



## BASIC INFORMATION/APPLICATION COVER PAGE

**REDC Region:** North Country  
**Program applying for:** Downtown Revitalization Initiative (DRI)  
**Municipality Name:** Town of Ticonderoga  
**Downtown Name:** *Downtown Ticonderoga: Revolutionizing the Future of Downtown Ticonderoga*  
**County Name:** Essex County  
**Applicant Contact(s):** Mark A. Wright, Town Supervisor  
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**DownTown**  
**Revitalization**  
**Initiative**  
TICONDEROGA, NY

# Town of Ticonderoga

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Town Council

Dave Woods  
Joyce Cooper

Town Council

Tom Thatcher  
Tom Cunningham

September 23, 2022

Dear Mr. McKenna,

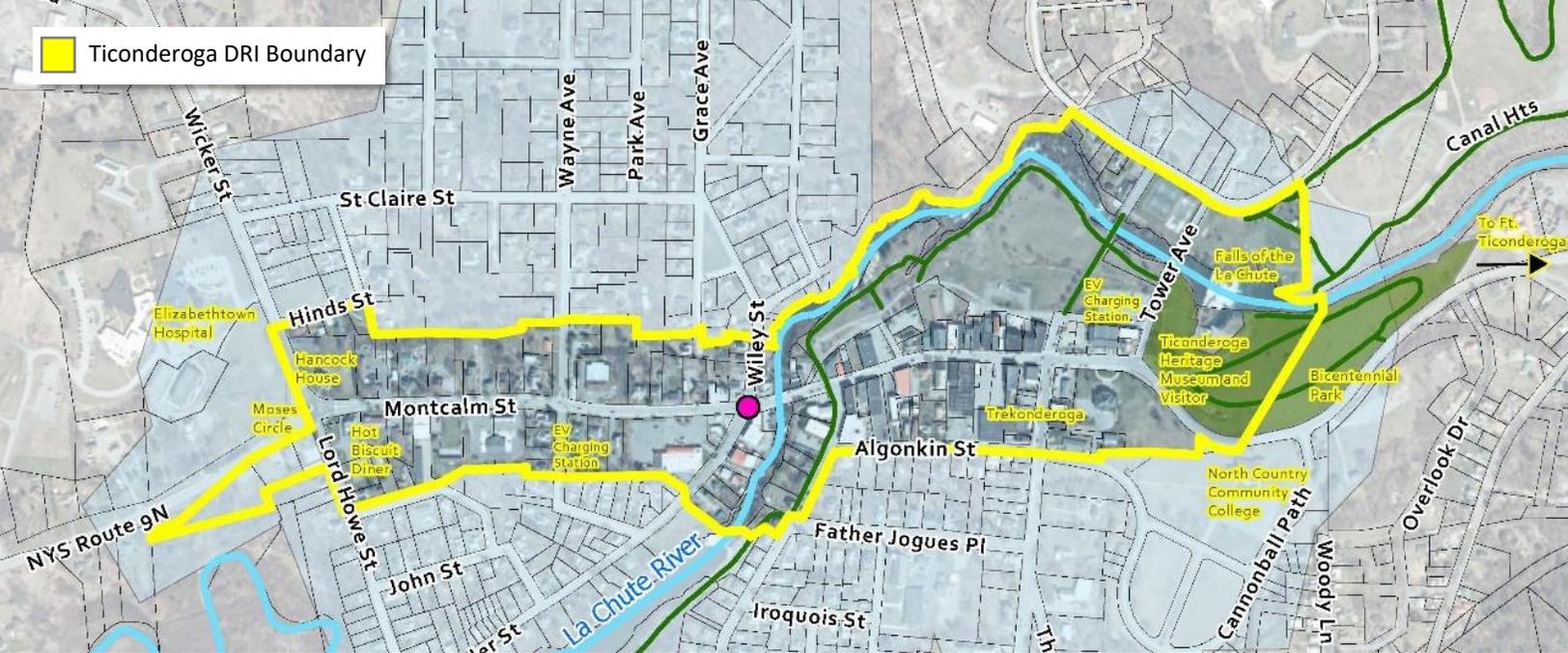
As Ticonderoga Town Supervisor, I am excited and honored to present the Town of Ticonderoga's Round VI Downtown Revitalization Initiative application to the North Country Regional Economic Development Council. Our vision looks to the future while recognizing our identity as a historic community. We seek to continue the transformation of our downtown as a vibrant, regional business and cultural hub for recreational opportunities and experiences within the unique scenic backdrop of the Adirondack Mountains and Champlain Valley.

Ticonderoga's leadership, residents, businesses, and professional organizations are ready for renewal. Economic conditions are changing with increasing opportunity and potential as evident with recent private development and investment. The determined efforts of our local businesspeople through the Pandemic are evidence of our resolve. We on the verge of a revolutionary revitalization like never before in our past and DRI will energize our efforts. Our recent activities build on the long-term revitalization work led by PRIDE of Ticonderoga, the Ti-Alliance, Ticonderoga Area Chamber of Commerce, key community leaders, and the efforts of the local DRI application committee formed in January 2022. We realize community engagement and buy-in is critical and we have successfully engaged in six public outreach events, engaging over 500 residents. Positive community response demonstrates public support and readiness to revitalize our downtown.

We understand investing in ourselves is necessary before others will invest in us. Therefore, the Town has reinitiated its Economic Development Committee and expanded its extensive partnerships and cooperation with local revitalization and promotional organizations. We have partnered with property owners to develop plans and projects which address our downtown infrastructure, landscape, and vacant store front issues. Recent investments include safe drinking water and conservation projects, wastewater treatment improvements, rebuilding critical streetscape infrastructure, creating the LaChute the River Walk Trail, enhancing recreation areas, and taking innovative approaches to attract and welcome new investment.

In summary, Ticonderoga is ready. We are in the ideal location within Essex County and at the right time for investment. Now is the time to capitalize on the positive investment climate necessary to return our downtown into a four season destination for visitors and residents in this region of NY State.

Mark A. Wright  
Ticonderoga Town Supervisor



## GEOGRAPHIC AREA & JUSTIFICATION

Downtown Ticonderoga is undergoing a community renaissance, which reverberates into every facet of life, fueling entrepreneurial enterprises, community collaboration, increased tourism, and a shared bold vision. Ticonderoga has made extensive investments in downtown revitalization in recent years, including development of the LaChute River Trail, upgraded park facilities, adopting new zoning policies that encourage mixed-use downtown, and funding façade and other public space improvements. In parallel, private and non-profit organizations have been transforming vacant buildings into mixed-use spaces, establishing a downtown art gallery and co-working space, and choosing downtown Ticonderoga as their community of choice to establish or grow their business. An infusion of DRI funding would build on these investments to accelerate the transformation of downtown. The proposed transformative projects would help “fill in the gaps” by reactivating underutilized properties and public spaces, catalyzing further pride and investment in the downtown.

The proposed DRI area, illustrated above, centers on the Montcalm Street corridor and includes the best of what Ticonderoga has to offer. Stretching from the western gateway at Moses Circle to the Falls at the LaChute River, this walkable and dynamic area encompasses “The Hill” district, “the Crossings”, the Downtown, and a portion of the spectacular Percy Thompson Bicentennial Park.

“Moses Circle” is a vibrant mixed-use neighborhood with historic residential homes and apartment buildings alongside landmarks and amenities such as the historic Hancock House Museum, the Liberty monument, popular restaurants, tourist lodging, food and beverage shops, and the fire station.

“The Crossings,” where Montcalm Street crosses the LaChute River between Wiley Street and Lake George Avenue provides a centerpiece to the DRI area. This gateway to downtown provides public parking, pedestrian access points, and numerous active features including the river and bridge crossing, the LaChute River Trail, and the Lakes to Locks Plaza. The Crossings is also home to many active businesses and one of the oldest commercial structures in the DRI - the 140-year-old Agway building – which presents a unique redevelopment opportunity.

The downtown business district between Lake George Avenue and Champlain Avenue boasts a dense assortment of beautiful and historic buildings dating back to the mid-1800s. They host an eclectic mix of businesses including the Ticonderoga Natural Food Co-op, Star Trek Original Series Set Tour, Fox and Fern Adirondack Mercantile, and Burleigh’s Luncheonette.

Lastly, the LaChute River provides a dramatic and scenic backdrop to the downtown and offers a range of recreational opportunities. After a stop at the Ticonderoga Heritage Museum and Visitor Center, visitors can take in the view of the

falls from Bicentennial Park, then continue along the LaChute River Trail, a multi-modal link connecting downtown to nearby neighborhoods.

## VISION STATEMENT

As part of an extensive DRI public engagement process, the following vision statement was created by the Ti DRI Steering Committee and vetted by the community:

*“Set against the scenic backdrop of the LaChute River, Lake George and Lake Champlain, Ticonderoga is a hub for Adirondack and Champlain Valley recreational opportunities and experiences. The downtown is a vibrant, regional business and cultural hub that looks to the future while recognizing its identity as a historic community.*

*At the heart of the downtown is Montcalm Street, a pedestrian-friendly corridor that features charming specialty shops and restaurants, a mix of heritage tourism and pop culture venues, arts and entertainment attractions, and contemporary services. The corridor is surrounded by natural beauty and public open spaces that offer visitors and residents an opportunity to experience a variety of outdoor activities within walking distance of downtown.”*

Implementing the transformative projects identified in the Ti DRI application will not only help the town to achieve this vision, but it will also advance the NCREDC’s vision by: creating a vibrant downtown that will attract entrepreneurs; investing in community development infrastructure; elevating the global recognition of the region as one of the special places to visit, live, work and study; and activating tourism as a driver to diversify the economy by creating demand to accelerate private investment.

## PAST INVESTMENT AND FUTURE INVESTMENT POTENTIAL

### Past, Present & Future

Ticonderoga is undergoing a renaissance, due in part to the leadership of the Town and the capacity of groups like the Ticonderoga Area Chamber of Commerce (TACC), PRIDE of Ticonderoga, Ticonderoga Montcalm Street Partnership (TMSP), the Essex County IDA, and Ticonderoga Revitalization Alliance, who have successfully shepherded dozens of downtown revitalization projects over the past decade. These organizations have worked with the private sector to capitalize on over \$62 million of new investment and are currently working to develop more than a dozen future projects.

TACC President and CEO Matthew J. Courtright summed up the town’s progress recently, explaining:

“Ticonderoga’s businesses, organizations, investors, and municipality have been significantly committing their resources into their businesses, buildings, and the community. Numerous new businesses have opened, businesses have expanded, new recreational opportunities have been created, and we collectively have been working diligently to maintain momentum moving forward and upward like the NYS motto “Excelsior.”

With additional investment from the Downtown Revitalization Initiative, the community will continue our work and amplify our current efforts. This DRI funding will allow our community to capitalize on prior and current investments to attract new businesses, tourists, and residents to Downtown as well as support redevelopment, cementing Ticonderoga as a premiere destination for current and future generations. We believe that these funds will result in an immediate and long-term continued revitalization with far-reaching economic benefits that will span beyond Downtown Ticonderoga and into the North Country region.”

As illustrated in the tables below, over **\$122 million** has been invested in or near the DRI area since 2013, of which at least **\$62 million** was private investments. Key projects include:

- ✓ **\$28 million in Water and Wastewater** infrastructure upgrades, which is essential to support economic growth
- ✓ **\$232,000 in Streetscape Upgrades**, that resulted in enhanced pedestrian safety
- ✓ **Over \$780,000 invested in Arts and Education**, including a new downtown art gallery
- ✓ **30 + Building Renovations** including the Burleigh House and Circle Court Motel
- ✓ **\$12.6 million toward Health Care Facilities**, improving critical access to emergency, general practice, and specialized care for current and prospective families
- ✓ **Over \$29 million** invested in **Downtown Buildings**, including facades and interior improvements
- ✓ **Over \$1.5 million** toward new and improved **Mixed-Use Spaces**, including a new Co-working Space
- ✓ **\$1.1 million in Downtown Tourism Anchors**, including the LaChute River Walk and Star Trek Original Set Tour
- ✓ **\$10.2 million** in support to **New and Expanded Businesses** and local employers
- ✓ **89 new Downtown Apartment Units added**, including 70 family and senior units at Moses Circle and Montcalm Manor

Building on these recent projects, Ticonderoga is continuing to invest in new tourist sites and amenities, public parks, historic façade restoration, expanding main street businesses, and affordable housing. The proposed DRI projects reflect these priorities and will help the Town unlock additional private investment.

**Table A: Recent Public Investment in the DRI and Surrounding Area**

	PROJECT	AMOUNT	FUNDING SOURCE	YEAR(S)
<b>WATER &amp; WASTEWATER</b>	Water Meter Project	\$2,395,000	Town of Ticonderoga (Town)	2022-25
	5-Mile Creek Culvert	\$624,743	NYS DOT Bridge NY, Town	2022
	Lead Line Upgrade	\$527,435	NYS Safe Drinking, Town	2022
	Wastewater Upgrades	\$8,315,000	Municipal EFC Short-term Financing	2021-22
	CSO & Upgrades	\$20,200,000	EFC WIIA, DEC WQIP, EFC GIGP, Town	2017-21
	Upper Chilson Upgrades	\$2,124,000	FEMA, Town	2015-21
	Water Upgrades	\$13,900,000	EFC WIIA, NYS OCR, FEMA, Town	2015-21
<b>MULTI-MODAL &amp; PUBLIC SPACES</b>	Muni Airport Upgrade	\$840,000	FAA Economic Development Grant	2022
	Sidewalk Upgrades	\$230,000	Town of Ticonderoga	2022
	Montcalm Streetscape	\$2,000	Essex Co. Creating Healthy Community Fund, NYS OCR NY Main St.	2017
	LaChute River Walk	\$27,500	Lake Champlain Basis, DOT TEP, Co. Healthy Communities, Co. Creating Healthy Places, LWRP	2013-22
	Sports Field Complex	\$10,000	Town of Ticonderoga	2017, 2021
	The Armory Building	\$24,000	Public/private partnership	2022
	Black Watch Library	\$18,126	Town of Ticonderoga	2022
<b>HEALTH</b>	HHHN	\$4,600,000	NYS Health Care Facility Transformation	2019-22
	Moses Ludington Hosp.	\$4,100,000	NYS Health Care Facility Transformation	2017-19
<b>ARTS &amp; SCHOOL</b>	Ti Vocational School	\$702,226	USDA Rural Bus Development, Town	2019-21
	Ti-Arts	\$2,250	DEC, Essex County Arts	2013-22
	NCCC	\$12,760	NYS Empire State Development (ESD)	2014

	PROJECT	AMOUNT	FUNDING SOURCE	YEAR(S)
SMALL BUSINESS ASSISTANCE	Burleigh House	\$100,000	National Grid Main St grant	2020-21
	Circle Court Motel	\$21,000	NYS OCR NY Main Street Program	2017
	Downtown Storefronts	\$100,000	NYS DEC Micro grant	2020
	Montcalm St. Façades	\$443,100	NYS OCR NY Main Street Program	2017
	IDA COVID Grant	\$2,900	Adirondack Foundations' Sun Fund Program	2020
	Paper and Pencil	\$500,000	NYS OCR NY Main Street Anchor Grant	2021-22
	Ticonderoga Coop	\$94,822	ADK Park Community Smart Growth	2014-20
	Libby's Café and Apts	\$45,000	NYS OCR, NY Main Street Grant	2012-13
	Star Trek Set Tour	\$104,213	NYS ESD Market New York Program	2020-21
STUDIES	18th Century Saw Mill	\$195,512	GF National, LWRP, Smart Growth	2012-22
	Cobbler's Bench	\$20,000	NYS OCR NY Main Street Program	2019
	Building Reuse Study	\$20,000	NYS OCR NY Main Street Program	2019
<b>Total</b>		<b>\$60,301,587</b>		

Table B: Recent Private Investment in the DRI and Surrounding Area

PROJECT	ADDRESS	AMOUNT	DESCRIPTION
Circle Court Motel	6 Montcalm St.	\$493,050	Building Purchase; Building Renovation
Latchstring Apartments (3 units)	20 Montcalm St.	\$100,000	Building Purchase; Renovation
Stewarts	26 Montcalm St.	\$1,100,000	New Building; Site improvements
MontCalm Spa and Apts (6 units)	43 Montcalm St.	\$295,000	Building Purchase; Renovations
Building Reuse Study	74, 85, 110 Montcalm	\$5,000	Pre-development
Agway Building	74 Montcalm St.	\$80,000	Building Purchase
Adirondack Trading Post	102 Montcalm St.	\$25,000	New Business; Interior Renovations
Roxie's Salon - Mixed Use (1 apt)	105 Montcalm St.	\$350,000	Building Purchase; Interior Renovations
Hacker Building	108 Montcalm St.	\$95,000	Pre-development, Building Purchase; Repairs
Ticonderoga Natural Foods Coop	109 Montcalm St.	\$310,255	Building Purchase; Façade; Renovations
Star Trek Original Series Set Tour	112 Montcalm St.	\$942,450	Bldg purchase; Restoration; Landscaping
Cobbler's Bench Building	116 Montcalm St.	\$60,000	Pre-development; Exterior Improvements
Fox & Fern Adirondack Mercantile	119 Montcalm St.	\$225,000	Interior Renovation; Façade; Fixturing
Ti Arts Gallery	119 Montcalm St.	\$39,007	Interior Renovation; Façade, Plein Air Festivals
Burleigh House	120 Montcalm St.	\$2,000,000	Mixed-use; Exterior and Interior Renovations
Burleigh's Luncheonette	121 Montcalm St.	\$424,500	Business Expansion
Libby's Bakery & Apts (3 units)	92 Montcalm St.	\$485,000	Mixed-use; Building Purchase and Renovation
Paper and Pencil Restaurant	117 Burgoyne Rd	\$850,000	Building Purchase; Renovation; Dining deck
Apartments	170 Champlain	\$150,000	Building Purchase
Mixed-use (3 retail spaces, 6 apts)	172 Champlain	\$340,000	Building Purchase; Interior Renovations
Mixed-use and Co-working Space	174 Lake George	\$425,000	Building Renovation; Interior Renovations
Black Watch Memorial Library	99 Montcalm St.	\$50,000	Land and Building Purchase
Punky Noodles Children's Museum	174 Lake George	\$75,000	Facility Creation and Expansion
Champ Café	174 Lake George	\$20,000	Coffee and Sensory Café
Liberty Affordable Housing	Moses Circle	\$7,088,445	Senior Living
Downtown Building Improvement	14 buildings	\$110,775	Façade and Facility Improvements
DEC Micro	5 businesses	\$10,000	Working Capital, Private Match

Fort Ticonderoga	102 Fort Ti Road	\$12,000,000	Building & Battlefield Restoration; Programs
Ticonderoga Golf Course	609 St Hwy 9N	\$11,000,000	Clubhouse Rebuild; Course Redesign
International Paper/Sylvamo Bond	Shore Airport Road	\$17,000,000	Bond - Solid Waste Disposal Facilities
War Cannon	30 Commerce Dr.	\$365,000	Building Purchase
The Barn at Lord Howe Valley	671 St Hwy 9N	\$2,000,000	Land Purchase; Building Construction
Ticonderoga Vocational School	11 Hawkeye Trail	\$24,405	BOCES CV-TEC Programs and Tuition
HHN & UVM	101 ADR Drive	\$1,800,000	Building Renovation; Interior Renovations
UVM Moses Ludington Hospital	1019 Wicker	\$2,100,000	Renovated ER; Interior Improvements
North Country Community College	11 Hawkeye Trail	\$16,240	Trade School Feasibility Study
<b>Total Private Investment</b>		<b>\$62,454,127</b>	

## RECENT & IMPENDING JOB GROWTH

### Growing Ticonderoga

As a result of public and private investment, Ticonderoga's economy continues to improve. Unemployment dropped from 10.6% to 2.6% between 2015 and 2020. In the DRI area alone, over 60 jobs have been created since 2019. This growth is being driven by a wave of new and expanded businesses including restaurants, retail shops, salons, and tourist attractions (Table C). The Ti-Works co-working space also brings dozens of self-employed and remote workers downtown. Growth is ongoing, with a new meat market and a brewery opening this fall.

KEY FIGURES	
DRI Area:	<b>422 Jobs</b> – 63 new since 2017 <b>70 Employers</b> – 16 new since 2017
Town of Ticonderoga	<b>3,085 Jobs</b> <b>242 Employers</b> (Esri) <b>2.6% Unemployment</b> (2020)

Ticonderoga's varied job offerings from employers with a strong commitment to the local community help attract a diverse workforce while making growth sustainable in the long-term. Many new businesses (see Table A) were launched by lifelong or returning Ticonderogans with the support of the community. For example, local makers teamed with the TACC and the Adirondack North Country Association to open the Adirondack Trading Post, while Ti-Alliance helped finance the expansion of Burleigh's Luncheonette and Star Trek Original Set Tours. Ti-Alliance and TACC also support job fairs and vocational training at CV-TEC for high school students to help retain local talent and build a skilled

Table C. Select Employers in DRI Area	Jobs
Town of Ticonderoga	69
Ti-Works <i>*New 2020, expanded 2021</i>	145
North Country Home Services	30
Montcalm Manor	17
Stewarts Shops	16
R.B. Motors Inc.	15
J.P. Waste Management <i>*New 2022</i>	12
Burleigh's Luncheonette <i>Expanded 2022</i>	10
Hot Biscuit Diner <i>Recently renovated</i>	10
Blee's Salon & Spa - <i>*New 2022</i>	8
Circle Court Motel - <i>New owners, renovated</i>	8
Glens Falls Nat'l Bank / Upstate Agency	8
Sun Community News/Time of Ti /UPS Store <i>*New and expanded location</i>	8
The Adirondack Trading Post - <i>*New 2021</i>	8
Stone House Motel - <i>Recently renovated</i>	7
Maddens Pub	6
Fox and Fern Adk Mercantile <i>*New 2019</i>	5
Star Trek Original Series Set Tour <i>*New 2017</i>	5
Champ Café <i>*New 2022</i>	3
Meraki Hair & Beauty Studio <i>*New 2020</i>	3
Optics of Ticonderoga <i>*Relocated downtown</i>	3
802 Longshot Restaurant <i>*New 2022</i>	2
Elevate ADK Nutrition <i>*New 2020</i>	2
Punky Noodles Museum <i>*New 2022</i>	2
Ashley Rivers Photography <i>*New 2020</i>	1
Mont Calm Apothecary <i>*New 2019</i>	1
Plus 43 other small businesses, shops, museums, & community service organizations	146
<b>Total Employers: 70</b>	<b>Total Jobs: 422</b>
1 - 45 individuals used Ti-Works' office space in 2022 (excluded from jobs total)	

workforce. The number of students attending CV-TEC has quintupled since 2019. This supportive relationship between the community and local businesses provides a strong foundation for continued economic growth.

Job *diversity* has also increased in Ticonderoga, with positions more evenly distributed across occupation types (Table C). Jobs range from oncologist to colonial tailor, bank teller to boutique owner, and master carpenter to remote marketing specialist. Major companies near the DRI area (Table D) provide regular employment in manufacturing, health care, education, public administration, retail trade, and hospitality for professionals at all skills levels, with clear pathways for upward mobility. They are connected by transit and the multi-modal LaChute River trail to downtown, which offers further opportunities for entrepreneurs and young professionals to build a career or a business. The wide array of jobs will help downtown attract and retain a diverse workforce to fuel its continued revitalization.

Occupation Grouping	2015	2020
Management, Business, Science, & Arts	36%	31%
Service	23%	16%
Sales and Office jobs	22%	16%
Natural resources, Construction, & Maintenance	8%	17%
Production, Transportation, & Material moving	11%	20%

US Census 5-year ACS data 2015, 2020 for Ticonderoga CDP

Employer	Jobs
Sylvamo – Ticonderoga Mill	600
Ticonderoga School District	190
Elderwood	150
Elizabethtown Community Hospital	114
Fort Ticonderoga (excludes seasonal jobs)	25
Ticonderoga Golf Club	25
North Country Community College	20

## QUALITY OF LIFE

### Rich in History, A Recreational Paradise

Ticonderoga is home to approximately 4,800 residents and a second home to 3,000 seasonal residents. Over 100,000 visitors a year flock to this charming, historic community to take part in a variety of recreation, entertainment, and cultural-heritage tourism activities. Downtown plays a big role in making residents and visitors from all walks of life feel welcome and providing them with the services and amenities that make Ticonderoga an attractive and livable community.

#### A Variety of Housing Options

Downtown Ticonderoga’s housing market includes a diverse mix of historic, single-family homes, newly renovated apartments, and two new senior living facilities. To meet the growing demand for downtown apartments, a study was conducted to identify building reuse options transforming three vacant structures to mixed-use buildings with apartments on the upper floors and retail and commercial options at street level. The town also partners with Ti-Alliance to acquire, rehab, resell or repurpose “zombie” houses so they can be brought to code, put back on the tax rolls, and expand Ti’s family/mid-market housing market.

#### Downtown Businesses

Ti’s downtown is an appealing blend of restaurants, retail, museums, and attractions for a diverse group of customers. Recent success stories include Fox and Fern Adirondack Mercantile, selling local gifts and home goods, Mont Calm Apothecary, a massage and wellness business, Elevate ADK Nutrition, serving healthy shakes and energizing teas, and Ti-Works, a co-working space that provides remote workers and seasonal visitors with an affordable and flexible 24-hour co-working space that provides a professional work environment. With continued business expansion and attraction support from organizations like TACC, downtown will welcome two new businesses to Montcalm Street this fall: Marinelli’s Italian Meat Market and Ledge Hill Brewing Company.



One of the most popular downtown businesses is the Star Trek: Original Series Set Tour, which displays sets from the STAR TREK television series recreated using the original blueprints. The attraction already has a national, cult-like following, with over 10,000 visitors a year. The annual Trekonderoga event and William Shatner weekends bring even more visitors to downtown. DRI assistance to stabilize the abandoned Hacker Building at 108 Montcalm would allow owner James Cawley to expand operations to include a Star Trek: The Next Generation (TNG) Set Tour. A second set would build on the established fan base and draw even more visitors and TNG fans to stay in local hotels, dine at local restaurants, and enjoy the natural beauty of the area. Mr. Cawley has also expressed interest in adding the Star Trek Film Academy where aspiring filmmakers could learn from the craftsmen who work on the television series.

## The Arts



Downtown is home to the new Adirondack Trading Post, a coop for local makers and vendors as well as the long-established Ti Arts Gallery. Ti Arts is dedicated to advancing artistic and cultural activities through education and interpretation at its Gallery and quality arts programming in the community and local schools. Several projects identified in this application will complement the efforts of Ti Arts, including construction of the Festival Guild open-air pavilion for art exhibitions and performing arts, installation of a new bandshell for public concerts in the popular Bicentennial Park, and rehabilitation of an underutilized performance space in the Knights of Columbus building at 103 Montcalm Street.

## Food Options

Whether you are looking to grab a snack, have dinner out with friends, or are in search of fresh, healthy groceries, downtown Ticonderoga has it all. Visitors might start with a pancake breakfast at Hot Biscuit Diner, followed by a burger at the 1950s-themed Burleigh's Luncheonette. For an afternoon pick-me-up, Champ's sensory café offers coffee and locally made snacks. For dinner, patrons can choose between American (802 Longshot), Chinese (Happy Star), Italian (House of Pizza), and pub-fare (Madden's Pub).

For fresh groceries, the Ticonderoga Natural Foods Co-op health foods store on Montcalm Street is so well loved by residents, second homeowners, and visitors, it plans to expand to keep up with market demand. During the summer months, the Chamber of Commerce organizes a Farmers Market on Wicker Street, featuring fresh produce and other products from local NY and VT farmers.



## Transportation

Residents and visitors can easily access Downtown Ticonderoga by car, bike, or walking. Downtown's spine, Montcalm Street, is accessible from NY Routes 9N, 22 and 74, and has more than sufficient parking to accommodate vehicle use. Pedestrians and cyclists can also connect to downtown via the scenic, LaChute River Walk Trail. It is of note that Ticonderoga was selected as a trailhead for the Empire State Bicycle Trail which brings 3,500 to 4,000 cyclists per year to town.

The Town is also accessible via an AMTRAK train stop on the New York City to Montreal line, the Ticonderoga Municipal Airport, a seasonal Lake Champlain ferry service to Vermont, and Essex County Public Transportation (ECPT). The Ticonderoga Seniors bus is also on-call for seniors who need assistance getting around town. The Ticonderoga DRI area also is adjacent to the Empire State Trail and hosts a trailhead parking area and bike maintenance station.

## Recreational Amenities, Waterfront Trails & Parks



The scenic LaChute River runs directly through Ticonderoga's downtown area. As the water flows from south to north, it passes over a series of waterfalls as it drops 220 feet from Lake George to Lake Champlain. There is a spectacular waterfall which complements Bicentennial Park shortly before the river reaches the Lake. The ADA accessible LaChute River Trail provides an excellent opportunity for pedestrians, runners, and bikers to enjoy the river. Transformative projects identified in this application seek to leverage the natural beauty of these areas. The Black Watch Library will add a Story Book Walk for young

children along the section of the trail near the library. Other projects to be located along the river include the Performing Arts Pavilion and the 1776 Saw Mill.

### Health Care

Access to quality healthcare contributes to the overall quality of life of a community. Residents and visitor to Ticonderoga have access to multiple healthcare facilities. Elizabethtown Community Hospital, part of the University of Vermont Health Network, recently completed a \$9.1 million renovation of the hospital facility. They have established a medical village adjacent to the downtown area which includes long term care in a nursing home and assisted living facility, senior housing, and St. Joseph's Rehabilitation Center, cardiology and OB-GYN services, and space for the Hudson Headwaters primary care facility. These investments greatly enhance locally available medical services and create and maintain many employment opportunities for medical care providers.

### Education

The Ticonderoga campus of the North Country Community College is located downtown, and students and faculty are actively engaged with the community. They have a thriving Nursing Program that provides an ongoing funnel of degreed nurses to staff local area medical facilities. Local high school students also have access to training and scholarship programs for a variety of local and skilled professions, including in renewable energy.

### Technology

The availability of reliable broadband is increasingly important as workplaces become more flexible, and the DRI area is well served by high-speed telecommunications services including Bridgepoint, Spectrum and Verizon.

## SUPPORTIVE LOCAL POLICIES

## Planning Ahead

Ticonderoga is ready. Over the past decade, community leaders, residents, businesses, and professional organizations have been working diligently; planning, investing, and laying the foundation of sustainable downtown revitalization.

The plans and policies listed below demonstrate the commitment of both time and resources the Town has made, and continues to make, to increase livability and quality of life for Ticonderoga residents and visitors.

### Recent Downtown Planning Efforts

- Montcalm Streetscape Enhancements
- Water & Sewer Infrastructure Upgrades
- Façade Improvement Program
- LaChute River Walk Trail
- Zombie & Abandoned Properties Project
- Ti-Alliance Entrepreneurs Fund

### Planning & Implementation Documents

- Town of Ticonderoga Comprehensive Plan
- Downtown Revitalization Plan
- Montcalm Streetscape & Gateway Enhancement Plan
- Building Re-use & Market Analysis
- Cobbler's Bench Feasibility Study
- Ticonderoga Destination Master Plan
- Essex-Clinton Waterfront Revitalization Plan
- Essex County Housing and Population Study

### Policies and Programs to Increase Livability

The Town has implemented policies to enhance livability for all residents, including a Fair Housing Policy, Partial Real Property Tax Exemption for Seniors, Low Income Household Water Assistance Program (LIHWAP), and the Healthy Schools and Communities Program. In addition to these policies, Ticonderoga hosts an array of fun and entertaining public events and programs for residents and visitors throughout the year, bringing thousands of people downtown.

## Zoning and Transportation

Mixed-Use. Ticonderoga has a modern Zoning Ordinance in place. In 2011, the Town updated their zoning ordinance to encourage mixed-use by restricting residential uses on the first floor of buildings in the central commercial district to promote street-level commercial development and improve the general image of the downtown.

Complete Streets. In 2016 the Town Board passed a resolution stating that transportation improvements should be viewed as opportunities to improve safety, access, and mobility for all travelers in the town and recognizes bicycle, pedestrian, and transit modes as integral elements of the transportation system.

## Downtown Management Structure

The Ticonderoga Montcalm Street Partnership (TMSP), established in 2007, is a not-for-profit whose mission is to create and enhance the economic, historic, and social development of Ticonderoga's traditional business district, employing the National Trust Main Street Center's guidelines for organization, design, promotion, and economic restructuring. The Ticonderoga Area Chamber of Commerce (TACC) serves as the TMSP Coordinator.

## Sustainability

EV Charging Stations: As part of its sustainability efforts, the Town and local businesses have installed several downtown Electric Vehicle (EV) charging stations. With DRI funds, the town plans to add an additional six stations throughout the DRI district.

Commercial Solar. The Town has been at the forefront of updating its zoning for commercial solar and has licensed/permitted six new commercial solar installations.

Decarbonization: In addressing the DRI Round 6 guidance, the Town will work with local developers 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.

# PUBLIC ENGAGEMENT PROCESS

## Get Involved – Make A Difference

Excitement among the Ticonderoga community has been very high throughout the DRI application process. A total of 468 people participated in four public Open Houses and provided valuable community insight regarding the DRI boundary, vision, issues and opportunities, and potential public and private-sector projects.



The driving force behind development of the Ti DRI application is a nine-member steering committee comprised of the Town Supervisor, executives from the Chamber of Commerce, Essex County IDA, Ticonderoga Revitalization Alliance (local development corporation non-profit), PRIDE of Ticonderoga (community development non-profit), Ticonderoga Montcalm Street Partnership (downtown improvement non-profit), and members at large representing the young professionals and high school student demographics. The committee met on a weekly basis from January through September to discuss strategy, map the DRI boundary, draft a vision statement based on community input and previous planning efforts, work with potential project sponsors, identify potential transformative projects for submission as part of the DRI application, and educate the public throughout the planning process.

*The Ti DRI Steering Committee Getting Involved*

2022	Public Outreach and Promotion Highlights
January	<ul style="list-style-type: none"> <li>Ticonderoga DRI Steering Committee established</li> <li>Committee met on a weekly basis for ten months</li> </ul>
February	<ul style="list-style-type: none"> <li>Town passed a resolution to support DRI application</li> <li>Town EDC committed financial resources to prepare DRI application</li> </ul>
March	<ul style="list-style-type: none"> <li>Committee shared press releases with over 40 media outlets to educate the public about the DRI and announce an open call for projects and upcoming events</li> </ul>
June	<ul style="list-style-type: none"> <li>Project website, <a href="http://www.TiconderogaDri.com">www.TiconderogaDri.com</a> launched, June 1<sup>st</sup></li> <li>Virtual Information Session, June 7<sup>th</sup> at 6:00 pm via Zoom/Facebook</li> <li>In-Person Open House #1, June 14<sup>th</sup> from 4:00 to 7:00 pm</li> <li>Virtual Open House #1, June 7<sup>th</sup> through 21<sup>st</sup> via Survey Monkey</li> </ul>
July	<ul style="list-style-type: none"> <li>Committee designed TI DRI banners and participated in the <i>Best 4th In the North Parade</i> to increase DRI program awareness</li> </ul>
August	<ul style="list-style-type: none"> <li>E-Communications and social media posts to local businesses and organizations, as well as direct emails to Downtown Ticonderoga businesses/organizations</li> </ul>
September	<ul style="list-style-type: none"> <li>In-Person Visits with 30 Downtown Businesses to finalize private sponsor plans</li> <li>In-Person Open House #2, September 8<sup>th</sup> from 4:00 – 7:00 pm</li> <li>Virtual Open House #2, September 8<sup>th</sup> to 16<sup>th</sup> via Survey Monkey</li> </ul>

**Public Engagement Events:** To ensure the safety of community members during the COVID-19 pandemic, the DRI Steering Committee developed a hybrid approach to public engagement. Virtual engagement tools included:

**Project Website.** A project website, featuring a custom designed Ti DRI logo, [www.TiconderogaDRI.com](http://www.TiconderogaDRI.com), was launched to generate excitement and educate residents about the DRI program, announce upcoming public engagement events, and provide online access to the open call for projects.

**DRI Information Webinar.** Discussion included an overview of the DRI program and application process, the proposed DRI boundary, draft vision statement, **Virtual Open Houses.** The Steering Committee conducted two virtual public engagement events using a survey-based platform.

- The first virtual Open House was opened to participants on June 7th and ran through June 21<sup>st</sup>, garnering a total of 333 responses.
- The second Open House was held from September 8<sup>th</sup> to the 16<sup>th</sup>. A total of 88 people participated in the online event and provided valuable community insight regarding potential public- and private-sector projects.



**TICONDEROGA DRI OPEN HOUSE #2**

You're Invited!

The Town is preparing a \$10M NYS Downtown Revitalization Initiative (DRI) proposal and we want to hear from you!

WHEN: Thursday, September 8th  
4:00 to 7:00 pm (Drop-in anytime)

WHERE: The Elks Lodge, 5 Tower Avenue

Can't join in person? Click on the QR code or the link below to take part in a virtual Open House between September 8th -15th.

<https://www.surveymonkey.com/r/LQSNFDC>

[WWW.TICONDEROGADRI.COM](http://WWW.TICONDEROGADRI.COM)



*Ti DRI logo designed by the Steering Committee*

### Highlights from Open House Feedback

Strong support of the DRI Vision Statement;

A ranking of project type and investments important to achieve that vision;

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

Highlights on what community characteristic brought or keeps residents in the Town and what it is they like best about downtown;

Identified barriers to job growth and investment; and

Feedback on what assets, anchors and organizations define downtown.

In-Person Open House #1. The first Open House was held on June 14<sup>th</sup> from 4:00 to 7:00 pm in the community room at the Elks Lodge in downtown. This informal event provided participants with information about the DRI program and sought public input regarding the types of projects and investments they think are important for creating a vibrant downtown, what assets and anchors define downtown Ti, and the types of specific products, services, improvements, or experiences they believe are desired and appropriate for Downtown Ticonderoga.

In-Person Open House #2. A second Open House was held on September 8<sup>th</sup> from 4:00 to 7:00 pm at the Elks Lodge. The purpose of the Open House was to gather feedback on the DRI vision and proposed project. The top projects as identified through the Open House were construction of the Performing Arts Pavilion, revitalization of the former Agway building, implementation of the Montcalm Streetscape and Gateway Master Plan, enhancements to the LaChute River Walk Trail and reuse of the Cobber's Bench building.

Site Visits. TACC & ECIDA conducted over 30 in-person visits with downtown businesses to discuss the DRI application process, confirm private investment information, and encourage participation in the Open Call for Projects. Committee members worked with project owners to help bring projects to shovel-ready status.

Letters of Support. Thirty-eight local leaders, businesses, community organizations, and residents demonstrated their commitment to the Ticonderoga DRI application by providing Letters of Support.

## TRANSFORMATIVE PROJECT OPPORTUNITIES

### Revolutionizing the Future of Downtown

With an infusion of DRI funds, the Town of Ticonderoga has the potential to move quickly to achieve significant gains in downtown revitalization. The following transformative downtown revitalization projects demonstrate over **\$21.6 million of shovel ready revitalization projects**. These projects are realistic and feasible, as they were either identified in recent planning and implementation documents or were submitted by a project sponsor to the DRI Committee as part of the public engagement process.

#### Type of Projects

-  Flagship
-  Public Improvement
-  New Development and/or Rehabilitation of Existing Downtown Buildings
-  Grant Fund or Revolving Loan Fund
-  Branding and Marketing

#### DRI Program Goals

-  Active Downtown with a strong sense of place
-  Attracting new businesses and growing jobs
-  Enhance arts, cultural events, and public spaces
-  Build diverse population and housing opportunities
-  Growing the local tax base
-  Provide amenities to enhance downtown living
-  Reduce greenhouse gas emissions and adopt decarbonization techniques

# 1: Enhance Montcalm Streetscape & Gateways, DRI District

**Total Cost:** \$886,350  
**DRI Request:** \$886,350  
**Sponsor:** Town, PRIDE  
**Timeline:** 2024 - 2026  
**Readiness:** Site Control, Design Master Plan  
**Potential Funding:** In-kind labor,  
**NYS DRI Goals:**  
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DRI funds will allow the town to implement the recommendations of the *Montcalm Streetscape and Gateway Enhancement Plan*, providing enhanced pedestrian amenities and safety, connections to existing parking areas, connections to the LaChute River Trail, potential infill development areas, and the general overall image of the downtown. Key project components include:

- Liberty Monument and Moses Circle streetscape enhancements and information center
- Lord Howe Memorial and Overlook amenities and event board near Fire Station
- Improvements to Montcalm/Wiley Street intersection
- Enhancements to the Pocket Park and downtown public parking lot
- Walkway connecting Montcalm Street to the public parking, restore downtown clock
- Period style lighting at Montcalm Street and Champlain Avenue intersection
- Village Green development and parking at the Heritage Museum

# 2. The 1756 Sawmill Project, Lower LaChute Falls

**Total Cost:** \$4,500,000  
**DRI Request:** \$3,500,000  
**Sponsor:** Town/PRIDE/Fort Ticonderoga  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Feasibility Study, Site Plan  
**NYS DRI Goals:**  
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The 1756 Sawmill Reconstruction will become a downtown anchor for cultural heritage tourism. Visitors will be drawn to this destination which will generate more demand for lodging, dining, and result in increased revenues downtown. DRI funds will advance the project from design to construction in time for the 250th anniversary of the American Revolution. This project will recreate an operational 18<sup>th</sup> century sawmill at the falls in Bicentennial Park. Visitors will experience firsthand the history of this local military industry, purchase rough-sawn lumber directly from the mill, and participate in milling activities through tours and craft workshops. The sawmill will serve as a vital link between the Town and Fort Ticonderoga.



# 3. Performing Arts Pavilion

**Total Cost:** \$1,100,000  
**DRI Request:** \$990,000  
**Sponsor:** Festival Guild  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Site Plan, Preliminary Design, Cost Estimate  
**Potential Funding:** Private donations  
**NYS DRI Goals:**  
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DRI funds will advance the Festival Guild Performing Arts Pavilion project. The town will donate a large, grassy parcel between Montcalm and the LaChute River and a site plan has been prepared. Visible from downtown, this new building with its access road and accessible parking will create an attractive public performing arts space with restroom facilities in an underutilized location.

Upon completion, the facility will belong to the town and be available for all of Ticonderoga's community organizations to use. It will have potential to generate revenue as a place for local and regional performing arts events, Farmers' Market, trade shows, festivals, lectures, reunions, and family celebrations.



Pavilion Site Plan and Rendering

# 4. Cobbler's Bench Mixed-Use, 116 Montcalm Street

**Total Cost:** \$6,000,000  
**DRI Request:** \$2,400,000  
**Sponsor:** Private Investor  
**Timeline:** 2024 - 2026  
**Readiness:** Site Control, Reuse Study, Site Plan, Design, Budget  
**Potential Funding:** Equity, Cash  
**NYS DRI Goals:**  
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The Cobbler's Bench building has been vacant since 2010. A true anchor in Downtown Ticonderoga, this historic piece of 1887 architecture was purchased in 2011 by an investment group that has preserved it, pursuing various strategies to revive the building in the past decade, each without coming to fruition.

The project is poised to house an expanded Ti Co-Op with two floors of apartments above creating a new community hub, a more complete downtown grocery with healthy options, and much needed downtown housing options.



## 5: Improve Bicentennial Park & Install New Stage

**Total Cost:** \$336,730  
**DRI Request:** \$336,730  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** In-kind labor, NYS OPRHP  
**NYS DRI Goals:**  
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The Percy Thompson Bicentennial Park features the beautiful Bicentennial Falls, a leisurely walking path, which begins the LaChute Walking Trail, a children’s playground, a gazebo, a covered bridge, known as the Kissing Bridge, and benches and picnic tables which allow residents and visitors to take in Ticonderoga’s beautiful and unique scenery.

This project proposes using DRI funds to enhance one of downtown Ticonderoga’s most popular destinations by: relandscaping the park entrance garden and flagpole area; installing new signage, paving roadways; creating a new sidewalk entrance to the park; adding additional seating and picnic tables; and the purchase and installation of a new stage.

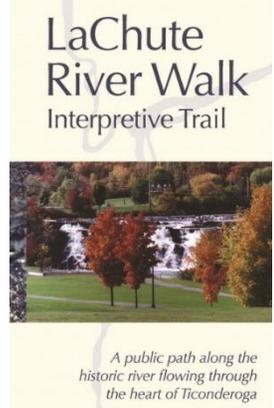


## 6. Enhance LaChute River Walk Trail

**Total Cost:** \$277,124  
**DRI Request:** \$277,124  
**Sponsor:** Town, PRIDE  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** In-kind labor, LWRP  
**NYS DRI Goals:**  
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The LaChute River Walk is a popular destination with residents and visitors alike. The three-mile trail includes a footpath, interpretive signage that illustrates the area’s history, and benches and picnic tables that provide visitors with places to stop and take in the breathtaking views of the Adirondacks.

DRI funds will enhance the visitor experience by adding twelve new benches and thirteen new picnic tables along the lower and middle trail; adding energy efficient lamp posts to enhance pedestrian safety, and upgrade trail markers and signage.



## 7. Install Public Art, DRI District

**Total Cost:** \$200,000  
**DRI Request:** \$180,000  
**Sponsor:** Ti-Alliance  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** Private donations through Ti-Alliance  
**NYS DRI Goals:**  
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The installation of public art throughout downtown Ticonderoga is an investment in place-making that will benefit all residents and visitors, growing the local reputation as an arts and culture destination.

The Town will utilize DRI funding to kickstart a public arts program to commission public art through a formal, participatory process, to install public art, including murals and sculptures, and to provide art grants.



Examples of Public Art

## 8. Upgrade Ice-Staking Rink, Bicentennial Park

**Total Cost:** \$175,000  
**DRI Request:** \$175,000  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** In-kind labor  
**NYS DRI Goals:**  
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Like many Adirondack communities, Ticonderoga is looking to create outdoor experiences that will improve quality of life for residents and extend the tourism season, further contributing to the town’s local economy.

This project proposes using DRI funds to construct a permanent ice-skating rink off Tower Avenue. The new facility would include a pavilion cover, exterior lighting to encourage night skating, a warming shed, and benches.



Credit: Facebook

## 9: Improve Adirondack Park Road

**Total Cost:** \$138,892  
**DRI Request:** \$138,892  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Design  
**Potential Funding:** In-kind labor; NYS DOT  
**NYS DRI Goals:**  
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The Adirondack Park Road runs behind the downtown business district. In its current state, the partially unpaved, unlit road is not welcoming or pedestrian friendly.

This project proposes using DRI funds to construct a more permanent roadway, install sidewalks, lighting and signage to enhance pedestrian safety, and install landscaping and street trees.



Existing Conditions: Adirondack Park Road

## 10. Electrify Downtown: EV Charging Stations, DRI District

**Total Cost:** \$60,000  
**DRI Request:** \$54,000  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** NYSERDA  
**NYS DRI Goals:**  
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Research shows that the market for electric vehicles is on the rise. Consumers are seeking more sustainable options, from lodging to dining to getting around when traveling in their own community or visiting tourist destinations.

This project proposes that the Town install direct current fast charge (DCFC) electric vehicle charging stations for public use throughout the downtown. Potential locations include Montcalm Street, behind the Hacker Building, and next to Cobbler's Bench.



### NEW DEVELOPMENT AND/OR REHABILITATION OF EXISTING DOWNTOWN BUILDINGS

## 11. Hancock House, 6 Moses Circle

**Total Cost:** \$200,000  
**DRI Request:** \$200,000  
**Sponsor:** Ti Historical Society  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Reuse Study  
**Potential Funding:** Private  
**NYS DRI Goals:**  
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The Hancock House Museum, built in 1925, is listed on the Registered of Historic Places and provides one of the few local examples of Georgian Revival architecture. The Ticonderoga Historical Society maintains the building as a community resource, research library, museum, and headquarters.

This project proposes updates/repairs to the Hancock House. Specifically, electrical, boiler and roof balustrades repairs. Additionally, the original lavatories are still in use and in need of updating. The entire building needs to be brought into compliance with ADA requirements, including installation of an elevator, to better serve the public.



## 12. Circle Court Motel, 6 Montcalm Street

**Total Cost:** \$638,400  
**DRI Request:** \$255,360  
**Sponsor:** Private Owner  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** Private  
**NYS DRI Goals:**  
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The project sponsor recently invested close to \$500,000 to purchase and renovate the Circle Court Motel. DRI funds would allow the owners to expand their business by constructing a new 1,800 square foot two-story building with four furnished kitchenette units, renovated four existing rooms, and make site improvements.



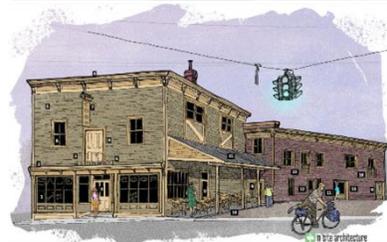
## 13: Building Reuse, 74 Montcalm Street

**Total Cost:** \$2,755,000  
**DRI Request:** \$1,102,000  
**Sponsor:** Private Owner (for sale)  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Reuse Study  
**Potential Funding:** Private  
**NYS DRI Goals:**



The Agway Building, listed on the NYS National Register of Historic Places, is one of the oldest structures standing on Montcalm Street. Located at the corner of Montcalm and Schuyler Street, it is highly visible to vehicular and pedestrian traffic serving as a gateway to the downtown core from the west.

An initial feasibility study has been conducted. DRI funding would prepare a structural report and conduct remediation to attract a buyer and restore the building for mixed-use (commercial on first floor and much needed second-floor apartments to the downtown housing market), creating a vibrant destination in Ti's downtown.



## 14: Black Watch Memorial Library, 99 Montcalm Street

**Total Cost:** \$124,500  
**DRI Request:** \$124,500  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Readiness: Site Control, Site Plan, Design, Cost Estimate  
**NYS DRI Goals:**



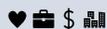
The Black Watch Memorial Library recently received an anonymous donation, which allowed them to purchase the property behind the library for the purpose of creating a children's story book walk.

Funds will advance development of the story book walk and remodel an existing commercial building to create and equip a community meeting/maker space with resources (tools, computers, arts and craft, and materials) for patron use.



## 15. Building Reuse, 103 Montcalm Street

**Total Cost:** \$1,000,000  
**DRI Request:** \$600,000  
**Sponsor:** Ti-Alliance  
**Timeline:** 2024 - 2026  
**Readiness:** Site Control,  
**Potential Funding:** Private equity  
**NYS DRI Goals:**



This building reuse project will transform an underutilized, historic three-story brick building to mixed-use, with the Knights of Columbus occupying the first floor, space for music, dance lessons, recording studio, and rehearsal space on the second floor, and restoring performance space on the third floor will provide for year-round usage by the community for theater, music, and dance performances and events. The basement of the building was a former bowling alley. Renovation of a six-lane bowling alley will provide space for year-round family bowling, high school bowling team practice, and limited league competition.

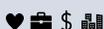
Funds will be used for interior building renovations, including an elevator and new HVAC to encourage building reuse.



103 Montcalm St.

## 16. We Are Instrumental, 103 Montcalm Street

**Total Cost:** \$460,500  
**DRI Request:** \$414,450  
**Sponsor:** Ti-Alliance  
**Timeline:** 2024 - 2026  
**Readiness:** Site Control, site plan, budget  
**Potential Funding:** Private  
**NYS DRI Goals:**



We are Instrumental, a non-profit that improves access to musical education for children, proposes transforming underutilized space in the Knights of Columbus Building into a center for music and dance. Elements include space for instrument repair and storage, community music lessons and rehearsal space, a publicly accessible recording studio, and green rooms.

The third-floor performance space would be restored to include a new stage, lighting, sound, A/V booth, removable audience seating, storage space, and event banquet space with catering kitchen, which would enable a year-round performance center for music, dance, & theater for Ticonderoga and the surrounding region.



Existing Conditions: 103 Montcalm St, 3<sup>rd</sup> Floor

## 17: Blee’s Business Expansion, 107 Montcalm Street

**Total Cost:** \$200,000  
**DRI Request:** \$80,000  
**Sponsor:** Private Owner  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** Private  
**NYS DRI Goals:**

DRI funds would support business expansion of Blee’s Salon and Spa. Proposed renovations include building renovations and upgrade, façade renovations, roof replacement and interior improvements to converting space for a sauna, massage rooms, salt room, and esthetician room.



## 18. Hacker Building, 108 Montcalm Street

**Total Cost:** \$410,000  
**DRI Request:** \$369,000  
**Sponsor:** Ti-Alliance  
**Timeline:** 2023 - 2024  
**Readiness:** Site Control, Budget, Site Plan, New Attraction Ready to Occupy  
**Potential Funding:** Private  
**NYS DRI Goals:**

The Hacker Building sits in the center of the main block of downtown. The building was abandoned, boarded up, and allowed to deteriorate for more than a decade, making it a major blight on the downtown and an impediment to revitalization.

DRI funds would be used to stabilize the property so that it can serve as the home of a new “sister attraction” to the successful *Star Trek Original Series Set Tours*, which will bring more than 15,000 visitors and \$1.5M to the community annually. The building will anchor the primary downtown block with a new year-round attraction enabling the growth of supporting retail and restaurant businesses in the surrounding storefronts for year-round downtown sustainability.



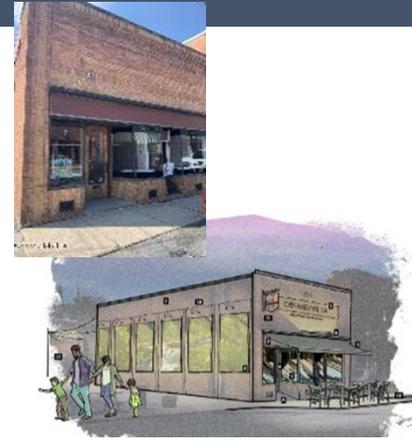
Photos: 108 Montcalm St. Existing Star Trek Tour Set

## 19. Rathbun Building Reuse, 110 Montcalm Street

**Total Cost:** \$100,000  
**DRI Request:** \$40,000  
**Sponsor:** Private Owner  
**Timeline:** 2023 - 2024  
**Readiness:** Site Control, Reuse Study, Site Plan, Budget  
**Potential Funding:** Private  
**NYS DRI Goals:**

The Rathbun Building, constructed in 1930, is a historically significant building which is highly visible to vehicular and pedestrian traffic. The east facade serves as a billboard within the downtown core when approached from the east on Rte 22.

Funds will be used for the renovation and reuse of the 1,100 square foot vacant, brick structure. The vacant space demonstrates an opportunity to attract potential commercial tenants, thus increasing the density of the downtown core and maximizing square footage to increase income and ensuring the building’s long-term viability.



Existing and proposed images for 110 Montcalm St.



## 20. Ti Co-Op Expansion, 116 Montcalm Street

**Total Cost:** \$213,250  
**DRI Request:** \$85,300  
**Sponsor:** Non-profit Ti Co-Op  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Site Plan  
**Potential Funding:** Private  
**NYS DRI Goals:**

The Ticonderoga Natural Foods Co-Op, better known in town as the Ti Co-op, is a healthy food oasis in a regional food desert where the only other grocery store for 30 miles is Walmart. The Co-Op supports Ticonderoga, Crown Point, Putnam, Hague, Schroom Lake and the region with local & regional farm produce, meat and dairy products.

DRI funds would be used to expand the size and range of offerings of the Co-Op to provide residents (year-round and seasonal), visitors, and regional customers, including offering ready-made foods to go, deli, and providing inside and outside dining areas.



## 21: Mixed Use Building Rehabilitation, 119 Montcalm Street

**Total Cost:** \$452,000  
**DRI Request:** \$180,800  
**Sponsor:** Private Owner  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** Private  
**NYS DRI Goals:**  
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The goal of this project is to enhance the exterior appearance of a commercial building located at 119 Montcalm Street and create additional apartment units, which are needed in the downtown Ti housing market.

The building currently has three commercial store fronts on the ground floor and eight apartments on the second floor. DRI funds would be used to transform vacant space on the third floor of a commercial building located at 119 Montcalm Street to four additional apartment buildings.



## 22. Community Building, 132 Montcalm Street

**Total Cost:** \$317,080  
**DRI Request:** \$317,080  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control, Cost Estimate  
**NYS DRI Goals:**  
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The Community Building, located in the heart of the DRI district, was constructed in 1927. This large two story, five bay neo-Georgian style ashlar granite building with a central bowed portico, serves as both the community’s town hall and a cultural-heritage tourist destination. The building, listed on the National Register of Historic Places in 1988, features a portico with four Ionic order columns and two engaged pilasters, and a slate hipped roof anchored by a central octagonal cupola.

DRI funds will allow for preservation of this historic treasure, including building exterior surface cleaning and repair, cupola restoration, window replacement, and installation of air conditioning in the municipal auditorium.



## 23. 1888 Building, 137 Montcalm Street

**Total Cost:** \$84,276  
**DRI Request:** \$84,276  
**Sponsor:** Municipality  
**Timeline:** 2024 - 2025  
**Readiness:** Site Control  
**Potential Funding:** Private  
**NYS DRI Goals:**  
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The historic “1888 building” once served as the home of the Ticonderoga Pulp and Paper Company. Today, the building houses a popular tourist destination – the Ticonderoga Heritage Museum & Visitor Center -- which celebrates Ticonderoga’s industrial and manufacturing history including paper mills, graphite mining, and the iconic Ticonderoga brand pencils. The museum also hosts a Heritage Visitor Center along the Lakes to Locks Passage, which provides visitors with information about local points of interest.

This project proposes restoration efforts that will preserve this important part of downtown Ticonderoga’s history.



### GRANT FUND OR REVOLVING LOAN FUND

## 24. Downtown Business Fund, DRI District

**Total Cost:** \$600,000  
**DRI Request:** \$600,000  
**Sponsor:** IDA and TACC  
**Timeline:** 2024 - 2025  
**Readiness:** Application procedure in place  
**Potential Funding:** Private  
**NYS DRI Goals:**  
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The Downtown Business Fund will provide small businesses and organizations in the DRI area with the financial support needed to bridge funding gaps for expansion and improvement projects, including interior and exterior building upgrades, start-up funding for businesses needed in downtown, as well as expansion and improvement funding for existing businesses.

The Town will award financial assistance in the form of grants or loans from the revolving fund based on an application and review process.



## 25: Branding & Marketing Campaign, DRI District

**Total Cost:** \$400,000

**DRI Request:** \$400,000

**Sponsor:** Town and TACC

**Timeline:** 2024 - 2025

**Readiness:** Branding and Micro template in place

**NYS DRI Goals:**



Ticonderoga relies on tourism as a major economic generator for the local economy. This project proposes using DRI funds to develop and implement a Branding and Marketing Campaign that will promote and market downtown to potential visitors, new residents, and prospective businesses.

Project elements include:

- Develop branding and marketing concept, test concepts in the marketplace, and create a final brand.
- Develop branded materials, which could include digital and printed materials, signage, website updates, a Downtown Ticonderoga Business Directory and Map, and branded projects along Montcalm Street/Downtown Ticonderoga.
- A grants program to assist DRI District businesses with creating marketing plans, enhancing their virtual presence, and developing an online sales portal.

## ADMINISTRATIVE CAPACITY

### Getting it Done!

If awarded, the Town will continue its partnership with the Ti DRI Steering Committee – which would transform into the **Ti DRI Leadership Team** -- for the planning and implementation of the DRI. This group of local champions came together in January 2022 and has become a strong and effective team guiding the DRI process. These public and non-profit organizations have a long history of successful collaboration on downtown revitalization plans and projects – many of them funded by NYS - with bilateral and multilateral partnerships stretching back decades. The DRI Leadership Team will meet regularly to streamline communication and ensure projects are complying with various state requirements. They will be responsible for reporting to the Town Board and the State to ensure information is disseminated in a timely, coordinated, and consistent manner as the community progresses. Additional communication with NYS agencies will be managed by the Town Supervisor.

Leading the team will be the **Town of Ticonderoga**, which will serve as the lead agency for the DRI. Supervisor Mark A. Wright will oversee DRI implementation, supported by the Ticonderoga Town Board, Town Clerk Tonya Thompson, and the Finance Department.

Supervisor Wright has decades of experience in government service. An engineer by training, he spent a combined 35 years with the DOD/US Air force and the Federal Aviation Administration including 12 years as a department supervisor. He is experienced in implementing strategic plans, developing and managing budgets, writing and enforcing federal regulations, and creating business plans. matt

Tonya Thompson has served as Town Clerk for 18 years, during which time she has processed payment vouchers for all town expenses (town abstract) and has supported the Town Board in the administration and review of payment for town projects including grant funded projects. Senior Account Clerks Amy Beeman and Rebecca Norton execute the town's financial roles and responsibilities and will support on all project financial tracking, financial review, and processing of all financial data associated with daily town expenses as well as small and major capital projects. Ms. Beeman and Ms. Norton

#### Ti DRI Leadership Team

- ✓ Mark A. Wright, Town Supervisor
- ✓ Chloe Baker, Student/Ticonderoga Central School
- ✓ Stu Baker, PRIDE
- ✓ John Bartlett, Ticonderoga Montcalm St. Partnership
- ✓ Carol Calabrese, Essex County IDA
- ✓ Matthew J. Courtright, Chamber of Commerce
- ✓ Nicholas Fitzgerald, Young Professional/Fort Ticonderoga
- ✓ Nicole Justice Green, PRIDE
- ✓ Donna Wotton, Ticonderoga Revitalization Alliance

have experience in coordinating and working financial payments for State and Federal grant programs, including FEMA, HUD, USDOJ, EPA, and many other federal agencies, as well as numerous NYS agencies such as OPRHP, HCR, DOT, DEC, ESD, DOS, and others. The Finance office has a system of accounting and internal controls which adheres to NYS Office of the Comptroller requirements and is well equipped to handle the transactions involved with a DRI grant. In addition, municipal department heads would serve as project managers for the implementation of public DRI projects.

All major projects and financial actions are subject to review and approval by a Town Board consisting of the Town Supervisor and four (4) experienced Board Members constituting many years of municipal experience. Additional administrative support will be provided by the Essex County Industrial Development Agency (IDA), PRIDE of Ticonderoga, Ti-Alliance, and the Essex County Office of Community Resources.

**The Essex County IDA** promotes sustainable community and economic development with a focus on major assets, retention/expansion projects, quality of life and job creation. They will support the Town with DRI planning and implementation role and have supported past projects such as the tracking and administration of Payments in Lieu of Taxes (PILOTs) for the town on six (6) solar farm projects to date through an existing Memorandum of Understanding between the IDA and town as well as the support of new business investments within the town. The IDA has a long history of successful grants management experience having applied for and administered dozens of grants from Federal, State and Regional programs totaling in the millions.

**PRIDE of Ticonderoga** has been working in administrative partnership with local, regional, state, and federal governmental agencies since 1984 to effect community change through technical assistance, grant administration, and program implementation. During its 38-year tenure, PRIDE has been awarded over \$11 million dollars in grants for housing, economic development, and historic preservation programs including from NYSHCR and NYSDEC. They are an active partner in many community and economic development efforts in downtown Ticonderoga. Recent projects include the Montcalm Streetscape and Gateway Enhancement Plan and renovation of the Community Building (DASNY grant administration). PRIDE sits on the Ticonderoga Montcalm Street Partnership board and design committee, the Ticonderoga Parks and Recreation Committee, and the Town of Ticonderoga Economic Development Committee.

**Ticonderoga Revitalization Alliance** is a Local Development Corporation of the Town of Ticonderoga and has been developing and administering economic development programs in the Ticonderoga Area since 2011. During that time, they have managed grants from HCR, Market NY, DOA Rural Business Development, National Grid Main Street, and others and administered more than \$5M in private funding for revitalization projects throughout the Ticonderoga Area.

**The Essex County Office of Community Resources** has demonstrated the ability to provide technical assistance to Essex County municipalities to manage capital and community development projects. Their staff of five is skilled in grant administration and implementing projects related to parks and recreation, historic preservation, housing rehabilitation, Smart Growth, and energy efficiency. The office has supported the Town of Ticonderoga in past water and sewer infrastructure improvement projects such as the Master Water Project (\$14M+ in grants and financing), Waste/Storm Water Separation Project (\$20M) and the ongoing LaChute River trail extension project (\$373K).

Letters of support from the organizations represented on the proposed Ti DRI Leadership Team outline their administrative roles.

ELISE M. STEFANIK  
21ST DISTRICT, NEW YORK

2211 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515  
(202) 225-4611  
stefanik.house.gov

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-3221**

**HOUSE ARMED SERVICES  
COMMITTEE**  
SUBCOMMITTEE ON CYBER, INNOVATIVE  
TECHNOLOGIES, AND INFORMATION SYSTEMS,  
RANKING MEMBER  
SUBCOMMITTEE ON STRATEGIC FORCES  
**HOUSE COMMITTEE ON EDUCATION  
AND LABOR**  
SUBCOMMITTEE ON HIGHER  
EDUCATION AND WORKFORCE INVESTMENT  
SUBCOMMITTEE ON WORKFORCE PROTECTIONS  
**HOUSE PERMANENT SELECT  
COMMITTEE ON INTELLIGENCE**

September 20, 2022

Mr. James McKenna  
Co-Chair  
North Country Regional Economic Development Council  
61 Area Development Drive  
Plattsburgh, NY 12981

Dear Mr. McKenna,

I am writing to express my strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). The funding will benefit the projects presented in the application and foster additional investments in the future and permanently transform the lives of residents in southern Essex county and beyond.

The Town of Ticonderoga has a compact, historic, and walkable downtown along the scenic LaChute River, making it a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the character of Ticonderoga bringing with it renewed energy. DRI funding will allow the Town to capitalize on prior and current investments to attract new businesses, tourists, and residents to the downtown and support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation and that advance the regional economic development goals articulated by the North County Regional Economic Development Council Strategic Plan. This investment will result in an immediate and long-term revitalization with economic benefits that will impact the entire North Country region.

I understand that there may be a significant volume of applicants; however, I hope the Town's application is given the most serious consideration. Please keep me updated throughout the funding process, and if you have any questions or concerns, do not hesitate to contact Jonathan Carman in my Plattsburgh District Office at 518-561-2324.

Sincerely,



ELISE M. STEFANIK  
Member of Congress

PLATTSBURGH  
137 MARGARET STREET  
SUITE 100  
PLATTSBURGH, NY 12901  
(518) 561-2324

GLENS FALLS  
5 WARREN STREET  
SUITE 4  
GLENS FALLS, NY 12801  
(518) 743-0964

WATERTOWN  
88 PUBLIC SQUARE  
SUITE A  
WATERTOWN, NY 13601  
(315) 782-3150

**THE SENATE  
STATE OF NEW YORK**



**DANIEL G. STEC**  
SENATOR, 45TH DISTRICT

ALBANY OFFICE:  
ROOM 408  
LEGISLATIVE OFFICE BLDG  
ALBANY, NY 12247  
(518) 455-2811  
(F) (518) 426-6873  
  
DISTRICT OFFICE  
5 WARREN STREET, STE. 3  
GLENS FALLS, NY 12801  
(518) 743-0968  
(F) (518) 743-0336  
  
EMAIL:  
STEC@NYSenate.GOV

**RANKING MINORITY MEMBER**  
CHILDREN AND FAMILIES  
ENVIRONMENTAL CONSERVATION

**COMMITTEES**  
BANKS  
EDUCATION  
HEALTH  
LIBRARIES

September 9, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Dear Mr. McKenna:

Please accept this letter as my support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI).

The DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments that will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

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

I fully support this application and strongly recommend funding for this initiative.

Thank you for consideration of this proposal.

Sincerely,

A handwritten signature in blue ink that reads 'D. Stec'.

Daniel G. Stec  
Senator, 45<sup>th</sup> District



MATTHEW SIMPSON  
Assemblyman 114<sup>th</sup> District  
Essex, Warren, Saratoga, and  
Washington counties

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

RANKING MINORITY MEMBER  
Social Services

COMMITTEES  
Environmental Conservation  
Local Governments  
Tourism, Parks, Arts and Sports Development

September 12, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to communicate my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I believe Ticonderoga is the ideal candidate to receive the assistance granted by the DRI and its fundamental mission to transform downtown neighborhoods into vibrant centers that offer high quality of life and serve as magnets for compounding redevelopment, business & job creation, and serve as centers for social, economic, and housing diversity. The funding allocated by the DRI will become the catalyst necessary to ignite a transformation of Ticonderoga into a needed regional hub for southern Essex County, Northern Washington County, and greater southern Champlain Valley region at-large.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Additionally, its vision embodies a developmental growth model conducive to New York State and the Adirondack Park's goal for efficient density driven development in rural areas mindful of overarching sustainability and stewardship goals. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on investments to attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your due consideration of granting acceptance to the Town's application is both strongly encouraged and appreciated. Please consider my office available to provide any further support necessary to ensure Ticonderoga's vision of the future come to fruition.

Sincerely,

Matthew J Simpson  
114<sup>th</sup> Assembly District

# Town of Ticonderoga

Mark A. Wright  
Supervisor  
(518) 585-6265  
Fax (518) 585-3279



Tonya M. Thompson  
Town Clerk  
(518) 585-6677  
Fax (518) 585-7211

132 Montcalm Street, P.O. Box 471, Ticonderoga, NY 12883 - TDD 711

---

Town Council

Dave Woods  
Joyce Cooper

Town Council

Tom Thatcher  
Tom Cunningham

September 13, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

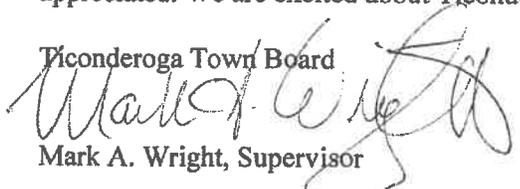
Dear Mr. McKenna:

I, as Town of Ticonderoga Supervisor, and the members of the Town Board are writing to communicate our fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our residents in southern Essex county and beyond. We continue to improve our downtown, infrastructure, and attributes for residents and visitors, but our great potential is hindered without additional assistance.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. We believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated. We are excited about Ticonderoga's future!

Ticonderoga Town Board

  
Mark A. Wright, Supervisor

September 19, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

As Supervisor of the Town of Hague and on the board of Warren County supervisors I am writing to communicate the support of the Town of Hague for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). The residents of Hague and other neighboring towns rely on Ticonderoga as their commercial, educational, and cultural base. Ticonderoga has been working on revitalization of the downtown for several years and we are beginning to see exciting results from the efforts. We now have hope that we will be able to enjoy the same vibrant downtown in the coming years that we remember from our youth.

Extensive public and private investments along Montcalm Street have begun to change the 'look and feel' of Ticonderoga, creating a vibrant energy throughout the community. Private investment has gotten us this far, but we need public partnership to bring these vacant buildings back to life with businesses that can support our year-round communities as well as the visitors. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown and elevate Ticonderoga as the business, cultural, recreational, and medical center of the Southern North Country.

Funds from a DRI will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into many neighboring North Country communities like Hague. Please consider awarding the Town of Ticonderoga's with this year's DRI for the North Country.

Sincerely,



Edna Frasier  
Supervisor, Town of Hague

[date]

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am [ OR INSERT ORGANIZATION NAME HERE ] writing to communicate my strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I [ WE ] believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional public and private investment in the future.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and the retail and commercial businesses on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in renewed energy. This DRI funding will allow the town to capitalize on prior and current private and public investments that will attract businesses, tourists and residents to downtown, support redevelopment, and ensure Ticonderoga will be a destination of choice for current and future generations.

The Town has identified transformative projects that will be ready for implementation with an infusion of DRI funds. I [ or WE ] believe that these funds will result in immediate and long-term revitalization and economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

*Charles Harrington*  
*Supervisor, Town of Crown Point*

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

September 14th, 2022

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

PRIDE of Ticonderoga is writing to assert our impassioned commitment and support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). As an organization, we've dedicated hundreds of hours serving on our DRI steering committee as well as administratively leading this application process. The DRI's ten million dollar award will unquestionably transform the lives of our local residents, whom PRIDE has personally served for 38 years. We strongly believe that the DRI will foster significant investments in our town's future given the transformative evidence that PRIDE has directly witnessed during its administration of over 11 millions dollars in local grant programs. PRIDE is committed to administering the DRI, if awarded, with contractual support from the town of Ticonderoga and ECIDA.

During PRIDE's tenure, we have seen Ticonderoga become a community of choice given its vibrancy, charm, and historic roots. However over the past five years, extensive public and private investments along the waterfront and our commercial district have begun to change Ticonderoga resulting in a new ebullience. However much work remains to be done. If awarded, the DRI will profoundly change the lives of our local residents, to which our organization has dedicated its service to.

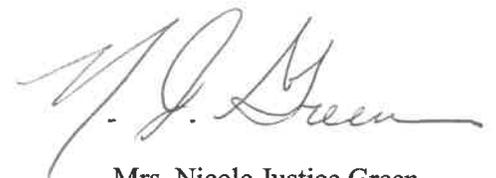
We love our town and its people. Their stalwart perseverance amid COVID-19 embodies what is to be a North Country resident. Instead of scaling back their involvement, our community increased their investments and new business ventures during the past two years of uncertainty. Ticonderoga residents relish a challenge and have never once shirked their duty and dedication to serve the community at large.

Our steering committee has identified transformative projects that are ready for implementation with an infusion of DRI funds. These funds will result in an immediate and long-term revitalization reverberating beyond Ticonderoga. This DRI funding will allow our town to capitalize on these recent investments and support much needed redevelopment, cementing Ticonderoga as a destination of choice for current and future generations. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Respectfully,



Mr. Stuart G. Baker  
President of the Board  
PRIDE of Ticonderoga



Mrs. Nicole Justice Green  
Executive Director  
PRIDE of Ticonderoga



September 13, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

On behalf of the Ticonderoga Area Chamber of Commerce (TACC) I am writing to express our support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten-million-dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex county and beyond. This effort certainly coordinates well with our mission, vision, and key areas of focus.

As you are aware and will see in the application Ticonderoga businesses, organizations and the municipality have been significantly investing in the community and Downtown Ticonderoga. Numerous new businesses have opened, businesses have expanded, new recreational opportunities have been created, and we collectively have been working diligently to move the community forward.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street are enhancing the 'look and feel' of Ticonderoga, resulting in a renewed energy. This DRI funding will allow our community to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The committee has identified multiple transformative projects which are being prepared to launch with an infusion of DRI funds. We believe that these funds will result in an immediate and long-term continued revitalization with far-reaching economic benefits that will span beyond Downtown Ticonderoga and into the North Country region. TACC services the communities of Ticonderoga, Crown Point, Hague, Moriah, and Putnam, NY. I know the efforts here in Ticonderoga will profoundly impact on all of them.

Your close and careful consideration to awarding the Town of Ticonderoga with this year's DRI is genuinely appreciated. We are prepared and truly ready for this next level in investment. We have the team in place. We are honored to be a strong partner and member of the Ticonderoga DRI Committee.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "MJC", is written over a light blue horizontal line.

Matthew J. Courtright  
President & CEO  
*mjc*



**ESSEX COUNTY IN THE PARK  
INDUSTRIAL DEVELOPMENT AGENCY**

7566 Court Street . P.O. Box 217 . Elizabethtown, NY 12932  
(518) 873-9114 . Fax (518) 873-2011 . E-mail: [info@essexcountyida.com](mailto:info@essexcountyida.com)  
Web Site: [www.essexcountyida.com](http://www.essexcountyida.com)

September 14, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

We are writing to communicate our strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic La Chute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have developed an inviting welcoming impression in Ticonderoga, resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, fortifying Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. We believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region.

The Essex County IDA is willing to serve as a partner in the DRI administration.

Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Kind Regards,

Carol Calabrese

Co-Executive Director / CEO

Jody Olcott

Co-Executive Director/CFO



P.O. Box 390 • Ticonderoga, New York 12883  
(518) 585-2821 • Fax (518) 585-2210  
www.FortTiconderoga.org

**BOARD OF TRUSTEES**

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*Sea Cliff, NY*  
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*Brookline, MA*  
Douglas Wilcy  
*Fort Lauderdale, FL*

September 16, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

As a representative of The Fort Ticonderoga Association, I am writing to communicate my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. DRI funding will allow the town to capitalize on prior and current investments, which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Beth Hill  
President & CEO



# ADIRONDACK FOUNDATION



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Joe Steiniger, Vice Chair  
Bill Creighton, Treasurer  
Holly Wolff, Secretary  
Lawson Prince Allen  
Jim Allison  
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Deb Cleary  
David Darrin  
Mel Eisinger  
Margot Ernst  
Reg Gignoux  
Joan Grabe  
Lea Paine Highet  
Jay Ireland  
Nancy Monette  
David Sand  
Carolyn Sicher  
Richard Strowger  
Craig Weatherup  
Nancy Wolcott

## Community Council

Collin McCullough, Chair  
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Kim Elliman  
Rebecca Hession  
Peter Madden  
Wendy Pierce  
Jeremiah Pond  
Alex Potter  
Stacy Sadove  
Alex Sonneborn  
Ben Strader  
Ayla Thompson  
Lucy Ward  
Susan Waters  
Ross Whaley

## President & CEO

Cali Brooks



September 20, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to communicate the support of the Adirondack Foundation for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). As a foundation that support a number of community- and economic development-based organizations in Ti, we believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future.

Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

We believe that funds from a DRI will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country communities. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Lori Bellingham  
Vice President of Community Impact



**Capture Spirit - Embrace Opportunity**

September 8, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am John Bartlett representing Ticonderoga Montcalm Street Partnership (TMSP). We are writing to communicate our strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the Ticonderoga area for both residents and visitors alike.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. TMSP has worked for many years to improve Ticonderoga's downtown area. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. Building on Ticonderoga's rich history and tourism draw, I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

John Bartlett  
Director – Ticonderoga Montcalm Street Partnership



September 13, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to communicate the support of the Ticonderoga Revitalization Alliance for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). As an organization deeply involved in the revitalization of Downtown Ticonderoga, we believe this round of the DRI's \$10M award is well-timed to be the boost that we need to realize a shared vision for Downtown Ticonderoga.

More than \$60M in private investment has made in Ticonderoga in the past decade by passionate local investors who have moved the downtown to the edge of prosperity. But they have limited resources and we need the support of public investment to partner with us to reach the finish line.

Ticonderoga is becoming a community of choice for people of all ages. We are one of just three communities in Essex County with an increase in residents ages 21-45 in the last 10 years. And as one of the largest communities in the North Country, we are the regional anchor of the southern region of the Adirondacks for business, the arts, culture, and medicine. This DRI funding will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Donna J. Wotton  
Executive Director

*Ticonderoga Revitalization Alliance is a not-for-profit, local development corporation whose mission is to restore economic prosperity in the Ticonderoga region by serving as a catalyst for innovative ideas and resources, and for public-private partnerships and investment opportunities*

Ticonderoga Revitalization Alliance, 174 Lake George Ave. Suite A, PO Box 247, Ticonderoga, NY 12883  
[www.ticonderoga-alliance.org](http://www.ticonderoga-alliance.org) C:415-385-4544 [donna@ticonderoga-alliance.org](mailto:donna@ticonderoga-alliance.org)

# TICONDEROGA CENTRAL SCHOOL DISTRICT

5 CALKINS PLACE  
TICONDEROGA, NEW YORK 12883

**M. Mark Russell**  
*President, Board of Education*

**Erin E. Hamel**  
*Clerk, Board of Education*



**Cynthia Ford-Johnston**  
*Interim Superintendent of Schools*  
Office - (518) 585-7400 Ext. 1135  
Fax - (518) 585-2682  
[cjohnston@ticonderogak12.org](mailto:cjohnston@ticonderogak12.org)

"SENTINELS FOR EXCELLENCE"

September 16, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

My name is Cynthia Ford-Johnston and I am the Interim Superintendent of Schools in Ticonderoga. I am writing in support of the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). Ticonderoga Schools support students from Ticonderoga, Hague and Putnam. As such we are excited for our students and families to experience the revitalization of Downtown Ticonderoga currently underway. With the Jr. Sr. High School just a few blocks from our core section of downtown, we have an opportunity to create a revitalized downtown that can support students and their families in many new ways. I believe the DRI's \$10 million award would be transformative to our community and families.

Downtown Ticonderoga is already seeing revitalization, but proposed projects like the Ticonderoga Natural Foods Co-Op expansion would provide both an after school gathering place for students and expanded healthy food options for them and their families. The performing arts space at 103 Montcalm would enable new musical and dance education and performance opportunities currently lacking in our community.

The school district has experienced a drop in enrollment over the past several years. One factor has been identified as being the lack of community resources for encouraging families to choose Ticonderoga and the surrounding area as the place to settle. All of the proposed improvements will contribute to turning the tide for families. The added resources will be supportive of several district initiatives supporting the arts and local history as well.

These projects would be transformative for our downtown and provide long-term sustainable quality-of-life benefits to not just the Ticonderoga, Putnam and Hague communities, but all of the surrounding communities in the Southern Adirondacks.

The Town of Ticonderoga needs the State of NY to partner with our local investors to transform the large vacant buildings in our downtown into new entities that support our residents and our visitors. Please give careful consideration to the DRI application of the Town Ticonderoga.

Sincerely,

A handwritten signature in blue ink that reads "Cynthia Ford-Johnston". The signature is fluid and cursive.

Cynthia Ford-Johnston  
Interim Superintendent of Schools



## Adirondack Park Agency

KATHY HOCHUL  
Governor

BARBARA RICE  
Executive Director

September 14, 2022

James McKenna, Co-Chair  
NYS Empire State Development – Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

### **Re: Letter of Support for the Town of Ticonderoga Downtown Revitalization Initiative Application**

Dear James McKenna:

On behalf of the New York State Adirondack Park Agency, I am writing in support of the Town of Ticonderoga's 2022 Downtown Revitalization Initiative (DRI) application. This important project will enhance Ticonderoga's compact, historic, and walkable downtown and encourage new investment in an Adirondack Park Agency Act (APA Act) - designated Hamlet Land Use Area.

The APA Act seeks to "insure the optimum overall conservation, protection, preservation, development and use of the unique scenic, aesthetic, wildlife, recreational, open space, historic, ecological, and natural resources of the Adirondack Park." The Agency's mandate is to protect the natural resources of the Park while taking into account the social and economic needs of the Park's residents and visitors. Toward this goal, the Act designated historic commercial centers, or Hamlets, to be the drivers of economic growth for Park communities. The projects identified in the Town's DRI application will be transformative for this Hamlet area and further encourage growth in an area of the Park best-suited for new development.

We are hopeful this application will be successful and look forward to working with the Town of Ticonderoga on improving the lives of its residents and the opportunities for business in the community. Thank you for your consideration of this important project.

Sincerely yours,

*Barbara Rice*

Barbara Rice  
Executive Director



LAKE CHAMPLAIN-LAKE GEORGE  
**REGIONAL  
PLANNING**

BETH GILLES  
DIRECTOR

PO BOX 765  
LAKE GEORGE, NY 12845  
518-668-5773  
WWW.LCLGRP.BORG

September 19, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to communicate the support of the Lake Champlain-Lake George Regional Planning Board for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). As an economic development-based organization we have been participating in some of the work that Ticonderoga has been doing to revitalize its economy and downtown. We believe the DRI's \$10M award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future.

Ticonderoga is becoming a community of choice for people of all ages. It is one of only three communities in Essex County that has increased its working population between the ages of 21 & 45 in the past decade. Its population of retirement age residents is also increasing. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga creating a vibrant energy throughout the community. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as the business, cultural, recreational, and medical center of the Southern North Country.

We believe that funds from a DRI will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into many neighboring North Country communities. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Beth Gilles  
Director



**North Country**  
Chamber of Commerce

The Power of Region

Home of:

Adirondack Coast  
Visitors Bureau

North American Center  
of Excellence for  
Transportation  
Equipment (NAMTrans)

North Country  
Service Corporation

North Country  
Industrial Council

Quebec - New York  
Corridor Coalition

SCORE

Serving:

Clinton  
Essex  
Franklin  
Warren  
Hamilton  
Akwesasne  
Southern Quebec

September 9, 2022

To Whom It May Concern:

The North Country Chamber of Commerce is the largest business and economic development organization in northern New York, connecting more than 4,000 employers across five counties. A key component of our economic strategy has long been support for sustaining and building quality communities, which inherently means quality downtowns.

Ticonderoga is a key hub in our region, and it has been our pleasure to work with the Ticonderoga Area Chamber of Commerce over many years on various programs and strategies. Their participation in the development of a 2022 DRI application for Ticonderoga has been especially important, putting forth an opportunity to build upon past endeavors to revitalize their historic downtown area.

With the foregoing in mind, it is our pleasure to express support for their DRI initiative. We will look forward to assisting them with implementation.

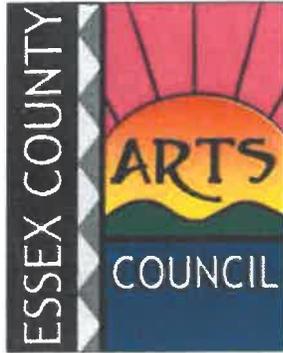
Onward and upward!

Sincerely,

Garry Douglas  
President and CEO



The Power of Region



# ESSEX COUNTY

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## ARTS COUNCIL

September 12, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

### Board of Directors

#### Officers

Rebecca Kelly  
*President*  
Au Sable Forks, NY

Robert Claus  
*Vice-President*  
Severance, NY

Tony Kostecki  
*Treasurer*  
Schroon Lake, NY

Deborah Fitts  
*Secretary*  
Lake Placid, NY

#### Board Members

Rose Chandler  
Westport, NY

Matthew Dunne  
Keene, NY

Evan Mack  
Ticonderoga, NY

Charles Russell  
Westport, NY

#### Staff

Susan Hughes  
Arts Administrator  
Elizabethtown, NY

#### Mailing Address

Essex County Arts Council  
PO Box 187  
Westport, NY 12993

#### Contact

518.227.1242

[admin@essexcountyarts.org](mailto:admin@essexcountyarts.org)

[www.essexcountyarts.org](http://www.essexcountyarts.org)

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

I am Susan Hughes, representing the Essex County Arts Council (ECAC). We are writing to communicate our fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex county and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

Although ECAC is not located in Ticonderoga, we work closely with eight organizations based there, providing much-needed funding for arts and cultural activities through our county-based Cultural Assistance Program grants. Each summer, these activities enhance Ticonderoga's quality of life.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. ECAC believes that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Susan Hughes  
Arts Administrator

*The Essex County Arts Council promotes and advocates for a community rich in arts and culture by connecting artists, organizations, and students, with residents and visitors.*



---

SARANAC LAKE | MALONE | TICONDEROGA

September 15, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Dear Mr. McKenna,

I hope this letter finds you well and enjoying these late summer days. These are exciting times for our region, and we are thrilled with the attention and resources that the North Country is receiving. Yet, we know there is more to do to help strengthen the communities that make up our home. It is from that perspective that I write to extend my full support for the Town of Ticonderoga's application to this sixth round of the Downtown Revitalization (DRI) initiative.

As we have seen in Saranac Lake, a previous recipient of DRI funding, an investment of this size can transform a community and improve the lives of residents and visitors alike. Ticonderoga has a storied place in the history of the region, state and nation, and the community has labored long and hard to retain that character. With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy that is palpable.

DRI funding will allow the town to capitalize on prior and current investments to attract new businesses, tourists, and residents to the downtown, as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely yours,

A handwritten signature in cursive script that reads 'Joe Keegan'.

Joe Keegan; President  
North Country Community College  
[jkeegan@nccc.edu](mailto:jkeegan@nccc.edu)  
(518) 891-2915 ext 1201

---

Office of the President . 23 Santanoni Avenue . PO Box 89 . Saranac Lake . NY. 12983  
[www.nccc.edu](http://www.nccc.edu) . 518-891-2915 x1201 . fax 518-891-5029



117 Montcalm St  
Ticonderoga, NY 12883  
Ph 518-585-6066  
Fx 518-585-6644

September 12, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

I am Maria Beuerlein, Branch Manager of Community Bank located in the downtown of Ticonderoga. I am a lifelong resident of the town and have been working in this location for the past 21 years. I am writing to communicate my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I firmly believe the DRI's ten million dollar award would not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex County and beyond.

With the bank location being part of the downtown for years, I have had the opportunity to work with different groups who work to bring our downtown back into the focus. I can see the benefits of the work in the look and feel of the downtown. From the Food Co-op, to the beautiful park, playground upgrades and LaChute walking trail the energization and energy can be seen.

I can clearly remember the vibrant downtown of years ago where my father had a business. I remember walking the streets with my family shopping and dining. With the downtown historic buildings and the beautiful outdoor park and path, the downtown can easily become more than what it was in the past. Our compact downtown is clearly a walkable gem waiting for the infusion of funds to allow the town to continue to upgrade prior and current investments. The attract of new businesses, tourists, and residents to the downtown will bring us back and beyond helping Ticonderoga become the destination of choice for current and future generations.

I believe in the identified projects that the town has ready to go. With the infusion of DRI funds they are possible, sooner rather than later. I have confidence that these projects would result in an immediate and long-term revitalization to our downtown with clear economic benefits that will extend beyond Ticonderoga and into the North Country region. Your close and thoughtful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

  
Maria Beuerlein  
AVP, Branch Manager  
Ticonderoga/Whitehall  
NMLS 479532



**Cornell Cooperative Extension  
Essex County**

8487 U. S. Route 9  
Lewis, NY 12950  
t. 518.962.4810 f.  
518.962.8241  
essex@cornell.edu  
<http://essex.cce.cornell.edu>

September 16, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Dear Mr. McKenna:

On behalf of Cornell Cooperative Extension (CCE) of Essex County I am writing to support the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). The Ticonderoga community has worked hard to create an environment of unwavering focus on local commerce. "Bootstrap" efforts and previous fundraising have led to visible results. A ten million dollar DRI award will not only benefit the transformative projects presented in the application, but will also reward and expand on local commitment, and foster additional investments that will permanently transform the lives of Ticonderoga's citizens and the tourists they attract.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

CCE strongly believes that projects like renewed buildings, an expanded River Walk/Trail, an outdoor pavilion and skating rink will create exciting, visible assets. Investment in a business development fund and marketing program will ensure both short and long-term economic benefits. CCE has and will continue to support Ticonderoga's revitalization through our own work in the areas of sustainable agriculture, farm-to-institution food systems and community wellness programs that lift up all sectors of a community. We strongly support the Town of Ticonderoga's application and appreciate your consideration.

*Elizabeth Lee*

Elizabeth Lee  
Executive Director  
Cornell Cooperative Extension

*Helping You Put Knowledge to Work*

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities

**Ticonderoga Historical Society**  
**Hancock House**  
6 Moses Circle  
Ticonderoga, New York 12883

September 14, 2022

Mr. James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

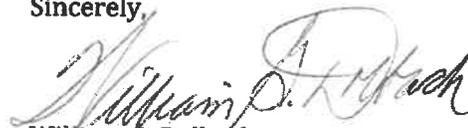
As the President of the Ticonderoga Historical Society, I write today to express our organization's wholehearted support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I, along with our Board of Trustees, believe the DRI's \$10 million award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future, enrich our residents and visitors in this community and throughout the southern region of the Adirondacks and beyond.

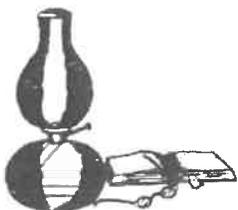
Our town is rich in American history and natural resources. With a compact, historic and walkable downtown along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront in the commercial district on Montcalm Street have begun to change the "look and feel" of Ticonderoga, resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which attract new business, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds that assure preservation of the cultural landscape area around the downtown's "Western Gateway." Included in the DRI funding request is a shovel-ready project of the Historical Society that offers a premier opportunity to preserve historically and environmentally significant lands recognized as a French & Indian Era battlefield area and other early military and settler's activities; and, a water-shed area with major in-flow to the LaChute River and Lake Champlain.

The development of these properties, along with the great investment being made by the University of Vermont Health Network at this location, will assure the preservation and enhance the current public landscape surrounding the Liberty Monument. Our properties will provide additional cultural resources to the Town of Ticonderoga's development of its park lands along the LaChute River and assist in the town's plan for community revitalization through historic and environmental venues for tourism in the town and region.

Sincerely,

  
William G. Dolback  
President



**From:** K M klmack.mack@gmail.com  
**Subject:** DRI app support  
**Date:** September 18, 2022 at 7:56 PM  
**To:** Donna Wotton donna@ticonderoga-alliance.org



September 17, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

Greetings! My name is Kristin Mack, D.O., and I am proud to live in Ticonderoga. My family and I moved "up" to Ticonderoga in 2019. Fortunately, I had the opportunity to practice Rural Family Medicine with a wonderful organization, Hudson Headwaters Health Network. Please understand that my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI) is both exciting for me and my family personally and also essential for healthcare in the area.

I believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future. For me, as Lead Physician of the HHHN Ticonderoga Health Center, it will mean improving recruitment of physicians to make our team here capable of caring for the amazing rural community here. Already, I teach at the "closest" residency program in Plattsburgh, which is more than almost two hours drive, to try to introduce young physicians to our area. It is thrilling to think what I could introduce them to with the changes that will be seen with projects completed from the DRI.

Walking potential, new recruits through a compact, historic, and walkable downtown located along the scenic LaChute River. Showing them that Ticonderoga has extensive public and private investments along the waterfront and in the commercial district on Montcalm Street to make other job opportunities appealing for their family members. Ticonderoga is certainly becoming a community that can attract physicians with families to settle and stay in the area. Your support starts a spark that can lead to permanent transformation and a healthy community.

Your careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Kristin L. Mack, D.O.  
Lead Physician HHHN Ticonderoga Health Center  
Rural Family Physician  
NYS Academy of Family Physicians Board Director

--  
Kristin L. Mack, D.O.  
Family Medicine Physician  
Hudson Headwaters Health Network  
Ticonderoga and Madaket Health Centers



## *Black Watch Memorial Library*

**Library Manager**  
Heather Johns

**Trustees**  
Stephen Boyce, Pres.  
John McDonald  
Virginia LaPointe  
Cheryl O'Connor  
Linda Cunningham  
Susan Gravelle

September 14, 2022

James McKenna

North Country REDC Plattsburgh Office

61 Area Development Drive

Plattsburgh, NY 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Initiative**

Dear Mr. McKenna:

As President of the Board of Trustees of the Black Watch Memorial Library, I am writing in support of the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We feel the funds provided will benefit the projects described in the application and will act as a catalyst for future improvement of the area.

The Black Watch Memorial Library has been located in downtown Ticonderoga since 1901. Our board and staff are excited by the new investment of time and money designed to make the area a destination, not only for visitors, but also for residents of the community. Recently, an anonymous donor gave \$50,000 to the Town of Ticonderoga to help purchase an area behind the library for the library's use. This type of generosity, with additional funding, will allow us to create a storybook walk for young readers, expand outdoor reading space for our patrons, and remodel an existing structure to be used as a community maker space.

Our mission is to "inspire lifelong learning, advance knowledge, and strengthen our community". We feel the resources provided through DRI funding will allow us to execute our mission and positively affect the lives of current and future generations.

Thank you for considering Ticonderoga as a recipient of a DRI grant.

Sincerely,

Steve Boyce

  
President,

Board of Trustees

Black Watch Memorial Library

99 Montcalm St., Ticonderoga, NY 12883  
Phone: 518-585-7380 Fax: 518-585-3209  
Email: blackwatch@townofticonderoga.org

TI ARTS  
119 Montcalm Street  
Ticonderoga, New York

September 16, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

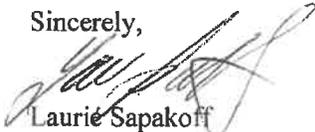
Dear Mr. McKenna:

As the co-presidents of Ti Arts, a non-profit organization dedicated to bringing art and cultural events to the rural community of Ticonderoga, we are writing to express our enthusiastic support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). Not only will the DRI's ten million dollar award directly benefit the transformative projects presented in the application, but it will be a catalyst for additional investments in the the lives of our residents in southern Essex County and beyond.

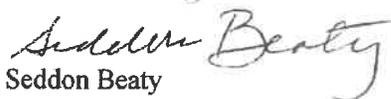
It is no secret that a vibrant arts scene is an integral part of revitalizing any downtown area. Ti Arts and its downtown art gallery have been part and parcel of the extensive public and private investments that are already infusing Ticonderoga with renewed energy. Time and time again, visitors (both long-time residents and newcomers) tell us how much they enjoy the gallery's year-round presence, and remark that it keeps getting better. As a wholly volunteer-run organization that just celebrated its ten year anniversary, Ti Arts is committed to improving even more. We envision that the DRI funding will help attract more artists, creating a more robust arts community, and thereby bolster the town's ability to attract new businesses, tourists, and residents to the downtown.

As stakeholders in Ticonderoga's future, we at Ti Arts believe in the transformative projects being proposed, and are committed to being part of this renaissance. With the DRI funds, our already blossoming rural community can achieve an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga with this year's DRI is genuinely appreciated.

Sincerely,



Laurie Sapakoff



Seddon Beaty

Co-Presidents, Ti Arts



# Ticonderoga Elks Lodge No. 1494

Benevolent and Protective Order of Elks

P.O. Box 310  
Ticonderoga, NY 12883

September 8, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am the Exalted Ruler (Chief Elected Officer) of Ticonderoga Elks Lodge #1494 writing to communicate our strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). Our Lodge believes the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional public and private investment in the future.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and the retail and commercial businesses on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in renewed energy. This DRI funding will allow the town to capitalize on prior and current private and public investments that will attract businesses, tourists and residents to downtown, support redevelopment, and ensure Ticonderoga will be a destination of choice for current and future generations.

Our Lodge has been proud to host two public participation events to support the Town's DRI application effort. As an organization with a building within the DRI target area, we are excited at the growth opportunities a Downtown Revitalization Initiative award would bring to our community.

The Town has identified transformative projects that will be ready for implementation with an infusion of DRI funds. We believe that these funds will result in immediate and long-term revitalization and economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

*Pam Moser*

Pam Moser

Exalted Ruler



September 15, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to lend my support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I own the Star Trek Original Series Set Tours attraction in Downtown Ticonderoga. I've invested more than \$1M of my own money in my business and in Downtown Ti, and I'm about to create another attraction. We currently attract more than 10,000 visitors/year to Downtown Ticonderoga and expect that number to double in the next few years. We can attract these visitors to our town, but if the downtown is not compelling, if we continue to have vacant buildings and storefronts, and if the services our visitors need are not available, they will continue to stay elsewhere and spend their money elsewhere.

Myself and others are investing everything in the vision we have for Ticonderoga. We are passionate, generous, and tireless. We believe in the future of Ticonderoga as a vibrant downtown for residents and visitors. But we need partnership from NY State to help us revitalize the vacant buildings and build the businesses that will support venues like mine for year-round success. I believe the DRI's \$10M award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future from others like myself in the private sector.

Help us realize our vision for a vibrant and revitalized Downtown Ticonderoga. We can do this. We just need some public investment to achieve critical mass to achieve a long-term revitalization with economic benefits that will resonate throughout the Ticonderoga Area and the surrounding North Country communities. Please consider our town as your next North Country DRI investment.

Sincerely,

A handwritten signature in black ink that reads "James M. Cawley". The signature is written in a cursive style with a long, sweeping underline.

James Cawley  
Owner, Star Trek Original Series Set Tours  
Private Investor

**Ticonderoga Natural Foods Cooperative  
109 Montcalm Street  
Ticonderoga, NY 12883**

September 20, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

My name is Dawn Karlson and I am the President of the Board for the Ticonderoga Natural Foods Coop. I am writing in support of the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). This grant will not only benefit the transformative projects presented in the application, but will also attract additional private investments to help us transform Downtown Ticonderoga into the social, cultural, business, and community center that we envision for our community.

Our downtown is compact, historic, and walkable. It was beautiful and vibrant at one time and can be again. The community has embraced the CoOp and other new businesses in downtown. The Burleigh Luncheonette thrived even during COVID in the past couple of years and actually doubled in size because of a thriving business. We can do this, but we need the help of public investment to reach a critical mass. Our community will support our downtown if we are able to revitalize the empty storefronts and other elements that will bring more residents downtown and support our tourism industry.

Ti's well-balanced DRI application includes projects related to business, culture, arts, transportation, and streetscape enhancements. This DRI funding will allow the town to capitalize on prior and current investments to cement Ticonderoga as a destination of choice for current and future generations, and provide a platform for further private investments in the town. It will result in economic benefits that will span well beyond Ticonderoga and throughout the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,



Dawn Karlson  
Ticonderoga Natural Foods Cooperative



James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

Oh behalf of Stewarts Shops, I am writing to communicate my strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional public and private investment further supporting the exciting future of Ticonderoga.

In 2015 Stewarts invested \$1.1 million to replace our Ticonderoga store with a new expanded facility. The store has continued to prosper (and is more profitable than ever) as Ticonderoga continues to grow despite many national economic challenges.

Ticonderoga is becoming a community of choice for people of all ages. It is one of the few communities growing it's working population between the ages of 21 & 45. It is also expanding it's senior community and support services for this demographic. (We see both of these trends in our business.) Extensive public and private investments along Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in renewed energy. This DRI funding will allow the town to capitalize on prior and current private and public investments that will attract businesses, tourists and residents to downtown, support redevelopment, and ensure Ticonderoga will be a destination of choice for current and future generations.

We believe that a DRI award will result in immediate and long-term revitalization and economic benefits that will reach beyond Ticonderoga and throughout the North Country region. We encourage you to carefully consider the DRI application of the Town of Ticonderoga and look forward to being a part of the revitalization of Ticonderoga.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Frame". The signature is written in black ink and is positioned above the printed name.

Jennifer Frame  
Director of Corporate Philanthropy



**Ticonderoga Festival Guild**  
**PO Box 125, Ticonderoga, NY 12883**  
**[www.tifestivalguild.org](http://www.tifestivalguild.org)**

September 12, 2022  
James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburg, New York 12901

Re: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

I am the Executive Director of the Ticonderoga Festival Guild, a 501C, all volunteer organization that has been devoted to delivering performing arts to Ticonderoga for 42 years. We strive to fill a cultural void in this low-income, under-served community by delivering free programming to both children and families throughout the year.

For many years we had a large circus tent that was used as a venue for our summer children's programs and our family concert series delivered in the summer. When the tent was retired, we started using an outdoor pavilion at the Knights of Columbus Lodge in Ticonderoga and it has served our needs. In 2016 we began a project to "replace the tent" with a permanent performing arts pavilion that would be operational for at least 3 seasons. The pavilion would be available for the Festival Guild, the Farmers Market and other community organizations and events. The goal was to have a venue that would allow the town to schedule and hold a wide range of events that would draw people to our town and provide a vibrant spring through fall schedule of events. Much work was done, architectural drawings, site drawings, agency approvals, town approvals but in 2019 we put the project on hold because we realized that we were not equipped to be able to handle funding for a major capital project.

The DRI 10-million-dollar grant would enable the Performing Arts Pavilion project to go forward and would allow the town, merchants, and other organizations to complete very important projects. All defined projects would lead to the revitalization of our downtown. Many people have been working to bring back our downtown area with positive results but the grant would ensure a successful completion of many of the important projects.

I thank you for your consideration and hope you will look favorably on Ticonderoga's DRI Grant application.

Sincerely,

Judy Walker  
Executive Director  
Ticonderoga Festival Guild

9/16/2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am Jackie Palandrani and I'm representing Silver Bay YMCA. I'm writing to communicate my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I believe the DRI's ten-million-dollar award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex county and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Jackie Palandrani  
Youth and Teen Director  
Silver Bay YMCA

9/18/22

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

My name is Katie Andersen representing Punky Noodles and Champ Cafe. I am writing to communicate my support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I believe the DRI's ten million dollar award will not only benefit the projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our dedicated and loyal residents in southern Essex county and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

From a personal perspective, I grew up here, moved away and came right back when I started my family. This community is one of a kind and local businesses flourish here because of the support the community provides us. I began Punky Noodles, a private interactive children's museum just 2 months before Covid. Surely, I thought I wouldn't survive the shutdown. Not only did I manage to stay open and pay all bills needed to "operate" in a creative form, I gained such a supportive group of families and kids that are now my core Punky Kids and families. Ticonderoga and the surrounding towns together are truly remarkable and I am so proud to be a part of this growing community.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Katie Andersen

Owner of Punky Noodles & Champ Cafe

September 11, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

Hi; I am Jeremy Madden, representing Maddens Pub. We are writing to communicate our fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization initiative (DRI) We believe the DRI's ten-million-dollar award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic La Chute River, Ticonderoga is becoming a community of choice people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the look and feel of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. We believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

Jeremy Madden  
Co-Owner of Maddens Pub  
  
Cheryl Austin/Madden  
Co-Owner of Maddens Pub

September 17, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

We are representing the Circle Court Motel. We are writing to communicate our fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex county and beyond. As new owners of the motel, we have numerous projects that we hope to implement that will help update and enlarge our establishment so that visitors to the area will have a welcoming place to stay.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. We believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,



Joe and Alicia Vilardo

Owners of Circle Court Motel

September 19, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am Jenna Parent representing J. P. Waste Management, LLC. I am writing to communicate my fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). I believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future and permanently transform the lives of our stalwart residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jenna Parent', written in a cursive style.

Jenna Parent  
Owner of J. P. Waste Management, LLC

Optics of Ticonderoga  
89 Montcalm Street  
Ticonderoga, NY 12883

September 19, 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, NY 12901

RE: Letter of Support for the Town of Ticonderoga DRI Application

Dear Mr. McKenna:

I am representing Optics of Ticonderoga. I am writing to communicate my strong support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative. I know the DRI's Ten-Million-Dollar award will not only benefit the transformative projects presented in the application but will also create additional investments in the future and transform the lives of our residents in southern Essex County and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The town has identified transformative projects that are ready for implementation with an infusion of DRI funds. I believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga this year's DRI is genuinely appreciated.

Sincerely,

**Dawn E Titus**

Dawn Titus, Optician  
Optics of Ticonderoga

9/22/22

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

I am writing to lend my support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). As a Professor of Music at Skidmore College, Executive Director of We Are Instrumental (a 501c3 dedicated to bringing musical instruments to North Country Schools) and resident of the Ticonderoga Area, I believe in the future of Ticonderoga as a vibrant downtown for residents and visitors. And I believe that Ticonderoga will become the cultural hub of the Southern Adirondacks in the coming years. There are several projects outlined in our DRI application that will help foster art, culture, and the performing arts in our community. These programs are essential for our youth and a healthy community and region.

It is critical that we invest in the buildings and businesses that will support the arts in our community. I believe the DRI's \$10M award will not only benefit the transformative projects presented in the application, but will also foster additional investments in the future.

Our economic and community development entities are all working together, there is excellent community involvement, and we are pooling our resources to revitalize downtown Ticonderoga. But we need participation from the public sector to get to our goals. Funds from a DRI would result in an immediate and long-term revitalization with economic benefits and community enrichment that will resonate throughout the Ticonderoga Area and into the North Country communities for decades to come. Let's partner together on Ticonderoga's Downtown.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Mack', with a stylized flourish extending to the right.

Dr. Evan Mack  
Professor, Skidmore College  
Executive Director, We Are Instrumental  
Resident, Putnam Station, NY

**Montcalm Liquors  
16 Montcalm Street  
Ticonderoga, NY 12883**

19 September 2022

James McKenna, Co-Chair  
North Country REDC Plattsburgh Office  
61 Area Development Drive  
Plattsburgh, New York 12901

**Re: Letter of Support for the Town of Ticonderoga DRI Application**

Dear Mr. McKenna:

We are writing to communicate our fervent support for the Town of Ticonderoga's application to the sixth round of the Downtown Revitalization Initiative (DRI). We believe the DRI's ten million dollar award will not only benefit the transformative projects presented in the application but will also foster additional investments in the future. As business owners for over 30 years in downtown Ticonderoga we have seen the impacts of economic decline. We feel this program will permanently and positively transform the lives of our stalwart residents in southern Essex county and beyond.

With a compact, historic, and walkable downtown located along the scenic LaChute River, Ticonderoga is becoming a community of choice for people of all ages. Extensive public and private investments along the waterfront and in the commercial district on Montcalm Street have begun to change the 'look and feel' of Ticonderoga resulting in a renewed energy. This DRI funding will allow the town to capitalize on prior and current investments which will attract new businesses, tourists, and residents to the downtown as well as support redevelopment, cementing Ticonderoga as a destination of choice for current and future generations.

The Town has identified transformative projects that are ready for implementation with an infusion of DRI funds. We strongly believe that these funds will result in an immediate and long-term revitalization with economic benefits that will span beyond Ticonderoga and into the North Country region. Your close and careful consideration to awarding the Town of Ticonderoga's with this year's DRI is genuinely appreciated.

As long-time residents with a very involved and busy family, we look forward to the growth of opportunities for our children and their peers as they make life choices that will bring them back to our vibrant community.

Sincerely,

Walt and Jane Lender  
Owners  
Montcalm Liquors