



LAKE GEORGE FORWARD: Transforming Downtown for Tomorrow

WARREN COUNTY, NY

Prepared For

The Capital Region Economic Development
Council
Hedley Park Place
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Troy, NY 12180

Submitted By

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The Village of Lake George
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Application

for the New York State Downtown Revitalization Initiative (DRI) & New York Forward (NYF)

SEPTEMBER 29, 2023



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Lake George Forward: Transforming Downtown for Tomorrow
A JOINT MESSAGE FROM VILLAGE OF LAKE GEORGE MAYOR RAYMOND PERRY AND TOWN OF LAKE GEORGE SUPERVISOR DENNIS DICKINSON

As past, current and future partners in advancing Lake George, we are both grateful and eager to present the Village and Town of Lake George's Joint Application for Round VII Downtown Revitalization Initiative funds and Round II New York Forward funds. Our vision for the future of Lake George builds upon strong partnerships to continue promoting revitalization and sense of place, and enhancing our downtown for a growing population. We look to the future while preserving our historical, cultural and recreational resources, and plan to build upon those resources as our economic drivers. While we continue transforming our downtown area, and further connect the "gateway" between the two communities, we envision DRI or New York Forward funding will help create new experiences and help us retain our place as a premier destination in the Adirondack Park and in New York State.

Our community is more than ready for rejuvenation, and as we adjust to the new economic conditions of the nation, we feel we are stronger than ever as "One Lake George". As new opportunity presents itself through the form of public and private investment, and new collaboration with partners, it is evident the time is right for us to invest further in revolutionizing our downtown area. We are known as one of New York State's highest revenue-generating tourist locations, but we truly believe we can become one of the State's most important year-round economies through this concerted "renewal". Even through Covid-19, our determined residents, business owners and landlords invested millions of dollars to help make Lake George a better place to live, work and visit. Our recent investments in the public sector, from both the Village and Town, show our passion for enhancing our community and our resolve when it comes to readiness. Recent work of our partners shows our communication and collaboration on core issues and needs within the community are stronger than ever, and we intend to build upon that.

Our public support through the DRI process has been overwhelmingly positive, and that response demonstrates our willingness to invest in ourselves, and our longing to succeed together. Through the DRI Committee, and our future Leadership Group, we have established an inter-municipal and inter-agency partnership that will long outlast any funding that Lake George is awarded. We hope the Capital District Regional Economic Development Council finds this application and its goals intriguing, competitive and valuable to the region. Lake George has seen an undeniable growth in the past decade, and we, along with our partners, are so excited to continue building upon that momentum to transform our community and our downtown into a year-round destination for all, and to keep moving Lake George Forward. We hope that you will join us.

Raymond Perry
Mayor
Village of Lake George

Dennis Dickinson
Supervisor
Town of Lake George



The Lake George DRI/NYF boundary (DRI Boundary) is defined by the compact, walkable Canada Street corridor, which includes the downtown business district and extends beyond the buildings at the street's edge to include the spectacular Lake George waterfront, Charles R. Wood Environmental Park, the historic Fort William Henry and a portion of some of the New York State Battlefield Park.

As illustrated on the DRI/NYF Boundary Map provided on the next page, the northern boundary of the district follows Pine Point Lane in the Village. The boundary then travels southward along the waterfront to Fort George Road in the Town. Key attractions include Shepard Park, the waterfront boardwalk, public docks, the Battlefield Park Campground and anchor/large employment institutions including the Lake George Steamboat Company and Fort William Henry – all of which have projects associated with them or their property. Also incorporated into the Boundary is the majority of the \$7M Route 9 Gateway project which turned the Town portion of Route 9 into a complete street. Residents and visitors can access the Warren County Bikeway - a scenic and paved 9.4-mile-long bike path that runs from Lake George to Glens Falls from within the boundary.

The newly renovated Shepard Park falls within the Boundary and includes a public beach, a small pier, restrooms, and an amphitheater that overlooks the lake. This popular downtown destination features dozens of festivals a year, free concerts during the summer months and is home to the winter carnival. Several proposed projects fall within proximity to the Park.

At the intersection of Beach and Fort George Roads, the boundary continues westward toward Canada Street. This portion of the boundary serves as a gateway to the village. One of the transformative projects identified as part of this funding request is to upgrade the entire streetscape connecting the aforementioned Gateway Project to the Village's reconstructed sidewalks north of McGillis Street.

The southern portion of the district lies within the Town's boundary and includes several underutilized sites and buildings that offer vast potential for redevelopment and

revitalization while simultaneously removing blight. Much of this area was the focus of the Lake George Economic Development Plan, authored in partnership with the APA Economic Services Unit in 2017. One of the proposed projects in this funding request would transform a vacant former motel property into a vibrant hub for community activity centered on an open-air pavilion that could be used as a seasonal Farmers' Market and public ice skating rink during the winter months.

The western boundary of the district runs parallel with Route 9 in the Town, attempting to incorporate some of the property adjacent to the Gateway Project, until it reaches the village municipal line. The boundary then follows the predominantly residential Dieskau and Iroquois Streets, which include to the east commercial property.

The portion of Canada Street within the DRI Boundary has the densest concentration of buildings, with heights ranging from one to four stories. This section of the district hosts a mix of uses includes lodging, popular restaurants, food and beverage shops, tourist attractions, and residential uses. Refreshing the appearance of existing building façades along Canada Street is a key step in the revitalization of downtown as they transform the character of the street and attract potential investment.

Roughly \$117 million of public and private investment has been injected into this 109-acre DRI Boundary area and its periphery over the past decade, some of those dollars being previously-awarded State grants by the Capital Region REDC and many of those dollars going towards infrastructure investment to create capacity for future growth. Section 4 of the application will further detail the scale of public and private investments both within the Boundary and within proximity to it. An infusion of DRI/NYF funding for transformative projects in the proposed Lake George district illustrated in the map to the right would build on these public and private investments in this area to catalyze further cultural, recreational and community development investment and accelerate redevelopment of underutilized properties.

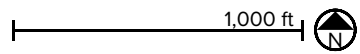
Lake George DRI Proposed Projects Map



- 1 Lake George Region Workforce Housing Project & Streamside Park
- 2 Enhance and Connect South Canada Streetscape & Route 9 Gateway
- 3 "Gateway Square" Farmers Market Pavilion, Ice Rink, & Playground
- 4 Shepard's Park Beach "Lake Walk" and McDonald Pier Expansion
- 5 One Canada Street 'Microindustry' Brewery and Distillery Campus
- 6 Broadband Enhancements - Additional Downtown "Switch Capacity"
- 7 "Repose of the Fallen": A Proposed Reinterment of Historical Remains
- 8 "Moment Factory" Lighting Display Enhancements
- 9 Downtown Public Art Installation Project
- 10 West Brook Connector Bridge Project
- 11 Downtown Wayfinding and Heritage Signage
- 12 Downtown Circulator Trolley and Bus Stop Enhancements*
- 13 Fort William Henry and Carriage House Access Improvements
- 14 67 Canada Street Mixed Use Housing Development
- 15 Downtown Facade Improvement Fund *

LEGEND

- Proposed DRI Boundary
- Tax Parcels
- Village Boundary



* Project is area-wide

Downtown Lake George is undergoing a renaissance which reverberates into every facet of life here, fueling new entrepreneurial enterprises, enhancing cultural heritage and recreation tourism, and elevating recognition of the Town and Village as one of the most special places in New York to visit, live, work and play.

As part of an extensive public engagement process, the following vision statement was created by the Lake George Steering Committee and vetted by the community.

Vision

“Through investment into the downtown area from the Downtown Revitalization Initiative (DRI)/NY Forward, the Town & Village of Lake George and its partners will continue to promote and improve quality of life and sense of place through revitalization. By enhancing and expanding the downtown character to create a more vibrant community, creating accommodations for a growing population and focusing on the “visitor experience” of the tourism sector, we will preserve and improve upon the integrity of its historical, cultural, recreational and environmental resources while leveraging them as economic drivers. To strengthen the year-round economy for future generations, our communities support initiatives that create an inclusive and diverse workforce and sustainable environment.”

Implementing the transformative projects identified in the Lake George DRI/NY Forward application will not only help the Village and Town to achieve this vision, but it will also advance the following Capital Region REDC’s goals:

LEVERAGE AND COLLABORATE.

The Town and Village will continue to develop and expand upon existing public and private partnerships that result in unique and transformational projects, such as the Charles R. Wood Environmental Park (\$2+/- million rehabilitation), the Lakefront Walkway (\$5 million renovation), and the Route 9 Gateway Project (\$7 million rehabilitation) to establish the Capital Region as a premier destination of choice.

OPEN NEW DOORS.

Improvements, including streetscape enhancements, public art installations, workforce and multi-family housing, and a façade improvement program are tools Lake George can use to attract new private investment, grow existing businesses, and transform the community from a summer playground into a year-round destination.

BUILD A SUPERHIGHWAY.

Through investment in Broadband, a new Circulator Trolley and workforce housing, the Town and Village are trying to expand upon our existing infrastructure to help promote and accommodate new business and realize growth in existing industry and employment.

CELEBRATE AND OPTIMIZE OUR SURROUNDINGS SHOWCASING OUR BEAUTY.

Lake George is one of the crown jewels of the Adirondack Park. By leveraging the region’s natural beauty and celebrating Lake George’s unique history, the Town and Village can work to optimize our tourism efforts while attracting new residents and new interest in our local culture.

SPOTLIGHT OUR STRENGTHS.

Through unprecedented investment and revitalization in the downtown area, and by connecting our efforts to surrounding areas and with our valued partners, the Town and Village will reignite and celebrate our distinct and regional identity.

Section 4 Past, Current, and Future Investment

The Village and Town of Lake George are experiencing generational change and reinvestment, due in part to the leadership of the Village and Town and the capacity of diligent staff, and partners like the Lake George Regional Chamber of Commerce, the Warren County Economic Development Agency, the Lake Champlain-Lake George Regional Planning Board and the Warren-Washington Industrial Development Agency, all of whom have successfully organized and implemented millions of dollars of revitalization projects over the past decade in and around the downtown area. These organizations and others have also worked with the Town and Village over the years to complete over \$55 million in public investments (Table 2), and with the private sector to capitalize on over \$62 million of new investment over that same period (Table 1). Similarly, the local governments and some of the partners mentioned above are involved in an additional \$10 million of new public and private projects currently in development.

As illustrated in the tables below, over \$117 million has been invested in or near the DRI area since 2013 to the present, of which at least \$33.8 million is in the DRI boundary.

Key projects include:

- » Over \$30 million in new Tourist Accommodations, including over 200 new hotel rooms
- » 90+ new Multi-Family Units added, including 44 market rate apartments and 47 townhomes
- » 25 + Building Renovations and Expansions, resulting in over 20,000 square feet of additional commercial space, including many new popular restaurants, storefronts and spaces
- » \$40 million in Water and Wastewater infrastructure upgrades, which is essential to support economic growth and has saved critical dollars for taxpayers, allowing them to invest
- » \$8+ million in Streetscape Upgrades, that resulted in complete streets and improved access
- » \$3+ million in public facilities and places, including the regional Charles R. Wood Park and Westbrook Conservation Park, public building enhancements and EV stations
- » Over \$1 million toward studies and analyses planning for the projects/investments noted above

To complement this recent outstanding level of investment, and to strengthen the amount of investment inside of the DRI Boundary (\$34 million) as compared to investment outside of the DRI Boundary (\$83 million), the Village of Lake George and Town of Lake George are both planning to continue rejuvenation of visitor sites and amenities, public parks, transportation facilities, infrastructure, and creating new

Table 1: Private Investment, DRI Boundary

Project	Amount
PRIVATE INVESTMENT IN DRI BOUNDARY, 2013-2023	
Roger's Canoe Art Installation	\$100,000
Shoreline Boat Storage Complex	\$1,000,000
Fort William Henry Carriage House Improvements	\$4,000,000
4 Kurosaka - Lighthouse Grill/Cruise Ships	\$3,000,000
1 Kurosaka - The Anchor Condominiums	\$3,000,000
Boats By George New Facility	\$2,000,000
Biscotti Brothers / High Peaks Distillery	\$500,000
ADK Brewery Expansion(s)	\$250,000
Shoreline Boat Sales Expansion	\$1,000,000
Howard Johnsons Renovations	\$500,000
Howard Johnsons Flood Damage Prevention	\$100,000
Auntie Anne's Storefront Retrofit	\$50,000
Lake George Beach Club Overhaul	\$200,000
Lagoon Restaurant Expansion	\$60,000
Beach Road Shops Renovations	\$50,000
Crabby Joe's / Lake House Bistro Reno.	\$50,000
Holiday Inn Resort Renovations	\$200,000
Subtotal	\$16,060,000
PRIVATE INVESTMENT NEAR DRI BOUNDARY 2013-2023	
Marriot Hotel Development	\$20,000,000
Crosby Side Townhouse Community Development	\$5,000,000
Hillcrest Townhouse Community Development	\$6,000,000
Sun Valley Apartment Development	\$4,000,000
Sewell Street Apartments	\$500,000
Dieskau Townhomes	\$500,000
Surfside Motel Redevelopment	\$10,000,000
Subtotal	\$46,000,000

Total Private Investment \$62,060,000

housing opportunity. Similarly, the communities are going to work harder than ever to continue encouraging the private sector to invest and redevelop, which helps strengthen our partnerships. These priorities are imbued in the proposed projects, and they will help the community to continue this unprecedented level of growth and transformation.

Table 2: Public Investment, DRI Boundary

Project	Year	Amount	Project	Year	Amount
PUBLIC INVESTMENT IN DRI BOUNDARY 2013-2023			PUBLIC INVESTMENT NEAR DRI BOUNDARY 2013-2023		
Shepard Park Pump Station - Pump & Force Main Rehabilitation	Underway	\$2,400,000	McPhillips Preserve Acquisition and Trail Development	Underway	\$535,000
Village Sewer Collection System Rehabilitation and PS improvements	2015	\$2,800,000	Village WWTP Replacement Project	2022	\$24,750,000
Route 9 Comprehensive Reconstruction - Gateway Project	2018	\$7,500,000	Philips Street Water Main Replacement Project	2022	\$750,000
Village WTP Filter Rehabilitation Project	2016	\$750,000	WWTP Septage Improvements Study	2023	\$28,000
Caldwell Sewer District Comprehensive Evaluation Report	2018	\$100,000	Village WWTP Rehabilitation Project - Additional Septage Improvements	Underway	\$5,000,000
Caldwell Sewer District - Phase I Sewer Improvements	2019	\$200,000	Caldwell Sewer District Pump Station(s) Rehabilitation Project	2023	\$1,203,000
Caldwell Sewer District - Phase II Sewer Improvements	2020	\$343,000	EV Charging Stations - James Street and Town Hall	2017	\$30,000
Lower Amherst Street Water Quality Improvement Project	2018	\$100,000	LG Central School District Comprehensive Capital Upgrades/Tennis Courts	2021	\$5,000,000
Town of Lake George Sewer I&I Study	2022	\$60,000			
Village of Lake George Sewer I&I Study	2023	\$100,000			
Shepard Park Pump Station Wet well and Force main Improvements Study	2023	\$19,950	Subtotal		\$37,296,000
Beach Road - Westbrook Culvert Water Main Replacement Project	2022	\$80,000			
Westbrook Road - New Parking Lane / Sidewalk Connection to Beach Road	2017	\$150,000			
Town/Village of Lake George Workforce Housing Market Study	2023	\$50,000			
Howard Johnson Stormwater and Flood Protection Project	2022	\$15,000			
Greater Glens Falls Transit Bus Stop Beach Road	2019	\$50,000			
Shepard Park Amphitheater Improvements	2018	\$250,000			
Charles R. Wood Park Development	2013	\$1,800,000			
West Brook Ecological Park Development	2013	\$1,000,000			
Old County Courthouse Renovations	2023	\$50,000			
Westbrook Road EV station	2023	\$10,000			
Fort George/Lake George Military Campaign Study	2018	\$50,000			
Subtotal		\$17,877,950			

Total Public Investment \$55,173,950

Section **5** Recent and Impending Job Growth

Due to substantial investments from the public and private sectors over the past decade, the economic outlook for Lake George has improved. In 2023, the Town achieved an important milestone with \$406 million (and the Village with \$156 million) in total consumer sales. Notably, in the DRI boundary, sales accounted for only \$83 million dollars of that amount. The DRI area also represents a good proportion of the jobs in the area (1,752), as compared to the total jobs in the entire Town of Lake George (3,402 jobs). Unemployment in the Village currently stands at 1.0%, and in the Town 2.2%, which is historically lower than state and national averages. In the next five years the Town is anticipated to increase in both household income and per capita income by 9.2% and 14.3% respectively. The Village is also anticipated to increase in both household income and per capita income by 7.3% and 10.6% respectively.

This promising growth trajectory is attributed to the influx of new and expanded enterprises, including restaurants, retail establishments, tourist attractions, and community services, as outlined in Table 3 and in other sections of this application.

This growth momentum persists in part due to a robust schedule of seasonal and large-scale winter events to extend operational seasons of businesses, but also in part because of supportive local policies and new investments made in the area. The Village and Town strongly believe that an infusion of DRI/NY Forward funds will allow Lake George to continue this positive momentum, build upon our workforce even more, and result in long-term downtown revitalization.

Lake George Key Figures

DRI Area	Jobs - 1,752 Total Businesses - 145
Village	1,886 jobs from 231 businesses 1.0% Unemployment (2023)
Town	3,402 jobs from 440 businesses 2.2% Unemployment (2023)

Lake George's allure as a place to work is enriched by its diverse range of job opportunities, which will expand further with DRI funding. Local employers, deeply committed to the community, play a pivotal role in attracting a multifaceted workforce, ensuring the sustainability of long-term growth. Many of the businesses, as indicated in Table 3, owe their existence to lifelong or returning residents who have received unwavering support from the community. This symbiotic relationship between the community and local businesses forms a sturdy foundation for ongoing economic advancement that DRI/NY Forward funds can build upon.

Table 3: Select Employers in DRI Area

Employer	Jobs
Lake George Steamboat Company	350
Fort William Henry Hotel & Conference	240
Holiday Inn Resort	175
Waterfront Living	110
Lake George Beach Club	92
The Tiki Resort	62
Christies on the Lake	50
Lookout Cafe	50
White Lion Restaurant	45
Quality Inn Lake George	20
Garcia's SJ Restaurant	20
Adirondack Sandwich Works	15
Around the World Golf	15
Fun World	15
Ben & Jerry's	15
Leonelli's Playland Arcade North	15
Howard Johnson by Wyndham Lake George	14
USPS	13
Jade Gift Inc.	10
Duffy's Tavern	10
Plus 125 other small businesses, shops, restaurants, & community services.	416
Employers: 145	Jobs: 1,752

ESRI Civilian Labor Force forecasts (2023, 2028) Lake George Village/Town.

Lake George boasts a well-distributed job landscape among various occupation categories with Professional/Scientific/Tech leading the Village at 13.2% of the workforce and the Town's leading occupation of Accommodation/Food Services (15.9%). Healthcare/Social Assistance were also high in both the Town (14.3%) and Village (12.0%) (Table 4).

Table 4: 2023 Occupation Grouping

Occupation Group	Village	Town
Professional/Scientific/Tech	13.2%	10.1%
Accommodation/Food Services	12.2%	15.9%
Healthcare/Social Assistance	12.0%	14.3%
Retail Trade	11.7%	13.4%
Arts/Entertainment/Recreation	10.5%	6.4%

Major companies near the DRI area (Table 5) provide employment in tourism, education, emergency services, and hospitality for professionals. The wide array of jobs will help downtown attract and retain a diverse workforce to fuel its continued revitalization, and many of the proposed transformative projects, such as the new Workforce Housing Project or the Downtown Circulator Trolley will also inject new employment and opportunities into the downtown area, both directly and indirectly.

Table 5: Select Major Employers Near DRI Area

Employer	Jobs
Courtyard by Marriot Lake George	125
The Georgian Lakeside Resort & Conference	110
Lake George Central Jr-Sr High School	101
Scotty's Lakeside Resort	62
Surfside Hotel	60
LG Lanes/Games	50
Lake George Volunteer Fire Department	49
Courtyard by Marriot Lake George	40
Mario's Restaurant	40
Lake George Elementary School	38
York Team at Berkshire Hathaway	30
Employers proximate to DRI area:300+	705

Section **6** Quality of Life

Lake George community recognized that a diversity of attractions needed to be established. The Lake George DRI/NY Forward Area ("Project Area") provides residents and visitors with all of the elements of a high quality of life. Municipal leaders and the business community have been striving to make the project area attractive over the years, and accessible to a high volume of visitors of all ages

and abilities. The area benefits from strongly positioned accessible public space suited to peak summer visitation. Additional public and private investments resulting in additional year-round residents and visitors will be complemented by the existing quality of life amenities and the strong series of proposed transformational projects that pose quality of life benefits.



Source: Lake George Steamboat Company

Diversity. Lake George continues to develop to meet the needs of an increasingly diverse visitor-base, as well as an already-diverse business community. Once dominated by Italian restaurants and pizza parlors, the Project Area has over the past 20 years diversified to also include Mexican, Pakistani, Vietnamese, Indian and Mediterranean restaurants and storefronts. Lake George has long embraced its role as the “gateway” to the Adirondacks, and this area serves as the first point of contact for new visitors from downstate New York and the New Jersey region to the splendors of the Adirondack Park. The Town and Village estimate that roughly 33%, or 1/3, of the businesses in the DRI project boundary are either minority or women owned businesses, and we believe that percentage is increasing annually.

Transportation Options. The Lake George Project Area is truly one of the most important multi-modal hubs of Warren County. Residents and visitors to the area have access to a seasonal trolley that connects to the regional public transit system (reaches down to Queensbury and up to Bolton), the world’s oldest Steamboat Company and steel pier, and the regionally renowned Warren County Bikeway which eventually connects to the City of Glens Falls and the Empire State Trail. The Lake George Gateway project, a \$7 million overhaul of the Route 9 corridor from Exit 21 north to the Village, remains the largest Complete Streets retrofits north of Albany in New York State’s history. Residents and visitors can also stroll along the network of trails between Charles R. Wood Park, Battlefield Park, and the Boardwalk, pick up a Bike from the CDPHP Bike-Share stations, or walk on any of the Town and Village’s 15+ miles of sidewalks. The

only thing lacking from the area in regards to transportation is more robust public transit options.

A Model of Accessibility. The Project Area contains the largest interconnected network of accessible public spaces in the Adirondack Park. Very few places in the Adirondacks actually provide an accessible outdoor destination in the way that Lake George does. A casual observer of the area will quickly note the number and variety of users strolling along the public walks whether out for leisure, recreation, or exercise. The project area hosts some of the most accessible and environmentally sustainable means of accessing the waters of Lake George- steamboats and lakeside parks/docks. People with extended families or impaired mobility may not be able to hike over mountains or paddle canoes, but they are provided the ability to experience the majesty of Lake George from the project area and its current accessible features, and will have further opportunity from the proposed “Lake Walk” project which will elevate a blighted section of the Beach in Shepard Park and creating an extended ADA-accessible fishing pier.

A Growing Arts and Cultural Scene. Despite a small year-round population, Lake George holds strong as a cultural destination with arts and music festivals at public parks throughout the year, many of which are free to the public. Public investments in the Charles R. Wood Park 10 years ago have transformed a once vacant brownfield into the region’s premier outdoor festival space, which has unleashed a torrent of visitation, occupancy tax collection, and private spending. The Lake George Arts Project, housed in the historic courthouse on Canada Street at the northern end of

the project area, hosts international exhibitions and attracts high caliber performers to Lake George. All of these things are in partnership with the Town and Village of Lake George, through the application and use of Occupancy Tax funding for most of these events. This proposal intends to build upon the existing culture and art scene by creating new art installations and sculpture series throughout the downtown.

History Alive. Made famous by the actual events that took place and dramatized by James Fennimore Cooper in the Last of the Mohicans, the southern shore of Lake George is hallowed ground in the story of the birth of America, and the community has for years worked to capitalize on that and build off of it. Fort William Henry is a reconstruction of the razed fort and offers a variety of historic exhibits, programming and tours. Battlefield Park operated in partnership between NYSDEC and the Battlefield Park Alliance and contains a remarkable collection of sculptures, monuments, and walking trails. The recently opened visitors center in the Battlefield Park teaches visitors about the significance of the site, and soon enough the “Repose of the

Fallen” project will reinter the remains of some of America’s first Patriots, and will become a nationally renowned site and a first-of-its-kind commemorative memorial.

Housing. To address the need for housing, the Town and Village have recently updated zoning regulations to allow for increased residential development along Canada Street and in commercially or densely zoned areas. This zoning change was completed within the past several years, but the impacts are already being felt as waterfront restaurants are building up to include apartments and mixed-use proposals are being submitted. Additionally, owners of commercial property along Canada Street are renovating upper floors previously used for storage and office space for apartment’s en mass. This increasing push by the public (rezoning) and private (renovations) sectors is tied to the long-standing goal of becoming year-round. The growing momentum of ‘off-season’ attractions will induce further housing developments, such as the proposed project at 67 Canada Street, and will encourage commercial interest and hopefully repopulation along with creating more sense of place through transformation.



Source: Town of Lake George



Source: Adirondack Wine and Food Festival

Section **7** Supportive Local Policies

Lake George has been at the forefront of creating a more vibrant community in the Southern Adirondacks for decades, and over the past 10 years in particular has seen monumental change. The Town and Village have worked together to expand the typical tourist season into a broader economy, all while advancing strategies to increase livability and protection of the region’s greatest asset, Lake George. These efforts have not been made in a vacuum, and have included collaboration with residents, businesses, and partner organizations throughout the region, putting the Town and Village in the unique position to now provide a catalyst for further downtown revitalization.

There are many examples demonstrating the outcome of thousands of hours of strategic planning and tens of millions of implementation dollars spent to improve livability and the

quality of life for all visitors and residents of Lake George. Only a short list of the most influential planning documents and implementation projects are included below, but most all of these efforts are better defined in Section 4: Past and Current Investment.

Planning Documents/Efforts

- » Lake George Economic Development Plan
- » Lake George Workforce Housing Study
- » Lake George Septic Initiative
- » Lake George Gateway Corridor Plan
- » Lake George Climate Action Plan
- » Bolton Road Sewer Expansion Study
- » Lake George (T) Comprehensive Plan
- » “Repose of the Fallen” Reinterment Proposal

Implementation Projects

- » Route 9 Gateway Plan
- » Charles R. Wood Park
- » McPhillips Preserve Trail & Outdoor Classroom
- » Westbrook Conservation Initiative
- » Lake George Village Sidewalk Project
- » Lake George Village Lakefront Boardwalk
- » Shepard's Park Amphitheater Upgrades
- » Lake George WWTP Replacement Project

In addition to the vast amount of planning and implementation work the Village and Town have undergone over the years, there are many policy efforts the governments share together. Both the Town and Village are Certified Climate Smart Communities, and we practice what we preach. We have a "Go Green Committee" which is charged with advancing projects to reduce energy usage and promote conservation of environmental resources. More than 20 EV stations (public and private) have been installed throughout the Downtown Area over the last 5 years. Both the Town and Village have overhauled all existing energy intensive infrastructure to include LED lighting, newer efficient models and VFDs in pump stations. Millions of gallons of stormwater and groundwater per year have been removed from the sewer system via sewer upgrades and the Village has most recently reduced lost water in the water supply system by 20%. Furthermore, the Town and Village have both embraced complete streets-style roadway development, evidenced by the Route 9 Gateway project and the proposed South Canada Street Streetscape project. Energy reduction and decarbonization are critical to the future of our community as we rely on the environment to sustain us, and further, these efficiencies have allowed for greater capacity for smart and sustainable economic growth in the community.

In regards to regulation, the Town has also recently updated Zoning to include more purposeful development in the areas within and adjacent to the downtown, to encourage mixed-use and dense infill development, and to address the housing affordability and availability gap. For example, the Town has modified bulk density requirements for multifamily housing to include 50% density bonus for those projects that either dedicate 50% of housing to workforce housing or elderly/assisted living housing or provide another significant public benefit like extending infrastructure (e.g., water and sewer) to underserved areas. Further, Multifamily dwellings cannot be used for short-term rentals, an important exemption as the Town's draft Workforce Housing Study has identified a need for additional affordable housing in the area where part of the issue with stock is due to short-term rentals.

The Town also provides significant incentives for Planned Unit Developments (PUD) that utilize smart growth principles and which include institutional or education facilities, in the form of tax abatements or exemptions (these apply to multifamily projects as well) and no density requirements. Since enacting the noted zoning changes the Town has seen a significant increase in development proposals



demonstrating that local policies are working and is expecting roughly 500 new housing units in the next 5 years. The Village has similarly started amending Zoning to incorporate new provisions for encouraging development, the most recent of which was a zoning amendment to allow condominiums in the Village as part of mixed-use, upper-floor redevelopment. Additionally, the Village has had design guidelines in place for almost 15 years which keep a minimum standard on aesthetic and visual appearance in the downtown area, and through enforcement of such standards, many of the oldest buildings are still appealing to the eyes.

Further promoting livability in and viability of the Town and Village are the low property taxes (under \$1.50/1K TAV in the Town) and property tax exceptions available veterans and seniors, the incredible array of public offerings available to the community tourists year-round, the Town's youth and senior programs and centers, and the support to the business community offered by the Lake George Regional Chamber of Commerce, Lake Champlain Lake George Regional Planning Board, Warren County Economic Development Corporation and the Warren-Washington Industrial Development Agency. These partners have worked with business owners, developers and the local governments to bring new business, and encourage more proper development in line with the communities' policies, regulations and goals.

Section 8 Public Participation and Involvement

Excitement among the Lake George community has been very high throughout the DRI/NY Forward application process. Over 200 people participated in four public Open Houses and provided valuable community insight regarding the proposed boundary, vision, issues and opportunities, and transformational public and private-sector projects.

The driving force behind development of the Lake George application is a seventeen-member steering committee comprised of the Town Supervisor and Deputy Supervisor, the Town & Village Director of Planning & Zoning, the former and current Village Mayors, a Village Board member, executives from the Chamber of Commerce, the Warren County Planning Department, the Lake Champlain - Lake George Regional Planning Board, downtown business owners, and members at large representing the young professionals demographics. The committee met on a monthly basis starting in August 2022 to discuss strategy, map the DRI/NY Forward boundary, develop 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 application, and educate (and learn from) the public throughout the planning process.

Highlights from the extensive Lake George DRI/NY Forward public engagement schedule are shown in Table 6.

Public Engagement Events: To ensure maximum community participation, the Steering Committee developed a hybrid approach to public engagement. Virtual engagement tools included:

- » Project Website. A project website, featuring a custom logo designed by one of the committee members, www.LakeGeorgeDRI.com, was launched to generate excitement and educate residents about the DRI and NY Forward programs, announce upcoming public engagement events, and provide on-line access to the open call for projects.
- » 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 15th and ran through July 7th, garnering a total of 63 responses.
- » The second Open House was held from September 11th to the 16th. A total of 66 people participated in the online event and provided valuable community insight regarding all identified potential projects.

In addition to virtual engagement events, the Steering Committee hosted two In-Person Open Houses and conducted multiple site visits with downtown businesses.

In-Person Open House #1. The first Open House was held on June 14th from 4:00 to 7:00 pm in the newly renovated Carriage House at the Fort William Henry Hotel. Approximately 100 people attended this informal event that provided participants with information about the DRI and NY Forward programs 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 the Town and Village, and the types of specific products, services, improvements, or experiences they believe are desired and appropriate for Lake George

In-Person Open House #2. A second Open House was held on September 8th, from 3:00 to 5:00 pm at the Lake George Town Hall. The purpose of the Open House was to gather feedback on the proposed projects. The top projects identified through the Open House included the Downtown Façade Improvement Fund, Broadband Enhancements, Gateway Square, Streetscape and Gateway Enhancements, and Wayfinding and Heritage signage.

Site Visits. Representatives from the Town and Chamber of Commerce conducted in-person visits with downtown businesses to discuss the DRI/NY Forward application process, confirm private investment information, and encourage participation in the Open Call for Projects.

Letters of Support. Over 25 local leaders, businesses, community organizations, and residents demonstrated their commitment to the Lake George DRI/NY Forward application by providing Letters of Support, attached to the end of this application package.

Table 6: Lake George DRI - Public Outreach and Events

August 2022	<ul style="list-style-type: none"> • Lake George DRI/NY Forward Steering Committee established • Committee met on a monthly basis for thirteen months
February 2023	<ul style="list-style-type: none"> • Committee identified proposed DRI/NY Forward boundary • Committee drafted Vision Statement
March 2023	<ul style="list-style-type: none"> • Committee shared initial project ideas with the public via the Sun Community News to "roll the project out". A link to all relevant press can be viewed here: https://www.lakegeorgedri.com/newspaper-articles
May 2023	<ul style="list-style-type: none"> • Project website, www.LakeGeorgeDRI.com launched
June 2023	<ul style="list-style-type: none"> • In-Person Open House #1, June 14th from 4:00 to 7:00 pm at the newly renovated Carriage House, Fort William Henry Resort • Virtual Open House #1, June 15th through July 7th via Survey Monkey
July and August 2023	<ul style="list-style-type: none"> • E-Communications and social media posts to local businesses and organizations, as well as direct emails to Lake George businesses/organizations • Numerous press articles published regarding Lake George DRI
September 2023	<ul style="list-style-type: none"> • In-Person Visits with downtown businesses to finalize proposed projects • In-Person Open House #2, September 11th from 3:00 – 5:00 pm at Town Hall • Virtual Open House #2, September 11th to 17th via Survey Monkey • Town passed resolution to support DRI/NY Forward application and pledge up to \$1.5 million in local match on September 11th • Village passed resolution to support DRI/NY Forward application and pledge up to \$1.5 million in local match on September 18th

2 Enhance and Connect South Canada Streetscape & Route 9 Gateway

Total Cost: **\$2,900,000**

DRI Request: **\$2,450,000**

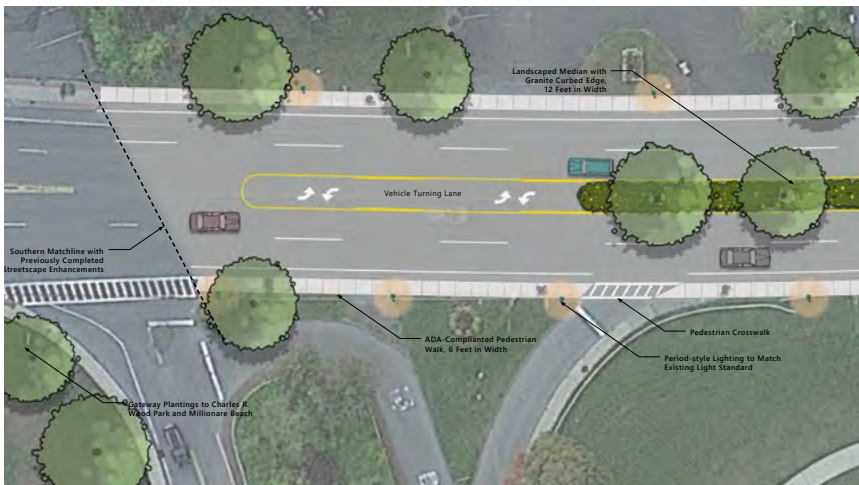
Sponsor: **Village of Lake George**

Timeline: **2024 - 2026**

Readiness: **Project Plans, Former funding requests, Cost estimates, Budget**

Potential Funding: **Village general budget for match**

NYS DRI Goals: 



DRI funds will allow the Village to implement the already-designed South Canada Street Improvements Project, providing enhanced pedestrian amenities and safety, connections to the Town Gateway Project on Route 9, additional transit features, and the general overall image of a key portion of the downtown, particularly the bridge between the Village and Town. Key project components include:

- » Replacement and expansion of all sidewalks and pedestrian amenities
- » Beautification through additional street trees and new landscape features
- » Improvements to Canada Street intersections with Sewell Street and Mohican Street
- » Potential creation of and connection to a pocket park at the former McDonald's site
- » Period style lighting to assimilate with other downtown lighting in the Village/Town
- » Appropriate crosswalk connection improvements and ADA improvements

3 "Gateway Square"-Farmers Market Pavilion, Ice Rink & Playground

Total Cost: **\$1,750,000**

DRI Request: **\$1,250,000**

Sponsor: **Town of Lake George**

Timeline: **2024 - 2026**

Readiness: **Interim Site Control (Purchase Option), Preliminary Design, Cost Estimates**

Potential Funding: **Town Bond to finance local match**

NYS DRI Goals: 



This comprehensive community development project will see the Town finalize their concept of "Gateway Square", across the street from Prospect Mountain Highway. DRI funds will help advance the project which would see on the vacant downtown property a new wood-frame open air pavilion which would be used to house the new Town Farmers Market on weekends in the spring, summer and fall, an event venue during the week, and to play host to a new public Ice Skating Rink in the Winter. The Town would also support off-street parking at the site, with excellent access on Route 9, as well as a new playground to create a full-service park with activities for children. Upon completion, the facility will belong to the Town and be available for all of the local community organizations to use. It will have potential to generate "social revenue" as a place for local and regional performing arts events, Farmers' Market (healthy food), Winter recreation and other regional celebrations.

4 Shepard's Park Beach "Lake Walk" and McDonald Pier Expansion

Total Cost: **\$2,500,000**

DRI Request: **\$2,000,000**

Sponsor: **Village of Lake George**

Timeline: **2025 - 2027**

Readiness: **Site Control, Site Plan Design, Budget**

Potential Funding: **Other NYS grant funding, partner donation**

NYS DRI Goals: 

A portion of Shepard Park Beach has been deemed unusable for swimmers by the NYS DOH. In an effort to not let that portion of beach turn to blight, the Village has formed a group of partners looking to create an enhanced destination in such a critical location within the Village. The "LakeWalk" would see the creation of an elevated parklet adjacent to the shores of Lake George, complete with new stormwater controls and enhanced ADA accessibility, along with the expansion of the existing McDonald Pier to be used for fishing and sightseeing, which would connect back to the LakeWalk on the other side.



COMMUNITY DEVELOPMENT PROJECTS

5 One Canada Street 'Microindustry' Brewery and Distillery Campus

Total Cost: **\$6,000,000**


DRI Request: **\$1,500,000**

Sponsor: **John Carr, Adirondack Brewery Owner**

Timeline: **2025 - 2027**

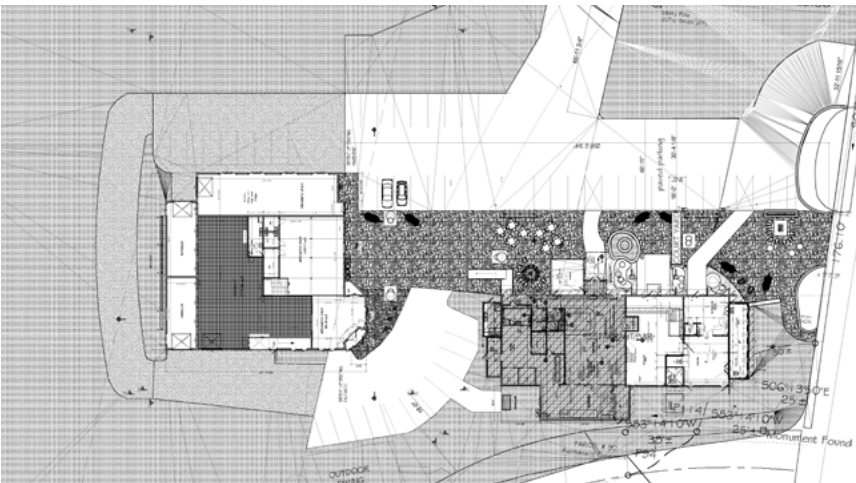
Readiness: **Site Control, Design, Zoning Compliance**

Potential Funding: **Other NYS grant funding, Private funding**

NYS DRI Goals: 

The owner of the Adirondack Brewery and High Peaks Distillery has put together a plan to develop a 'Microindustry Campus' at 1 Canada Street, to create an Adirondack location to enhance and increase the education and awareness of the craft brewing and distilling industry. The site would be complete with a culinary center, including wine, cider and cheese production facilities, an event space, event parking, and housing options, all of which will have direct connection to both the South Canada Streetscape improvements and the West Brook Connector Bridge.

A design has already been developed, and prior NYS Funding has already been awarded to the owner to further the feasibility analysis of the project. As a member of the DRI Committee and the proposed Leadership Group, owner John Carr is committed to helping turn Lake George into a top-tier craft beverage destination.



6 Broadband Enhancements – Additional Downtown “Switch Capacity”

Total Cost: **\$750,000**

DRI Request: **\$750,000**

Sponsor: **Warren County EDC, LC-LGRP**

Timeline: **2024 - 2025**

Readiness: **State Support, Partnership established**

NYS DRI Goals: 

Due to Lake George being a worldwide destination for hundreds of thousands of visitors a year, broadband transmission during the summer and shoulder seasons is strained, and internet and phone services are disrupted by the sheer volume, which has impacted work performance, emergency services, and general communication. For many years, New York State has been discussing how to enhance access to broadband in rural areas, and this project would help implement that State goal at the local level.

DRI funds will allow for regional partners involved in Broadband availability analysis to enter into agreement(s) with private contractors or Broadband providers to design and implement additional “Switch capacity” in the Downtown Area (DRI boundary), which would allow for more users, faster speeds, and general improved communications for all parties.



CULTURE, HERITAGE, HISTORY, & THE ARTS PROJECTS

7 “Repose of the Fallen” : A Proposed Reinterment of Historical Remains

Total Cost: **\$700,000**

DRI Request: **\$600,000**

Sponsor: **Town of Lake George & Lake George Battlefield Park Alliance**

Timeline: **2024 - 2026**

Readiness: **Design, Federal Representative Support**

Potential Funding: **Federal Set-aside Funds, Private funding**

NYS DRI Goals: 

In February of 2019, during the excavation of a construction site on Courtland Street in Lake George, New York, a series of over 40 human remains were found, both in the excavated soil and the adjacent undisturbed earth. It is believed what was found was the site of a cemetery associated with the military and smallpox hospital at Fort George from the period of the Revolutionary War, which has been one of modern history’s most important archaeological findings to date in Lake George. A committee was formed to plan for the respectful reinterment of these First Patriots, and the project design includes columbaria structures, educational and interpretive signage, walking and seating plaza space, and commemorative memorials, all within the appropriate location of the Lake George Battlefield State Park. The project is set to be a nationally renowned heritage tourism site for years to come.



8 “Moment Factory” Lighting Display Enhancements, DRI Boundary

Total Cost: **\$4,000,000**


DRI Request: **\$1,000,000**

Sponsor: **Village of Lake George, and Winter Coalition**

Timeline: **2024 - 2026**

Readiness: **Prior County Investment, Community Support, Private sponsors**

Potential Funding: **Occupancy Tax, Private Funding**

NYS DRI Goals: 



To supplement Winter activity and Tourism, the Lake George “Winter Coalition” has engaged with the company “Moment Factory” out of Montreal to design a state of the art light and visual attraction at the Fort William Henry. Warren County believed so much in the proposed project that they have already invested \$3,000,000 for the endeavor, from Occupancy Tax. The project is set to host 1,000 visitors a day and the Coalition hopes to build upon the initial installation at the Fort by installing additional ancillary lighting and visual features around the Village, possibly including new displays at either Shepard Park or along the current “lakefront walkway”. This project is the first of its kind for the region and for New York State.

9 Downtown Public Art Installation Project, DRI Boundary

Total Cost: **\$500,000**

DRI Request: **\$500,000**

Sponsor: **Town and Village, Lake George Arts Project**

Timeline: **2024 - 2027**

Readiness: **Site Control, Partnership, Community Service**

NYS DRI Goals: 



For years, the Village and Town have discussed ways to enhance culture and the arts in the commercial corridor, either by encouraging new business focused on the Arts, or by developing a series of public art installations throughout the community. While the governments are still actively encouraging cultural and artistic entrepreneurs, we seek to create our own installations of art around the DRI boundary, focusing them on our history, our people, and the Lake.

This project would see the creation of a full-fledged public art program in partnership with the Lake George Arts Project. The initial concept is two-fold – first, to create several murals on “vacant” walls around the DRI boundary, using local artists and celebrating our heritage and the Lake, to brighten up the area and image. The second part of the concept would see a series of canoe sculpture installations scattered around the DRI boundary, building upon the original Canoe installation on Beach Road, and showcasing the area’s importance in early shipbuilding.

TRANSPORTATION, TRANSIT, AND ACCESSIBILITY PROJECTS

10 West Brook Connector Bridge Project

Total Cost: **\$1,000,000**

DRI Request: **\$1,000,000**

Sponsor: **Town and Village of Lake George**

Timeline: **2025 - 2026**

Readiness: **Site Control, Existing Project connection, Design Renderings**

NYS DRI Goals: 



DRI funds would allow for the Town and Village to finish their design and permitting process and to construct and finally realize the “West Brook Connector Bridge” project, which has been a concept project for years, but has never had full funding. The bridge, which would accommodate pedestrians and would be ADA accessible, would act as a “connector” component of the sidewalk network between the Town Gateway Project on Route 9, and the Village’s South Canada Street Improvement project.

The Bridge would be of Adirondack design, but be complemented by modern features such as viewing platforms and pedestrian amenities, and would include educational signage within about the ecosystem that thrives in West Brook. The bridge would include a small culvert extension on the western side of the road to accommodate the width needed, and would enhance connectivity between the Workforce Housing Project and the Microindustry Campus at One Canada Street.

11 Downtown Wayfinding and Heritage Signage, DRI Boundary

Total Cost: **\$500,000**

DRI Request: **\$500,000**

Sponsor: **Town and Village, Lake George Historical Association**

Timeline: **2024 - 2026**

Readiness: **Site Control, Public Support, Concept design**

NYS DRI Goals: 



To enhance accessibility and pedestrian movement throughout the DRI boundary, this project proposed the installation of a series of wayfinding signs along the public sidewalks and thoroughfares which will be designed with history in mind.

Similar to the wayfinding signage in Saratoga Springs, NY, this project would consist of double-sided pedestrian-scale signage, where on one side viewers would be able to orient themselves around Town and find their way to major attractions and points of interest; and on the other side would be historical narratives and accounts, images and period maps which will help Lake George “tell our history” to readers and visitors.

It is expected that the wayfinding signage would be updated periodically to adjust to current conditions of the area, whereas the historical signage on the reverse sides will complement existing heritage tourism endeavors in the area and tie into the signage that exists in the New York State Battlefield Park.

12 Downtown Circulator Trolley and Bus Stop Enhancements

Total Cost: **\$1,300,000**


DRI Request: **\$1,000,000**

Sponsor: **Town and Village, Capital District Transportation Authority, A-GFTC**

Timeline: **2025 - 2028**

Readiness: **Site Control, Partnership Support, Needs Assessment**

Potential Funding: **CDTA, A-GFTC**

NYS DRI Goals: 



Public Transit service has always been lacking in Lake George, due both to the seasonal nature of the community's tourism, as well as lack of resources within the local metropolitan planning organization and transit provider. Several studies in past years have identified the nexus between the economy and transportation availability, as well as the need for additional public transit facilities and routes in the region. Capital District Transportation Authority (CDTA) has recently taken over for the former Greater-Glens Falls Transit, and has a goal to expand service and facilities outside of the aforementioned Glens Falls-centric area. This project would serve as a new partnership endeavor between the Lake George communities and CDTA, where several new bus shelters would be developed and installed in the DRI boundary, and a new downtown Lake George Circulator Trolley established which would focus on both tourists and the local workforce.

13 Fort William Henry and Carriage House Access Improvements

Total Cost: **\$500,000**

DRI Request: **\$350,000**

Sponsor: **Fort William Henry (Kathy Muncil, CEO)**

Timeline: **2025 - 2026**

Readiness: **Site Control, Owner support, Prior investment**

Potential Funding: **FWH Corp.**

NYS DRI Goals: 



The Fort William Henry (FWH) is quite possibly the Lake George Region's most important historical attraction, bringing in thousands of visitors each year to view the Museum and reconstructed Fort. Access to the Fort and through the property has always been an issue, and in particular, the goal to accommodate ADA access from Beach Road to the properties attractions has been a long time coming. In 2022, the FWH Corporation injected \$4 million into the property through the revitalization of the "Carriage House" an old event venue and historic building on the north end of the property. Building upon that investment, the Fort is seeking for ways to better connect people from the Village core to the Fort Museum and to the Carriage House, which is set to become a state-of-the-art events venue for the area. This project would see the injection of DRI funds into an access overhaul at the site, which would create ADA accessible paths from the Village's busiest pedestrian corridors directly to the important historic attractions on the site.

HOUSING DEVELOPMENT

14 67 Canada Street Mixed Use Housing Development

Total Cost: **\$15,000,000**

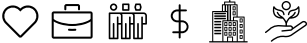
DRI Request: **\$2,500,000**

Sponsor: **Sean Quirk, Local Developer**

Timeline: **2025 - 2027**

Readiness: **Site Control, Owner support, earmarked funding**

Potential Funding: **Private funding**

NYS DRI Goals: 



This private mixed-use housing development boasts over 4,200 square feet of ground floor retail and commercial space, with 12 upper floor residential condominiums along Canada Street, and eight two-bedroom townhomes located in the rear with access from Dieskau Street. The proposed project imagines the redevelopment of five existing adjacent commercial properties, including a large surface parking lot, an old restaurant and two underutilized single-family homes. The proposed development is assumed to be the home of a future “anchor” year-round restaurant on the ground floor and with a minimum of 36 new bedrooms, is expected to bring several new families to Town, hopefully many of which will have children to enter the LG Central School District. With excellent proximity to nearby projects and attractions, and a “Walk Score” of 10, local real estate agents assume this housing development will have all units “filled” before construction is complete.

GRANT FUND OR REVOLVING LOAN FUND

15 Downtown Façade Improvement Fund, DRI Boundary


Total Cost: **\$6 00,000**

DRI Request: **\$600,000**

Sponsor: **Town and Village**

Timeline: **2024 - 2029**

Readiness: **Business Owner interest, financial ability, Application procedure in development**

NYS DRI Goals: 

The proposed Façade Improvement Fund will provide small businesses and organizations in the DRI area with the financial support needed to bridge funding gaps for exterior building upgrades, façade improvements as well as for potential expansion of existing businesses. The Village and Town will award financial assistance in the form of grants or loans from the revolving fund based on an application and review process which will be established by the Leadership Group and detailed in the Strategic Investment Plan. It is expected that the proposed \$600,000 amount would be split relatively evenly between the Village and the Town, however, depending on competitiveness of applications and situational need for beautification, there may be a heavier focus on storefronts on the Canada Street Corridor.

Section 10 Administrative Capacity

Leadership Group

If given the opportunity of an award for either DRI or NY Forward, the Village of Lake George and the Town of Lake George would continue their inter-municipal partnership through project completion, and they would transform the current DRI Steering Committee into the Lake George

Leadership Group (LG2). The Leadership Group would work with both Village and Town governments and all project partners to finish specific project planning through to implementation, to realize the goals set forth in this application.

Lake George Leadership Group (LG²)

Raymond Perry, Village Mayor

Dennis Dickinson, Town Supervisor

Dan Barusch, AICP, Director of Planning Village and Town of Lake George

Gina Mintzer, Lake George Regional Center of Commerce

Ethan Gaddy, AICP, Warren County Planning Department

Beth Gilles, Lake Champlain - Lake George Regional Planning Board

Jim Siplon, Warren County EDC

Kathy Muncil, Fort William Henry CEO

John Carr, ADK Brewery Owner

Vincent Crocitto Jr., Holiday Inn Owner

This group of local champions was assembled in July of 2022 by the Village and Town to develop a plan and package for DRI and NY Forward funding, and has since become an invaluable group to help navigate the DRI application development and process. The group is comprised of public, non-profit and private entity individuals, representing various stakeholders that have a decades-long history of successful collaboration on transformative accomplishments in the Lake George Region. Almost all members of the proposed Leadership Group have either applied for, been awarded, or managed successful grant projects – many of them funded by the State of New York – many of them helping to further move Lake George Forward. The DRI Leadership Group will meet regularly to enhance collaborative communication and to help the Town and Village staff oversee project implementation, making sure all applicable State Requirements are adhered to along the way. The Leadership Group will help the Project Manager report to the Village Board, the Town Board and the State to ensure consistency and accurate, timely information dissemination as the project progresses and implementation unfolds. Additional communication with NYS agencies will be managed by the Project Manager, Dan Barusch, AICP, Town and Village Planner.

Lead Agency and Project Management

The Village and Town have over 50 years of acknowledged collaboration, and more recently have evolved into one of the models for shared services in the State of New York. While the Village will serve as the lead agency for the DRI or NY Forward award, the application is being submitted as a joint application between the two municipalities due to the shared nature of the projects, the Committee, as well as the Project Manager.

Leading the team for Project Management on behalf of the Village and Town will be the shared Director of Planning and Zoning, Dan Barusch, AICP. Assisting Mr. Barusch with public project implementation will be Mayor Ray Perry (Village) and Supervisor Dennis Dickinson (Town), with support from both legislative bodies, and the respective finance department personnel.

Dan Barusch, AICP is an award-winning Urban Planner with 10 years of experience as a community and urban planner, 8 years of which are in his director and managerial capacity

in Lake George. Shortly after his hiring by the Town of Lake George in the summer of 2015, the Village of Lake George approached the Town in regards to sharing Mr. Barusch's skill set through the form of an inter-municipal agreement, and since 2017 Mr. Barusch has worked for both the Village and the Town, conjoining many of the communities' planning efforts, and playing a critical role in implementing successful projects that cross the municipal divide. Mr. Barusch is the lead on all major planning and capital projects for the Town and Village funded by grants, and serves as Town and Village's "in-house" grant-writer having personally applied for, and won/administered over two dozen federal and state grants (totaling over \$15 million) in the past eight (8) years for the Village and Town, including projects that have truly helped transform the community like the Route 9 Gateway Project. Mr. Barusch has a background in architecture and community development, holds a Masters Degree in Urban and Environmental Planning from Arizona State University (ASU), a Bachelors Degree in Design Studies from ASU, and an Associates in Architectural Technology from SUNY Delhi.

Mayor Perry (L) has served as the Mayor since March 2023 and before that as a Village Trustee for over 15 years, during which time he has become a leader in the community and a true organizer of success. Similarly, **Supervisor Dickinson (R)** has been the Town Supervisor for 10 years, having completely enhanced the governmental productivity for the Town of Lake George, creating the current well-functioning machine that the Town is known to be today. Finally, both the Village and Town have dedicated full-time finance staff that will assist the municipalities with their administration and record keeping of the award and project funding, each taking certain projects depending on geography.

Treasurer Danae Bock (Village) and Comptroller Jenn Farrell (Town) execute the municipalities' financial roles and responsibilities and will support on all project financial tracking, financial review, and processing of all financial data associated with DRI or NY Forward expenses. Both Ms. Bock and Ms. Farrell have accounting education, and vast experience in coordinating and working financial payments and reimbursements for State and Federal grant programs, particularly state grant programs through NYS agencies such as OPRHP, EFC, DOT, DEC, ESD, DOS and others. The Finance offices have a system of accounting and internal controls which adhere to NYS Office of the Comptroller requirements and both are well equipped to handle the transactions involved with a DRI or NY Forward grant.

All major projects and financial actions subject to review and approval by either (depending on location) the Village Board or the Town Board, both of which are five (5) person legislative boards, most of which have numerous years of experience in municipal government and administration. Additional administrative support will be provided by the **Lake Champlain-Lake George Regional Planning Board** and the **Warren County Planning Department**, as needed. Both entities have been instrumental in the development of this application and on past collaboration and planning endeavors in the Village and Town.

United States Senate

September 13, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

I am pleased to write in support of the application submitted by the Village and Town of Lake George to the Regional Economic Development Council (REDC) for the Downtown Revitalization Initiative (DRI).

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town has become a premier community where people of all ages and backgrounds choose to live, work, and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build.

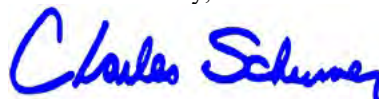
With funding, the Village and Town will capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations and will help move Lake George forward, transforming downtown for tomorrow. The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion from DRI funds. These funds will result in an immediate revitalization of downtown and will establish long-term economic benefits that will extend beyond Lake George into the nearby Capital Region.

Last month, I had the pleasure of seeing for myself one of the projects that Lake George has identified, the Courtland Street Reinternment Project "Repose of the Fallen." The care demonstrated by this collaborative planning to provide these early American heroes a suitable re-interment location, near where they drew their final breaths, was impressive.

I applaud the Village and Town of Lake George for their foresight and sincerely hope the application meets with your approval.

Thank you for your consideration. Please do not hesitate to contact me or my Grants Coordinator in my Washington, DC office at 202-224-6542.

Sincerely,



Charles E. Schumer
United States Senator

KIRSTEN GILLIBRAND

NEW YORK

SENATOR

RUSSELL SENATE OFFICE BUILDING
SUITE 478
WASHINGTON, DC 20510-3205
202-224-4451

COMMITTEES:
AGRICULTURE
ARMED SERVICES
SELECT COMMITTEE ON INTELLIGENCE
SPECIAL COMMITTEE ON AGING

United States Senate

WASHINGTON, DC 20510-3205

September 20, 2023

Mr. Robert Rodriguez
Secretary
New York State Department of State
One Commerce Plaza, 99 Washington Ave
Albany, NY 12231-0001

Dear Secretary Rodriguez,

I write in support of the joint application submitted by the Village and Town of Lake George for funding from the Downtown Revitalization Initiative and the New York Forward Program through the New York State Department of State. This funding will be used to revitalize the Lake George downtown area.

The Village and Town of Lake George have demonstrated a profound commitment to strengthening community resources and opportunities for businesses, residents, and visitors alike along the waterfront and in the commercial district. These improvements have sought to enhance and highlight the natural beauty and appeal of Lake George for those who live, work, and travel there, ensuring that the downtown area presents an accessible and welcoming environment.

The requested funding will be used to continue the revitalization of downtown Lake George. Specifically, the funding will enable the public and private redevelopment of the area in order to better attract new businesses, residents, and visitors to the area. This funding will ensure that Lake George remains a thriving destination to live in and visit for years to come. Moreover, the funding will allow the town to invest in much-needed broadband enhancements to accommodate the high traffic throughout the year, support economic growth by improving transportation infrastructure, and create an outdoor community center to host events and farmers' markets.

I ask that you please give this application your full consideration. If you have any questions or desire further information, please do not hesitate to contact my staff member, Abi Jimenez, at (202) 224-4451.

Sincerely,



Kirsten Gillibrand
United States Senator

ALBANY/CAPITAL DISTRICT OFFICE
1403 W. THIRD ST.
FEDERAL OFFICE BUILDING
1 CLINTON SQUARE, ROOM R21
ALBANY, NY 12207
TEL: (518) 431-0120
FAX: (518) 431-0128

BUFFALO OFFICE
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720 EXCHANGE STREET, SUITE 511
BUFFALO, NY 14210
TEL: (716) 854-8725
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LONG ISLAND OFFICE
155 PINELAWN ROAD
SUITE 250 NORTH
MELVILLE, NY 11747
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FAX: (631) 249-2047

NORTH COUNTRY OFFICE
PO BOX 273
LOWVILLE, NY 13367
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KIRBY-THOMAS KIRBY
FEDERAL OFFICE BUILDING
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ROCHESTER, NY 14614
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JAMES M. HANLEY FEDERAL BUILDING
100 SOUTH CLINTON STREET
ROOM 1470
PO BOX 7378
SYRACUSE, NY 13281
TEL: (315) 446-0410
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NEW YORK CITY OFFICE
790 THIRD AVENUE
SUITE 2801
NEW YORK, NY 10017
TEL: (212) 688-8262

HUDSON VALLEY OFFICE
PO BOX 903
MAHOPAC, NY 10541
TEL: (845) 875-4555
FAX: (845) 875-9099

ELISE M. STEFANIK

21ST DISTRICT, NEW YORK

REPUBLICAN CONFERENCE CHAIR

2211 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-4611

stefanik.house.gov

HOUSE ARMED SERVICES
COMMITTEE

HOUSE PERMANENT SELECT
COMMITTEE ON INTELLIGENCE

HOUSE COMMITTEE ON EDUCATION
AND THE WORKFORCE

HOUSE SELECT SUBCOMMITTEE
ON THE WEAPONIZATION OF
THE FEDERAL GOVERNMENT

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

August 30, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Dear Mr. Yevoli,

I am writing to express my strongest support for the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. I believe that this important grant award will not only benefit the transformative projects presented in the application, but will also foster millions of dollars of significant investments in the future and enhance the lives of residents and visitors in Lake George, Warren County, and the greater 21st Congressional District.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work, and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. On a personal note, my office has been involved in discussions with the Town of Lake George Planning and Zoning about the Courtland Street Reinternment Project, "Repose of the Fallen," since March 2023. Not only will the new structure in Battlefield Park house the remains of dozens of Revolution-era soldiers, but nearby signage and placards will educate visitors about the brave men and women who fought our nation's war for independence. Access to these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will be felt beyond Lake George into

EAST GREENBUSH
99 TROY ROAD
SUITE 312
EAST GREENBUSH, NY 12061
(518) 242-4707

HERKIMER
108 COURT STREET
SUITE 102
HERKIMER, NY 13350
(315) 219-8005

OGDENSBURG
330 FORD STREET
SUITE B8
OGDENSBURG, NY 13669
(315) 541-2670

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

New York's Capital Region and the North Country upstate. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

I fully support the Village and Town of Lake George's joint application and strongly recommend funding for these restorative initiatives. I ask that you give this application your most serious consideration. If you have any questions or concerns, please do not hesitate to contact Josh Williams in my East Greenbush district office at 518-242-4707.

Sincerely,

A handwritten signature in blue ink that reads "Elise M. Stefanik". The signature is written in a cursive, flowing style.

ELISE M. STEFANIK

Member of Congress

**THE SENATE
STATE OF NEW YORK**



DANIEL G. STEC
SENATOR, 45TH DISTRICT

RANKING MINORITY MEMBER
ENVIRONMENTAL CONSERVATION
INTERNET AND TECHNOLOGY

COMMITTEES

EDUCATION

HEALTH

RULES

VETERANS, HOMELAND SECURITY
AND MILITARY AFFAIRS

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408 LEGISLATIVE OFFICE BLDG.,
ALBANY, NY 12247
(T) (518) 455-2811
(F) (518) 426-6873

DISTRICT OFFICE:
5 WARREN STREET, STE. 3
GLENS FALLS, NY 12801
(T) (518) 743-0968
(F) (518) 743-0336

SATELLITE OFFICE:
48 COURT STREET, STE. B46
CANTON, NY 13617
(T) (315) 229-3195

August 28, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place 433 River Street - Suite 1003
Troy, NY 12180

Dear Mr. Yevoli:

Please accept this letter as my support for the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. This important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. These funds will result in an immediate revitalization of downtown and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region.

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

If I can be of any further assistance, please do not hesitate to contact me.

Sincerely,

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

Daniel G. Stec
Senator, 45th District



THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Environmental Conservation
COMMITTEES
Local Governments
Social Services
Tourism

September 14th 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

I write to you to convey my support for both the Town and Village of Lake George's joint application to the latest round of the Downtown Revitalization Initiative and NY Forward programs. It is my belief that a funding award from these programs will carry a benefit that transcends beyond that of the immediate community but extend to those within Warren County as a whole and ultimately throughout the Southern Adirondacks.

The Lake George community comprised of those within the Village and Town, particularly along the southern basin of the Lake itself offers unique density that is home to many long-time residents as well as new would-be residents. The many amenities available in this area further plays a significant role in Lake George being a preeminent vacation destination for visitors from the world over. However, this is not to say the Lake George area is immune to external factors having a detrimental impact on its growth and stability. Increasingly difficult housing affordability and accessibility has strained the Village and Town. The tourism and hospitality economy, to which the Lake George economy is reliant upon, necessitates affordable housing stock for workers both seasonally and year-round. A lack of affordable housing for workers limits their availability to potential employers and results in diminished quality or availability of the very amenities visitors come to the area seeking. For the Lake George area to ever truly become a year-round destination, much less remain a summer vacation destination, readily available housing MUST be available for potential employees. As such, the Village and Town has identified a site for 100 housing units to accommodate seasonal workers to be used throughout the year after an extensive analysis of its biggest priority needs.

I thank you for your due consideration of the Village and Town of Lake George's application for funding that will address one of the greatest priorities needs of the entire community and region. I am available to further discuss the incredible merit to the application and project.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Simpson', is written over a white background.

Matthew J. Simpson
114th Assembly District

Warren County Board of Supervisors

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9
LAKE GEORGE, NEW YORK 12845-9803



Telephone 518-761-6535
Fax 518-761-7652

Kevin B. Geraghty, Chairman

Amanda Allen, Clerk of the Board

September 19, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

On behalf of the Warren County Board of Supervisors, I am submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. We believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. We believe that these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

Kevin B. Geraghty, Chairman
Warren County Board of Supervisors



Adirondack Park Agency

KATHY HOCHUL
Governor

BARBARA RICE
Executive Director

September 21, 2023

Ruth Mahoney and Havidán Rodríguez, Co-Chairs
Capital Region Regional Economic Development Council
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

**Re: Letter of Support for the Village and Town of Lake George Downtown
Revitalization Initiative Application**

Dear Ruth Mahoney and Havidán Rodríguez:

On behalf of the New York State Adirondack Park Agency, I am writing in support of the Village and Town of Lake George's combined 2023 Downtown Revitalization Initiative (DRI) application. This important project will enhance the joint community'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 Town and Village engaged the Agency to participate in the Agency's Hamlet Economic Planning and Assistance program from 2016-18. Through this program, the community undertook a robust public outreach program to generate an economic development plan for Lake George's Hamlet areas. Since completion of this plan, several important components have been implemented including new streetscape enhancements, augmented zoning, and targeted developer outreach. The projects identified in the Town's and Village's DRI application will further these existing planning and implementation efforts and be transformative for this Hamlet.

We are hopeful this application will be successful and look forward to working with the Town and Village on improving the lives of their residents Thank you for your consideration of this important project.

Sincerely yours,

Barbara Rice

Barbara Rice
Executive Director



Lake George Park Commission

Ken Parker
Chairman

Dave Wick
Executive Director

September 15, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Letter of Support: Village/Town of Lake George DRI Application

Dear Mr. Yevoli:

I am writing this letter in support of the Village and Town of Lake George Downtown Revitalization Initiative application. This application is the result of ongoing, consistent collaboration between not only these municipal governments, but a host of stakeholders within these jurisdictions. Thoughtful, well-considered initiatives have been identified and cultivated by a focused committee of individuals representing the region, resulting in more than a dozen high-impact projects for the southern basin of Lake George.

The Commission has long worked with the Town and Village on an array of projects and programs designed to protect Lake George, which is the economic engine of the region. These entities are experienced, proactive players with a long history of accomplishments in the space where economic development meets environmental sustainability. The projects presented in this package build on these past successes. Of particular interest to the Commission is their efforts in stormwater management within the densely developed area of Shepard Park. Having worked with the Village and Town on such initiatives over the past few decades, I can speak firsthand about their commitment and follow-through.

We at the Commission urge you to give positive consideration to these important projects for the Lake George Region.

Best Regards,

Dave Wick, Executive Director

Board of Directors

Vinnie Crocitto III
President
Holiday Inn Resort

Janice Bartkowski-Fox
1st Vice President
Adirondack Cotton Co.

Tyler Herrick
2nd Vice President
The Queensbury Hotel

Gary Thornquist
Secretary
Lake George RV Park

Jeff Bartone
Treasurer
Six Flags Great Escape
Lodge

John Carr
Adirondack Pub & Brewery

Jessyca Darrah
Lake George Winter
Carnival

Laura Kohls
Courtyard by Marriott

Dennis Lafontaine
Martha's Dandee Creme

Joe Mondella
The Lagoon

Ed Pagnotta
The Barnsider Smokehouse

John Santiago
Diamond Cove Cottages

Matthew Taormino
Kiwanis Club of Glens Falls

Greg Teresi
Bartlett, Pontiff, Stewart &
Rhodes, P.C.

Tom Wysocki
Fort William Henry Resort



September 13, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

On behalf of the Lake George Regional Chamber of Commerce & CVB, our Board of Directors, 473 members, staff, and destination partners, we wholeheartedly endorse the application submitted by the Town and Village of Lake George for the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program.

We firmly believe that securing this grant will serve as a catalyst for the proposed transformative projects and will ignite a wave of future investments, leaving a profound and enduring positive mark on the lives of Warren County residents and well beyond.

Situated along the picturesque shores of Lake George, the Town and Village's compact and pedestrian-friendly downtown area is swiftly evolving into a highly sought-after community for individuals of all age groups. Substantial public and private investments in the waterfront and Canada Street's commercial district have already begun to reshape the essence of Lake George, infusing it with newfound vitality.

The potential allocation of funds through either the DRI or NY Forward program will empower the village and town to leverage existing investments while attracting new businesses, tourists, and residents to the heart of our downtown area. This support will further stimulate redevelopment, solidifying Lake George's reputation as an enticing destination for both the current generation and those yet to come.

Through meticulous planning, the Town and Village have identified transformative projects that stand ready for immediate implementation with the infusion of DRI or NY Forward funds. We firmly believe that these funds will yield both immediate and lasting revitalization, delivering economic benefits that ripple outward, benefiting not only Lake George but also the broader Capital Region.

We extend our sincerest gratitude for your thoughtful consideration in awarding Lake George this year's DRI or NY Forward funding opportunity. Together, we can usher in a new era of prosperity for our beloved community and its surrounding regions.

Sincerely,

A handwritten signature in black ink that reads "Gina Mintzer".

Gina Mintzer, CMP, MHA
Executive Director

September 5, 2023



Carm Basile
Chief Executive Officer
518-437-6840
carmb@cdta.org

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. ~~Yevoli~~ ^{Mike}:

This letter is intended to express the Capital District Transportation Authority's (CDTA) support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. CDTA believes this grant award will not only benefit the transformative projects presented in the application, but that it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County, and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work, and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the "look and feel" of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. CDTA is particularly supportive of the Downtown Trolley & Bus Stops projects identified by the Village. We believe that these funds will result in an immediate revitalization of and connections to downtown and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region.

Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

Carm Basile
Chief Executive Officer

Jayne B. Lahut
Chairman
Schenectady County

Michael J. Criscione
Vice Chairman
Albany County

Denise A. Figueroa
Treasurer
Albany County

Georgeanna M. Nugent
Secretary
Saratoga County

Daniel C. Lynch, Esq.
Albany County

David M. Stackrow
Rensselaer County

Jaclyn Falotico
Schenectady County

Peter D. Wohl
Saratoga County

Patrick M. Lance
Labor Representative

Carm Basile
Chief Executive Officer



**WARREN COUNTY DEPARTMENT OF
PLANNING & COMMUNITY DEVELOPMENT**

September 22, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Dear Mr. Yevoli,

In 2022 when we started exploring whether or not Lake George was a good fit for the DRI/NY Forward program I was the first to ask- how does a small but bustling vacation community make a good fit for a downtown revitalization program? Isn't Lake George a seasonal attraction known for things like the Elvis Festival, t-shirt shops, and the Americade Motorcycle Rally? These are legitimate questions coming from someone who is very familiar with the DRI program; I helped prepare Glens Falls's DRI application, I worked on the City of Watertown's DRI, and I worked in the City of Oneonta on the heels of their DRI planning process.

Lake George is more than meets the eye. For the better portion of a century, boosters of Lake George have expressed their desire to become a 'four-season, year-round destination,' but only in the past decade has that desire been translated into investments in the planning, infrastructure, and programs necessary to make that a reality. Millions of dollars have been invested in modernizing the grey and green infrastructure necessary to support healthy and sustainable growth in Lake George. Comprehensive planning and constantly evolving zoning regulations have allowed the municipalities to better align municipal actions with community vision. An engaged and invested business community has spurred the development of new year-round attractions and employment opportunities. The attractiveness of Lake George as a tourism destination is being leveraged into attractiveness as a place to live, work, and play year-round. By participating in the DRI/NY Forward program Lake George will accelerate this ongoing transformation into a thriving, complete community.

Funding Lake George's DRI/NY Forward would be an extraordinary complement to the first round DRI winner Glens Falls due to their connection via the Warren County Bikeway. Warren County Planning is in the process of a Northern Borders Regional Commission funded multi-use trail modernization and connectivity study. This study will identify the needed improvements to the Warren County Bikeway so that there are clear downtown linkages between Lake George, Glens Falls, Hudson Falls and the Empire State Trail. The economic and quality of life impact of linking two DRI communities via a high-quality multi-use trail would be truly remarkable.

Do not hesitate to reach out with any questions.

Sincerely,

A handwritten signature in black ink that reads "Ethan Gaddy".

Ethan Gaddy AICP
County Planner



September 22, 2023

**Michael Yevoll, Regional Director
Capital Region REDC
Hedley Park Place 433 River Street - Suite 1003 Troy, NY 12180**

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mike:

Economic Development Corporation, Warren County (EDC) is submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. We believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

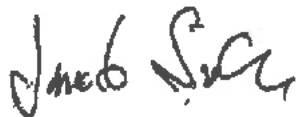
As one of the Adirondack Park's most iconic locations, The Village and Town of Lake George are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have resulted in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow. It is also necessary to ensure Lake George is positioned to have a sustainable economy in the years to come.

Due to Lake George being a worldwide destination for hundreds of thousands of visitors a year, broadband transmission during the summer and shoulder seasons is significantly constricted, and internet and phone services are disrupted by the sheer volume, which has impacted work performance, emergency services, telehealth and general communication. New York State is

currently developing plans to deploy high speed broadband as well as address digital equity statewide, including in rural areas, and this project would help implement that State goal at the local level. DRI funds will allow for regional partners involved in Broadband availability analysis to enter into agreement(s) with private contractors or Broadband providers to design and implement needed upgrades to aging equipment and technology including additional "Switch capacity" in the Downtown Area (DRI boundary), which would allow for more users, faster speeds, and general improved communications for all parties. This is critical to enable Lake George to remain a desirable destination as many visitors surveyed have cited reliable communications as a necessity in deciding whether to come to the area.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. EDC is a supporter of all these projects and broadband capacity is a special area of focus as we have been actively involved in pursuing broadband and communications expansion throughout the North Country. EDC believes that these funds will result in an immediate revitalization of downtown and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Siplon". The signature is written in a cursive, slightly slanted style.

Jim Siplon
President
EDC Warren County



September 18, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hadley Park Place
433 River Street – Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli,

Please accept this letter on behalf of the Lake Champlain – Lake George Regional Planning Board (LCLGRP) in support of the Village and Town of Lake George’s joint application to the Downtown Revitalization Initiative (DRI) and NY Forward Program. Securing this funding will not only benefit the transformative projects presented in the application, but it will also foster millions of dollars of additional investment in the future and enhance the lives of residents and visitors in Lake George, Warren County, and beyond.

With a compact and walkable downtown located along the shore of the majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work, and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the ‘look and feel’ of Lake George resulting in a revitalized and renewed energy that continues to build. The DRI and NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

Specifically, the LCLGRP will be involved in the broadband enhancement and Gateway Square projects. The LCLGRP is currently undertaking a Regional Broadband Deployment Plan to address shortcomings with broadband availability in its five-county region, which includes Lake George in Warren County. Within the main tourist season, the available telecommunications bandwidth within the Village and Town is depleted, leaving businesses, residents, and visitors



LAKE CHAMPLAIN-LAKE GEORGE

REGIONAL PLANNING

BETH GILLES
DIRECTOR

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

without proper access to the internet for check-ins, making reservations and general work. The Broadband Enhancement project will alleviate this issue by installing additional switch capacity during high volume usage. The LCLGRP will also participate in the development of the "Gateway Square" and provide support for this community development project that will create a space for gatherings, farmers markets, and a public ice-skating rink. Additionally, the LCLGRP commits to assisting the Village and Town with grant administration capacity.

As the region's federally designated Economic Development District, we are in full support of this grant application. I appreciate your consideration and look forward to working with the Village, Town, and State on its implementation.

Sincerely,

Beth Gilles
Director



LAKE CHAMPLAIN-LAKE GEORGE

REGIONAL PLANNING

BETH GILLES
DIRECTOR

PO BOX 765
LAKE GEORGE, NY 12845
518-668-5773
WWW.LCLGRPB.ORG

September 20, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

RE: Letter of Support

Application for Downtown Revitalization Initiative and New York Forward
Lake George Forward: Transforming Downtown for Tomorrow

Dear Mr. Yevoli,

Please accept this letter of support for *Lake George Forward: Transforming Downtown for Tomorrow*, a joint application by the Town and Village of Lake George to the Downtown Revitalization Initiative (DRI) and New York Forward Program. I am a professionally accredited planning professional (AICP) serving as Economic Development Coordinator at the LCLGRPB and have participated as a DRI/NYF Steering Committee since October 2022.

Lake George is the primary economic driver supporting the local and regional economy, attracting over 3 million people, and generating approximately \$2 billion annually.

The Town and Village application proposes the creation of a *Downtown Façade Improvement Fund*, to support local business owners seeking to invest and improve the appearance of storefronts. Case studies around the state and country identify direct correlations between the improved building aesthetics and property values/marketability of spaces. This project will advance the Capital Region REDC "Core" Strategy, as the implementation of a successful façade program would strengthen placemaking. Additionally, Lake George (Census Tract 720) has been identified by the CR REDC as a "Magnet" Community, due to its reliance on leisure and hospitality industries. This project and the other investments identified in the application will help drive diverse private investments that create quality employment opportunities for area residents.

The Lake Champlain – Lake George Regional Planning Board anticipates assisting the Town and Village with implementation of select projects and serving on the Local Planning Committee. We ask that you seriously consider selecting Lake George for this important community investment.

Sincerely,

Christopher R. Belden, AICP

Economic Development Coordinator & Lake George DRI/NYF Committee Member



LAKE GEORGE BATTLEFIELD PARK ALLIANCE

PO Box 26
Lake George, New York 12845
www.lakegeorgebattlefield.org

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Bob Wilcox

September 9, 2023

Mr. Michael Yevoli, Regional Director
Capital Region REDC
433 River Street—Suite 1003
Troy, New York 12180

Dear Mr. Yevoli:

I am submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. I believe this important grant award will not only benefit the transformative projects presented in the application, but will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County, and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming its downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. My not-for-profit historical association is a partner with the municipalities in implementing the Courtland Street Reinterment Project, through which more than 40 Continental soldiers whose remains were discovered during a construction project in 2019 will be reburied at our site, near where they perished. I believe that these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will expand beyond Lake George into other nearby Capital Region communities. Your favorable consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "John DiNuzzo".

John DiNuzzo, President
Lake George Battlefield Park Alliance



Old County Courthouse
1 Amherst Street
Lake George NY 12845
518.668.2616
lakegeorgearts.org

September 20, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Executive Director
Tanya Tobias-Tomis

Director of Exhibitions
June Waters

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli,

Board of Directors

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Debbie Smith
Diane Swanson
Margaret Wallace
Lisa Woititz

The Lake George Arts Project Staff and Board of Directors are submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. We believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds.

Our organization, The Lake George Arts Project, firmly believes that the arts are a vital component of community identity and enriches the lives of residents and visitors alike. Founded as a Comprehensive Employment Training Act project nearly fifty years ago, The Lake George Arts Project has a long-standing history of producing and presenting public art installations and exhibitions. One of the largest, the Prospect Mountain Sculpture Show, was a major exhibition that attracted national media acclaim. Later, we produced a second major outdoor visual arts exhibition the Ice and Air Show. More recently, we partnered with the Village of Lake George to design and paint traffic signal cabinets (located in the

Village) with the goals of enhancing the aesthetics of the Village, extending public art to new areas and unexpected places, and introducing art to the public in a creative and inventive way.

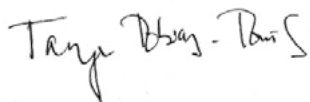
Public art plays a critical role in shaping the character of a community. It serves as a visual representation of a place's history, culture, and values. Public art, such as murals and unique sculptural installations, would not only add to the aesthetics and vibrancy of our region, but also have the potential to convey the rich heritage of our town and village, highlight the immense talent of our regional artists, and foster community engagement and a sense of ownership over public spaces. Public art encourages conversation, sparks creativity, and public art projects have the potential to become landmarks that inspire community pride and serve as gathering points for both locals and visitors. Public art is more than just decoration, it has the potential to be an active contributor to the cultural fabric of Lake George.

Public art also has proven economic benefits. It attracts tourists, who contribute to the local economy by frequenting businesses, restaurants, and shops. The artwork becomes a unique selling point for Lake George, drawing in art enthusiasts and cultural tourists who may not have otherwise considered visiting our area. Public art projects also provide opportunities for local artists to showcase their talents and gain recognition, thereby strengthening the creative economy of the region.

As an arts organization deeply invested in the cultural development of our region, we are proud to support, and to work with the Town and Village on developing and implementing comprehensive public art projects that include murals, unique sculptural installations, and any other projects the Town and Village feel are feasible and would contribute to both the financial and cultural growth of Lake George. We are committed to being enthusiastic partners in the pursuit of a more vibrant and culturally rich Lake George.

We believe that these funds will result in an immediate revitalization of downtown and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads "Tanya Tobias-Tomis". The signature is written in a cursive, flowing style.

Tanya Tobias-Tomis
Executive Director
The Lake George Arts Project



Lake George Historical Association

P.O. Box 472
Lake George, NY 12845
518.668.5044
info@lakegeorgehistorical.org
www.lakegeorgehistorical.org



Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

15 September 2023

Subject: Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

This letter is to support the joint application of the Village and Town of Lake George to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. The Lake George Historical Association believes this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. These projects will support the Historical Association's mission of educating the public by bringing visitors to the area which provides funds for our non-profit organization. We believe that these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

Alex Parrott
President
LGHA



September 25, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180



PO Box 351, Lake George, NY 12845
518.668.9700
info@lakegeorgewaterkeeper.org
lakegeorgewaterkeeper.org

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

I am submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. The **Lake George Waterkeeper and the Lake George Association** believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build as well as the opportunity for important water quality protection infrastructure retrofits and projects. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. As the leading environmental organizations in the watershed, the Lake George Association and Lake George Waterkeeper specifically recognize the Shepards's Park Beach and South Canada Street Streetscape projects for the potential stormwater and water quality protection measures that will be implemented. We believe that these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Respectfully,

A handwritten signature in black ink that reads "Chris Navitsky".

Christopher Navitsky, PE
Lake George Waterkeeper



September 24, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli,

I am submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. It is my belief that being awarded this grant will fundamentally change and propel Lake George into the future. Taking a seasonal attraction and turning it into a year-round destination is paramount for the continued success of the town and village.

I have served on the Planning Board for the past eight years and as chairman for the past four. Over the past 5 years or more we have started to see numerous large-scale private investments in the town, many of them housing developments. These are attempts to bring additional residents and/or workforce to town which is so desperately needed. The projects outlined in this application are integral in transforming the town and village into a year-round community and a desirable area to live, work, and visit.

Awarding this important grant funding would lead to millions more in private investment, all of which would be reviewed and approved by the Planning Board so that the proposed development fits in with the Town's goals. The combination of public and private monies will help to foster partnerships that far exceed what anyone can do on their own. The projects currently underway or presently in front of the board are a springboard to revitalizing a downtown rich in history and beauty.

I strongly recommend that you consider Lake George's application during this year's DRI and NY Forward funding cycle. The awarding of this grant will create an economic boom that will be felt throughout the Adirondacks and the Capital Region.

I appreciate your consideration.

Sincerely,

Fred Pape

Chairman

Town of Lake George Planning Board

September 24, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Village and Town of Lake George DRI/NY Forward Joint Application, Letter of Support

Dear Mr. Yevoli,

I am pleased to submit this support letter for the Village and Town of Lake George's joint application to the upcoming Downtown Revitalization Initiative (DRI) and NY Forward program funding round. I truly believe the funding from these grant sources may help transform the downtown area of Lake George, both in the Town and Village, and help Lake George move further forward. We have talked for years about taking a seasonal attraction and turning it into a year-round destination and community for all, and while there are some local efforts to attain that, this funding would be paramount to achieve those goals and to further enhance the public-private partnerships that have been formed.

I have personally been involved with the Village of Lake George government for the past 15 years, serving as Chair of the Village Planning Board for the past 5 years, and before that as a staff member in the Planning and Zoning office. Over the course of my tenure here, I have seen exponential change in the Village, including the most vibrant change in the past several years through private redevelopment. In the past two years alone we have seen more than \$7 million worth of private redevelopment projects come through the Planning Board process, each individual project playing its own part in helping the community to achieve its goals. I further see the projects outlined in this application as critical needs and/or complementary amenities to the main goal Lake George has been striving to achieve for decades – to become a "365 community".

Staying consistent with past successes, we fully expect any investment from New York State in our downtown area to be met with millions more of private (and public) investments, and the Village Planning Board will be certain to make sure the private projects are reviewed with the communities goals in mind. As a resident of this community, and a public servant for more than 15 years here, I hope you consider awarding Lake George's application during this year's DRI and NY Forward funding cycle. The output from these projects will be of regional scale, felt from the northern Adirondacks down to the heart of the Capital Region. We hope to be able to work with NYS on these exciting projects.

Thank you for your consideration and time.

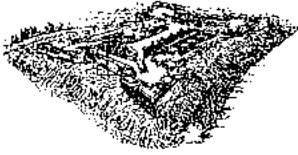
All my best,

Carol Sullivan

Chairwoman
Village of Lake George Planning Board

THE FORT WILLIAM HENRY CORPORATION

48 Canada Street
Lake George, New York 12845



September 25, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

It is with great pleasure that I submit this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program on behalf of Fort William Henry Corporation, its 300+ employees, its Board and its Stockholders. We believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

The collaboration of public and private has been shown time and time again to be the most productive and successful combination of talent with a result supported by all in the community. It requires a constant review and goal setting process. Our Community has worked tirelessly to support our Government in assessing the Community needs. This Application is a result of the same intense collaboration.

We are the anchor of the Village located at the Southern Basin of Lake George. Both the British and The D&H Railroad understood exactly where to place a Fort and a hotel. We are on the bluff overlooking the lake. We do not survive or thrive alone. With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit.

Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow. More

importantly, this investment will solidify Lake George economy to be year round economic activity.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for implementation with an infusion of DRI or NY Forward funds. I have been a participant of the Committee and fully support the full list provided by Dan Barusch.

I wanted to detail how these investments afford us the opportunity to simultaneously continue to reinvest in our own property, which serves the full community in the long run.

1. We have recently invested \$4,000,000 in the renovation of our 1856 Carriage House. It has brought great joy to Community events as well as many groups and weddings. The access to this amazing building is part of the DRI plan we support. Anything that allows our community easier and safer access to this very important Village landmark will serve the whole community.
2. We are also in the midst of a \$3,000,000 13 Community person team that will create a Winter immersive, non weather dependent light, technology and sound show (the likes of the Super Bowl halftime show) being hosted at our Fortress from Nov 1 through 3/31 each year for 5 years. This will allow all businesses to stay open in the winter and thrive, which in turn allows our employees to work all year round and support their families more productively. We at FWH are the Landlord for this project but we work on the Coalition as well. This investment of time and money will be the game changer for Lake George to be a year round destination by adding the winter event.
3. We recently invested in a \$5,000,000 complete overhaul of our hotel rooms to increase our competitive advantage as one of the premiere Resorts in Upstate New York. The results have been an increase in the share and number of our guests with higher incomes, who therefore also spend more in the area.
4. We plan on piggybacking on this DRI investment to also move our Beach Road facilities to year round operations versus seasonal. Again, bringing more people into our Village for Commerce during the winter and creating year round jobs.
5. We have also had the plans for a Distillery using our own well water to be built on our property on Rte 9. This plan again creates year round employment and adds to the already very popular Distilleries and Breweries that are destination reasons for people to come to Warren County and Lake George. This will be attached to our Rte 9 property, now only used as a banquet facility, making it a year round restaurant once complete.
6. We are delighted that the South Canada Streetscape project will connect the Village to the Town. This will be both an attractive as well as safety oriented success once complete.

We believe that these funds will result in an immediate revitalization of downtown, and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathryn Flacke Muncil". The signature is fluid and cursive, written over a light blue horizontal line.

Kathryn Flacke Muncil

CEO

Fort William Henry Corporation

Cell - 518-796-6580

Office - 518-964-6620



September 22, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

Having been involved with the business community in Lake George and in Warren County, we have seen the benefits of shared vision and state grants in other communities; and how they have allowed these communities to stay competitive and provide, not only a better place to live, but jobs to allow people to have a reasonable standard of living in New York state.

I feel that this DRI/NY grant application is important for stabilizing the economy of Lake George. Most people who know Lake George know it in the summertime, and view it as a thriving economy. Those of us who live and work here year-round know the dark reality that most of the people who work in the area live at poverty levels because of the lack of opportunity in the non-summer months. These are talented and skilled people, who are trying to feed families and pay mortgages. The DRI grant will afford them opportunities on a year-round basis. It will also allow them to live and work in the same community that many of them were born in and are raising their families in.

Lake George is on the edge of change as older 1950s and 1960s properties are taken offline, and the need to re-envision what our community will look like 10-15 years from now. We feel this is exactly what this grant is designed for.

The plan to develop our property at 1 Canada Street is intended for a year-round tourist destination spot, which will include a culinary center, including wine, cheese & cider producing, an event space, vital parking space, and expand housing options in these mixed-use buildings. In addition we are trying to incorporate the Westbrook corridor as part of the attractions.

We would ask for your careful consideration and focus on what can be done to help create a year-round economy.

Sincerely,

John Carr
Founder
Adirondack Pub & Brewery Inc /
High Peaks Distilling LLC



Sternwheel Steamboat Minne-Ha-Ha

Cruiseship Lac du Saint Sacrement

Excursion Vessel Mohican

Boardwalk Restaurant and Marina

Lake George Meeting Planning Services

Adirondack Brochure Distributors

LAKE GEORGE STEAMBOAT COMPANY

September 22, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application.

Dear Mr. Yevoli:

I am submitting this letter in support of the Village and Town of Lake George's joint application to this round of the Downtown Revitalization Initiative and the NY Forward program. I believe this important grant award will not only benefit the diverse and imaginative projects presented in the application but will also encourage millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George and Warren County.

During the summers of 2020 and 2021 especially, this area saw an incredible influx of people visiting for the first time ever. Here at the Lake George Steamboat Company, we had the opportunity to welcome those visitors and introduce them to the natural beauty of Lake George and this area. So many of these visitors, of all ages and backgrounds, have chosen to return again and again, or purchase homes here to relocate permanently.

Both the Village and Town of Lake George have begun to see extensive public and private investments, which are already changing the feeling of this area for the better. The DRI or NY Forward funding will allow the Village and Town to continue this momentum of improvement for tourists, businesses and residents alike.

The projects listed in this application represent a range of interests appealing to tourists and residents alike, from historical and heritage projects to business assistance upgrades to increased broadband capacity, to winter attractions independent of changing weather and housing for workers, and so on. Everyone coming to Lake George, everyone living here, and all businesses operating in Lake George will be able to benefit from these projects, both immediately and long-

September 23, 2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli,

I am writing to inform you of my support for the Lake George DRI/NY Forward Grant application. My company owns real estate in three unique, prominent areas in the Village of Lake George, and I am a longtime resident of the Town of Lake George.

The first area of real estate we hold is 67-77 Canada St; made up of 5 parcels totaling approximately 1 acre. I have plans for multi use buildings on this property; the first building is a four-story mixed use building which has three stories of apartments and commercial use on the ground floor. Eight additional townhouses are also proposed as part of that project, which is estimated to be a \$15 million investment in the Village along Canada Street, in proximity to several of the proposed DRI projects. The committee has incorporated this project into the application for funds to assist with construction costs to make this project a reality.

The second area of property we own is 1 Kurosaka Lane which is in the process of a vast \$3million redevelopment from a bar and nightclub to a six unit condo building called "The Anchor". This property is directly on the lake in the heart of the Village. The units will be sold and come with an option to lease a dock. On the ground floor along the lake will be a commercial unit to stay within current zoning parameters. This project is currently in the construction phase and is privately financed, but another example of a large recent investment in the DRI/NY forward boundary.

The third area of property we own is 204 Canada St; a fully leased sixteen unit strip mall known as the "Village Mall", on a lot which includes a fleet of rental boats down on the lakeshore. In the near future, I intend to update the façade of this large building to perpetuate the "new" image of the Village. I look forward to being a part of what feels like a new awakening of our Village here in Lake George NY, and I hope New York State will be a part of that.

Thank you for your consideration.

Best,

Sean Quirk

Sean Quirk, Owner
Quirk Enterprises
PO Box 141
Lake George, NY



09/06/2023

Michael Yevoli, Regional Director
Capital Region REDC
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Letter of Support for the Village and Town of Lake George DRI/NY Forward Application

Dear Mr. Yevoli:

We are submitting this letter in support of the Village and Town of Lake George's joint application to the seventh round of the Downtown Revitalization Initiative (DRI) and the second round of the NY Forward program. We believe this important grant award will not only benefit the transformative projects presented in the application, but we believe it will also foster millions of dollars of additional investments in the future and enhance the lives of residents and visitors in Lake George, Warren County and beyond.

We have personally invested over 6 million dollars in the last year which involved acquiring and renovating our restaurant, cruise ships, boat rentals, and parasailing. We have plans to begin renovating our motel starting in Fall 2023 with an estimated all-in investment of almost 1 million dollars. We feel that this area attracts families to experience the beauty of the Adirondacks is growing year over year. We have made plans and investments into staying open year-round to further attract more visitors.

With a compact and walkable downtown located along the shores of majestic Lake George, the Village and Town are becoming a premier community where people of all ages and backgrounds are choosing to live, work and visit. Extensive public and private investments along the waterfront and in the commercial district on Canada Street and along Route 9 have begun to change the 'look and feel' of Lake George, resulting in a revitalized and renewed energy that continues to build. The DRI or NY Forward funding will allow the Village and Town to capitalize on both prior and current investments attracting new businesses, tourists, and residents to the downtown as well as supporting redevelopment, both public and private. This revitalization will further establish Lake George as an indelible destination for both current and future generations, and will help move Lake George forward, transforming downtown for tomorrow.

The Town and Village have carefully identified transformative projects with their partner stakeholders that are ready for

2 Kurosaka Lane | Lake George, NY 12845 | (518)668-4644
www.lgwaterfront.com



WATERFRONT HOSPITALITY



LAKE GEORGE
BUNGALOWS



LAKE GEORGE
WATERFRONT
CRUISES



THE LIGHTHOUSE
GRILL
LAKE GEORGE



WATERFRONT
BOAT RENTALS
LAKE GEORGE

implementation with an infusion of DRI or NY Forward funds. We fully support the projects identified by the Village, specifically the Seasonal Workforce Housing Project. Seasonal workers are the lifeblood of our economy and housing has been a challenge. Our family-friendly town could use help with additional upgrades to Shephard's Park and to the lighting enhancements at the Fort William Henry, which will undoubtedly attract more visitors and workers to our area in the off-season. We believe that these funds will result in an immediate revitalization of downtown and will establish long-term economic benefits that will expand beyond Lake George into the nearby Capital Region. Your consideration in evaluating Lake George's application during this year's DRI and NY Forward funding cycle is genuinely and greatly appreciated.

Sincerely,




Katie & Will Carson

Owners