



2022 Downtown Revitalization Initiative (DRI) Round 6 & NY Forward Application





Village of Cape Vincent

REDC Region: North County

County: Jefferson County, New York

Downtown: "Where Lake Ontario Meets the St. Lawrence River"

Contact: Jerry Golden, Mayor (email: TheMayor@CentralNY.TWCBC.com)

Vision

"Cape Vincent is a small-town, rural community with unique scenic, historical, and natural resources. We are committed to preserving these essential qualities that make it a desirable place to live while seeking to improve the local economy by promoting compatible residential and small business growth."

The community's vision has been renewed with a sharper focus on future growth that is sustainable and consistent with Cape Vincent's character. The community's preferences essentially remain the same: to protect its rural character, to respect and sustain the St. Lawrence River and Lake Ontario for both pleasure and commerce, to embrace our agrarian culture, promote our historical connections, and to achieve compatible economic and commercial growth.

Table of Contents

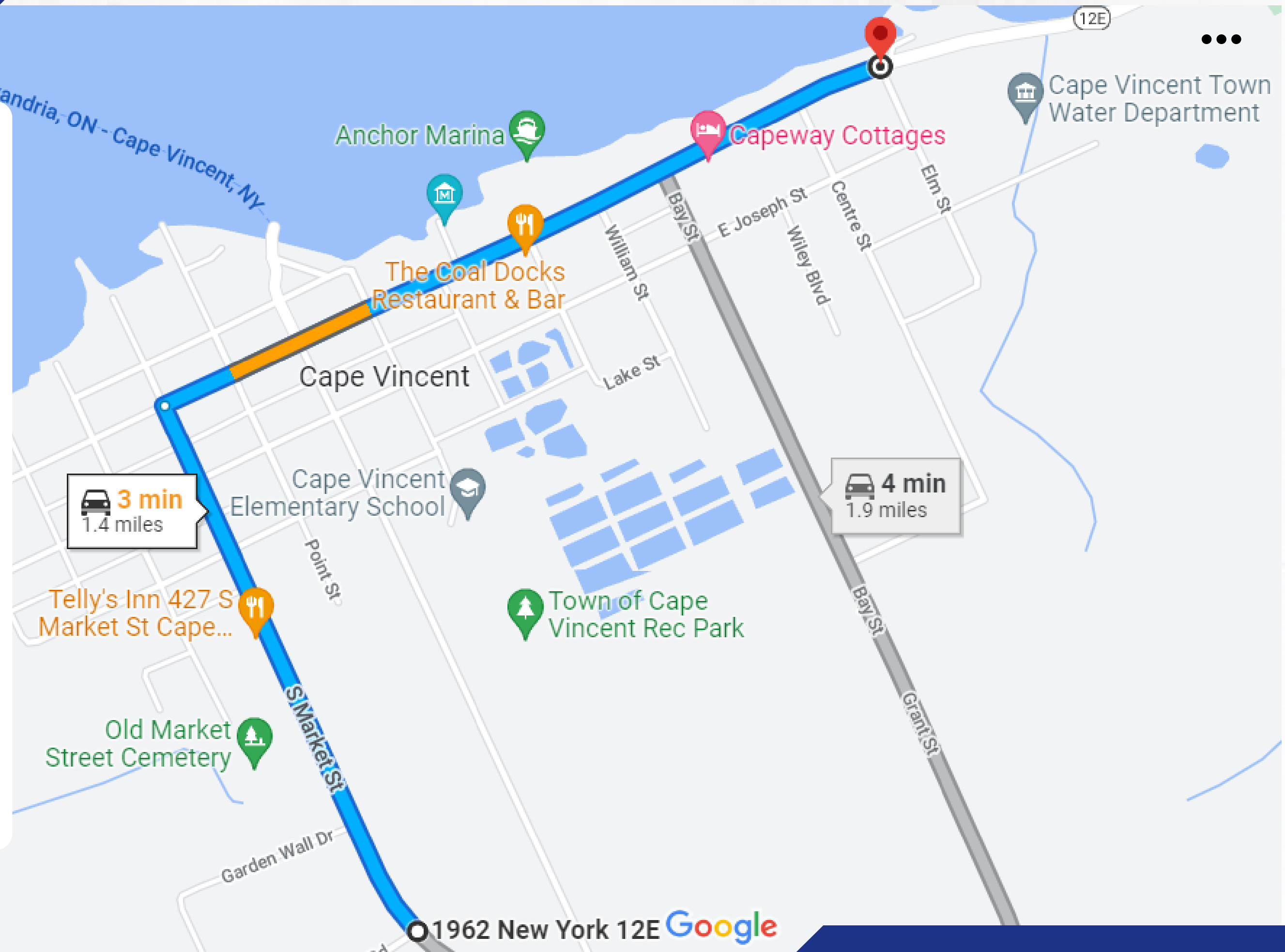


Vision Statement	Page 2
Table Of Contents	Page 3
Geographic Area & Justification	Pages 4 - 5
Past Investment & Future Potential	Pages 6 - 11
Recent & Impending Job Growth	Page 12
Quality of Life	Page 13
Supportive Local Policies	Page 14
Public Support	Page 14
Transformative Project Opportunities	Pages 15 - 18
DRI & NY Forward Project Summary	Page 19
Administrative Capacity	Page 20
Letters of Support	Page 21

Geographic Area & Justification

The DRI boundary area can be easily identified as Broadway Street from Market Street to Elm Street. Broadway Street is the main downtown, commercial area with some scattered multi-use and residential properties. Market Street is predominantly residential with a concentration of commercial near Broadway Street. The Village Green is located in the center of the downtown area where concerts and other activities are held.

The Villages derives its idyllic charm from the St Lawrence waterfront that runs parallel to Broadway Street.



Justification

The Village of Cape Vincent is located on the waterfront of the Saint Lawrence River near the confluence of Lake Ontario and directly across from Canada. The location of the Village played a major role in settling their community and establishing it as a major port for trade. Today, as an International Port of Entry and its idyllic charm and setting attracts tourists from all around the world!



Historic Downtown

St. Lawrence River
Community

Part of the Thousand Islands, Cape Vincent was settled by French missionaries and traders in the mid-1600s. Due to its location, Cape Vincent quickly became a major port of trade which is evidenced in the architecture and charm of the Village.

Walkable Downtown

Shopping, Parks, Eateries

The Village is pedestrian friendly. Tourists and shoppers can wander the parks, waterfront, eateries, and shops along Broadway Street. The goal is to make it more kind to walkers with reduced traffic speeds and introducing ADA compliance elements.

Urban Tourist Center

International Port of Entry

The Village of Cape Vincent sits directly across the St. Lawrence River from Ontario, Canada and with Horne's Ferry offering passage between the two countries. This draws both international and domestic tourists visiting Cape Vincent and the 1000 Islands Region.

Multi Use/Story

Charm, Access, Opportunity

Up and down Broadway St. there are multi-story and multi-use buildings with retail, restaurant, and office space on the street level and residential apartments on the upper stories. This makes the Village accessible and attractive to tourists, residents, and businesses, and adding to the overall charm.



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Past & Future Potential

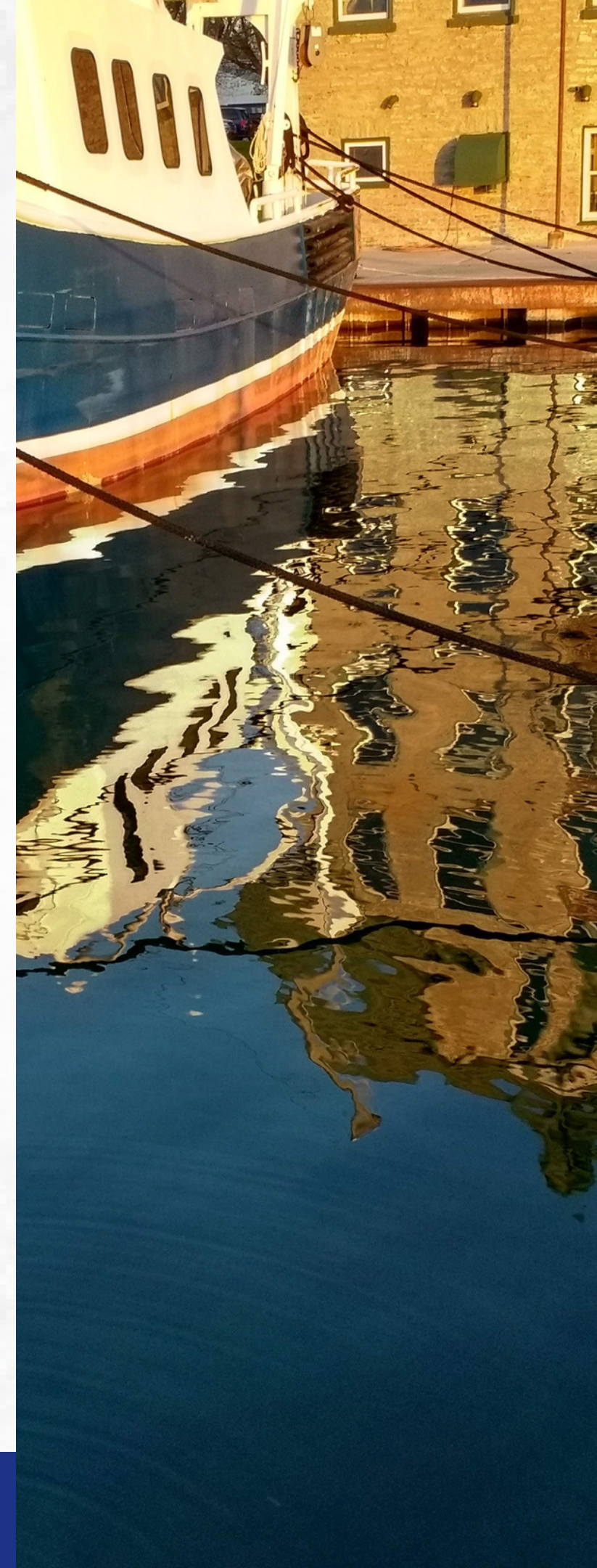
A tradition of Leveraging Studies to Facilitate
Planning for Downtown Development

Plans & Studies	
Study	Year
Comprehensive Plan	2003
Comprehensive Plan Update	2012
Local Waterfront Revitalization Plan (LWRP)	2019
Club Street Revitalization Plan	2012
Broadway Street Master Concept Plan	2010
Downtown Revitalization Study	2007

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Past & Future Potential Cont.

Municipal Investments	
Project	Investment
Village Storm Drain Infrastructure Upgrade (2015)	\$1,000,000
Village Sidewalks Repair Project (2012 - Present)	\$100,000
Zoning Code Update	\$20,000
Vehicle Changing Stations (2) Installation	\$50,000
Construction/Improvement of (3)Pocket Parks	\$200,000
Total Investment:	\$1,370,000



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Grant Awards & Match

Grant	Project	YTD	Local Share
NYS REDI Grant	Esseltyne Public Dock	\$824,980	\$43,420
	Point Street Seawall, Sidewalk, and Road	\$61,750	\$3,250
	Real Street Seawall	\$97,850	\$5,150
	Market Street Sewer	\$669,750	\$35,250
	Municipal Boat Ramp	\$47,500	\$2,500
	East End Park	\$3,075,720	\$161,880
	Municipal Dock	\$47,500	\$2,500
2019 CFA	Club Street Revitalization	\$843,750	\$240,000
2021 CFA	East End Park	\$750,000	\$450,000
USDA Grant	Village of Cape Vincent Wastewater Treatment Plant and Collections	\$1,900,000	\$4,300,000
USDA Loan		\$100,000	
NYS EFC Grant		\$2,000,000	
NYS EFC 0% Loan		\$4,200,000	
Green Project Reserve Grant		\$805,000	
SAM Grant Funding	Construction of playground and pickle ball courts	\$125,000	
	Club Street Marina seure property upgrades	\$250,000	
	East End Park construction of pavilion, showers, and locker room	\$100,000	
TOTALS:		\$15,898,800	\$5,243,950



Private Investment

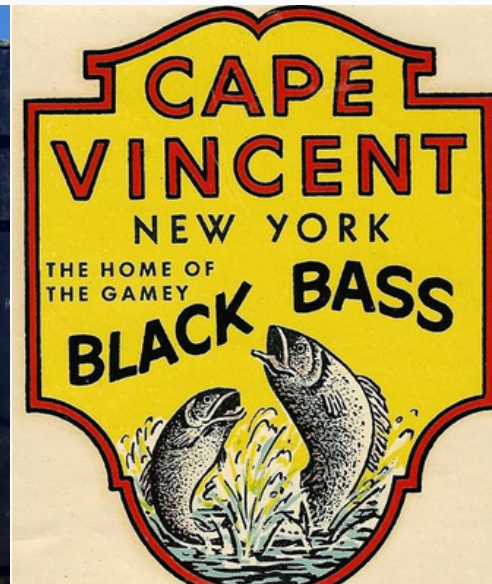


YTD Total Private Investment:

\$5,880,000

(Clockwise starting in the upper left corner)

Cape Vincent Brewing Co., Anchor Marina, Capeway Cottages, Clarks' Cove on the River, Riverview Lodging, Cape Dairy Hotel & Laundromat, Cape Commons, South Point Bakery, Bass Fisherman's Cabins, Telly's Inn, French Towne Market, Horne's Ferry, Cup of Joy, American Legion Post
Not Pictured: Chateau, Fisherman's Wharf Restaurant, Crave Deli, Fueling Boat Docks, Cape Vincent Art Council



... Private Investment YTD

Private Business	YTD
Cape Vincent Brewing Co.	\$550,000
Anchor Marina	\$500,000
American Legion	\$130,000
Riverview Lodging	\$275,000
Cape Commons	\$375,000
Capeway Cottages	\$400,000
Horne Ferry Dock Renovation	\$100,000
Cup of Joy	\$100,000
French Towne Market	\$400,000
Cape Dairy Motel & Laundromat	\$150,000

Private Business	YTD
Clark's Cove on the River	\$500,000
Cape Vincent Arts Council	\$250,000
Chateau	\$300,000
South Point Bakery	\$300,000
Bass Fishermen's Cabins	\$400,000
Telly's Inn	\$650,000
Fueling Boat Docks	\$250,000
Crave Deli	\$110,000
Fisherman's Wharf Restaurant	\$100,000
Total Private Investment:	\$10.286,000

Investment to Date

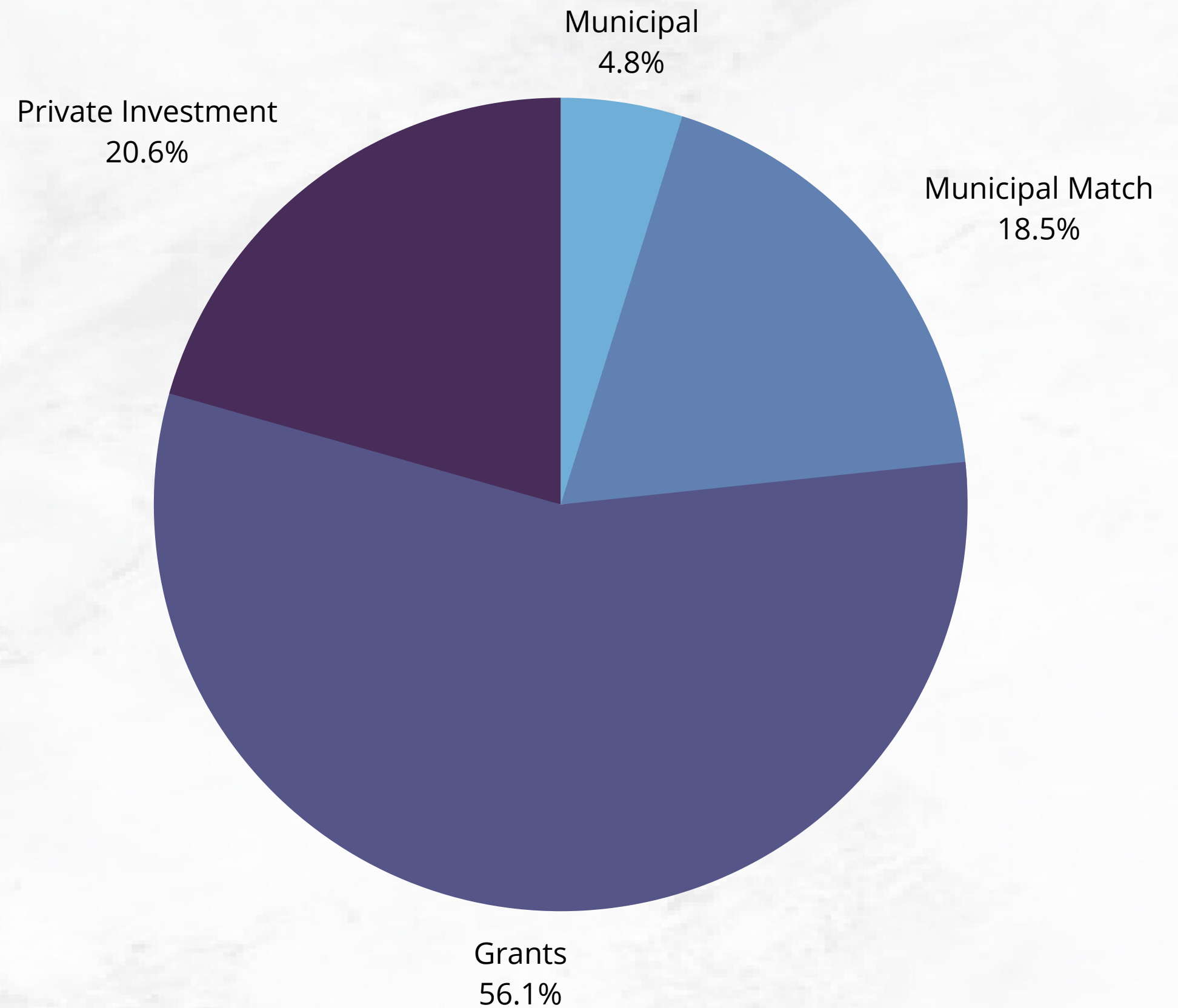
Municipal | Grant | Private

Municipal \$1,370,000

Municipal Match \$5,243,950

Grants \$15,898,800

Private \$5,880,000



Recent & Impending Job Growth

The DRI Round 6 will allow businesses to make the necessary enhancements to add jobs.

The NYS Correctional facility is the largest employer in Cape Vincent with approximately 450 employees. The public elementary school in the village employs 91 teachers and staff. Metal Craft, a manufacturer of boat parts, employs 35 full-time employees and plans to hire 30+ more over the next year. Metal Craft is located in a marina in the DRI area.

Downtown Cape Vincent has two new “anchor” projects occurring presently that will ensure job growth downtown. The Cape Vincent Brewing Co. has 9 employees and Telly's Inn employs over 35 people with hopes of growing. Many other small businesses have created new job opportunities and attracted a steady amount of tourists, as well as serving the locals who live in the community.

Quality of Life

The Village of Cape Vincent is a charming, historic waterfront community nestled on the St. Lawrence River directly across from Ontario, Canada. The Village embodies the feel and aesthetic of the renowned 1000 Islands and attracts international and domestic tourists year-round. As the only international port of entry in the region, tourists can travel between the US and Canada with ease through the Village of Cape Vincent. Residents and tourists alike enjoy the beautiful setting of the waterfront and enjoy strolling the local shops, eateries, and parks. With clearly marked wayfinding signs, patrons and visitors find it easy to navigate the Village. The Village is also home to many festivals and events that entertain the local residents and bring in visitors from all over, helping the local commerce to capitalize on placemaking activities that complement the 1000 Islands region.



Historic Waterfront

- 1000 Islands Community
- Historical Society Buildings with Markers
- Historical Anchors on Club Street



Green & Open Space

- Waterfront & Pocket Parks
- Trails
- Paths
- Dock
- Boat Launches



International Port of Entry

- Tourist Destination
- Horne Ferry
- US Customs
- Gateway to Canada



Arts & Culture

- 1000 Islands International Piano Competition
- French Festival
- Concert of the Green
- Art Show
- Fishing Tournaments



Walkability & Amenities

- Wayfinding Signage
- Road Diet (Pending)
- Bike Rentals
- Kayak Rentals



Mixed Use & Multi-Story

- Retail
- Office Space
- Apartments
- Waterfront Condos

Supportive Local Policies

To Increase Quality of Life and Environment

- Updated Comprehensive Plan
- Updated LWRP
- Road Diet Study to Increase Walkability
- Proposed Bike Trail plans
- Launched "Linger Longer" Campaign
- Installed Electric Vehicle Charging Stations

"The Brewery is located in the center of the Village and has weathered Covid, we've invested \$550,000, and have supported the Village and the DRI for the past 3 years. I want to see the Village become the centerpiece it deserves to be!"

Laurie Hanna, The Cape Vincent Brewing Co.

Public Support

Public Outreach & Meetings

- Wednesday, September 7, 2022, at 6 PM
- Thursday, September 8, 2022, at 8 AM
- Published a website with information & solicited public feedback



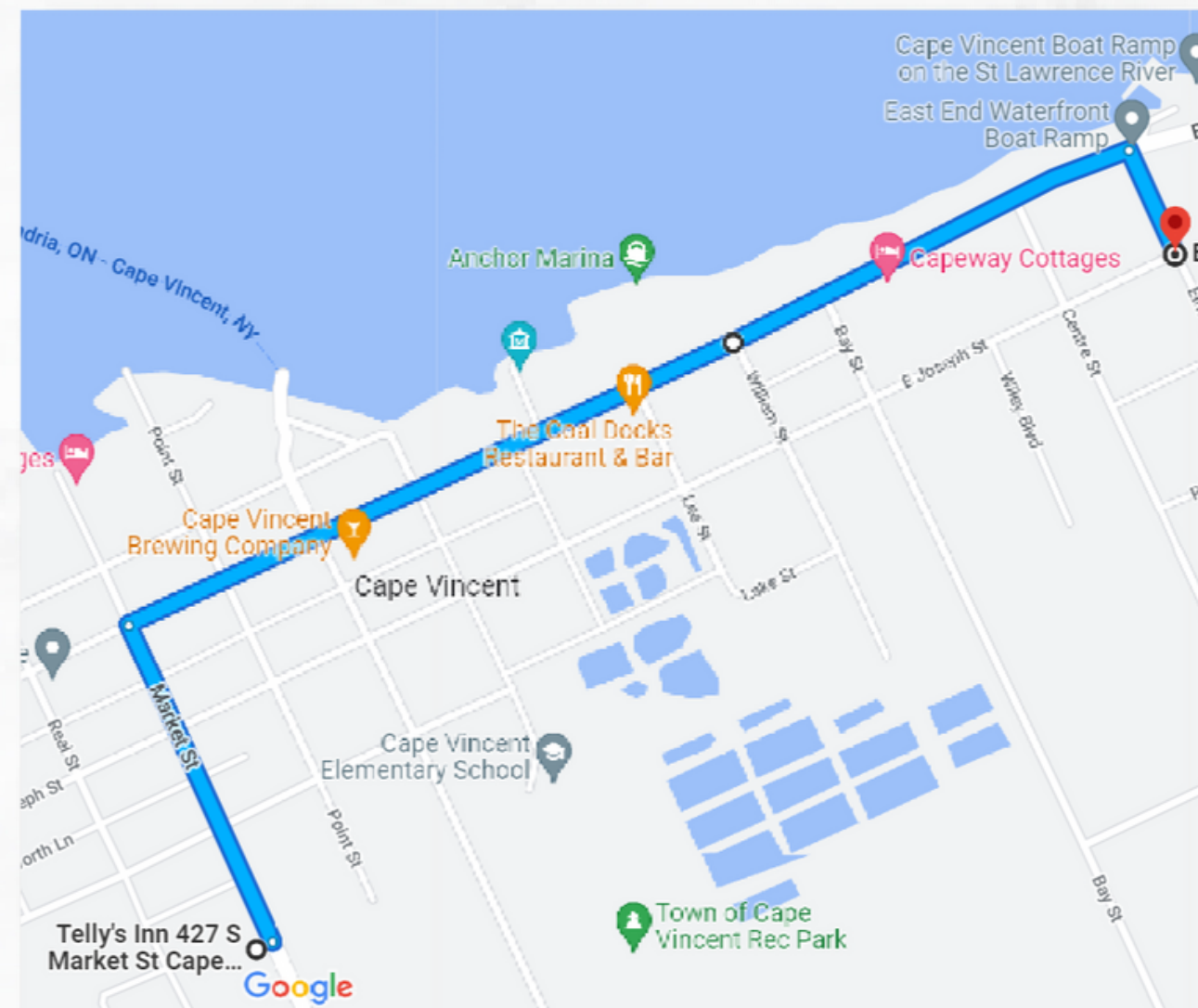
"The DRI Award would mean the world to our Telly's Inn family! It would help us hire more employees, take better care of the employees we have, and add enhancements for our customers! We love the Village so much, we just bought a home here!"

Jenny Letizia, Telly's Inn

Transformative Project Opportunities ...

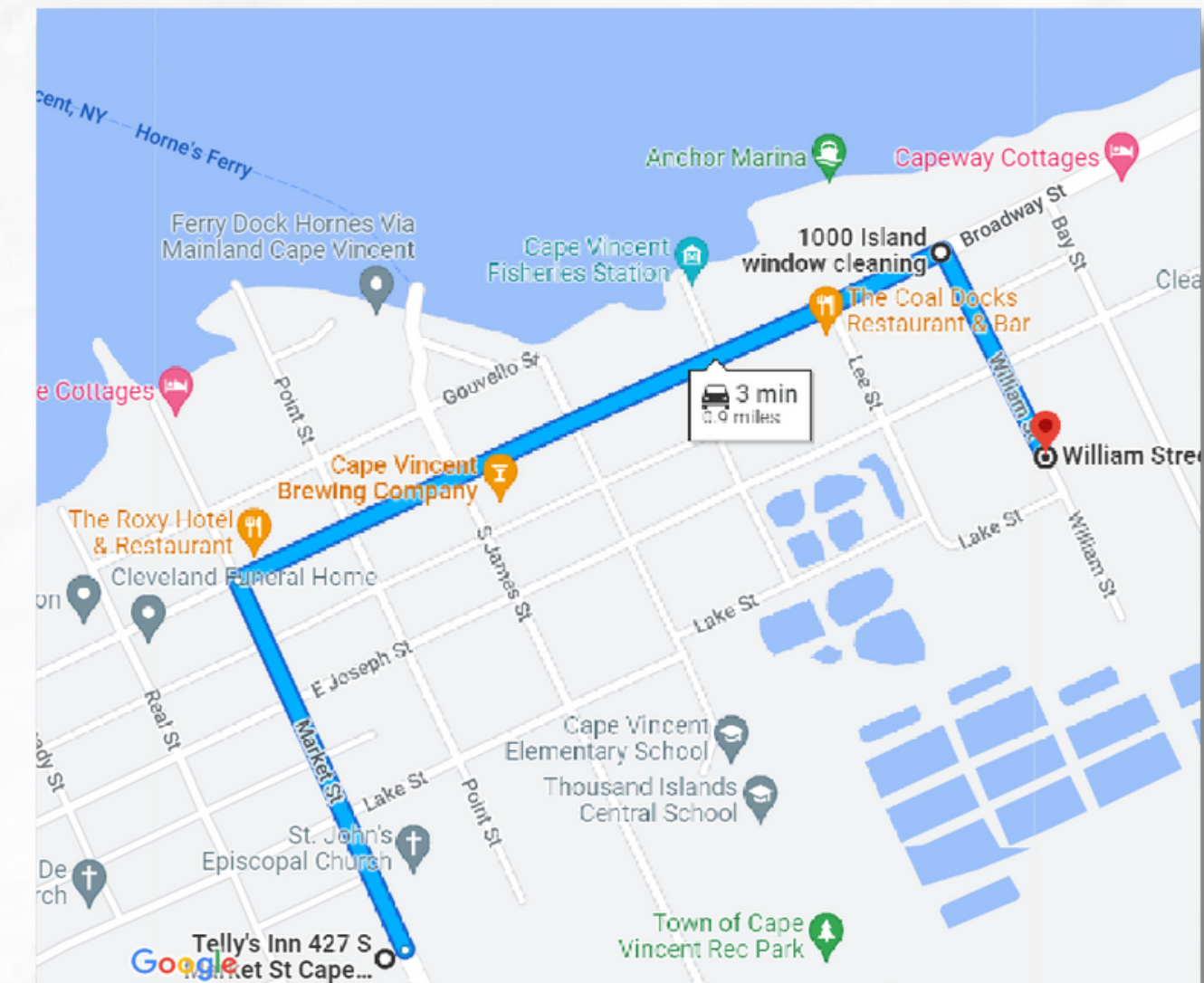
Downtown Revitalization Initiative Catchment

Broadway Street from Telly's Inn on Market Street to Elm Street



New York Forward Catchment

Broadway Street from Telly's Inn on Market Street to Williams Street



Transformative Project Opportunities

Municipal Downtown Revitalization Initiative (DRI) and NY Forward Projects

Waterfront Park Expansion

\$6,140,622

Phase 1

- Event Lawn
- Splash Pad
- Boater Facilities
- Stadium Seating

Phase 2

- Kids Play Zone
- Recreation Lawn

Phase 3

- Memorial Gardens
- Pedestrian Promenade
- Reflective Water Feature
- Legacy Trail Completion



Pedestrian Enhancement & Road Diet

\$1,048,248

To increase walkability, enhance wayfinding signage, and proposed bike lane/path

East End Park Phase II

\$710,000

To enhance recreational and shoreline amenities and benefit their economic growth/development.

Local Development Corporation (LDC)

\$500,000

Funding for façade programs below the DRI threshold of \$100,000

Transformative Project Opportunities

Private Downtown Revitalization Initiative (DRI) and NY Forward Projects

DRI	NY Forward	Private Business	Description	Ask
X	X	Cape Vincent Brewing Co.	Exterior building improvements, kitchen upgrades, restaurant incubator	\$300,000
X	X	Anchor Marina	Mixed-use, multi-story waterfront building	\$3,000,000
X	X	Ambulance Station with Child daycare	Building renovation to add mixed-use child daycare, EMS lodging, and apartments	\$2,400,000
X		Riverview Lodging	Updating long-term and short-term rental units	\$350,000
X		Cape Commons	Mixed-use combining Pop Up Retail Plaza/Season Merchant Kiosks and residential apartments	\$1,040,000
X		Capeway Cottages	Renovate/replace 2 cottages to year-round use, façade, water, and electrical upgrades for year-round rental	\$350,000
X	X	Horne Ferry Dock Renovation	Update dock	\$375,000
X		Cup of Joy	Kitchen upgrades and outdoor seating	\$400,000
X	X	French Towne Market	Building upgrades, adding cruiseship supply logistic service	\$350,000
X		Cape Dairy Motel & Laundromat	Hotel room and amenities upgrades, gas pump upgrades	\$250,000
X		Clark's Cove on the River	Add duty-free shop, rooftop outside seating construction, restaurant/kitchen construction	\$400,000
X		Cape Vincent Arts Council	Purchase building to establish museum	\$750,000
X	X	Chateau	Mixed-use, multi-story upgrades	\$200,000

Transformative Project Opportunities

Private Downtown Revitalization Initiative (DRI) and NY Forward Projects Continued



DRI	NY Forward	Private Business	Description	Ask
X		South Point Bakery	Mixed-use upgrades to 2nd story apartments and construct bakery	\$250,000
X		Bass Fishermen's Cabins	Construct new cabins	\$750,000
X	X	Telly's Inn	Restaurant renovations and food truck	\$500,000
X		Fueling Boat Docks	Build only fuel source/dock	\$475,000
X	X	Cape Vincent Fire Department	Buidling renovations & add fire museum space	\$136,750
X	X	Crave Deli	Kitchen upgrades and outdoor seating	\$396,000
TOTALS:				\$12,672,750

Transformative Project Summary

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Breakdown of Downtown Revitalization Initiative (DRII) Round 6 and New York Forward
Municipal & Private Projects

DRI Municipal Projects \$8,398,870	NY Forward Municipal Projects \$3,128,448
DRI Private Projects \$12,672,750	NY Forward Private Projects \$9,132,750



Administrative Capacity

Currently administering \$11,000,000 in NYS funding

The Village of Cape Vincent has successfully administered many State and Federal Grant Programs including a REDI Grant and doing it concurrently.

Dedicated, in-house professional grant administrator.

Their success in attracting grant funding for the community and regional projects is a testament to the community's commitment to careful planning with extensive community input.



Village of Cape Vincent

P.O. Box 337
Cape Vincent, New York 13618
(315) 654-2533

Voice and TDD Number is 711 or 1-800-662-1220

September 16, 2022

Stephen Hunt, Regional Director
James McKenna, Chair
North Country REDC
Dulles State Office Building
Watertown, NY 13601

Director Hunt and Chair McKenna:

Cape Vincent, located at the confluence of the St. Lawrence River and Lake Ontario, is rich in natural resources and has a historical heritage that evokes pride from its citizens. With a proper plan, the potential of the community is great and the downtown area can serve as the keystone.

The proposed strategy of the revitalization plan is to develop a community-wide vision and guide to create a sustainable future for Cape Vincent. It is built on previous planning efforts and the desires of the current residents. The goal of the plan is to preserve the culture and small-town charm of Cape Vincent, while providing for controlled growth of the downtown district and enhancing the quality of life for the total community.

The plan was developed from input of more than 800 residents and 30 business owners of the Cape Vincent Community. The goals and actions detailed in the plan range from readily attainable to rather large in scope and have been derived from the recommendations of the citizens of Cape Vincent. Therefore it is Cape Vincent's plan for downtown revitalization.

The implementation and results of this plan are targeted to deliver a vibrant and profitable downtown district that will serve as a social, cultural and commercial center of the community. The downtown area is the heart of a community and its vitality is reflective of the overall health of the community.

On behalf of the business community, civic groups, non-profits, and most importantly, its residents, we thank you for the opportunity to compete for the Downtown Revitalization Initiative.

Sincerely,

Jerry D. Golden

Jerry D. Golden
Mayor

CHAIR OF THE SENATE
MINORITY CONFERENCE

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

THE SENATE
STATE OF NEW YORK



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

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

September 19, 2022

Mr. Stephen Hunt, North Country Regional Director, Empire State Development
Mr. James McKenna, Chair, North Country REDC
Dulles State Office Building
317 Washington Street
Watertown, NY 13601

To Whom It May Concern:

I write today to express my strong support for the Village of Cape Vincent's Downtown Revitalization Initiative (DRI) program application.

If successful in obtaining funds, the Village plans to move forward with a number of exciting projects to help boost tourism, create jobs and improve the community for residents and visitors alike. Tentative projects include:

- The revitalization of East End Park and Club Street;
- Improvements that will make the Village more bike-friendly;
- New, high quality housing;
- The construction of mixed use buildings that will help in the effort to launch new businesses and create much-needed jobs;
- Renovations to local marinas, as well as ferry operations essential to shuttling travelers to and from Canada; and
- A museum and other efforts that will pay tribute to the area's rich history.

When downtowns thrive, entire communities thrive. DRI funding would be the catalyst the Village of Cape Vincent needs to boost its economy, create jobs and create an overall more vibrant community. Again, I strongly support their application for funding. Should you have any questions regarding my support of their request, please do not hesitate to contact my office.

Sincerely,

A handwritten signature in black ink, appearing to read "Patty Ritchie". The signature is stylized with large, flowing loops for the letters "P" and "R".

Patty Ritchie
State Senator



Jefferson County Industrial Development Agency

800 Starbuck Avenue, Suite 800
Watertown, New York 13601

ph: 315.782.5865 / 800.553.4111
fx: 315.782.7915

www.jcida.com

September 16, 2022

James McKenna, Co-Chair
North Country Regional Economic Development Council
c/o Stephen Hunt, Regional Director
Empire State Development
317 Washington Street
Watertown, NY 13601

Dear Jim:

I wish to express our agency's support for the Village of Cape Vincent's application for funding through New York State's Downtown Revitalization Initiative. The health and vitality of our community centers helps to attract and retain talent to the region and is also key to making a good impression on businesses considering locating in the region.

We also offer our assistance to those local businesses planning to undertake private development projects as part of the village's DRI proposal. The JCIDA administers loan programs that can provide the gap financing necessary to help small and large businesses undertake such projects. For those that need such financing to grow and expand, we encourage them to contact our office.

I commend the comprehensiveness of Cape Vincent's DRI proposal. Along with the variety of anticipated private development projects, it advances all three Placemaking strategies in the North Country Regional Economic Development Council's strategic plan. It advances the region's strategies to create a vibrant, livable center of commerce; activate tourism as a driver to diversify our economies; and to develop a variety of housing option necessary to attract and retain residents and a quality workforce. The plan also advances Jefferson County's Comprehensive Economic Development Strategy goals for downtown revitalization and tourism development.

Sincerely,

A handwritten signature in blue ink that reads "David J. Zembiec".

David J. Zembiec
Chief Executive Officer

Supervisor

Marty T. Mason

Town Clerk/Tax Collector
Michelle A. Bouchard

Council

Paul F. Aubertine
Timothy D. Maloney
Daniel A. Wiley
Alan Wood

Superintendent of Highways
William Pond

TOWN OF CAPE VINCENT

Jefferson County, New York 13618



Assessor

Rebecca Trudell

Historian

Jean Ebert

Planning Board Chair

Richard Macsherry

Board of Appeals Chair

Edward Hludzenski

Zoning Enforcement Officer

Cody Higgins

September 5, 2022

Ty Stone, Co-Chair
James McKenna, Co-Chair
North Country REDC
Dulles State Office Building
Watertown, NY 13601

Chairs McKenna and Stone:

I am writing this letter to express my hearty support for the 2019 Downtown Revitalization Initiative Grant (ORI) application that is being submitted by the Village of Cape Vincent.

The Town and Village of Cape Vincent have a shared vision which has been renewed with a sharper focus on future growth that is sustainable and consistent with Cape Vincent's character. The community's preferences essentially remain the same: to protect its rural character, to respect and sustain the St. Lawrence River and Lake Ontario for both pleasure and commerce, to embrace our agrarian culture, to promote our historical connections, and to achieve compatible economic and commercial growth.

The Town of Cape Vincent has bested interest in the positive growth of the downtown area. The town has put "skin in the game" in downtown revitalization efforts with both financial resources and time spent in the collaboration of various studies and planning projects with the village. We will continue to collaborate with our partners in the village.

Cape Vincent is poised for greatness. We in town look forward to working closely with the village and the state to administer any ORI grant funding that comes our way. Our successful record of collaboration will help to show the world anything is possible and the future is limitless in Cape Vincent, where "Lake Ontario Meets the St. Lawrence River".

Please contact me anytime for assistance.

Respectfully submitted,

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

Marty Mason, Town Supervisor

"This institution is an equal opportunity provider, and employer. To file a complaint of discrimination, write to: USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, S.W., Stop 940, Washington DC 20250-9410. Or call toll-free at (866)632-9992 or (800) 377-8642 TDD or (866)377-8642 (federal-relay)"

Robert W. Cantwell III

Jefferson County Legislator - District One
39648 Carrier Ridge Road
Clayton, NY 13624
315-882-3145
rcantwell@co.jefferson.ny.us

September 21, 2022

Stephen Hunt
Regional Director
North County Regional Council
Dullas State Office Building
Watertown, NY 13601

James McKenna
Regional Co-Chair
North County Regional Council
Dullas State Office Building
Watertown, NY 13601

Re: 2022 NYS Downtown Revitalization Initiative for the Village of Cape Vincent, NY

Dear Regional Director Stephen Hunt and Regional Co-Chair James McKenna,

I am excited to express my support for the Village of Cape Vincent's 2022 NYS Downtown Revitalization Initiative Application.

The Village of Cape Vincent is located at the Western most point of the mighty St. Lawrence River, which is the gateway to the entire 1000 Islands Region. Its slogan has been coined "where the Lake meets the River". Funding this application will provide not only resources this community needs for infrastructure and enhancements but will also bolster an economic engine that will transform this village into a vibrant year-round community.

As Jefferson County Legislator for the community of Cape Vincent, I strongly support the Village of Cape Vincent's DRI application. If I can be of further assistance, please don't hesitate to contact me at the number or email provided above.

Sincerely,

Robert W. Cantwell III
Enclosure

Cape Vincent Improvement League

PO Box 194
Cape Vincent, NY 13618
capevincentimprovementleague@gmail.com
cell: 360-790-9603



September 7, 2022

TO: Cape Vincent Town Council & Village Board

On behalf of the Cape Vincent Improvement League, thank you for the opportunity to provide ideas for possible projects for the **Downtown Revitalization Initiative (DRI)**. As you may know, the Improvement League has been in existence since 1916. Our mission and contributions have always been to improve and benefit the Community. Below is a consolidated listing of our members' ideas for the ORI:

1. Make the Ferry Entrance into Cape Vincent an attractive and appealing location for visitors. An alternative could be that the Town/Village obtain ownership of the ferry entrance and lease it back to the ferry owner. Thousands of visitors and residents use the ferry annually.
2. Obtain the old Train Station and adjacent marina and restore that area into a visitors and tourist destination point. Restrooms, showers, picnic area, park, swimming area all could be added and visitors would travel via boat and land to Cape Vincent and spend time and money.
3. Transform East End Park with a beautiful marina and boat launch area. Add a fish cleaning station so fisherman can clean their catch on location and have a place where the fish guts are disposed of properly. Finish the Pavilion that's been ongoing for years so there are bathroom facilities and a picnic area.
4. Add a restroom facility near the Village Dock (not a portable toilet). Add better signage that tells boaters where to go to Customs, the Chamber of Commerce, restaurants, shops, Tibbetts Point Lighthouse, etc. (i.e. Visitor Information)
5. Restoration of the Keepers Quarters and Tibbetts Point Lighthouse. This lighthouse receives thousands of visitors every year. The hostel adds an international flair to Cape Vincent. Make those facilities a premier destination point for visitors.