The Development Authority of the North Country’s partnership with the Town of Tupper Lake that is currently building out a community broadband system from their dark fiber network will offer 100 Mbps or 1 Gbps service to the entire Uptown District. This will greatly increase the speed and reliability of broadband access in the District, further increasing Tupper Lake’s appeal to telecommuters and businesses.

Lahinch Group and Partners found potential in developing the form Oval Wood Dish Factory in Tupper Lake. As our team dug deeper into the project, it was clear that this was not a typical development opportunity, rather it was a chance to make a tremendous impact on the Tupper Lake community and the individuals who have been working tirelessly to revive and rejuvenate the local economy. Now, as momentum builds at the OWD site, Tupper Lake has an opportunity to double down with DRI funding. This grant award with infuse and attract additional capital to Tupper Lake, and set a new foundation for future jobs, infrastructure improvements and sustainable living, all within the great Adirondack Park. Lahinch Group looks forward to playing a role in the resurgence of Tupper Lake.

Joe and Mike/Lahinch

PARTNERSHIPS TO BOOST ATTRACTION

The Northern Forest Center, an engaged partner supporting community development initiatives in Tupper Lake, earlier this year released Attracting New Residents: A Strategy for the Adirondack Park and its Communities. The strategy focuses on the need to recruit and retain young people in our communities in order to maintain a robust workforce, vital schools, and strong civic institutions, and it was built on extensive community input, including a break-out session at the 2020 Common Ground Alliance consisting of residents of Tupper Lake considering the strengths and weaknesses of the community through a new resident attracting lens. Tupper Lake is now actively implementing the strategy in partnership with the Northern Forest Center in order to position Tupper Lake to meet these goals.

While recruiting and retaining young people in Tupper Lake is a multi-faceted issue, the strategy offers some of the following metrics as indicators of attractiveness. Tupper Lake performs well against these criteria:

• 21st Century community amenities – With accessible healthcare within the community, strong schools, good cellular coverage and efforts underway to expand access to the existing broadband fiber running through our downtown area, Tupper Lake is doing well at – and working towards – ensuring that new residents find the amenities that they are seeking.
• Jobs and careers – Many anchor employers help stabilize Tupper Lake's job market, while growing small businesses and entrepreneurial ventures are enriching and expanding these opportunities. Telecommuters' needs are being addressed through broadband expansion efforts.

• Quality housing and building stock – In comparison with other Adirondack communities, Tupper Lake boasts several advantages here: A strong downtown core with attractive, mixed-use buildings, and fairly abundant housing stock that is reasonably priced. Community leaders are aware that more needs to be done to meet the community's housing needs, especially with respect to rental housing, and several current initiatives – including projects outlined in this proposal – are stepping up to meet this need.

• Other young people – Tupper Lake is lucky to have a dynamic, exciting population of young entrepreneurs and other residents, as well as institutions like the schools and the Wild Center which are drivers for youthful vitality and are drawing others to this community.

• Activities, places and experiences that build relationships – From our trails to our parks to our businesses, we have an expanding network of places where people can connect and build relationships. These build on the community’s storied history of strong civic institutions.

• Positive digital presence – Through both municipal and tourism websites, Tupper Lake does a good job of communicating its brand and what it has to offer to potential residents.

• A welcoming atmosphere – Tupper Lake is the sort of community where people wave to one another, and the people of Tupper Lake are always on the move, and so the community's sidewalks and paths are generally busy with friendly passers-by.

• Authenticity and walkability – Tupper Lake offers a genuine and highly walkable experience, with unique, homegrown businesses, a strong streetscape, especially along Park Street, good sidewalks, and a network of connected recreational assets.

• Recreational trails and other assets reachable from town/hamlet centers – Tupper Lake boasts an incredible network of recreational infrastructure, and recent efforts like the Crossroads Trail are helping to connect these and integrate them better with our downtown areas and our residential neighborhoods. The upcoming arrival of the Rail Trail will be a strong boon to these efforts.

• Demonstrated progress – Recent successes ranging from new and growing businesses to investments in infrastructure and public assets to exciting developments like the upcoming arrival of the Rail Trail are providing cause for celebration and lending positive momentum that is palpable for potential new residents considering relocating here.

To further help implement the NFC's Strategy for the Adirondack Park and its Communities, the Center is developing a specific approach for Tupper Lake. Possibilities include:

• Rehabilitation of multi-family housing units to provide quality rental units, and

• Rehabilitation of commercial or mixed-use properties to meet multiple community needs.

To identify the projects that have the greatest opportunity for community impact, the Center will actively engage members of the community and employ an impact assessment process that will include factors such as:

• Maximizing the visibility of projects to contribute to overall community revitalization, aesthetic enhancements and civic pride;

• Enhancing the walkability of the community through an attractive, clustered downtown core with a mix of housing and services in close proximity; and

• Responding to specific identified community needs such as professional level housing rentals or specific spaces for commercial tenants.
Once projects are identified, the Center’s intention is to bring private impact investment capital as the equity backbone of the project economics. The result will be a blended capital stack to complement the investment of public funding in this important project. The Center sees Tupper Lake as a community with tremendous promise and is committed to adding capacity (staff time, networks and partnerships) to help create the conditions for Tupper Lake to attract and retain young people and thrive for decades to come.

**Tupper Lake’s Uptown district has been building momentum with the expansion and addition of new businesses along Park Street. As a result of this positive energy, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. Franklin County Economic Development strongly believes that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region.**

Jeremy Evans — IDA/LDC

Rachel King, Earth Girl Designs, Park Street
It is easy to list what makes the Village of Tupper Lake's Uptown District special: its setting on Raquette Pond in the Adirondack Park, historic architecture and walkability, its historic main street and waterfront walkways, mature street trees and other physical characteristics. Less visible but just as significant is the local commitment and the willingness of residents and business owners to lead by example, contributing time and resources to create the unique places described within this proposal.

This spirit of collaborative placemaking is the driving force behind Tupper Lake's recent reemergence as an Adirondack destination. Forward-looking, intentional planning efforts have laid the groundwork for revitalization of the Uptown area. These have been supported by a broad coalition of lifelong Tupper Lakers and new transplants across the demographic and economic spectrum that have brought about public empowerment and engagement through planning, policy, investment, and social-capital building.

**DIVERSE OF DOWNTOWN**

The Village of Tupper Lake has always been a community of diversity, beginning with its earliest Lebanese and Jewish settlers. Today, Tupper Lake is home to a diverse population of varying ages, incomes, identities, and cultural backgrounds. The Village has a number of foreign-born individuals from all over the world including from Sweden, Kazakhstan, Guyana, and Canada. Its population is well distributed across age groups, with 63% of residents between the ages of 18 and 64. This distribution has been strengthened by the Village’s efforts to create conditions to attract and retain young people. Recent investments like the Little Loggers Park, the spirit of opportunity created by the Wild Center, the quality of the school system, the Rail Trail, investments in businesses like Raquette River and other breweries,
and streetscape enhancements to the urban-type fabric of the Park Street mixed use neighborhood have drawn young entrepreneurs.

Residents also have a range of incomes and vocations, with the median income falling at $53,202, slightly higher than Franklin County, but well below the NYS median. The Village demonstrates a healthy level of economic diversity, with jobs split between the public/non-profit and the private sectors and spread across a variety of industries including education, healthcare, public service, retail trade, arts, entertainment, recreation, accommodation, and food services. In addition, 8.5% of residents are Veterans, higher than in NYS overall.

Tupper Lake’s broad appeal is evidenced by a 7.5% population increase between 2014 and 2019. As Brian McNaught, a Diversity Specialist and transplant from Boston noted:

“When we say Tupper Lake is a family-friendly town, we are talking about family in its broadest definition.” Explaining the decision of he and his husband to move to Tupper Lake, said “we were ready for a change, to experience the wilderness, which we both love, and we thought – let’s give it a try … living in Tupper Lake, in what many people would think of as a remote area, every single one of our needs are met – everything.”

As this quote suggests, the varied amenities of Uptown Tupper Lake are both a result of and a contributing factor toward Tupper Lake’s diverse population. Uptown’s offerings include gourmet food markets, art galleries, water and mountain sports, educational activities, accessible walkways and recreational opportunities, casual restaurants and breweries, and more, as described in more detail below. Uptown also has several institutions, spaces, and events that celebrate the cultural heritage of the area, such as:

• The Beth Joseph Synagogue — This historic institution, built in 1905 by early Jewish settlers, is the oldest synagogue in the Adirondacks. Today, this national landmark continues to hold Sabbath services every Friday.

• Churches and Organizations — Uptown contains a synagogue, two denominational churches, fraternal, and community organizations representing different Christian denominations.

• Crossroads of the Adirondacks Trail — This accessible, multi-modal 1.5-mile trail features 21 signs focusing on Tupper Lake’s history of logging, immigrant communities, and nature.

• Sunmount Developmental Center — Developmentally disabled residents of Sunmount, operated by the NYS Office of Persons with Developmental Disabilities, are valued residents who volunteer their time and energy on community beautification projects.

• Shenandoah Indian Art & Crafts Store — This Native American-owned gift store featuring handmade native crafts and souvenirs.

• Ways of Knowing at the Wild Center — This exhibit celebrates the indigenous voices of the Akwesasne population.

• The Tupper Lake Woodsmen’s Days — This annual weekend-long festival in the Waterfront Park celebrates the region’s storied heritage of logging and lumberjacking.
• **The Tupper Arts Summer Sunset Series** — This free summer series in the park features blues, jazz, Latin, rock, folk, country, and americana musicians as well as classic theater performances.

The social, cultural, economic, and physical diversity of Uptown makes it a vibrant and livable place that is attractive to a wide range of people. The DRI could help to further diversify the area by expanding housing options, adding business and co-working space for young entrepreneurs, and supporting more arts and community programming.

### KEY DEMOGRAPHIC INDICATORS

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Source: ACS 2019 — 5-year projection; www.censusreporter.org | *population over 25
HOUSING OPTIONS AND OPPORTUNITIES

As interest in Tupper Lake has increased, the Village has worked to expand the variety and affordability of housing choices for all ages and incomes in the Uptown District and throughout the village. Uptown contains a wide variety of housing types including apartments in mixed-use buildings, multi-family houses, and single-family homes. Unfortunately, potential residents are faced with a shortage of available units. In 2019, the total housing stock within the Village was approximately 90% occupied, with an average household size of 2.38 persons. Like many communities in the North Country, the COVID-19 pandemic put increased pressure on the market, resulting in a housing shortage. A recent Adirondack Daily Enterprise article mentioned how employees at Sunmount Developmental Center travel from as far as Ogdensburg and Massena to work in Tupper Lake because of the apartment shortage. This, in part, has led to labor shortages (avg 70 FTE) at the facility. A local landlord who is rehabilitating apartments described the high demand in the same article, saying “As soon as I’m done with one, it’s rented within an hour.”

Fortunately, the Oval Wood Dish Factory Redevelopment will help alleviate the shortage with 90 new mixed-income apartments as a DRI transformative project. The majority of the apartments will be geared toward “entry-level workforce housing,” with 18 apartments geared toward wealthier renters. The developers stated that the units will be priced to be affordable for people working at the Sunmount state facility for people with developmental disabilities, the Wild Center nature museum, or one of the many restaurants in town. Since 18 market units will not begin to meet the market demand identified in housing studies conducted by the Village and the development team, the Oval Wood Dish redevelopment team is also proposing the construction of “ground up” new market rate units adjacent to the former factory.

COMMERCIAL, RETAIL, AND MIXED-USE BUILDINGS

Uptown is a diverse commercial district comprised of retail and service-based businesses that appeal to residents and visitors alike. There is something for everyone. Park Street shoppers looking for the perfect souvenir can find items ranging from maple syrup to handcrafted jewelry to rustic Adirondack furniture. Recent investments by the Village in the community’s infrastructure has spurred private investment by entrepreneurs, artisans and restauranteurs. Unique shops and boutiques like Spruce & Hemlock and the Adirondack Store, which offer a wide variety of souvenirs, gifts and décor that celebrate Tupper Lake and the Adirondacks and Birch Boys Health & Beauty Shop, which specializes in signature tinctures, chaga teas and dried mushrooms, are establishing Park Street as a popular Adirondack destination.

The Uptown district is characterized by a physical environment with historical buildings with a strong streetscape and mixed-use opportunities. If awarded the DRI, Tupper Lake will be able to continue to enhance and diversify Uptown. Proposed projects, like Energize Uptown, a program that provides matching grants to commercial and mixed-use properties for façade and landscaping improvements in the DRI district, and a new co-working space/incubator at the former Oval Wood Dish Factory will make Uptown even more attractive are to the next generation of entrepreneurs and investors.
FOOD OPTIONS

The Village of Tupper Lake provides residents and visitors a wide variety of food choices whether they are looking for a snack while they shop, a meal on the town, a refreshing craft beverage, or a bag of fresh, healthy groceries to take home.

For heartier fare, Uptown is home to a number of eateries ranging from family-friendly restaurants to artisan bistros to fine dining. These include the Swiss Kitchen, which serves Canadian-American comfort food for breakfast, lunch, and dinner; Little Italy, with pizza, pasta, and specialty Italian-fare; and Amado, which offers an eclectic fine dining experience in an indoor or outdoor setting with an extensive wine list and local beer and cider on tap. Other popular options include Guido’s Pizzeria and China Wok.

For healthy and fresh food options, residents and visitors can shop or dine-in at the Well Dressed Food Company, a deli/restaurant/espresso bar and specialty food market on Park Street. Well Dressed Food offers a variety of homemade breads, bagels, soups, salad, sandwiches, desserts. Their meals, which use seasonal, local and gourmet ingredients, can also be paired with wine and craft beverages.

Other affordable food markets located just outside the DRI area include Shaheen’s Marketing, Save-A-Lot, the Hub, a farm2table market and eatery, and the Tupper Lake Farmers Market, hosted at the Hub on Friday afternoons from mid-June to October. The Town of Tupper Lake also sponsors a community garden in the Uptown target area. Also nearby is Raquette River Brewing, a micro-brewery founded by two Tupper Lake natives in 2013. Their small-batch Adirondack Ales can be found on tap in several locations in Uptown.

For a delicious snack while shopping or doing laundry, visitors to Uptown might stop in the Washboard Laundromat/Donut Shop/Shenandoah Gift Shop where donuts are made fresh onsite, the Mountain Frost Creamery, a 1950’s style ice cream shop & café in the Sun Creations gift shop, or the new bakery at the Spruce & Hemlock gift shop, which offers sweets and lunch items.

This impressive selection of new and established eateries has something for everyone and is transforming Uptown into a culinary destination. Potential DRI projects will expand the local craft beverage options with a veteran-owned brewery in Uptown and will help bring more people to the DRI area to support existing establishments.

TRANSPORTATION

The Village of Tupper Lake serves as the Western Gateway to the Olympic Region and High Peaks Wilderness area. Several state routes provide vehicular access to regional destinations, employment centers and nearby downtowns. The intersection of NYS Routes 3 (Demars Boulevard) and 30, the main east-west and north-south routes within the northern Adirondack Park, form the geographic center of the Village.

For public transit, Franklin County Transportation offers service through Tupper Lake and the surrounding communities. The bus system offers local and long-distance bus services between the Northern and Southern portions of Franklin County.

In addition, the Village of Tupper Lake is committed to creating a walkable community that is accessible to all. Recent public investment along Park Street in the Uptown District include ADA accessible sidewalks and crosswalks, safe connections to Waterfront Park, and planning studies to develop an internal trail system and enhance linkages to existing regional trails.
The Village will consider a Complete Streets policy during its LWRP planning process, which would help the Village to develop local transportation systems on a human scale as they continue to make the Village fully multi-modal. The Village recently installed three new public electric charging stations and is taking steps to make Uptown bicycle-friendly in preparation for the new Rail Trail.

Potential DRI projects include streetscape enhancements along Demars Boulevard, including creation of bike lanes, to enhance walkability and bikability within the Uptown District.

OPEN SPACE

As a regional destination at the “Crossroads of the Adirondacks,” connecting community and nature through accessible outdoor spaces and green design is programmed into the fabric of Tupper Lake Village – literally. Tupper Lake’s visual identity is based on the four principles of connectivity, community, nature, and green design, as outlined in the Smart Growth Guidelines that supplement the Village’s Land Use Code. Through planning and policy efforts such as this, the Village has worked continuously over the past two decades to improve and connect open spaces and recreational amenities in the Uptown area.

These efforts are exemplified in Waterfront Park, a 24-acre park on the shore of Raquette Pond in the heart of the Uptown DRI area. The park boasts a wide range of events and outdoor recreational opportunities for all ages, interests, and abilities. These include a bandshell, picnic pavilion, accessible waterfront walkway, baseball field and historic grandstand, tennis courts, volleyball courts, public boat slips, and boat and kayak launches. The Waterfront Park also boasts covered fishing areas, birdwatching, Little Loggers playground, a skateboard park, a winter skating rink, restrooms / warming hut a waterfront walkway, event spaces, picnic area, covered fishing overlooks, stargazing overlooks, and lots of open green space. The space is a central park and event venue for the community, hosting activities such as concerts, plays, the Tupper Lake Tinman Triathlon, The Tupper Lake Woodsmen’s Days, The Masonic Lodge Flea Market, Softball Tournaments and this season the immensely popular Empire League River Pigs games.

The Village is committed to maintaining and upgrading the park’s facilities for the enjoyment of all. A Waterfront Park Master Plan was completed in 2015 which has resulted in grant funding to design, construct and implement priority projects identified in the plan. Projects examples include an extension of the “Crossroads of the Adirondack Trail” in Flanders Park, funding to design improvements like new downtown dockage, and construction of the Little Loggers Playground. Additional planned improvements include a include improved gateway and the installation of a municipal beach visible from Demars Avenue that will draw tourists to Uptown.

The DRI area also an interconnected network of multi-modal trails. The Junction Pass Multi-Modal Trail opened in 2015 as a 1.5-mile gravel trail running between the Junction and Uptown business district. This trail links the Adirondack Scenic Railroad and the Waterfront Park with a connection to the Wild Center. The Crossroads of the Adirondack Trail, opened in June 2021, runs concurrently with the Junction Pass trail then continues through Flanders Park on the shoreline of Raquette Pond to Mill Street and the Beth Joseph Historic Synagogue. The Crossroads Rail features a series of interpretive signs...
about Tupper Lake’s natural, cultural, and logging history and is the result of a collaboration between the Village, the Aseel Family Fund at the Adirondack Foundation, ARISE and the NYS DOS Local Waterfront Revitalization Program.

Uptown’s beautiful trails and open spaces stitch together the DRI target area and are enjoyed year-round by walkers, hikers, bicyclists, snowmobilers, cross-country skiers, snowshoers, wheelchair users, and others. They also help draw visitors to the nearby Wild Center and the Adirondack Rail Trail to the village.

Potential DRI projects that will add to Uptown’s recreational amenities and open spaces include streetscape enhancements with bike lanes along Demars Boulevard, a new retail and servicing facility for bicycles, a mini-golf and bike rental business, and Uptown hotels.

HEALTHCARE FACILITIES

Access to quality healthcare contributes to the overall quality of life of a community. Residents and visitors to the Village of Tupper Lake have access to multiple healthcare facilities. The Adirondack Health - Tupper Lake Health Center, located at 7 Stetson Road, is immediately adjacent to the Uptown District boundary and provides a range of services from primary care to surgery. In addition, dental and chiropractic services and a yoga studio are located within the Uptown District.

ARTS, CULTURE, AND EDUCATION

Many North Country communities are turning to creative enterprises to boost their downtown economies. The Village of Tupper Lake has been working with local arts organizations and the private sector to grow a variety of arts, music and educational venues and opportunities in the Uptown District. Arts and cultural assets include the Tupper Arts Center, The Adirondack State Theater, the Tupper Lake Sunset Stage, and local artisans.

The Tupper Arts Center is located at 106 Park Street, in the heart of Uptown. Tupper Arts mission is to support and exhibit the work of local artists and artisans. The Center includes two levels of art gallery and retail shopping featuring local artists: offers a diverse range of classes for adults and kids in music, art and dance; and provides popular seasonal programming for the Sunset Stage in the Waterfront Park.

The historic Adirondack State Theater, located adjacent to the Tupper Arts Center on Park Street, is a popular destination for locals and visitors. The theater, which first opened its doors in 1914, shows first-run movies and is one of the only places showing 3D movies in the Adirondacks. The State is an essential “rainy day” anchor for the thousands of campers at the nearby DEC Fish Creek and Rollins Pond campsites, as well as a key contributor to quality of life for residents.

Another popular cultural destination for locals and visitors is the Tupper Lake Bandshell (called Sunset Stage) in the park. The newly constructed bandshell is located along the Raquette Pond waterfront and the backdrop is one of the best sunset vistas in the Adirondack Park. The Village of Tupper Lake, in partnership with Tupper Arts, provides live performances every Monday night during July and August as part of the free Summer Sunset Series. The Village also hosts Little Loggers Kids Shows at the Bandshell every Friday morning at 11 a.m. during the summer months.
The proposed acquisition of the State Theater by Tupper Arts will facilitate an expansion of programming through the fall, winter and spring seasons, enriching the lives of residents, attracting new families and adding to the options offered to visitors year-round.

Live music can also be found at the Beth Joseph Synagogue, which hosts a summer concert with Blue Line Jazz and at local restaurants.

Tupper Lake is also home to a variety of individual artists and craftspeople who sell their creations in Uptown’s shops. Rachel King is a jewelry and gemstone artist who, in addition to selling online, creates custom pieces in real-time for shoppers in her retail store Earth Girl. Faith and Andrew make 100% soy candles onsite at Spruce and Hemlock while selling print-screen T-shirts made next door. In addition, Uptown shoppers can find locally made furniture, wood products, leather products, paintings, photographs, toys, boats, and textiles.

The DRI will help expand arts and culture venues and programming in Uptown and further showcase local artists. Potential projects include public art installations and the rehabilitation of the Adirondack State Theater’s vaudeville stage to provide a venue for live indoor performances.

**RESILIENCY**

Being a resilient community means being able to adapt to changing environmental and socio-economic conditions and withstand disruptive events from natural disasters to pandemics. This depends on proactive planning and forward-looking development that invests in local infrastructure as well as community awareness and social resilience.

Tupper Lake strives to do all three, including with the revitalization of Uptown, which will include strategic planning, extensive community engagement, and opportunities to invest in sustainable and resilient infrastructure and buildings.

Tupper Lake is the proud home of The Wild Center Museum of Natural History, one of the largest tourism draws in the Adirondacks and a global leader in the youth campaign for climate smart policies. The Wild Center’s award-winning Youth Climate Program and annual Adirondack Youth Climate Summit provide opportunities for youth to learn about place-based climate science, explore climate change solutions and collaborate with a team to create a climate action plan.

The Village of Tupper Lake is actively working with private developers interested to incorporate measures to decarbonize buildings and apply the Stretch Energy Code to meet the State’s goals under the Climate Leadership and Community Protection Act.

To guide this effort, the Village’s Code Enforcement Officer has participated in a series of online sessions offered through the New York Energy Code Training program.

In addition, the Village of Tupper Lake recently installed three EV charging stations, which are located the softball field at the Waterfront Park, near the Sunset Stage in Flanders Park, and at the Wild Center nature museum. These public charging stations supplement the existing two charging stations at Shaheen’s Adirondack Inn, located at 314 Park Street and the three stations at the Faust Motel, at 151 Main Street.

Based on recent development interest and potential projects, the DRI will offer an opportunity to further decarbonize Uptown by expanding renewable energy options for new and rehabbed buildings and installing more EV charging stations.
DOWNTOWN IDENTIFICATION:
SUPPORTIVE LOCAL POLICIES

Tupper Lake has done the work. As demonstrated throughout this application, the DRI will build on years of planning, placemaking, and reinvestment that have laid the foundation for revitalization. These plans include:

2011 Tupper Lake Smart Growth Project:
- Site Architectural Design Guidelines (Vol. 1)
- Waterfront Parks Master Plan (Vol. 2)
- Demars Blvd (NYS Route 3) Design Concepts (Vol. 3)

2012 Tupper Lake Revitalization Strategy and Action Plan

2015 Tupper Lake Waterfront Park Master Plan and Beach Feasibility Study

LWRP Implementation Projects (2011-2021)
- Little Loggers Playground Design
- 2015 Sunset Stage Design
- Waterfront Park Walkway Extension design
- Dock and Pier Design

2018 Tupper Lake Main Street Façade Program
These plans have resulted in several policies that promote an attractive and livable downtown.

“This summer everyone felt a new energy in the air of Tupper Lake, smiles on the faces of locals and visitors alike at all the possibilities of new things to do and see. Like Battery Park in Manhattan, the Seaport in Boston, or Venice Beach in California, people, diverse in every way, coming together in a shared love of the outdoors and the beauty of the Adirondacks:

- picnic blankets and armadas of small boats pulling up at sunset to the outdoor Sunset Stage Bandshell for performances ranging from rock to country to opera to jazz
- simultaneously, as adults relax, their children playing on the new adjacent playground
- and crowds cheering nearby as a home run hit from the new ballpark launches over the trees and startles the geese as it lands in the water
- and dog walkers, babystrollers, skateboarders, hoverboarders, fisherman traverse the waterfront paths for miles.

A typical trip to Tupper Lake for thousands this summer included visiting the wonderful educational and playful exhibits at the Wild Center, then dining in Tupper, and hitting all the shops on Park Street, the classic movie theater, and the new Tupper Arts Center.

Many visitors to Tupper Arts remarked on the surprising vibrancy they felt on Park Street, from the abundant flowers and trees, to businesses, to people and cars. They all said they would return to Tupper for another visit and all planned to stay longer next time!”

Louise McNally — Tupper Arts

The Tupper Lake Smart Growth Project produced a set of site and architectural design guidelines to assist developers and the Village as they design and review projects that include architecture, site design, multi-modal circulation, streetscape improvements, signage, and lighting. The guidelines were developed to help Tupper Lake achieve a visual identity that is attractive to residents and tourists and can be applied to strengthen the linkages between Uptown and The Junction via the Demars Boulevard and the waterfront park in the proposed DRI area. They are based on public input and emphasize connectivity, community, nature, and green design. The Village Codes Enforcement Officer and the Planning and Zoning Boards utilize the guidelines to evaluate development proposals.
The design guidelines supplement the Town and Village of Tupper Lake Land Use Code. The Uptown area features five zoning districts. The Park Street area and Demars Boulevard is zoned as Commercial to encourage the orderly development of the village center and to provide the room for expansion for facilities on Demars/Route 30. To promote a mix of high density uses near the Uptown village center, adjacent areas (southeastern corner of DRI area) are zoned High Density Residential and Residential/Commercial. Waterfront Park is zoned Open Space to provide natural open area in the settled village with access to trails and recreational opportunities on Raquette Pond. The remainder of the usable shoreline in the DRI area with access to municipal services is zoned Shoreline Resort Development and is reserved for restaurants, accommodation, and other tourist-related facilities.

The zoning code provides a legal basis to direct compact development in Uptown District that aligns with the DRI’s goals of a desirable, active downtown with enhanced public spaces, and a robust mix of businesses, uses, services, and amenities that contribute to a high quality of life. However, there are elements of the 20-year-old code that are outdated, unclear, or misaligned with modern development goals, including those that will be adopted through the LWRP process. For this reason, a zoning revision is underway so the code is easier to use, makes future growth easier, and reflects the community’s current vision. Potential revisions for the Park Street area include a specific Village Center zoning district to further encourage mixed-use, walkable development and a Park Street Architectural Overlay that ensures development in this area is consistent with the beautiful historic architecture that draws visitors to the Uptown District. An advanced draft of the revised code has been created utilizing previous LWRP funds. Following further development of the Village’s LWRP, the draft code will be refined as necessary to be sure it furthers the community’s strategic downtown and waterfront redevelopment goals. As part of this process, the Village also plans to consider a Complete Streets policy.

To help ensure future development is also environmentally sustainable, the Village joined with the Town of Tupper Lake in 2019 to adopt the Climate Smart Communities pledge and form a joint Task Force. The Village then passed its own resolution adopting the Climate Smart Communities pledge and appointed a CSC Coordinator to work with Village elected officials. The CSC Coordinator reports to the Director of Community Development. In addition, the Village Code Enforcement Office has taken all required training and will be recommending adopting the NYS Stretch Energy Code to the Village Board.

As part of its sustainability efforts, the Village has installed Electric Vehicle (EV) charging stations in the Waterfront Park to supplement those installed at The Wild Center and at the Faust Cabins, located near Raquette River Brewing. The proposed “Stepping Up the Uptown Corridor“ public sector enhancement project proposes installation of additional EV charging stations in Village parking areas on Park Street and in the Waterfront Park.

In addition, as a New York State Municipal Electric Association community that owns and operates its own electrical system, the Village strongly supports energy conservation. The Village contributes to the Independent Energy Efficiency Producers fund, which is utilized to fund commercial and residential energy improvement projects such as installation of Energy Star appliances.

These policies and guidelines will help ensure future development in the proposed DRI area is compatible with a healthy, vibrant, and walkable Uptown District that reflects the history, culture, and spirit of Tupper Lake as well as the needs and vision of the next generation of Tupper Lakers and all New Yorkers.
PUBLIC ENGAGEMENT PROCESS

An important element of the DRI application process is public outreach. To maximize the amount of outreach and to ensure safety of community members during the COVID-19 pandemic, the Village of Tupper Lake:

- Developed a project website www.tupperlakedri.com to educate residents about the DRI and keep them informed about the application process,
- Provided information to local and regional press,
- Hosted two virtual public engagement events using a survey-based platform, and
- Enlisted the assistance of over 85 community revitalization supporters for dissemination of press releases, surveys and Open House information to family and friends through social media networks.

Community Survey

The first virtual public engagement event, a Community Survey, was opened to participants on August 11th through August 23rd and garnered a total of 190 responses.

The event was promoted on the project website, via email and social media blasts, and through local newspapers including the Tupper Lake Free Press, Plattsburgh Press-Republican and Adirondack Daily Enterprise.
When participants were asked if they liked the Vision Station, 97% responded yes. Additional comments included:

“Absolutely. Tupper Lake is uniquely situated to be able to follow through on that vision statement. It has beautiful natural resources, is at the Crossroads of the Adirondacks and has a world class museum in The Wild Center.”

Participants were asked to share what types of projects and investments they felt were important to achieving that vision. The top five responses were:

- Rehabilitation of Old or Vacant Structures (80%)
- Dining/Restaurants (67%)
- Enhanced Walkability and Bikeability (65%)
- Waterfront Development (63%)
- Hotel/Lodging (62%)

Open House

The virtual Open House was held from September 1 to 8, 2021. Excitement among the Tupper Lake community has been very high during the DRI planning process. A total of 229 people participated in the online event and provided valuable community insight regarding potential private- and public-sector projects.

Participants were asked to rate each of the projects on a scale of one to ten, with one being that they didn’t like the project at all and ten being they liked the project very much. The weighted average for projects ranged from a high of 8.80 to a low of 6.55. The most popular project was the multi-faceted “Stepping Up the Uptown Corridor” streetscape enhancement project.
Participants were also invited to comment on each project, which provided in-depth feedback that helped gauge levels of community support.

When asked, “Do the proposed DRI projects represent the type of transformative change you would like to see in Tupper Lake?” an overwhelming majority of the respondents (98%) said yes.

This uncommon level of public support for the DRI vision and projects is not an accident – it is because Tupper Lake’s Downtown Revitalization Initiative vision and priority projects flow from years of community input that led to Tupper Lake’s downtown and waterfront revitalization plans, streetscape and façade enhancement guidelines, accommodations and housing initiatives, and business retention and enhancement strategies.

### Highlights from the Open House:

- Great value placed on Streetscape Enhancements throughout the DRI;
- Enthusiasm for expanding arts and cultural opportunities in the Village;
- Support for growing small businesses in the Uptown District;
- Interest in projects that will grow the population and attract more workers;
- Recognition that additional hotel beds are critical to growing the tourism economy; and
- Expressed need for additional housing.

### Support of Local Leaders and Stakeholders

Support for the revitalization of the Uptown District is conveyed through the many letters of support received from State and local leaders, non-profit partners, community organizations, developers and businesses. The letters express the excitement and willingness to partner with the Village to advance the community’s vision for the Uptown District.

### Letters of Support received include:

**ELECTED REPRESENTATIVES:**

- Assemblyman Billy Jones
- Senator Dan Stec
- Congresswoman Elise Stefanik
- Franklin County Legislature and County Manager
- Town Supervisor Patti Littlefield

**PLANNED DRI IMPLEMENTATION PARTNERS:**

- Franklin County IDA/LDC
- Northern Forest Center
- Community Bank
- Adirondack Federal Credit Union
The Village of Tupper Lake is excited about the opportunity to develop and implement a Strategic Investment Plan that addresses opportunities and issues identified in previous planning efforts and in the DRI public engagement process. The local lead for the Tupper Lake DRI will be Melissa McManus, the Village’s Community Development Director. Support will be provided by the Mayor, Village Clerk, Local Planning Committee and committed non-profit partners, including the Franklin County IDA/LDC and the Northern Forest Center.

The Goff-Nelson is currently working on strategic plan for future. Part of the strategic planning process will involve consulting the community on its wants and needs. Goff-Nelson Library is committed to working with Tupper Lake’s DRI Planning Committee to explore how it can expand its assets and offerings to increase the vibrancy of Uptown Tupper Lake.

Ben Gocker, Tupper Lake Goff-Nelson Public Library
Local Planning Committee

Immediately upon DRI success the Village Board is prepared to establish a Local Planning Committee (LPC). The Village currently has a talented and committed group of individuals who serve as members of our Local Waterfront Revitalization Program Waterfront Advisory Committee who have indicated a willingness to serve as members of the DRI Planning Committee if called upon. This group represents the business and development community, our non-profit partners, the Planning and Zoning Boards, and Village staff.

The Village anticipates that representatives from the following agencies and organizations will be invited to serve on the LPC:

- Village of Tupper Lake
- Franklin County IDA/LDC
- NYS Agencies
- Transformational project partners
- The Wild Center
- Northern Forest Center
- Nonprofit organizations
- Financial institutions
- Arts and cultural institutions
- Faith-based organizations
- Property owners
- Community residents

As an advisor who assesses benefit, sustainability, clarity of purpose, and dedication to achieve, I can easily say that Tupper Lake more than qualifies as a worthy recipient of the $10 million DRI Award. Receiving these funds will assure the long-term revitalization and economic benefits Tupper Lake needs to the benefit of its residents and the North Country region.

Ellen Maroun — Aseel Legacy Fund
CATALYTIC IMPACT OF DRI FUNDING

Thanks to the recent and ongoing plans and investments described above, Uptown is becoming an inviting business district where residents can walk or bike between their houses, jobs, and local shops, services, restaurants, and entertainment. However, further support is needed to help Tupper Lake keep up with demand.

As detailed on the project sheets in this application, DRI funding will help the Village maintain its momentum and fill gaps in infrastructure, housing supply, amenities for remote workers, local attractions and tourist amenities, hospitality services, public space improvements, and upkeep and renovation of historic buildings and outdated retail space. And if Tupper Lake’s recent history is any indication, these DRI investments will catalyze even further investment in this charming Adirondack destination that “Steps Up.”
Transformational Projects

2. OWD Luxury Lofts and Apts – 116 Demars Blvd.
3. Co-working Space at OWD – 100-104 Demars Blvd.
4. Transforming Shopping Plaza to Adirondack Style – 94 Demars Blvd.
5. High Peaks Adventure by Bike – 86 Demars Blvd.
6. Former Plaza Hotel Restoration Vacation Rental Renovation - 179 Park Ave.
7. Tupper Lake Brewing Co. – 138 Park St.
8. Crossroads Hotel - 129 Park St.
9. Union Block Restoration - 123-127 Park St.
10. Frenette Building Project - 5-7 High St.
11. Tupper Arts Rising – 100 and 106 Park St.
12. Mixed-use Infill Building at Cliff Avenue – 4 Cliff Ave.
15. Stepping Up the Uptown Corridor

OTHER PROJECTS NOT MAPPED
- Timberjaxx Pass Family Recreation Center
- Energize Uptown – Various Locations
OWD Development LLC is proposing Phase II of their master development plan at the former Oval Wood Dish Factory. As part of Phase II, the development team will construct a new 80-bed hotel at 100 Demars Boulevard.

With tourism and travel to the Adirondacks at an all-time high, the lack of hotel beds in Tupper Lake is creating a major missed opportunity for the community and local economy. The Tri-Lakes area is an economic force in the North Country; with an even larger boost coming in 2023 with the World University Games. As demonstrated in the Accommodations Study completed by HVS for the Village of Tupper Lake in 2018, insufficient accommodations to meet market demand are literally driving business away from the community.

OWD Development LLC’s plan for a new hotel will immediately address this gap while promoting local, organic job creation and stimulating other local businesses including food & beverage operations and retail shops.

The project will be ready to proceed to construction in 2023. OWD Development LLC currently owns the property, and the development team will work with the community’s Planning Board to adapt franchise hotel plans to Tupper Lake’s Adirondack setting and Community Design Guidelines. The construction plans included on the next page are illustrative of plans utilized by project team member Hueber-Brewer on a similar project. Actual plans will be prepared upon notification of DRI grant award.

The hotel would meet or exceed the Stretch Energy Code and the team is considering a solar array on the site to decarbonize heating and cooling systems and increase resilience by reducing load on the grid. A centralized charging station for electric vehicles would attract hotel guests and tourists who strive to reduce their carbon footprint while traveling. The development team would also include additional site infrastructure for future growth and development at OWD for Phase III/IV. This project will be located immediately to the west from the main OWD factory, and will be easily accessible by bicycle on the proposed connector trail to the Adirondack Rail Trail.
Like many communities in the North Country, Tupper Lake is currently facing a severe housing shortage. The influx of home buyers and renters accelerated by COVID has priced service workers out of the market for housing across the Adirondacks. Housing is therefore the key to filling jobs and generating income in the Tri Lakes Region.

The 92 units of housing that will be constructed in the former Oval Wood Dish Factory in 2022 will address part of this challenge. 74 of the units will be workforce affordable housing, perfect for individuals and families who earn a living as care givers, wait staff, artisans, beauticians, mechanics and entry level state workers, who currently, may have to drive an hour or more to jobs in the Tri Lakes. 18 units will be available on an unrestricted income basis.

OWD Development LLC is proposing Phase II of their master development plan at the former Oval Wood Dish Factory to meet the additional market rate demand documented in the Village’s Housing Study and a separate Market Study conducted by the development team. In Phase II, the development team would construct new high-end market-rate apartments. The plan would consist of three, 3-story buildings, each containing 27 units (24 two bedrooms and 3 one bedrooms). The apartments would be a mix of market-rate units with an affordable component. These units would contain energy efficient HVAC systems and appliances, high-end finishes throughout, outdoor balconies with stunning lake & mountain views, on-site management and amenities including a fitness center, tenant community room, outdoor grills and parking. The buildings would meet or exceed the Stretch Energy Code and the team is considering a solar array on the site to decarbonize heating & cooling, as well as reduce electric loads on the local grid.

To date, OWD Development has conducted a market demand study and invested $1.5M for building purchase and predevelopment. The village has also made significant public investment in the project including paving Dish Street to OWD Lane and securing a $500,000 NBRC grant for infrastructure upgrades.
OWD Development LLC, in partnership with regional economic development organizations, seeks to establish a co-working space at the former Oval Wood Dish site. As telecommuting is increasing in popularity, workers are seeking to relocate to communities that provide a high quality of life, broadband, and spaces that can accommodate remote workers.

The Franklin County Local Development Corporation (“FCLDC”), Point Positive, and the Development Authority of the North Country (“DANC”) would like to expand their footprint in the Tri-Lakes region and offer the Tupper Lake Community co-working space at the Oval Wood Dish development site. Co-working space will not only accommodate existing businesses and remote employees; but also serve as an incubator for future business development, innovation and creativity.

In 2019, the FCLDC and Point Positive teamed up with the Saranac Lake Area Chamber of Commerce to start The Carry, a co-working space and incubator located in Downtown Saranac Lake. The concept was an immediate success, and provided locals and visitors, a warm, welcoming and comfortable space to work remotely, collaborate and meet in a business setting in the heart of the Adirondack Park. By adding a second location for The Carry in Tupper Lake, FCLDC and Point Positive will further extend their reach and impact throughout Franklin County. The partners will also be joined by DANC, a regional economic development authority that operates the region’s high-speed fiber optic broadband network and Tupper Lake’s community broadband system. DANC will be able leverage its expertise to provide premium fiber optic internet service to the Carry and its members.

The expansion of The Carry will also help revitalize and repurpose Tupper Lake’s long abandoned Oval Wood Dish Factory—once one of the largest employers in the Adirondack Park— and complement other planned development at this location. As momentum builds in Tupper Lake, Oval Wood Dish is ready to transform into 120,000 square feet of live (apartments), work (co-working space) and play (Adirondack Rail Trail connector) space.
Project 4: Transforming Shopping Plaza to Adirondack-style Destination

Tupper Lake Associates, LLC seeks to transform its shopping plaza at 94 Demars Boulevard into an “Adirondack-style,” beautifully landscaped, neighborhood retail center. This entails the following projects:

- Landscaping upgrades (grading adjustments, tree planting, irrigation system installation, flowerbed installation) fronting the main road;
- Signage and façade upgrades (installing a new pylon sign or monument sign in the Adirondack style, renovating the storefront façade to make it into a unified, Adirondack look-and-feel);
- Parking lot upgrades (replacing aged asphalt with new, installing up-to-date light poles and fixtures, installing landscaped islands in the parking lot); and
- Connecting the various nature and biking trails that extend through / alongside the property and providing appropriate signage to help hikers, walkers, and cyclists easily navigate / traverse the property.

Home to Kinney Drugs and Save-A-Lot, retail anchors in the community, 94 Demars dominates the commercial area in the southern part of the Uptown Target Area. Proposed enhancements will provide the appealing shopping atmosphere expected by visitors, increase revenues of current tenants, and assist in bringing additional retail to Tupper Lake. The Save-A-Lot plaza is close to Park street, but currently lacks multi-modal connections, interrupting the flow of Uptown. The existing plaza design is outdated and car-dominant, which is out of step with the character of Tupper Lake and location near the waterfront, Uptown and the OWD complex.

Enhancement of this shopping plaza at 94 Demars Boulevard, located next to the Oval Wood Dish factory mixed-use redevelopment, will serve as a model for retail space improvements on Demars Boulevard. The image provided above was prepared by the community in the Demars Boulevard Design Guidelines. Actual design will be developed upon grant award.
High Peaks Cyclery, a thriving retail, lodging, guide service, and adventure programming business operating in Lake Placid since 1983, will expand its operations to Demars Boulevard in Tupper Lake.

High Peaks Adventure by Bike will renovate a former gas station on the corner of Santa Clara and Demars Boulevard, adjacent to the Crossroads of the Adirondack community connector to the Adirondack Rail Trail, transforming it into a retail sale and servicing facility for bicycles. Guided adventure tours from Tupper Lake to Lake Placid and beyond will be launched from the site. While initial operations will be geared for bicycle adventures, future expansion into winter sports, fishing, and other outdoor recreation is in the planning phase.

The operation will initially create seven FTE jobs at peak season, including four guides and three sales and repair staff. High Peaks Cyclery is currently working with local colleges, offering paid internship training opportunities, cultivating the future labor force that is critical to the region’s tourism industry.

Site improvements will include paving of the parking area and installation of landscaping and plantings, along with installation of pavilion structures with picnic tables, fire pits and propane heaters. Interior improvements will include installation of coolers, icemakers, cabinetry and counters.

High Peaks Adventure by Bike is also considering other property purchases to be used in supporting operations.
In the early 20th Century, the Plaza Hotel was one of Park Street's premier accommodation properties, housing visitors who arrived by one of Tupper's many rail connections. Unfortunately, prior to the current owners purchasing the property, the building was not adequately maintained and suffered severe deterioration.

This is Living Property Holdings purchased the site in 2018, and since that time the owners have steadily worked to restore the property. Over the past three years, they have invested over $70,000 in cleaning out the building, installing new LED lighting, and upgrading the heating system to a hybrid heat pump electric system. In addition, they have renovated five units, painting, replacing windows, and installing new bathrooms and plumbing.

With the shortage of vacation rentals in Tupper Lake’s walkable Uptown commercial district, the owners are seeking funding through the DRI to transform the former hotel into ten high-end, short-term vacation rentals. They will use DRI funds to complete the renovation and improve the windshield appeal of this former landmark with a new façade, including new siding and windows. The project will also include installation of energy efficient kitchens, roof replacement and landscaping and site improvements.

Since the building is located at Uptown’s eastern gateway, this will be a high impact project, completing the transition of what was a blighted building into a restored property that celebrates Tupper Lake’s history and expands the variety of accommodations options Uptown Tupper Lake can offer its visitors.
Tupper Lake Brewing Company, LLC (TLBC) will be a local Veteran-owned brewery/taproom in Tupper Lake, NY. The proposed 1,700 sq. ft. building will be located at 138 Park Street, in the heart of the Uptown district. TLBC will offer a variety of fresh hand-crafted beers, brewed with the highest quality ingredients.

Third party food trucks will be available on site, and the brewery will have outdoor beer garden patios areas as well, offering appealing new outside options on Park Street and complementing existing businesses.

While Tupper Lake has become a well-established craft beer location due to the success of Raquette River Brewing, there currently is not a brewery located in the walkable Uptown District. Tupper Lake Brewing Company would be an important addition to the mix of amenities available on Park Street in Uptown. It would also complement the success of Raquette River Brewing, encouraging craft beer fans to extend their stay in Tupper Lake and spend the night at one of the new hotels so they could sample the brews of both establishments.

The developers have been brewing beer for several years, and they have planned extensively for the new operation. They have developed a business plan and had detailed exterior, interior and site plans prepared by a local engineering firm. They received a Special Use Permit approval from the Planning Board for their project in August of 2021 and will be ready to begin construction 2022 upon notification of grant award.

QUICK FACTS

Total Project Cost
$537,000

DRI Funding Request
$214,800 (40%)

Other Funding Sources
Private equity

Project Sponsor
Tupper Lake Brewing Company LLC

Property Address
138 Park Street

Job Creation
5 FT

Readiness Status
• Sponsor has site control
• Completion: Summer/Fall 2022
The Crossroads Hotel will be a 44-room “Classic Tupper” boutique hotel with a bar and restaurant, meeting room, fitness area and associated amenities, ideally situated between Park, Mill and Lake Streets at the heart of the Uptown District.

The hotel will serve as an important amenity to support local tourism, including providing much needed accommodations for special events at The Wild Center. The hotel will also contribute to the continued revitalization of the Uptown District, with full-service hospitality accommodations that will enliven this key location and bring travelers to the community from around the region and the Adirondack Park.

The project will create 24 jobs, with multiplier effects generating another anticipated 76 jobs in the tourism sector. The restaurant will support local farmers and food producers.

The project will be designed to meet LEED certification qualifications and upon completion will be only the second LEED certified hotel in the Adirondack Park. The hotel will also install state of the art waste and stormwater management systems to protect the environmental quality of Raquette Pond.

Community support continues to prevail for this landmark project and the associated impact it will have on the commercial well-being of Tupper Lake.

QUICK FACTS

Total Project Cost
$11,354,394

DRI Funding Request
$3,000,000 (26%)

Other Funding Sources
- Private Equity
- CDBG
- NYSERDA
- IDA Sale & Mortgage Tax
- PILOT Financing
- DANC/ANCA/IDA Loan

Project Sponsor
Tupper Lake Crossroads LLC

Property Address
Mill Street

Job Creation
24 FT

Readiness Status
- Sponsor has site control
- Completion: Summer 2023
Over the past decade, Union Block Building LLC has bet heavily on the future of Uptown. Owner Rick Donah, who left Tupper Lake after college for Silicon Valley, returned to Tupper Lake over a decade ago to invest in his hometown. Rick purchased and manages the Union Block building, a mixed-use building with a small business incubator, located at the key Uptown corner of Mill and Park Streets.

Union Block Building LLC has invested steadily in the property since its purchase in 2015. To date the owner has completed over $150,000 in façade restoration and commercial and housing unit renovation. In addition, the Union Block Building has successfully utilized NYS Main Street Program funds to leverage additional façade, residential unit and commercial space improvements.

The Union Block Building is currently home to Seasons on Park, which offers salt therapy rooms and tanning, and KMS Photography, which together have created 5/6 FTE jobs in the Uptown District.

The Union Block Building LLC proposes to expand its success with the purchase of adjacent 121/117 Park Street. The project will include building acquisition and renovation of four residential and three additional commercial units. In addition, Union Block Building plans to create “The TUB” - An Adirondack Speakeasy and Distillery”. This project, modeled on similar projects that have proven so popular in other tourism destinations, will utilize the alley behind the building for access the speakeasy. An anticipated 12-15 jobs will be created by the project.

The project goal is to develop long term mixed-use properties to enhance the Park Street Uptown area as a unique retail entertainment venue that enhances quality of life for current residents, attracts the new, young residents the region needs, and draws in local, regional, and out of state visitors.
Schoolhouse Renovations operates a Design/Build/Custom Carpentry and general contracting firm 5-7 High Street. The property also includes the vacant lot at 2 Vachereau Street, together encompassing three parcels with two commercial spaces and six residential units.

The owners of Schoolhouse Renovation, Inc., Hope and Jim Frenette, Jr. have a long family history at 5-7 High Street, which was constructed in 1899, making it one of the oldest surviving buildings from Tupper Lake’s timber boom founding era. Jim’s grandfather and his grandfather’s brother owned and operated a soda bottling company at the site from 1925 until Prohibition ended, when they expanded their operations to distribute the first load of Utica Club beer in the area. From 1955 until 1983, The Frenette Bros. bottled Coca Cola at the site.

In 1986, Jim and Hope Frenette purchased the property from the family and renovated the structure into apartments and commercial space. Now Schoolhouse Renovation, which currently employs 8 people, needs to expand their workshop and storage areas and modernize their tools and equipment. The owners are proposing to construct a new, 3,000 square foot, two-story workshop/storage building on the vacant lot. It is anticipated that the business expansion would create three to four well-paying construction jobs. In addition, the owners plan to convert first floor office space at 5 High Street into a gallery/retail space. Since 5 High Street is highly visible from Park Street, development of gallery space at the site would draw visitors into the High Street area, expanding possibilities for other reuse of underutilized parcels on the street.

This project, which links Tupper’s frontier days past with its promising future, would ensure that this landmark building continues to be a vibrant part of Uptown.

**QUICK FACTS**

- **Total Project Cost**: $625,000
- **DRI Funding Request**: $250,000 (40%)
- **Other Funding Sources**: Private equity
- **Project Sponsor**: Schoolhouse Renovation
- **Property Address**: 5-7 High Street / 2 Vachereau Street
- **Job Creation**: 3FT
- **Readiness Status**: Project sponsor has site control, Completion: Fall 2022
Tupper Arts, an anchor of the Uptown District, is currently a year-round art gallery offering seasonal outdoor musical performances at the Sunset Stage. Tupper Arts runs a robust 12-month calendar of cultural and artistic events at the Tupper Arts Center, located at 106 Park Street, which are well supported by the community. Tupper Arts will utilize DRI funds to expand its cultural and artistic impact by acquiring the State Theater, located directly adjacent to the Arts Center, and completing essential building renovations for both the Theater and the Arts Center building.

The lynchpin to this expansion will be the acquisition of the historic State Theatre, creating an Uptown Arts District on Park Street. The theatre offers an indoor venue for musical and theatrical performances that are currently limited to the summer season. Enhancing the variety and frequency of performance arts offered to the community will improve quality of life and add to the year-round vibrancy of the Uptown District.

The State Theater, an iconic landmark essential to Tupper Lake’s tourism offerings, retains its original vaudeville stage, which, with some upgrades, will become a venue for local and regional acting troupes and their productions. Tupper Arts will continue to offer first run movies through a collaboration with the current owner and digital projectionist, but will also be able to host film festivals, and special viewing events.

Tupper Arts has completed an engineering study for the Tupper Arts building at 106 Park Street and is currently utilizing Main Street Program funds to transform the building’s façade. Needed HVAC and electrical upgrades would be completed utilizing DRI funds.

The State Theatre also needs structural repairs and upgrades to maximize full use of the building and the comfort and safety of the patrons. These include repairs to the rear wall of the theatre, an expansion of the stage to accommodate performances, ADA-compliant bathroom upgrades, and updating of the projection screens.

QUICK FACTS

Total Project Cost
$752,000

DRI Funding Request
$276,000 (37%)

Other Funding Sources
- Capital Campaign
- HCR Main Street
- Adk Foundation

Project Sponsor
Tupper Arts

Property Address
106 & 100 Park Street

Readiness Status
- Sponsor owns Tupper Arts building
- State Theatre owner has accepted purchase agreement with Tupper Arts
This project proposes construction of a new, mixed-use building as infill at 4 Cliff Avenue. The two-story building will occupy a vacant lot adjacent to the Tupper Lake Waterfront Park. The first floor will provide commercial retail space for a tourism-focused business, appropriate to the building’s location facing the park. The second story will consist of market-rate housing. The new apartment will be an important addition to the limited number of market-rate apartments in the Uptown Target Area. In addition, the back of the building, which fronts on Wawbeek Avenue, will serve as storage space for Tip Top Electric, a third-generation, downtown anchor business in operation since 1953.

Preliminary drawings have been completed for the project. As illustrated by the image below, the building will be constructed in accordance with the Tupper Lake Design Guidelines to match Tupper Lake’s modern Adirondack style. The property owner has secured Planning Board approval for the project and is ready to begin construction in the Fall of 2022, with construction complete by 2023.

This project will help attract new residents to Uptown, develop much needed commercial space for a water-based or water-enhanced tourism business adjacent to the Waterfront Park, and assist in retention and expansion of an anchor business in the community.
Cory and Lillian Rohrbach leased 10 Cliff Avenue, a former café and bakery, in 2016, prior to purchasing the building in 2018 with a vision of adding fine dining to Tupper Lake’s culinary offerings. Over the past five years, their hard work and talent has paid off, and their restaurant, named Amado (meaning “Loved Ones” in Portuguese) has become a recognized fine dining restaurant frequented by residents and visitors throughout the region.

Over the past three years, Amado has invested over $300,000 in renovations to the building and site. The façade renderings included in this project description were prepared in 2017, in anticipation of a complete exterior renovation of the mixed-use building. When COVID-19 intervened, the Rohrbach’s recognized the threat and the opportunity for their operations and quickly pivoted their efforts to building a unique, great camp themed outdoor dining campus that transformed their site and led the region in adaptation of operations for new realities.

With their exceptional food offerings and outdoor dining capabilities, they have been booked all summer, maxing out the restaurant’s capacity even with an expanded kitchen. The Rohrbachs are now proposing continued upgrades to improve the curb appeal of the property, as illustrated on the rendering and site plan. This will include refreshing the façade of the restaurant building and the adjacent structure, referred to as the “Old House”. Future plans include updating the 2nd Floor of Old House for a seasonal employee residence and reconstructing the second floor of 10 Cliff as a small plates tasting restaurant with lake views.

Enhancements to Amado Restaurant will advance the vision of Uptown as an active commercial district with a strong sense of place, attracting visitors and offering the appealing dining expected by the new young residents the area seeks to attract.

QUICK FACTS

Total Project Cost
$120,000

DRI Funding Request
$48,000 (40%)

Other Funding Sources
Private equity

Project Sponsor
KKR Food Service LLC DBA Amado

Property Address
10 Cliff Avenue

Readiness Status
• Project sponsor has site control
• Concept designs prepared
• Project Completion: 2022
One of the best ways to revitalize downtowns is through mixed-use development projects. Studies show that when more people live and work downtown, it means more people are spending money at local businesses. Transforming vacant structures into live-work spaces leads to increased revenue, builds a bigger tax base, and helps communities improve their infrastructure.

The building at 47 Park Street, located at the key corner where Routes 3 and 30 intersect in Tupper Lake’s Uptown, was originally built in the 1960’s as a Grand Union grocery store, and then remodeled as a retail pharmacy for Rite Aid in the late 70’s. The building has been vacant since 2005.

The owner plans to bring the building back to a vibrant location at this key Uptown intersection. The first floor and basement will be renovated, creating much needed additional commercial space on Park Street, and a second floor will be installed, in keeping with Park Street architecture. The second-floor apartments, which will feature views of Raquette Pond, will add much needed upscale rental units to the Tupper Lake housing market and help bring residents to the DRI target area.
The Village’s well-traveled Uptown Corridor includes Park Street and the Lake Street/Demars Boulevard “main street”, along with the Mill Street and Cliff Avenue connections and the 24-Acre Waterfront Park that wraps around Raquette Pond. This streetscape enhancement project will tie together the Uptown Corridor, connecting Park Street’s enhanced streetscape, the proposed DRI private sector investments, and the district’s scenic Adirondack waterfront setting. Proposed enhancements include the following:

**Project 15A**: Installation of bike lanes and ADA compliant sidewalks, redefining the travel corridor for multi-modal transportation, and offering a connection to the Uptown District from the Adirondack Rail Trail. The pedestrian and cycling experience will also be improved with the expansion of ornamental, pedestrian scaled streetlights, street trees, benches, and banners, creating a unified Uptown streetscape aesthetic.

**Project 15B**: Improvements to the Waterfront Park street edge along Demars Boulevard, including a full-length sidewalk along the edge of the park, replacement of chain link fence with a low timber barrier more in keeping with the Adirondack setting, installation of new park entrance signage, and improvement of the area around the historic grandstand area and Lumberjack Park.

**Project 15C**: Improving municipally owned parking areas with green infrastructure, landscaping, dark sky lighting, and EV charging stations and installing signage directing visitors to parking areas and charging stations. This will address the increased demand for parking that is accompanying increased visitation and the development of new businesses.

**Project 15D**: Installation of public art in Adirondack and Wild Center themes. Commissioned by local Tupper Lake artists, these impactful sculptures will be strategically located throughout the corridor to lend visual interest while educating residents and visitors on Tupper Lake’s long history.

This project meets the State’s DRI goals of:

- Active Downtown with a strong sense of place;
- Enhancing public spaces;
- Providing amenities that support and enhance downtown living and quality of life; and
- Reducing greenhouse gas emissions by creating compact, walkable environment.
Project 15: Stepping Up the Uptown Corridor (continued)

- CO-WORKING SPACE: Proposed second location for The Carry Facility to provide for flex workspace.
- CROSSROADS OF THE ADIRONDACKS’ TRAIL CONNECTION LINKING DEMARS BOULEVARD TO THE CROSSROADS TRAIL
- SITE ENHANCEMENTS AT 124 DEMARS BLVD: Transformation of the existing shopping plaza to an “Adirondack-style” downtown retail space setting.
- HIGH PEAKS ADVENTURES: Expansion site for High Peaks Cyclery, a retail, guide service, and adventure programming business.
- 158 WATERFRONT PARK STREETScape ENHANCEMENTS: • Park area improvements/ grandstand and Lumberjack landscaping • Demars Boulevard park edge improvements • Bike lane and ADA sidewalks and streetlighting
- WATERFRONT PARK
- RAQUETTE POND
- MIXED USE at 47 PARK ST: Restoration of the first-floor commercial space and the addition of a second story for market rate apartments.
- TUPPER ARTS CENTER: Improvements to the Tupper Arts building and acquisition of the adjacent State Theater for use for performance arts.
- HOTEL at 124 DEMARS BLVD: Proposed 80-bed hotel.
- PARK AND MILL STREET INTERSECTION: • Tupper Lake Brewing • Crossroads Hotel • Union Block Building
- OVAL WOOD DISE - LUXURY LOFTS AND APARTMENTS: Phase 2 plan construction of 81 units with high end and market rate apartments with an affordable component.
- CO-WORKING SPACE: Proposed second location for The Carry Facility to provide for flex workspace.
- SITE ENHANCEMENTS AT 124 DEMARS BLVD: Transformation of the existing shopping plaza to an “Adirondack-style” downtown retail space setting.
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- TUPPER ARTS CENTER: Improvements to the Tupper Arts building and acquisition of the adjacent State Theater for use for performance arts.
Project 15A: Expansion of streetscape amenities that includes a designated bike lanes within the project corridor

Project 15B: Waterfront Park Street Edge Enhancements
Project 15: Stepping Up the Uptown Corridor (continued)

Project 15C: Parking Lot Enhancements with Wayfinding Signage

- ADA Enhancements
- Landscape Edge
- Dark Sky Lighting
- EV Charging Stations
- Wayfinding Signage
- Green Infrastructure

![Project 15C Diagram]

Project 15D: Strategic Placement of Regional Art

![Project 15D Artworks]
Dukett LLC proposes to construct and operate Timberjaxx Pass: a miniature golf course, bike rental, apparel, and ice cream business on Demars Boulevard.

Dukett LLC has worked with the Small Business Development Center at SUNY Canton to develop a full business plan that includes traffic studies and revenue projections. The study determined that a location on Demars Boulevard, a key travel corridor, adjacent to the Adirondack Rail Trail, and near a variety of retail stores and the popular Tupper Lake historic grandstand and baseball field, would provide customers needed to make the operation profitable. The nearly 40,000 visitors who spend 200,000 visitor days at a NYSDEC campground within a short drive of Tupper Lake present a valuable untapped market.

The project will transform one of the underutilized spaces in Uptown and be an important addition to Tupper Lake’s recreation offerings, enhancing family entertainment for both visitors and locals in the Tupper Lake community and advancing Tupper Lake’s destination development efforts.
The Tupper Lake Energize Uptown Fund (Energize Uptown) would provide matching grant funds to enhancement of commercial and mixed-use properties in the Uptown District.

Property owners, business owners, entrepreneurs and non-profit organizations would be eligible to apply for funds for interior and exterior building improvements, site upgrades and enhancements and commercial rent assistance. Anticipated eligible activities include building and architectural detail enhancement that contribute to an enhanced streetscape and pedestrian experience and support expansion of retail:

- Exterior building improvements such as painting, brick repair, window & door repair/replacement, awnings, decks, & storefront renovations.
- Interior building improvements such as upgrades to commercial spaces and conversion of vacant upper floors in mixed-used buildings into quality living options.
- Site improvements including construction of walkways, outdoor seating areas, decks, patios, and landscaping.
- High quality building or site enhancements including signage, lighting, awnings, outdoor furniture, etc. that improve the urban design of downtown and contribute to a sense of place.
- Commercial space rental assistance for new businesses.

The Village of Tupper Lake has conducted successful Main Street Programs in the past, with visible results in Uptown that illustrate how powerful this process can be. A pipeline of projects exists from previous façade and commercial space improvement program solicitation, and initial outreach for Energize Uptown has yielded a strong response from areas not previously eligible for funding, with transformational projects proposed by property owners on High Street, Cliff Avenue and Demars Boulevard as well as Park Street.
## Transformational Projects

<table>
<thead>
<tr>
<th>NO.</th>
<th>PROJECT NAME</th>
<th>PROJECT ADDRESS</th>
<th>JOBS CREATED</th>
<th>TOTAL PROJECT COST</th>
<th>DRI FUNDING REQUEST</th>
<th>DRI OBJECTIVE</th>
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<tbody>
<tr>
<td>1</td>
<td>Hotel at 124 Demars Blvd</td>
<td>124 Demars</td>
<td>26</td>
<td>$18,300,000</td>
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<td>OWD Luxury Lofts and Apts</td>
<td>116 Demars</td>
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<td>Provide upscale market rate housing for new resident attraction with an affordable component</td>
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<td>3</td>
<td>Co-Working Space at OWD</td>
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<td>$120,000</td>
<td>New resident/telecommuter attraction</td>
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<td>Transforming Shopping Plaza to Adirondack Style</td>
<td>94 Demars</td>
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<td>$292,000</td>
<td>Façade and site enhancement</td>
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<td>High Peaks Adventure by Bike</td>
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<td>$300,000</td>
<td>$60,000</td>
<td>New business; destination asset for development</td>
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<td>6</td>
<td>Former Plaza Hotel Restoration Vacation Rental</td>
<td>179 Park Street</td>
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<td>$175,000</td>
<td>$70,000</td>
<td>Façade, building and site renovation of historic building</td>
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<td>Tupper Lake Brewing Co</td>
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<td>$537,000</td>
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<td>Crossroads Hotel</td>
<td>Mill and Park</td>
<td>24</td>
<td>$11,354,394</td>
<td>3,000,000</td>
<td>Increase variety of accommodations; job creation</td>
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<td>Union Block Restoration</td>
<td>123 - 127 Park</td>
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<td>$520,000</td>
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<td>Frenette Building Project</td>
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<td>$625,000</td>
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<td>Tupper Arts Rising</td>
<td>106 and 100 Park</td>
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<td>$752,000,00</td>
<td>$276,000,00</td>
<td>Façade, building and site renovation of historic buildings; destination asset development</td>
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<td>$500,000,00</td>
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<td>Additional residential and commercial space</td>
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<td>13</td>
<td>Amado</td>
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<td>Additional residential and commercial space; façade, building and site renovation</td>
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<td>Timberjaxx Pass</td>
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**Total:** $59,792,894 | **DRI Funding Request:** $17,582,100
In the past decade, the Village of Tupper Lake has been awarded and successfully implemented over $9 million in federal, state and philanthropic grant awards, including: Empire State Development, Department of State Local Waterfront Revitalization Program, Department of Transportation, Northern Border Regional Commission, NYS DOH and NYS DEC EFC State Revolving Fund, NYS HCR HOME and Affordable Housing Corporation, and Adirondack Foundation grants.

The Village of Tupper Lake will serve as the lead agency for the DRI, and the assigned consultant team will work in coordination with Melissa McManus, the Village’s Director of Community Development. Ms. McManus has successfully managed and administered federal, state and local grant projects throughout the North Country since 2004. She has extensive experience in broad public participation and engagement processes and development of projects that are successfully implemented.

The DRI will be overseen by Mayor Paul Maroun of the Village of Tupper Lake. Mayor Maroun has a long career in public services. In his capacity as a Franklin County Legislator for three decades and as Mayor of Tupper Lake for ten years, Mayor Maroun has decades of experience in managing both municipal operations and the successful implementation of public sector projects.

Direct fiscal management and accounting controls will be completed by Mary Casagrain, Village Clerk/Treasurer. Ms. Casagrain has served in her capacity for 23 years, during which she has successfully administered numerous grant funded projects, including past LWRP grants, HCR Microenterprise grants, EFC water and sewer improvement grants and housing rehabilitation funding. Ms. Casagrain is familiar with NYS accounting control guidelines, grant requirements and payment request procedures.

Additional administrative support will be provided through the Franklin County Local Development Corporation (FCLDC). The FCLDC is the economic development organization for Franklin County, New York. In 2018 FCLDC made a commitment to refocus its efforts on the communities and existing businesses in Franklin County and identified downtown revitalization as a major program area. FCLDC is currently managing six downtown revitalization grant programs including three funded through NYHCR, two through the DOS Local Waterfront Revitalization Program, and one through the NYS DEC Adirondack Community Smart Growth Grant Program. The FCLDC currently administers the Saranac Lake DRI Energize Downtown Fund, which is providing support to 21 creative projects sponsored by downtown businesses and property owners.

Based on experience in Tupper Lake and Saranac Lake, FCLDC believes there will be great interest and demand for a similar fund if the Village of Tupper Lake receives a DRI award. If awarded, FCLDC would welcome the opportunity to administer such a program for Tupper Lake. FCLDC has a full-time staff of five and will be expanding to eight in the Fall of 2021. The experience of existing staff managing the current programs, along with the addition of three full-time staff ensures FCLDC has the ability to successfully administer this exciting program to support the businesses and property owners of the Village of Tupper Lake.
LETTERS OF SUPPORT

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

September 9, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I write to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. Therefore, I fully support the Village of Tupper Lake’s application and respectfully request your favorable consideration of their application. If you have any questions, please do not hesitate to reach out to me.

Sincerely,

D. Billy Jones
Member of Assembly

DWJ/spm
September 3, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Dear Mr. McKenna and Ms. Stone:

Please accept this letter of support for the grant application being submitted by the Village of Tupper Lake for the Downtown Revitalization Initiative (DRI).

Tupper Lake’s Uptown District had been building momentum with the addition of new businesses along Park Street. There are new public-sector investments along the waterfront, a mixed-use redevelopment project announcement at the Oval Wood DISh Factory and with the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, introduced in 2016, invests state funds to “unlock dormant potential ways that create resurgence. Tupper Lake is already on the path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees, ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements and the completion of the Crossroads of the Adirondacks Multi-Use Connector Trail have resulted in bringing renewed energy and vibrancy to the town.

DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations. In addition, these funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region.

I fully support this application and strongly recommend funding for this initiative. Thank you for your consideration of this proposal.

Sincerely,

Daniel G. Stec
Senator
September 8, 2021

Dr. Ty Stone and Mr. James McKenna
Co-Chairs
North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh, NY 12981

Dear Dr. Stone & Mr. McKenna,

I am writing to express my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed-use redevelopment project.

It is my understanding that a $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI was created to “unlock dormant potential in ways that create resurgence”. The Village is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements, and completion of the Crossroads of the Adirondacks Multi-Use connector trail have begun to change the “look and feel” of the community, resulting in renewed energy and vibrancy. As a result, we are seeing interested investors come to Tupper Lake to reimagine its historic buildings as mixed-use places where people can live and work.

DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, and support redevelopment. The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I believe that these DRI funds will result in the immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region.

Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated. Please do not hesitate contact Jonathan Carman in my Plattsburgh office at 518-561-2324 with any questions or concerns.

Sincerely,

[Signature]

ELISE M. STEFANIK
Member of Congress
September 9, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The Franklin County Legislature is writing to communicate our strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. The Franklin County Legislature strongly believes that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Donald Dabiew, Chairman
Franklin County Board of Legislature
September 7, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

On behalf of Franklin County Government, I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations. The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Donna Kissane
September 7, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

On behalf of the Town of Tupper Lake, I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization of the whole of Tupper Lake.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

[Signature]

Patricia S. Littlefield
Town Supervisor
September 10, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

This letter communicates Franklin County Economic Development’s strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the expansion and addition of new businesses along Park Street. Our agency has provided nearly $60K in three microenterprise grants, $180K in loans for business expansions and over $265K in eight Main Street grants for renovations in this district. This has strengthened key assets for tourism including significant redevelopment of a local restaurant and bolstered downtown retail opportunities. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, and waterfront park enhancements including the Sunset Stage have enhanced this district and created a look and feel of renewed investment, vibrancy and community pride.

As a result of this positive energy, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. We are pleased to have provided bridge financing and support for the redevelopment of the Oval Wood Dish Factory into a substantial mixed use redevelopment project. This project will add badly-needed workforce housing and third-space options and infuse many new workers and residents into the area leading to significant positive economic and community impacts. This development will add energy and activity to this side of town and complement popular breweries and dining options nearby.

With the Adirondack Rail Trail nearing completion, the Crossroads of the Adirondacks Multi Use connector trail and waterfront improvements, Tupper Lake is increasing its already substantial importance to regional tourism. Tupper Lake plays a key role in attracting visitors to the region and we have invested funds through our grant programs to provide them with additional funding to expand and enhance their ability to do so. Over the past twelve months Tupper Lake Businesses have successfully applied for both destination development funding through the Destination Development & Marketing Program and marketing funding through the Destination Co-operative Marketing Program. Funding was used to construct a pavilion in the town, enhance rooms at local motels, and execute several paid marketing campaigns.

The $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze this continued investment. The DRI, which was introduced in 2016, invests state funds to 'unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that with already identified transformative projects that will be ready for implementation. DRI funding will accelerate ongoing revitalization and allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

Franklin County Economic Development strongly believes that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

[Signature]

Jeremy Evans, CEO
September 9, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The Northern Forest Center is pleased to support the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake is ripe for the kind of investment that the DRI program offers: many successes and examples of both public and private investments over the past decade have generated real community momentum. Today Tupper Lake offers an excellent application of the program.

The DRI program seeks communities that can demonstrate "Past Investments, Future Potential." Over the past decade, Tupper Lake has made public investments in streetscape enhancements, waterfront revitalization, and infrastructure improvements, which have been met with private sector investments that have helped make some of these projects happen, as well as investments in improving the built environment of the community and opening exciting new businesses which have helped to drive foot traffic and create community vitality.

But the potential to amplify this progress is great. The vision of this Uptown district – to capitalize on the strength of the Park Street core, create stronger linkages through the waterfront area, and leverage these strengths to create physical connections and enhancements through the iconic OWD property undergoing current redevelopment – will maintain just the type of momentum that Tupper Lake needs to realize its potential.

We recognize that many Adirondack communities struggle to maintain strong schools, a robust workforce, and vital civic institutions. The challenges these communities face are economic and demographic, but the solution is simple: to attract and retain more young people to live in these communities. A recent report released in February 2021 by the Northern Forest Center, Attracting New Residents to the Adirondacks identifies opportunities for the Adirondack region to address these challenges and attract new residents by building on regional and community strengths and capitalizing on existing assets.

Based on our work developing this strategy and working in partnership with the community, we believe that Tupper Lake is perfectly positioned to attract new residents who are looking for a home that aligns with their values, presents opportunity, and provides an incredible quality of life.
James McKenna and Ty Stone, Co-Chairs  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, NY 12901  

Re: Letter of Support for the Village of Tupper Lake DRI Application  

Dear Mr. McKenna and Ms. Stone:  

The Tupper Lake branch of Community Bank, NA is writing to communicate its strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.  

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.  

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.  

Sincerely,  

Mark Moeller  
Branch Manager, Tupper Lake
DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely

[Signature]

Leslie Karasin
Adirondack Program Manager
September 3, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am the CEO of Adirondack Regional FCU writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project, which we have assisted with by providing the acquisition financing. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Russell Cronin, President and CEO Adirondack Regional FCU

Membership is an Investment in Our Communities

280 Park Street, Tupper Lake, NY 12986
James McKenna & Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, NY 12901

Dear Mr. McKenna & Ms. Stone:

As Advisor to the Aseel Legacy Fund (ALF), lifetime resident and long time community activist, I wish to share my enthusiastic support for the village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI).

Building on our unique history with a vision firmly focused on the future, Tupper Lake has already begun defining itself as a community committed to transformation. Park Street improvements, sidewalks, trees, flowers, attractive businesses and the Tupper Lake Arts Center have all brought new vibrancy and signals to residents and visitors alike that Tupper Lake is on the move! We are now seeing interested investors reimagining our historic buildings in ways that will contribute to the life and economics of the community.

Major additions to Tupper’s vitality include the Waterfront development, completion of the Crossroads of the Adirondacks Multi Use Trail, Flanders Park, brought to new life with the Sunset Stage, an unequalled view and expanded Multi-Use Trail that now surrounds it. Our community has been further energized with the announcement of the Oval Wood Dish Factory mixed use redevelopment project, and the very real possibility of a new boutique hotel on Park Street.

The Village has identified transformative projects that with the infusion of DRI funds will result in immediate and long term revitalization and economic benefit. Tupper Lake is now sitting on the crest of what could possibly be the most significant resurgence of a community in the Adirondack Park. The state has a well defined purpose with the DRI and Tupper Lake stands ready with a well defined commitment, plan and need.

As an advisor who assesses benefit, sustainability, clarity of purpose, and dedication to achieve, I can easily say that Tupper Lake more than qualifies as a worthy recipient of the $10 million DRI Award. Receiving these funds will assure the long term revitalization and economic benefits Tupper Lake needs to the benefit of its residents and the North Country region. I respectfully ask for your most serious and thoughtful consideration of the Village of Tupper Lake.

Sincerely,

Ellen N. Aseel Maroun, Advisor
Aseel Legacy Fund
September 8, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

On behalf of Cloudsplitter Foundation, I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Chenelle Palyswiat, Director
Cloudsplitter Foundation
September 8, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

[Signature]

Wendy Pierce
Tupper Lake homeowner
Adirondack Foundation Community Council member
James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Sept. 9, 2021

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

On behalf of the Board of Directors of Tupper Arts, I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Arts has been encouraged by the growing momentum in Tupper Lake’s Uptown district. The addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project are all representative of the local investment and commitment to economic and social growth in Tupper Lake. The construction of the Adirondack Rail Trail is nearing completion, and the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. Tupper Arts strongly believes that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Susan Delehanty, President/Chair Tupper Arts

Tupper Arts Board of Directors
Linda Benzon  Andrew Chary  Elizabeth Cordes  Susan Delehanty  Ed Donnelly  Beth Johnson
Louise McNally  Theresa Mitrowitz  Joe Sellin  Rena Sellin  Donna Sloan  Sadie Spada

Tupper Arts Advisory Board
Paul Chartier  Eileen Hayes  Ellen Maroun
9/08/2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am Ben Gocker, Library Director for the Tupper Lake Public Library (AKA Goff-Nelson Memorial Library) and I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region.

The Library in particular is looking to unlock its full potential as a community hub for civic engagement, vibrant cultural offerings, and as a bridge builder over the growing digital divide. With a collection of over 40,000 items, we serve all members of the Tupper Lake community – from children to the elderly, locals to seasonal visitors. We offer robust children’s programs year round, including a strong docket of Summer Reading programs. This summer alone we saw nearly 1,000 children attend our programs.

The Goff Nelson is currently working on strategic plan for future. Part of the strategic planning process will involve consulting the community on its wants and needs. Goff Nelson Library is committed to working with Tupper Lake’s DRI Planning Committee to explore how it can expand its assets and offerings to increase the vibrancy of Uptown Tupper Lake.

Among the possibilities being considering is creating a dedicated space for children’s programming, which would allow the library to expand its offerings and host parent support groups. Since the summer of 2021 has demonstrated that Tupper Lake needs to offer additional space to accommodate people working remotely, the Library also would like to offer expanded remote workspace for telecommuters. The Library is also currently using a grant from the Northern New York Library Network and the Aseel Family Fund to digitize its local history connection of over 3,000 photos, institutional records, microfilm and newspapers. Opportunities exist for a partnership with the Tupper Lake Heritage Society to create a permanent local history center that could tell the fascinating and diverse story of the immigrants, adventurers and industrialists who built Tupper Lake.

Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Ben Gocker
Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The Tupper Lake Business group started “Recreate Tupper Lake” in 2021 to spur economic development through recreational tourism in our town. We are writing to communicate its strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for the future.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Mark Moeller
President
Recreate Tupper Lake LLC
American Legion Post 220  
PO Box 803  
Tupper Lake, NY 12986

09/08/21

James McKenna and Ty Stone, Co-Chairs  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, NY 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The American Legion Post 220 is writing to communicate its strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects.

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Sincerely,

Mark Moeller  
Commander

[Signature]
09/08/21

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, NY 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The Rotary Club of Tupper Lake is writing to communicate its strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects.

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Sincerely,

Lidia Kriwos
President
Rotary Club of Tupper Lake
September 5, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am writing on behalf of the Tupper Lake History Museum Board to communicate our strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). The museum is located at the train depot in downtown Tupper Lake. Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, as well as the railroad upgrades from Utica to Tupper Lake, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Sincerely,

Kathleen Lefebvre

President of the Tupper Lake History Museum
ARISE (Adirondack Residents Intent on Saving their Economy)
PO Box 1200, Tupper Lake, NY 12986

September 6, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, NY 12901

Dear Mr. McKenna & Ms. Stone:

On behalf of ARISE (Adirondack Residents Intent on Saving their Economy), I am writing to express
our support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative.
There has been a tremendous effort over the past several years, to create a economic momentum within
our community. There have been several new businesses created, additional businesses being
proposed, and an overall increase of investment interest in Tupper Lake. Along with the business
interest, there are other transformational projects underway including, but not limited to the Rail Trail,
the redevelopment of the OWD factory, the development of the Empire Baseball League, the Tupper
Arts Center, and more.

Investment looks for opportunity, and ARISE feels that the DRI award will help accomplish that. The
award will add to the revitalization and economic efforts that will reach well beyond Tupper Lake.
Your past interest and future consideration are greatly appreciated.

Sincerely,

Jim LaValley, Chairman
September 7, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

The purpose of this letter is to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

With its unique history and “feel”, Tupper Lake is now a community of choice for new residents and visitors of all ages. Recent public sector investments such as renewed sidewalks, street trees and ornamental lights in the Uptown/Park Street commercial district, waterfront park enhancements including the Sunset Stage, and completion of the Crossroads of the Adirondacks Multi Use connector trail have begun to change the ‘look and feel’ of the community, resulting in renewed energy and vibrancy. As a result, we are also seeing interested investors come to Tupper Lake to reimagine our historic buildings as mixed-use places where people can live and work. DRI funding will allow Tupper Lake to capitalize on private and public investment to attract new residents, support redevelopment, and ensure Tupper Lake will be an enduring community for current and future generations.

The Village has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I strongly believe that these DRI funds will result in immediate and long-term revitalization and economic benefits that will span beyond Tupper Lake into the North Country region. Your close and careful consideration of the Village of Tupper Lake’s DRI proposal is genuinely appreciated.

Best regards,

Joseph Gehm
09/06/2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

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Sincerely,

[Signature]

Mark Jessie Co-Owner Raquette River Brewing & Faust Motel
Tupper Lake Associates, LLC

c/o Norman Bobrow & Co., Inc.
488 Madison Ave., 19th Fl
New York, NY 10022

Sept. 5, ’21

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

My name is Michael Jacobsen and I’m the landlord of the Save-A-Lot / Kinney Drug shopping center, located at 94 Demars Blvd. in Tupper Lake. I’m writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

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Sincerely,

Michael Jacobsen
Manager, TUPPER LAKE ASSOCIATES, LLC
212.682.4211
mjacobsen@normanbobrow.com
September 9th, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

Tupper Lake Shops LLC would like to communicate its strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

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Sincerely,

Member
Tupper Lake Shops LLC
[date]

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

I am Pat Bedore of Stacked Graphics writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

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Sincerely,

Name

Patrick Bedore
September 7, 2021

James McKenna and Ty Stone, Co-Chairs
North Country REDC Plattsburgh Office
61 Area Development Drive
Plattsburgh, New York 12901

Re: Letter of Support for the Village of Tupper Lake DRI Application

Dear Mr. McKenna and Ms. Stone:

Doing business as Mountain Frost and Skyline Ice Cream, we are writing to communicate my strong support for the Village of Tupper Lake’s application for the Downtown Revitalization Initiative (DRI). Tupper Lake’s Uptown district has been building momentum with the addition of new businesses along Park Street, new public-sector investments along the waterfront, and the announcement of the Oval Wood Dish Factory mixed use redevelopment project. With the Adirondack Rail Trail nearing completion, the $10 million DRI award will enable Tupper Lake to identify and implement transformational projects to catalyze continued investment. The DRI, which was introduced in 2016, invests state funds to ‘unlock dormant potential in ways that create resurgence’. Tupper Lake is already on a path to do just that, and this grant would provide a tremendous opportunity to accelerate this ongoing revitalization.

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Sincerely,

Kim and Nelson Landry
Village of Tupper Lake DRI Community Survey – 190 responses

1. Tupper Lake has a clear vision statement for the future, as expressed in the community’s 2013 Revitalization Strategy and is incorporated into the Tupper Brand: “...Tupper Lake will be a nationally recognized center for education in environmental and natural sciences and a vibrant four-season Adirondack destination attracting families, businesses and visitors looking for a unique place balancing nature and technology, history and progress, work and play.”

   Do you like the vision? Please share your comments and ideas below:

   - Majority of respondents (97%) like the vision as presented

   Sample Comments:

2. What types of projects and investments are important for achieving this vision? (Check all that apply)

   - Rehabilitation of Old or Vacant Structures (80%)
   - Dining/Restaurants (67%)
   - Enhanced Walkability and Bikeability (65%)
   - Waterfront Development (63%)
   - Hotel/Lodging (62%)

What types of projects and investments are important for achieving this vision? (Check all that apply)
3. **Is a more active and vibrant DRI Target Area something that is important to you? If yes, please tell us why.**

Sample responses:
- “A more attractive downtown area will benefit every business, hotels or store fronts or restaurants.”
- “Yes, Tupper Lake has such beautiful surroundings, it serves as a natural attraction to visitors. But in order to keep people coming back, moving here, or staying here, it needs to be able to enhance its natural beauty with a variety of activities and venues that make it THE destination spot.”
- “Yes, it is important for the "business district" thrives and allows Tupper Lake to be a destination for families during all 4 seasons.”

4. **What brought you to or keeps you in Tupper Lake?**

Sample responses:
- “We love the beauty, art, and nature in and surrounding Tupper.”
- “It is far enough away from NYC, that it tends to not get as many city-minded people. It isn’t as kitschy as Lake George, it isn’t as haughty as Lake Placid”
- “The natural beauty of the area, a place where lakes, forests, wildlife and the night sky were much as they were 100 years ago.”

5. **Would you recommend living in the DRI Target Area?**

![Bar chart showing responses]

**Would you recommend living in the DRI Target Area?**

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.00%</td>
<td>40.00%</td>
<td>20.00%</td>
</tr>
</tbody>
</table>

6. **What assets, anchors, and organizations define Tupper Lake? (Check all that apply)**

- Park Street (70%)
- Baseball Stadium (67%)
- Waterfront walking path (61%)
- Tupper Arts Center (58%)
- Concerts at Sunset Stage (57%)
7. **What do you like about Tupper Lake today?**

Sample responses:

- “The lake accessibility, the access to Tupper Arts and the Sunset entertainment. It has potential that needs to be tapped.”
- “Raquette River Brewer is a great example of a business that is meeting the tourism demand and serving the local community. It feels like a great blend of visitors and locals. We would love to see more venues like this. A few shops create a tourism vibe. We need more retail shopping that is attractive to a higher end clientele and/or vacationer mindset.”
- “The huge improvement in Park Street’s appearance and small businesses that attract locals and tourists. The band shell, baseball park for the Riverpigs, and new kids baseball park are great. I like how close they are together.”

8. **What characteristics define Tupper Lake and make it unique?**

Sample responses:

- “Waterfront, the uptown business district and associated new businesses ventures there. The redevelopment of OWD building will be good for the Village also.”
- “Tupper is different - it will never be another Lake Placid - it needs to have it’s own identity - simple, yet good quality adventures, food, entertainment, and community is Tupper’s future.”
- “The small town is not as crowded with visitors, making the hiking trails more enjoyable and easier to access. We have a jewel in the Sunset Stage in Flanders Park. We have the best public waterfront in the Tri-Lakes.”
9. **How often do you use the DRI Target Area for:**

![Bar chart]

10. **What would you like to see available on nights and weekends that would bring you to the DRI Target Area more?**

    Sample responses:
    - “New attractions and food that would add a communal energy to the town.”
    - “Upgraded housing, restaurants, businesses that cater to the needs of tourists—hiking, paddling, cycling outfitters etc.”
    - “More evening retail, social, and dining options on park street and in town in general. The street closes down at 4 p.m. By the time you are home from work everything is shut down. This has to do what types of businesses are attracted to these pedestrian heavy areas too—like we don’t need another real estate or insurance business on park street. We need something that lights it up at night. I think it is also important to set a standard for the businesses on Park Street, and Main Street once it gets there, regarding upkeep. The Chinese Restaurant, Antique Shop, and others are an eyesore and bring the others down.”

11. **Why else do you think Tupper Lake needs to be a vibrant community?**

    Sample responses:
• “We have by far the most outdoor recreational opportunities, waterway’s and access points, the new junction for the rail trail and train service.”
• “Quality of life will keep/attract the next generation: business as usual instead will do nothing to stop the slow drain of young people, leading to a vicious circle of decline. It doesn’t have to be that way!”
• “Tupper is poised to be another strong tourist option to bring more people to the Adirondacks - and to NY generally. For those who have been there done that with Serenac, George, and Placid, Tupper offers a better community feel that with some additional amenities and tourist infrastructure could be a real go-to destination for families and nature lovers.”
Village seeks resident input and project ideas for $10 million DRI proposal

by Don McCelland

At the same time that its capital campaign continues to grow, and with a plan to begin building a new downtown mall, Tupper Arts is embarking on a proposed minimum of $10 million project to develop a "Downtown Revitalization Initiative (DRI)" area in a New York State Program designed to revitalize communities. The program awards funding to selected projects that will bring a new vitality to a selected area. The program awards $10 million to a selected project. In this case, the Village of Tupper Lake is seeking to allocate these funds to help develop a new downtown mall.

The program awards $10 million to a selected project. In this case, the Village of Tupper Lake is seeking to allocate these funds to help develop a new downtown mall. The total estimate for the planned Downtown Mall project is $10 million, with $9.5 million to be used to help cover some of the costs. The remaining $500,000 will be used to help cover some of the costs.

The proposal for the Downtown Mall will include retail space, green space, and a variety of other amenities. The Village is hoping to attract a variety of different businesses to the mall, including restaurants, retail stores, and more.

Village leaders are looking to the community for input on how to best allocate the funds. They are asking residents to submit their ideas and suggestions for how the funding could be used to benefit the community. This is an opportunity for residents to help shape the future of their downtown area.

The Village of Tupper Lake is seeking a $10 million DRI award under the New York State program. The Village is in the early stages of planning and development for a new downtown mall. The Village is seeking input from the community on how to best allocate the funds.

The Community Development Council (CDC) is seeking feedback on how to allocate the $10 million DRI award. The CDC is looking for ideas on how to best use the funds to benefit the community. This is an opportunity for residents to help shape the future of their downtown area.

The Village of Tupper Lake is seeking a $10 million DRI award under the New York State program. The Village is in the early stages of planning and development for a new downtown mall. The Village is seeking input from the community on how to best allocate the funds.

The Community Development Council (CDC) is seeking feedback on how to allocate the $10 million DRI award. The CDC is looking for ideas on how to best use the funds to benefit the community. This is an opportunity for residents to help shape the future of their downtown area.

Tupper Arts leaders hard at work on capital campaign; plans too to acquire State Theater

by Don McCelland

The Tupper Arts leaders are working hard on their capital campaign. They have raised approximately $30,000 so far, which is a promising start.

They are also exploring the possibility of acquiring the State Theater in downtown Tupper Lake. The State Theater is a historic building located in the heart of the downtown area.

The Tupper Arts leaders are working hard on their capital campaign. They have raised approximately $30,000 so far, which is a promising start. They are also exploring the possibility of acquiring the State Theater in downtown Tupper Lake. The State Theater is a historic building located in the heart of the downtown area.

The Tupper Arts leaders are working hard on their capital campaign. They have raised approximately $30,000 so far, which is a promising start. They are also exploring the possibility of acquiring the State Theater in downtown Tupper Lake. The State Theater is a historic building located in the heart of the downtown area.

The Tupper Arts leaders are working hard on their capital campaign. They have raised approximately $30,000 so far, which is a promising start. They are also exploring the possibility of acquiring the State Theater in downtown Tupper Lake. The State Theater is a historic building located in the heart of the downtown area.
Editorial: Tupper Lake has it going on
Aug 21, 2011

When it comes to neat little towns, there are many gems in the Adirondacks, but perhaps one of the most underrated is Tupper Lake.

Tupper Lake, both the village and town, sits in the southernmost area of Franklin County, bordering Hamilton and St. Lawrence Counties.

It features some of the best lakes, rivers and views in all the Adirondacks, and it is a community on the verge of great things.

Originally a home for the lumber industry, the village has a rich history dating all the way back to the 1860s.

It’s main drag on Route 7 features many neat old store fronts and restaurants, and a classic old movie theater.

Down below the main drag, the area is highlighted by a beautiful public park sitting on Raquette Pond, and looking at Mount Moriah.

In recent years, the village fixed up the baseball field in the park to make it home to the Tupper Lake RiverRays of the professional Empire League.

The stadium is gorgeous, with Major League dimensions, nice dugouts and comfortable covered bleachers. If you hit a home run far enough, the ball would find its way into Raquette Pond.

This past season, it was not uncommon for up to 1,000 people to turn up to watch a baseball game on a hot summer night.

In the winter, there is plenty of recreation including hockey and curling at the revamped Recreation Center, which features some of the best ice in the region.

Now, the village is applying for a $15 million state Downtown Revitalization Initiative grant that would allow even more cool things to develop.

The main project of the grant application will be the renovation of the old Oval Wood Dish OWD factory across from Raquette Pond.

The plans call for converting the old abandoned mill property into 52 units of mixed work force and market rate housing. It would also include space for Raquette River Brewing, a popular brewery in Tupper, to establish an onsite production brewery.

The project promises to create one of the “hippest, coolest places to live in the Adirondacks,” says Melissa McIlraine, Village Director of Community Development.

The DRI plans also call for several other public-private developments along the waterfront and on busy Park Street.

If you add the Wild Center and all the great hiking, fishing, boating, snowmobiling and other attractions of the region, Tupper Lake could become the crown jewel of the Adirondacks if the DRI plans come to fruition.

Another shot in the arm would be a takeover of the Big Tupper Ski Resort, which has been closed for six years. Plans to reopen the ski center were part of the Adirondack Club and Resort project that never materialized.

There is an effort for the state to take over Big Tupper, but momentum for that slowed due to COVID-19. Hopefully interest will once again rise.

All in all, Tupper Lake seems to definitely have it going on and is worth a visit or two.

They say a rising tide floats all boats, and if Tupper Lake can boom, the effect will disperse to other areas in the region and help improve the quality of life in an already-great place to live.

We can never have too much of that.