

MORAVIA

NEW YORK

Central New York Region

NY Forward Program

Village of Moravia Downtown

Cayuga County

Primary Contact:

Gary Mulvaney,

Mayor

villageofmoravia@scccinternet.com

Geographic Area & Justification

Community Profile

The Village of Moravia is an incorporated area with a population of 1,200 residents. Located in southern Cayuga County, it is a short distance from the southern end of Owasco Lake. The chief tributary of the lake, the Owasco Inlet, delineates the western boundary of our Village.

The Village sits in a valley, surrounded by vast stretches of farmland and forests. It is between three medium-sized urban centers: Auburn (18 miles to the north), Cortland (17 miles to the east), and Ithaca (21 miles to the south). This location means that Moravia's downtown serves as the center of business and social activity for not only the Village, but also several nearby rural towns. Within 10 miles of Downtown Moravia, the Village is able to draw from a retail trade area of 8 townships with combined populations of more than 13,000 residents.

Focus Area Description

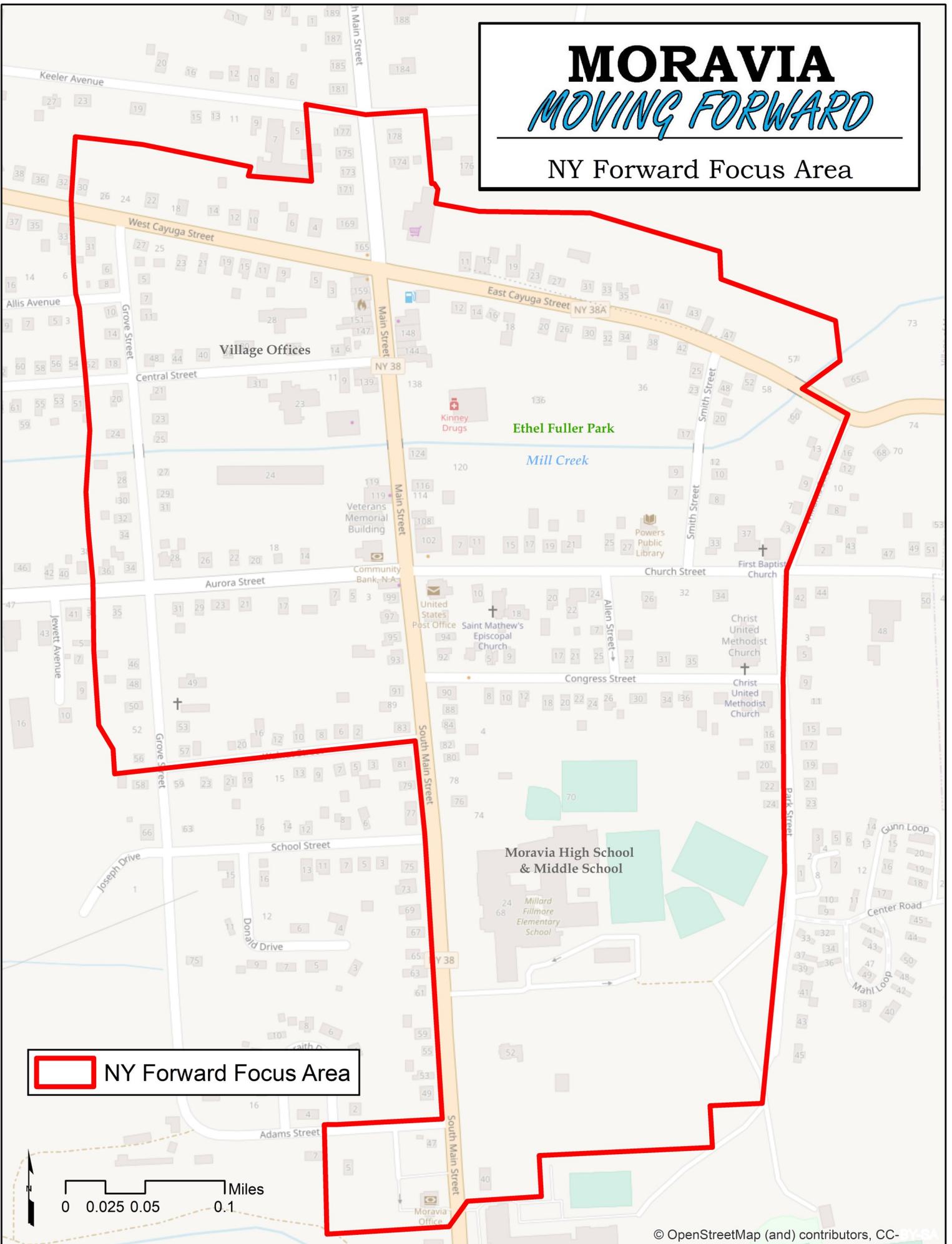
The Focus Area represents the Village of Moravia's historic downtown. The downtown centers on Main Street (State Route 38) from the Oak Hill Road intersection southward to Adams Street. From Oak Hill Road to Walnut Street, it stretches westward for one block to Grove Street and eastward to William and Park streets. Mill Creek flows westward through the Focus Area. Overall, the area consists of 141 acres, 7 blocks, the high school and middle school campus, and sections of 10 roads. The map on the following page shows the Focus Area boundaries. Moravia's downtown is a match for the NY Forward program for the following reasons:

1. The downtown serves a large area beyond its municipal bounds, providing essential amenities such as grocers, pharmacies and healthcare services, law firms, insurance agencies, restaurants, hardware stores, fueling stations, and places of worship, and the K-12 Moravia Central School District campuses.
2. Downtown development dates back to early to mid 19th century and has retained its compact and dense characteristics. From the Village offices, all points in the downtown are within a 15 minute walk.
3. The downtown provides a variety of housing options, including single and multi family houses, loft apartment units, and senior housing and serves diverse demographics.
4. The Village has implemented appropriate policies to support downtown revitalization efforts.
5. Efforts to revitalize the downtown have been rooted in public participation and the community's plans enjoy broad public support.

MORAVIA

MOVING FORWARD

NY Forward Focus Area



Vision Statement

The Village of Moravia has cultivated a downtown vision statement through a lengthy public engagement process dating back to the development of the Comprehensive Plan. Through public workshops, Comprehensive Plan Steering Committee input, and, most recently, responses to a questionnaire focused on the NY Forward program, the Village has drafted a Vision Statement that identifies a future in which Moravia can build on their strengths of history, human capital, and innovative industry:

“Moravia, rich in history and small-town character, has a thriving downtown that supports the community and promotes sustainable growth while protecting its natural resources and ensuring the health and safety of its citizens. Strategically located between Auburn, Cortland, and Ithaca, the Village is the sole provider of key services to southern Cayuga County and seeks to enhance opportunities for business, cultural, and recreational growth. Moravia prides itself on active public involvement through fraternal organizations, social and service clubs, religious institutions, and friendly neighbors. History, hospitality, and remarkable Finger Lakes scenery come together in the Village to create a community that is proud of its past and excited about its future.”



Past Investment & Future Potential

Past Investment

In the past 5 years, the Village of Moravia has worked diligently to revitalize its downtown and community. Many of these improvements have come one-by-one, the result of individual, hardworking business or property owners reinvesting in their commercial enterprise and employees. These efforts include:

- ✓ More than \$540,000 in mixed use development of historic multi-story buildings to establish commercial on the first floor and loft apartments on the upper floors.
- ✓ More than \$170,000 to grow and expand local businesses.
- ✓ More than \$900,000 in expansion by one of the Village's largest employers, UPSCO, a manufacturer of infrastructure parts for the key industry sector of energy development. UPSCO was named a "Best Company to Work for in New York" by the New York State Society for Human Resource Management in 2018 and again in 2021.
- ✓ A 24,000 square foot office expansion by another one of the Village's largest employers, Alnye, which provides bulk tank transportation for milk and petroleum products.
- ✓ The Village supports a burgeoning arts community, with freelance artists, currently relying on social media for exposure, eager for a permanent venue to showcase their products.

Future Potential

Moravia is resounding with potential, in both tourism and live-work-play opportunities. The Village serves a large rural catchment area, providing basic needs such as groceries, pharmacies, and health care to more than 13,000 individuals and Fillmore Glen State Park is a regional attraction. With sound planning principles and a transformative vision, our Village is poised to expand our offerings and become a tourism and social destination. Our vision and potential projects focus on creating a lively downtown with a mix of residential, commercial, dining, recreational, and entertainment options, all within a 15 minute walk. The development of two public parks in Moravia's compact downtown, along with expansion of residential and commercial activity, position Moravia to be at the forefront of live-work-play opportunities and a gateway to the Finger Lakes area.

Recent / Impending Job Growth

The Village of Moravia has added more than 60 jobs in the past ten years, with significant growth in our key industries of agribusiness and energy development. The Village is poised to add many more with the activation of underutilized downtown buildings and expansion of downtown offerings.

Quality of Life

The Village of Moravia is a close-knit community with a wealth of culture, history, and pride. This hometown feeling is manifested in several aspects:

- ✓ The Village has a wide variety of single-family, senior housing, and affordable housing options;
- ✓ The Moravia Central School District is a strong community bond, generating great community pride, fellowship, and shared purpose. School events enliven the downtown on a regular basis;
- ✓ Fillmore Glen State Park, one of the few state parks within walking distance of a downtown, is a popular tourist destination with miles of trails, scenic waterfalls, and an extensive campground;
- ✓ The Village has several other recreational amenities within walking distance of downtown including Ethel Fuller Park, Ettinger Field Park, and the school district's athletic facilities;
- ✓ Moravia hosts several cultural and entertainment events throughout the year, such as the Fillmore Days with their iconic Bath Tub Race, the Fillmore Auto Show, the annual VFW-Moravia Fire Department Fair, Christmas in Moravia, and the St. Matthews Fall Festival.
- ✓ The Village is home to four historic churches, all of which have active, community-minded congregations and play important spiritual, social, and cultural roles in the area.
- ✓ Moravians have a penchant for storytelling and take great pride in remembering and preserving the area's history. The Cayuga-Owasco Lakes Historical Society (COLHS), located in the Village, is an integral asset in this endeavor, curating a thorough account of Moravia's rich history.



Supportive Local Policies

Several land use regulations, policies, and plans are in place that lay a foundation and assist in revitalizing the downtown. These include:

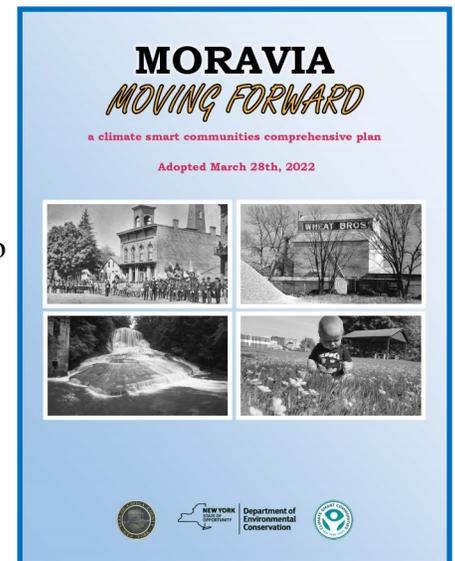
- ✓ Climate Smart Community Actions;
- ✓ Comprehensive Plan;
- ✓ Complete Streets.

Climate Smart Community Actions

In order to create a sustainable economy while reducing greenhouse gas emissions, the Village of Moravia registered as a Climate Smart Communities in 2017 and pledged to pursue Climate Smart Community principles of reducing greenhouse gas emissions and promoting a sustainable community with a diversity of energy options. These initiatives were woven into the Village's Comprehensive Plan as a DEC-approved Climate Action Plan to strategize greenhouse gas emissions reduction options for both government operations and private sector activities.

Moravia Moving Forward: Village of Moravia Comprehensive Plan

Earlier this year, the Village adopted a Comprehensive Plan that focused on natural resource protection and downtown revitalization. The Plan was drafted by a steering committee comprised of a diverse group of community members and relied on extensive public input to form its foundation. Chief goals are to *"recognize, promote, and reinvest in the downtown as the vital economic and social center of the Village,"* and to *"expand opportunities for businesses that align with the vision of a vibrant downtown."* Implementation measures included wayfinding, gateway, and public space improvements, as well as supporting and encouraging private investment in commercial and residential properties.



Complete Streets

The Village of Moravia committed to promoting the Complete Streets concept that streets should be designed for all users, regardless of mode, age, and ability. The 2022 Comprehensive Plan recommends adoption of these principles into the Zoning Code.

Public Support

The people of Moravia have long supported downtown revitalization and community reinvestment. Generally, this has been illustrated in the popularity of community events such as Fillmore Days, the Auto Show, Christmas in Moravia, and the close-knit ties the community has developed through the school district and civic engagement. More recently, the Village has undertaken several planning initiatives, centered on public involvement, to identify how reinvestment can best serve the community. These initiatives include:

✓ **Comprehensive Planning**

In recent years, the Village engaged the community in their efforts to develop our first Comprehensive Plan in nearly six decades. The Plan was publicly-driven through several initiative including the establishment of a Steering Committee comprised of a diverse group of community members, individuals from the business sector, government, and the school district. Public meetings and workshops were held to gather community input throughout the process and a village-and-town-wide survey extensively informed the document. Several capital improvement project ideas came out of this initiative, including improved park spaces, a community center, retail, entertainment, and dining options; all focused on tourism opportunities while improving the quality of life for residents. This Comprehensive Plan, adopted in the spring of 2022, provides the foundation for public engagement and project development in the NY Forward program.

✓ **NY Forward Open Call for Project Opportunities**

In order to ensure a comprehensive approach to downtown revitalization, the Village distributed “Potential Project” forms to all downtown businesses and the public. Several interested parties submitted ideas in both the private and public sectors.

✓ **Public Meeting – NY Forward Program**

A public meeting was held on September 12th, 2022 in order to inform the public of NY Forward grant and to garner input regarding the Village’s draft application and list of potential projects. The public expressed enthusiasm for this grant opportunity and provided several insightful ideas and recommendations.

✓ **Planning Board Meeting – NY Forward Program**

On September 19th, 2022, the Village of Moravia Planning Board reviewed and endorsed the NY Forward grant program and the Village’s draft application. Public attendees expressed enthusiastic support for the opportunity.

Transformative Project Opportunities

As our application demonstrates, we have been gaining momentum for strategic downtown investment. Comprehensive planning initiatives have been followed by outreach to develop the partnerships with the private sector to identify and advance a downtown vision that is realistic, sustainable, and transformative. This vision centers on the goal of creating an active downtown that can attract new businesses, grow the local property tax base, and enhance the quality of life for residents and visitors alike. More than \$6,500,000 of downtown investment has been identified in both private (\$5,095,000) and public (\$1,525,000) projects, focusing on three types of projects:

1. Building Renovation.

A large component of creating a vibrant downtown where people can live, work, and play is providing the real estate necessary to accommodate employers, shoppers, and residents. With several multi-story, historic buildings along Main Street, Moravia has plenty of space available, though many units are vacant or underutilized. Adaptive reuses for more than 16,000 square feet of floor area, largely focusing on activation of upper stories, have been identified. These building renovation projects will expand a diversity of housing options and provide centrally-located goods and services to residents and visitors.

2. Placemaking.

Our downtown vision centers on creating a unique character in the downtown to grow Moravia into the tourism, social, cultural, and entertainment hub of the area. Public infrastructure projects will include parks and open spaces, streetscape and gateway improvements, public art, and promotion of Moravia's historic and cultural attractions. These projects will help to establish a vibrant downtown that is a tourism, entertainment, and dining destination.

3. Walkability & Connectivity.

Our compact downtown encourages pedestrian activity, though infrastructure investment is needed to ensure safety and improve access. Connectivity projects focus on improving the sidewalk network, establishing wayfinding measures, and making key connections to recreational facilities and historic sites.

Private Sector Projects

PROJECT/LOCATION		DESCRIPTION	PROJECTED START DATE	PROJECT COST
1.	Commercial Building Façade & Exterior Improvements <i>101 Main Street</i>	Paint and caulk building and storefront; install railings for front entrance steps; replace exterior staircase to 2nd floor; rebuild 2nd floor porch to match historic design.	2023	\$20,000
2.	Commercial Building Redevelopment <i>102 Main Street</i>	Renovate rear 1st floor and entirety of 2nd and 3rd floors to accommodate commercial and loft apartment units. Total interior floor area in need of renovation is approximately 13,000 sq ft. Exterior improvements, including roof and window replacement, are also needed.	2024	\$1,750,000
3.	Commercial Building Expansion - Kilborne Agency <i>139 Main Street</i>	The Kilborne Insurance Agency will expand operations into a neighboring vacant building. Renovations will include a new HVAC system, roof replacement, interior remodel, and façade and exterior improvements.	2023	\$100,000
4.	Commercial Building Redevelopment <i>142 Main Street</i>	Redevelop vacate 4,600 sq ft bank building into restaurant or retail space; reconfigure existing parking lot to improve access to neighboring Ethel Fuller Park.	2024	\$750,000
5.	Commercial Building Renovation <i>147 Main Street</i>	Exterior improvements; complete renovation of 3rd floor to accommodate a 1,500 sq ft loft apartment unit. This project will help expand a variety of residential options in the downtown.	2023	\$225,000
6.	Commercial Building Façade & Exterior Improvements <i>148 Main Street</i>	Exterior improvements for building housing 6 loft apartment units and 3 commercial units: Replace store front window, 4 hallway dome top windows, framing/wrapping on all windows; façade improvements; repaint, replace and repair woodwork.	2023	\$200,000
7.	Commercial Building Renovation <i>151 Main Street</i>	Renovate store front; renovate 2,100 sq ft 2nd floor into two loft apartment units. This project will help expand residential options in the downtown.	2023	\$300,000
8.	Commercial Building Renovation <i>153-155 Main Street</i>	Renovate 2,800 sq ft first floor of vacant building into restaurant or retail space; renovate 2nd floor into 3 loft apartment units. This project will help expand residential options in the downtown.	2023	\$750,000
9.	Commercial Building Renovation <i>157 Main Street</i>	Renovate 4,400 sq ft of upper stories floor area into 4 loft apartment units; replace upper story windows. This project will help expand residential options in the downtown.	2024	\$650,000
10.	Commercial Expansion—10-10 BBQ & Catering <i>5 Adams Street</i>	Expand operations to include a brewery; enclose pavilion for additional seating and event space.	2023	\$150,000

Private Sector Projects Descriptions

1. 101 Main Street (Moravia Liquors)

This long-standing business is in need of minor façade and exterior improvements to improve access and appearance. Located at the intersection of Main-Aurora, the building represents the southern edge of downtown commercial and serves an important role in transitioning to a more residential area.



2. 102 Main Street

This historic 3-story building offers 6,200 square feet of floor space per story but is in need of significant restoration to maximize its potential. Currently, two retail enterprises are operating on the ground floor, but a new roof, interior renovations on portions of all 3 floors, and façade improvements are necessary to transform this underutilized building into a vibrant mixed use anchor.



3. 139 Main Street (Kilborne Agency)

Recent construction on a new town hall outside of the downtown has left this single-story building vacant. The Kilborne Insurance Agency, located next door, is purchasing this building in order to expand their offices and add 2 to 3 new jobs. Renovations include a new HVAC system, roof replacement, interior remodel, and façade and exterior improvements. The agency has been in operation in Moravia since 1894.



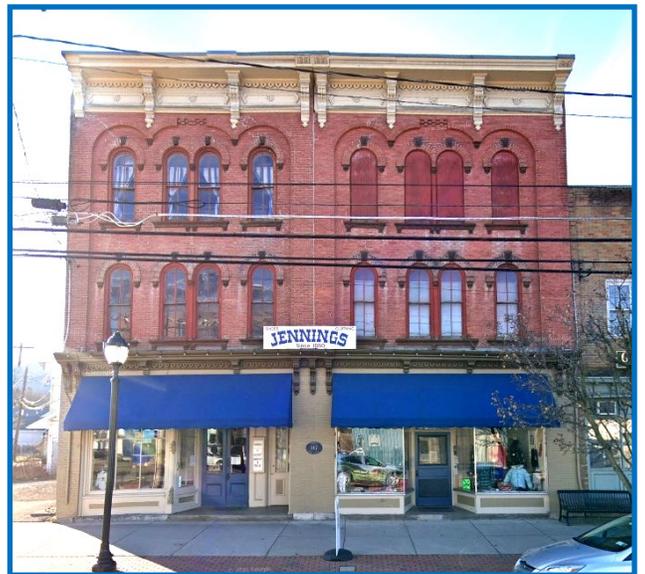
4. 142 Main Street

With the recent merger of two banks, this 4,600 square foot building has recently become vacant. Acting as the eastern terminating vista of Central Street, this building is ideal for adaptive reuse as a commercial or restaurant establishment and can be a key component to Moravia’s goal of creating a more vibrant downtown through expansion of dining options. Situated next to Ethel Fuller Park, there are opportunities to redesign the parcel perimeter and parking lot to improve park access and build synergy between the future tenant and public space.



5. 147 Main Street

This three-story building totals 9,000 square feet of floor area and offers an excellent opportunity to establish an anchor development in downtown. The Jennings Department Store, located on the first floor, is the oldest commercial entity in the Village, serving the Moravia community for more than 160 years. Exterior improvements are sought and one 1,500 square foot loft apartment unit remains in need of renovation.



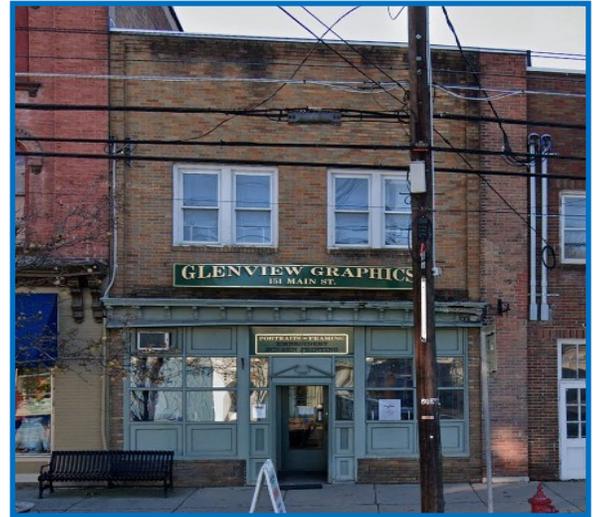
6. 148 Main Street

This 3-story building totals 11,400 square feet of floor area and acts as an important downtown anchor with 6 loft apartments on upper floors and 3 commercial units on the first floor. More than \$150,000 of private funds has already been invested in the interior of the building. Façade and exterior improvements are still needed, including store front and hallway window replacements, repaint, and replace and repair woodwork.



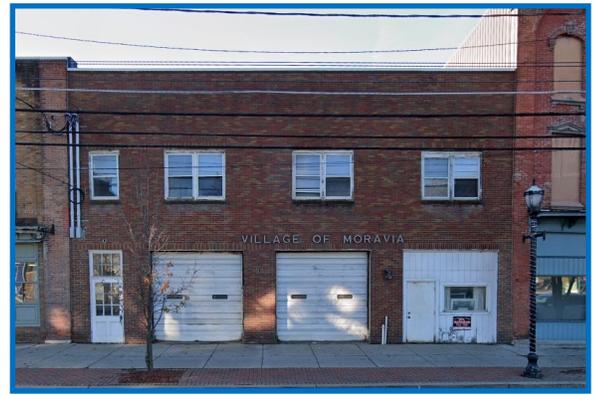
7. 151 Main Street

This 2-story building is an excellent opportunity to expand compact mixed uses. With an existing retail business on the first floor, this project would replace the store front and complete renovation of the 2,100 square foot second floor into 2 loft apartments (\$40,000 of private funds have already been invested in this project). This project will help expand residential options and enliven the downtown.



8. 153-155 Main Street

This vacant two-story building is the former home of the Village fire department. The property owner has expressed interest in renovating the first floor into restaurant or retail space and utilizing the roll-up garage doors to connect with Main Street. The second floor will be converted into 3 loft apartment units. This project will help enliven the downtown as an active and vibrant live-work-play setting.



9. 157 Main Street

A three-story building totals 6,600 square feet of floor area and offering a great opportunity for integrating lively mixed uses into the downtown, the upper floors are vacant and in need of renovation into 4 loft apartment units. This project will expand residential options in the downtown.



10. 5 Adams Street (10-10 BBQ & Catering)

This popular dining establishment is expanding from seasonal operations to all year. Project costs consist of construction to enclose a pavilion for seating and brewery equipment installation.



Public Sector Projects

PROJECT/LOCATION		DESCRIPTION	PROJECTED START DATE	PROJECT COST
1.	Downtown Design Guidelines <i>All of downtown</i>	Update Zoning Code to revise Central Business District to Downtown Improvement District that aligns with goals and objectives of Comprehensive Plan and NY Forward program. Develop downtown design guidelines and streetscape standards for the Downtown Improvement District.	2023	\$10,000
2.	Public Space Improvement - Ethel Fuller Park <i>136 Main Street</i>	Redesign and renovation of an existing neighborhood park, located in the center of downtown. The project will focus on activating the park, as well as improving access, visibility, and safety.	2023	\$500,000
3.	Public Space Improvement - Establish a Pocket Park <i>143 Main Street (Corner of Main and Central)</i>	Redevelopment 3,000 sq ft commercial lot into a pocket park in the center of downtown. Amenities will include benches, lighting, landscaping, public restrooms, and flexible space that can accommodate pop-up commercial uses such as farmers markets, food trucks, craft shows, as well as community programming.	2023	\$700,000
4.	Branding & Marketing Strategy <i>All of downtown</i>	Design and implement a branding and marketing campaign to encourage visitation: development of press kits, marketing materials, planned social media campaigns for various target markets, logo and brand identity, gateway improvements, and wayfinding plan.	2023	\$100,000
5.	Public Space Improvement - Establish a History Trail <i>Main, Church, Smith, Park, Congress, Aurora, Grove, and Walnut streets</i>	Develop a 1.5 mile self-guided History Trail through downtown: wayfinding measures, sidewalk improvements, and interpretive signage. This project will enhance historical/cultural offerings in the downtown and add to the Village's vision of placemaking.	2024	\$25,000
6.	Downtown Broadband <i>All of downtown</i>	Install broadband throughout downtown and install WiFi technology in public spaces: Ethel Fuller Park, Village green & gazebo at Mill Stream Court, and future pocket park at Main and Central.	2023	\$150,000
7.	Gateway Improvements <i>W. and E. Cayuga Streets</i>	Design and install gateway signage and landscaping at Downtown entrance locations along W. Cayuga and E. Cayuga Streets to promote the Downtown as a unique and special part of the Village. This project will support the Village's vision of placemaking.	2024	\$20,000
8.	Electric Vehicle Charging Stations <i>Village Offices, Ethel Fuller Park, downtown businesses</i>	Install 8 Electric Vehicle Charging Stations throughout the downtown to accommodate and encourage alternative energy sourcing.	2024	\$20,000

Public Sector Projects Descriptions

1. Downtown Design Guidelines

A component of the downtown revitalization strategy identified in the 2022 Comprehensive Plan was the development of design guidelines and streetscape standards that provide guidance and recommendations for all current and future parties involved in downtown revitalization efforts. These guidelines would help to reestablish and maintain the historic character and enhance the aesthetic appeal of downtown. Key elements for design criteria consideration will include building orientation and setbacks for infill development, façade treatment and materials, storefronts, roofs and roofing materials, accessory structures, parking placement, signage, lighting, street trees and other landscaping, and sidewalk standards (location, materials, width, etc.).

The Comprehensive Plan also identified the need to consider replacing the bounds of the existing Central Business District, established in 1987, with a larger Downtown Improvement District that aligns with the Village’s overall downtown revitalization goals as expressed in the Comprehensive Plan and NY Forward application. The Village will work with a Land Use Consultant to develop these guidelines and standards and make the necessary revisions to the Village Zoning Code.

2. Ethel Fuller Park (136 Main Street)

Ethel Fuller Park is currently the only downtown park space. The park is tucked behind the Kinney’s drugstore and is landlocked on the other three sides by residential neighborhoods. Though historically a popular attraction with programming and family activities, the park has recently experienced vandalism, littering, and undesirable activity. A community pride project launched in 2021 has resulted in regular walk-throughs and clean-ups as community members “adopt” the park. More, however, is needed to reactivate Ethel Fuller Park and build it into a strong quality of life amenity. This project will consist of re-envisioning the park through a public-engagement process. Physical improvements may consist of replacing or updating recreational amenities, establishing a safe and inviting park entrance, improving access to Mill Creek, and establishing pedestrian connections to E. Cayuga and Smith streets.



3. Pocket Park (143 Main Street)

This vacant 3,000 square foot lot is situated at the corner of Main Street and Central Street. Moravia is proposing a transformational vision for this corner lot: constructing an attractive pocket park with flexible space to accommodate the farmers market, food trucks, craft shows, beer and wine tasting events, and other programming. The park will feature benches, café-style seating, lighting, landscaping, and public art on the wall of the building to the north (147 Main Street). Understanding that public restrooms are an essential component in developing a walkable, visitor-friendly downtown, attractive, public restrooms will also be established. This project will activate the downtown, improve quality of life, and establish an anchor for arts, culture, and social activity in the downtown.



4. History Trail

Embracing our rich history and penchant for storytelling, Moravia will develop a 1.75 mile self-guided History Trail through the heart of downtown. Several stately buildings from the 19th century still grace our streets and the memories of people and events that helped to shape the village are still a source of civic pride and community. The trail will focus on notable events and developments including:

- ✓ The Church Street – Congress Street Historic District, added to the National Register of Historic Places in 1992. It consists of 123 contributing buildings, including four historic churches, a church green, and the Cyrus Powers Library, which is regarded as the oldest building in the State in continuous use as a public library.
- ✓ The North Main Street Historic District, containing 43 structures that showcases several Italianate homes that have been beautifully restored.

The Village will develop wayfinding measures with maps and unique sidewalk markers and will partner with the Cayuga-Owasco Lakes Historical Society (COLHS) to develop interpretive signage at key locations along the trail. Tapping into these unique assets will be a significant contribution toward our goal of placemaking.

5. Branding & Marketing Strategy

The Village will partner with the Cayuga County Tourism Office (Tour Cayuga) and a marketing consultant to design and implement a branding and marketing campaign. The project will include developing press kits, marketing materials, and planned social media campaigns for various target markets. The Village will also develop a logo and brand identity that can be used in gateway improvements and wayfinding signage, as well as in developing an online presence to promote public parking availability, points of interest, and lodging and dining options to encourage visitation.

6. Downtown Broadband

The COVID-19 pandemic exposed the Village weakness of insufficient virtual infrastructure. As working and learning continue to shift toward more virtual models, there is an increased need for stronger, more reliable, and, most importantly, more equitable broadband connections. For these reasons, the Village is proposing the installation of broadband and WiFi technology within its public spaces, including the Village Offices, Ethel Fuller Park, the gazebo at the Mill Street Court senior housing complex, and the soon-to-be-established pocket park on the corner of Main and Central.

7. Gateway Improvements

The Village of Moravia will establish downtown gateway entrances on W. Cayuga and E. Cayuga Streets in order to promote the downtown as a unique and special place in the Village. Gateway improvements will consist of signage and landscaping and will utilize design concepts developed in the Branding & Marketing Strategy and design guidelines and materials developed in the Downtown Design Guidelines.

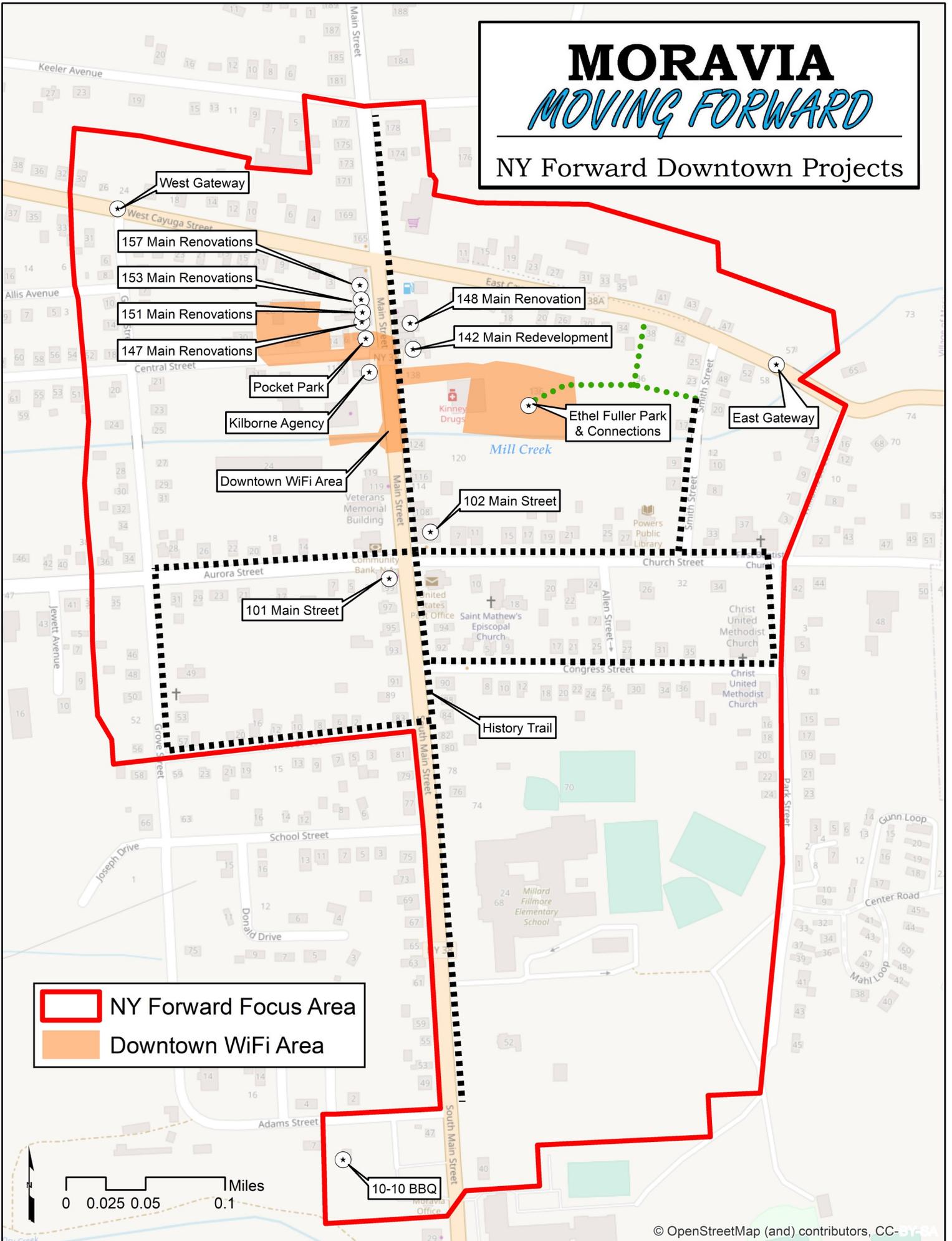
8. Electric Vehicle Charging Stations

In an effort to create a vibrant and inclusive downtown, while aligning with Energy & Sustainability goals expressed in the 2022 Comprehensive Plan, the Village seeks to install 4 Electric Vehicle charging stations on public property and will partner with private businesses to install an additional 4 charging stations on highly visible commercial properties. The Village Offices, Ethel Fuller Park, and Main Street have been selected as public property charging stations. Kinney's, Dollar General, and 10-10 BBQ are potential private business charging station locations. With urban areas such as Ithaca, Auburn, and Cortland 15–20 miles away, Moravia can serve as a charging harbor for visitors and travelers, simultaneously promoting green energy and our downtown accommodations.

MORAVIA

MOVING FORWARD

NY Forward Downtown Projects



Administrative Capacity

The Village is excited to get these projects underway! Village staff, partners, and community members are ready to provide administrative duties and champion this transformative endeavor. The community has the capacity to develop a publically-driven investment strategy. Upon award and final development of the Strategic Investment Plan, the Moravia team can expeditiously implement resulting public contracts and work with the private sector to ensure that individual private contracts move forward quickly. Team members include:

1. Mayor, Village of Moravia

As administrative executive, the Mayor of the Village of Moravia will oversee this program. Mayor Gary Mulvaney has more than 15 years of experience in this position, including administering large grant-funded projects and community development initiatives. The Mayor will work closely with Village staff, including the Village Clerk and Treasurer, to ensure successful administration of the program.

2. Cayuga County Department of Planning and Economic Development

The Cayuga County Department of Planning and Economic Development (CCPED) has been an integral partner to the Village in several planning initiatives and will continue to serve in this capacity through the duration of this program. CCPED Senior Planner David Nelson, AICP, has more than 17 years of experience in the planning field, extensive experience with grant administration and capital improvement project management, and has developed a deep familiarity with the Village having served as project manager on the recently completed Comprehensive Plan. Mr. Nelson will serve as Implementation Coordinator for the NY Forward program and work closely with the Village, consultant, and Local Planning Committee.

3. Consultant/Technical Advisor

The Village of Moravia understands that additional technical assistance will be needed to develop a Strategic Investment Plan and move the program forward. If necessary, the Village may retain the consultant for additional design assistance through the duration of the program.

4. Local Planning Committee

In anticipation of moving forward quickly upon nomination, the Village Board of Trustees has established the following initial Local Planning Committee, comprised of Trustees, business owners, Planning Board members, and other community partners:

Gary Mulvaney, Mayor

Chris Fulton, Trustee and Business Owner

Gregory Mix, Trustee

Anthony Peppe, Trustee and Business Owner

Fred Pasho, Trustee

Carie Brown, Planning Board Member

Josh Marnell, Planning Board Member

Paul Nelson, Planning Board Member

Jessica Hess, Business Owner

Charlene Jankie, Business Owner

5. Summary

Moravia and its partners have the capacity, enthusiasm, and long-term vision to successfully implement a NY Forward grant. There are several diverse projects in the downtown that are ready to move forward, spanning residential, retail, dining, and public space improvements. Eighteen projects totaling more than \$6,500,000 of investment have been identified as key components of our downtown revitalization vision. With our Comprehensive Plan adopted earlier this year, the NY Forward program is a logical next step. The program will inject transformative investment in a bustling downtown and serve as a catalyst for revitalization efforts already underway. We welcome this opportunity and are ready to get to work!