



Downtown Revitalization Initiative

APPLICATION

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Mid-Hudson

Municipality Name: Village of Ellenville / Town of Wawarsing

Downtown Name: Village of Ellenville

County Name: Ulster

Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization.

For a weekend or a lifetime: [Find Yourself in Ellenville](#).

*The vision of the Ellenville Downtown Revitalization Initiative is private and public investment in projects that will accelerate the vibrant renewal of the Village and reestablish Ellenville's cultural heritage as a desirable, prosperous, and sustainable four-season **Live-Work-Play-Eat-Shop-Stay** community. Looking outward to the surrounding mountains and natural attractions as the community's "industrial park," and looking inward to the people of Ellenville and its 200-year heritage, the DRI team has identified twelve (12) works-in-progress that will capitalize on the distinctive backdrop of the Shawangunk and Catskill Mountains; augment and support the burgeoning arts, entertainment, and restaurant scene; and provide vital accommodations for residents and tourists alike, to re-energize and transform the southwest corner of Ulster County, with the Village of Ellenville as its hub.*

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Nestled in the Valley between the Shawangunks and Catskills, equidistant from the Capital of New York State and the Capital of the World, Ellenville is poised to recapture its mantle as the [Hospitality Center of the Mountains](#).

The DRI area contains a unique National Historic District that comprises the historic commercial core of the village. Extending outward in each of the four cardinal directions are the community's gateways that welcome visitors and connect the village to the world. Historically, the village grew first as a canal town, then as a railroad community and tourism mecca, and eventually as a Catskill Resort "Borscht Belt" community with a strong manufacturing base. In the 1960s, the fabric of the Village was decimated by Urban Renewal, combined with a waning of the Catskill Resort economy. In the fifty years since, Ellenville has suffered the same decline as other villages and small cities throughout the nation, as manufacturing left and businesses shifted to suburban malls.

Over the past decade, the Village has instituted policies and investments that have helped to reverse the trend. (Refer to Section 3 Below.) The Village, in recent years, has established demonstrable momentum in its downtown revitalization efforts. Today, when you visit Ellenville, New York, you will find a community that embraces its history as part of the Hudson River Valley, as well as its place in the Catskills region. With the Shawangunk Mountains to the east, and the Catskills to the northwest, this valley village is blessed with natural, majestic beauty on all sides.

People visit Ellenville for many reasons, in all seasons. Outdoor enthusiasts stop here before embarking on a hike, to camp, or play golf. Adventure seekers find their way here to go hang gliding, mountain biking, and cross-country skiing. Others come for a great meal, or to see professional theater. Thousands descend upon the village during special events, like the annual Blueberry Festival.

However, the puzzle is not complete. There are still vital components that are currently lacking in the Village fabric. An infusion of DRI funds into Ellenville will help the Village and region achieve maximum economic benefit from the program by advancing Ellenville's ongoing renaissance as the hub of the forgotten southwest corner of Ulster County.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

- 1) Boundaries of the proposed DRI area.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.

The DRI area encompasses the hub of Liberty Square and four commercial spokes radiating outward for three quarters of a mile (15-minute walk) in each direction. The DRI area is a walkable, compact area that includes the Ellenville Historic District, Liberty Square, the east-west Canal/Center Street business corridor, and the north-south Main/Market Street business corridor. It is the central hub for transportation connections within Ellenville and Wawarsing and to the rest of the county, region, and New York City.

The boundary for the DRI was chosen to take advantage of the walkable, compact character of the Village and to stretch successful revitalization along each direction. The DRI boundary connects the downtown area

and each of the commercial axes that support and enhance downtown living and quality of life, as well as recreation, arts, and cultural attractions.

The Ellenville DRI area covers approximately 200 acres (1/3 sq. mi.), which is 3.5% of the Village total 8.8 sq. mi. A map of the Ellenville Downtown area has been inserted below in support of this Downtown Revitalization Initiative Application.



2) Description of catchment area. Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

Ellenville, population 4,047, is an incorporated village fully within the Town of Wawarsing, population 13,157. The Village Ellenville serves as the *historical and traditional downtown and central business district*

for the Town's multiple hamlets of Napanoch, Wawarsing, Kerhonkson, Cragmoor, Greenfield Park, Ulster Heights, Lackawack, Laurenkill, Spring Glen, and numerous rural populations. Ellenville Central School District expands the catchment area into neighboring Sullivan County, with the inclusion of the hamlets of Phillipsport and Summitville.

Ellenville is the nexus of US Route 209 (Main Street) and NY Route 52 (Canal St & Center Street). The catchment area includes full-time residents of the Village of Ellenville and Town of Wawarsing as well transient populations who are attracted to the community. Annual traffic on Rte. 209 north of Rte. 52 is 5.5 million vehicles and south of Rte. 52 is 2.4 million. Annual traffic on Rte. 52 east of Rte. 209 is 0.9 million vehicles and west of Rte. 209 is 1.4 million vehicles. Combined, this totals 10.2 million one-way vehicle trips within the immediate catchment area. With a downtown geographically situated to serve *four-season* adventure tourism, recreational tourism, heritage tourism, cultural tourism, gastrotourism, wine tourism, agricultural tourism, and ecotourism, Ellenville is well-positioned to capture a robust tourist industry.

3) Past Investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

Over the past decade, the Village has instituted policies and investments that have begun a renaissance:

- *In 2009, the Village updated its Comprehensive Plan to position the Village from a manufacturing and resort-based economy to one that can build upon new sources of prosperity based upon the opportunities of the 21st century.*
- *In 2009, following the updated Comprehensive Plan, the Village adopted zoning design standards to protect and enhance the downtown historic business district as a special place through design review of architecture; site development; vehicular, bicycle, and pedestrian circulation; parking; streetscape improvements; signage; and lighting.*
- *In 2013-14, The Village of Ellenville and Town of Wawarsing were the subject of an application by a private entity to the State of New York for a license to construct and operate a casino at the former Nevele Hotel, one of the last grand resorts, which closed in 2009. The Nevele was not awarded a casino license, but the process reinvigorated the population and community leaders with excitement and passion for a renewal and revitalization of the village, to provide much-needed stimulus to one of the most economically disadvantaged areas in the Hudson Valley.*
- *In 2015, the Village of Ellenville and the Town of Wawarsing were jointly awarded a \$1 million grant from Ulster County ("Ellenville Million") to provide revitalization opportunities. A microcosm of the DRI process, the program is being administered through a grass-roots community effort to promote an economic rebirth in the community and bring more businesses, with five areas of focus: tourism/agritourism, industry, energy, Main Street, and branding/marketing/public relations. To date, funding has been allocated to investments in the iconic Hunt Memorial Building, the Shadowland Theater, a marketing campaign, and a façade improvement fund.*

- *In 2017, the Village, in cooperation with the Town of Wawarsing, and the Governor’s Office of Storm Recovery (GOSR), secured \$1.2 million through the NY Rising Program to update the historic, century-old Hunt Memorial Building at Liberty Square. Modifications include structural improvements of the building and the installation of shelter facilities for public use during emergencies.*
- *In 2018, the Village was awarded Restore New York grant for the removal of a long-vacant diner and construction of a three-story office building on the site.*
- *Ulster County is conducting a countywide revitalization planning process with funding from the New York State Department of State (NYS DOS) Brownfield Opportunity Area Grant program. Five areas within the County were selected to receive revitalization opportunities evaluations for the purposes of developing pre-nomination studies. Two of the five areas selected for evaluation are identified as Ellenville South, Areas along key commercial and industrial corridors within the Village, and Ellenville North, focused on industrial, commercial and vacant areas north of Beer Kill in the Village of Ellenville and Town of Wawarsing. The two studies look at current conditions and community priorities and identify ideas for the Town, Village and property owners to consider. The opportunities in the opportunities reports can help attract state funding and private investment incentives; revitalize underutilized sites and areas; increase access to recreation areas, trails, and open space; and upgrade municipal infrastructure*
- *Over the past decade, public and private investment in the DRI area includes numerous restaurant openings and expansions, a new auto parts store, a gift shop/arts & crafts store, a clothing store, a salon, removal of a long vacant factory, infrastructure upgrades, and a forthcoming major architectural and functional upgrade to a convenience store in the center of the village.*
- *The DRI funding is proposed to supplement private investments in the identified projects, as further described in Section 8 below.*

4) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

The sustained emergence of 4-6 restaurants coupled with live performances at the Shadowland Theatre have provided a nucleus resulting in an increase of economic activity. While several restaurants are about two years old, others have steadily grown over the past five years resulting in one not only completing a \$700,000 building acquisition and renovation but acquiring a 100-year-old bakery business (and averting the bakery from closing).

The aforementioned has started the change of Ellenville's image, to the point where professionals and retired people travel up to 50 miles one way to enjoy the theatre and/or lunch/dinner.

About one-half mile from the DRI area and where the D&H Canal/Trail, which connects Kingston, NY to Pennsylvania (Delaware on Hudson) and bisects the carriage trail to Sam's Point (part of NYS Minnewaska State Park), the increase in ecotourism is building rapidly and is a prime source of tourism dollars for the DRI as well as demanding the need for affordable hotel and dining accommodations inside the DRI area.

Current efforts include a collaboration with the Ulster County Executive's office successfully implementing a façade grant program as well as grant money from Ulster County to construct additional parking, kiosk and soon to be pavilion. Additionally, the Village has leased land and developed a parking lot for an additional 25 cars.

The Resorts World Casino is also one-half hour away. With 1600 new jobs, Ellenville can provide housing and a quality social life for the workers.

- 5) Attractiveness of physical environment.** Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

The Ellenville Downtown Historic District is entered in the [National Register of Historic Places](#) as a locally significant district. Ellenville's downtown commercial district contains a collection of buildings that represent the village's mid- to late-19th century period of development, as well as buildings updated and redeveloped to respond to market conditions and new functional requirements arising in the late 19th and 20th centuries. The broad period of historical significance, 1840-1960, is a reflection of the momentous economic and social changes that occurred in Ellenville as a result of improvements in transportation and changes in tourism and recreation. The boundaries define a historic district that reflects significant themes in regional history and retains a substantial degree of integrity.

Surrounding the Village is the majestic beauty of the Catskill and Shawangunk Mountains, [nature has always been the backdrop and a magnet for the community](#). Route 209, which runs through Ellenville as Main Street, is one of the oldest sanctioned public roads in the United States. The Leni-Lenape tribe used it to travel between the Hudson and Delaware valleys. Later, it was a trading route and a stagecoach road.

The 108-mile D&H Canal, went through Ellenville, built mainly to transport coal and other goods from Pennsylvania to New York. The O&W Railway helped develop the resort industry in Ellenville. Then, as now, people were attracted to Ellenville's vibrant community, exquisite setting, and quiet beauty. Both the D&H Canal and railroad had a transformative effect on Ellenville, driving early industries that helped Ellenville grow through the 19th century. The former canal/railroad corridor is a key link in the 35-mile [D&H Heritage Corridor](#) bicycle & pedestrian trail, which has its southern origin at the DRI area.

Liberty Square, at [the heart of the DRI area](#), serves as the de facto center of the community; a place for concerts, festivals, parades, and community activities. Because the Ellenville schools are located entirely in the Village, walkable from the DRI area, residents have access to a substantial complex of recreational facilities on school grounds. The Berme Road Park, located at the eastern end of the DRI area, provides an additional source of open space nearby and, when the Smiley Carriage road is improved, will provide a link to the thousands of acres of the Minnewaska State Park.

Ellenville's [demographic distribution](#) is 11.1% 65 Years and over; 12.8% 55 to 64; 28.0% 35 to 54; 6.6% 25 to 34; 14.2% 18 to 24; 20.0% 5 to 17; and 7.3% under 5 years. Population is skewed to the younger age ranges, with relatively high concentrations of population under age 14, and relatively low concentrations of population over the age of 45. This suggests that there are opportunities to attract greater numbers of older adults to Ellenville if it can be made an even more walkable "senior-friendly" community.

There are a disproportionate number of rental units in the Village compared to the surrounding area. Given the very low vacancy rate in the Village, this rental stock is filling an important local and regional need. However, a review of characteristics of housing suggests the need for [greater diversity of housing](#), particularly to diversify the population by attracting more higher-income residents into the Village and keeping more senior residents in the community.

Ellenville's cultural background is one of diversity with a resident population that is 7.9% African American or Black, 58.4% Caucasian or White, 29.4% Hispanic or Latino in origin, and 4.3% Two or More Races / Other. The median household income is \$44,732, which is lower than the New York State average of \$55,322, and 20.1% of our population live below the poverty level. People in the village largely depend on the DRI area for employment and necessities.

6) Quality of Life policies. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village updated its Comprehensive Plan to transform the Village from a manufacturing and resort-based economy to one that can build upon new sources of prosperity based upon the opportunities of the 21st century. The catalytic areas defined in the plan are intended to bring new investment in the Village in Professional Services, Small-scale light industry, traditional and "experience" retail, tourism-related enterprises, and new types of housing. The Comprehensive Plan provided recommendations to accomplish the following goals:

- *Define and clarify the changing social, economic and cultural functions played by Ellenville in the 21st Century.*
- *Maintain and/or Create Diverse, Cohesive Neighborhoods.*
- *Ensure that zoning and other Village regulations make Ellenville's central business district a competitive location.*
- *Provide incentives for achieving plan goals through private investment and redevelopment.*
- *Support continued effectiveness and efficiency of the Village Police.*
- *Enhance the effectiveness of Fire/Emergency Services in the Village.*
- *Ensure that Ellenville has adequate physical infrastructure to maintain and improve quality of life in the Village.*
- *Create Transportation System that supports a connected, creative community.*
- *Seek ways to reduce taxes by minimizing the cost and improving the effectiveness of municipal services.*
- *Strengthen Connections to outdoor recreation opportunities, particularly as they relate to the Shawangunk Ridge.*
- *Maintain an Arts/Creativity focus in development efforts.*
- *Expand the "talent pool" involved in Ellenville's revitalization by ensuring that all segments of Ellenville's population have opportunities to participate.*

Following the updated Comprehensive Plan, the Village adopted zoning design standards to protect and enhance the downtown historic business district as a special place for through design review of architecture; site development; vehicular, bicycle, and pedestrian circulation; parking; streetscape improvements; signage; and lighting.

The Comprehensive Plan includes recommendations to encourage transit opportunities by working with Ulster County Area Transit to aggregate demand for bus routes among employers, residents, youth and others. Ulster County Area Transit provides local bus service in Ellenville, running eight buses per weekday linking Ellenville with Spring Glen, the Valley Mall shopping plaza, the hamlet of Wawarsing, Kerhonkson,

Accord, Stone Ridge and the SUNY Ulster campus. UCAT also provides service to the City of Kingston eight times per weekday and to the Village of New Paltz three times per weekday). The Shortline Bus Company also serves Ellenville, running three buses through Ellenville per day on a route connecting Roscoe, NY to New York City.

The Comprehensive Plan includes recommendations to provide a well-maintained sidewalk system (including “critical pathways” consisting of the heaviest traveled corridors that link neighborhoods to retail and service areas) and through a parks plan, expand Bike paths to enable residents, to use bicycles for both recreation and basic transportation, throughout the Village.

Implementation of the Comprehensive Plan recommendations is an ongoing effort, which will be advanced with support of the DRI.

- 7) Public Support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

The Village Board has discussed DRI at public meetings and voted by resolution to submit an application. Approximately 15 current stakeholders were notified and spoken to personally by the Village Manager. With anywhere from \$50,000 to \$2,000,000 already individually invested into individual projects within the DRI area, it made the most sense to speak to this set of stakeholders to confirm if grant money was made available, that they also invest more and expand. Additionally, the Ulster County Executive's office of Economic Development and Town of Wawarsing Board have been asked for input and support. The submission of the DRI application was reaffirmed at a Village Board public hearing

The initial local lead will be the Village Manager.

- 8) Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

[PROJECTS ARE IDENTIFIED BY NUMBER ON THE DRI BOUNDARY MAP INCLUDED IN SECTION 1]

DRI PRIORITY PROJECTS 2019 – 2021

1. Liberty Square. A four story 60 room flag hotel located in the heart of Ellenville will offer visitors a new affordable place to stay for the first time in almost 50 years. This project is planned for the site of the historic Wayside Inn hotel, which burned in the 1960s. The site has been underutilized ever since, leaving Ellenville with a significant void in the downtown fabric. Guests of the new hotel will be able to walk to the local live theatre (Shadowland), dine in local restaurants and walk to a 100 waterfall as well. More adventurous

guests can walk the D&H Canal Trail and hike to Minnewaska State Park, a 15,000 acre preserve with elevations to 2100 feet atop the Shawangunk Ridge.

2. 60 Center Street. Ellenville Regional Hospital, located outside of the Village, is proposing to add additional medical and health promotion services within the heart of the Village at a currently vacant medical office building on Center Street. This 5,000 square foot building will be fully renovated with a vision of bringing much desired revitalization and growth to the Village. Ellenville Regional Hospital invested substantial funds in the property demonstrating dedication to improving the health as well as social and economic wellbeing of the community. Renovation of the Center Street medical office will bring new life to this neglected neighborhood, decreasing blight and improving health and quality of life for Village residents. The space will be used as a satellite medical office for the Hospital's partner, the Institute for Family Health, the only Federally Qualified Health Center in the community. Additional building space will house ongoing population health efforts by the Hospital, building out a community area in which health education and other health related support groups and classes will be offered.

3. 14 Market Street. Shadowland Artists Inc. will be able to complete their 7-year effort to offer space, within walking distance to new hotel and main theatre for dance, acting and other performance training as well as provide a venue for smaller presentations of plays and bands. In addition, this space will accommodate the critical need for the construction of production sets.

4. 140 S. Main Street. Culwell Development Corporation has already invested over \$1 million in renovations in opening a formerly closed grocery store, to offer a wide variety of hardware products. Funding would enable them to expand, offering a full line of lumber products, creating additional jobs and providing a basic product service to the community.

5. Center & Chapel Streets. Less than one-half mile from the proposed hotel, the Village of Ellenville owns a 100-foot waterfall fed by a spring fed mineral lake (Maratanza) atop the Shawangunk ridge; it has never dried up and offers a beautiful serene natural spot for family outings or just plain reflection on life itself. The Village recently dedicated two former building lots for parking and accessory space. This project will enhance resident's and visitor's access to and experience of the falls.

6. 114 Canal Street. Masten LLC owns a three storefront, 2-story, building consisting of about 5,000 square feet. They prepare to finish store renovations and create four 500 square apartments on second floor to meet increasing demand by millennials who seek the walkability value of close by transportation, restaurants and other social activity.

7. Berme Rd & Canal Street. The proposed Berme Road Park Visitor Center with bathrooms will allow efforts by the two-year-old parks and recreations committee and New York State Parks & Recreations efforts on the Shawangunk Ridge to be brought to the next level of accommodation for ecotourism. The center would be placed where the Carriage Trail from the Sam's Point preserve section of the Minnewaska State Park bisects the D&H Canal Trail. This much needed center would be located less than 1/3 of a mile from the proposed hotel.

8. 182 Canal Street. J. Luck LLC (or the Village of Ellenville if the Village acquires the property) would offer much needed replacement parking for Restaurant, Theatre, and shopping area; parking that would be

eliminated by the hotel construction. If other parking could be secured, the existing blighted structure may be renovated for 55+ housing. The purpose of this property inclusion is to eliminate blight and complement other efforts with needed accommodations.

9. **188 S. Main Street Gateway.** Approximately seven years ago 613 Automotive Group LLC purchased a former Chevrolet dealership shuttered by General Motors during their downsizing. With Ellenville being geographically isolated and the nearest new car dealership about 25 miles away, 613 Automotive has invested over \$2 million in providing newer used cars from site with substantial deferred maintenance to a community with 35% low-moderate income level. This funding would allow energy and HVAC upgrades. Additionally, there would be a new façade on the showroom. About 80% of visitors come from the southern direction on Route 209 into Ellenville.

11. **159-163 Canal Street.** Approximately 10 years ago, 763 Developers purchased a multi-use property next to the Shadowland Theatre on Canal Street. Upgrades were made to the structure for retail office and housing to the tune of about \$300,000. The owner proposes to renovate the façade and floor to offer at least residential rental units between the Aroma Thyme restaurant and Shadowland Theatre, again within walking distance of almost all other projects of the initiative. This improvement will broaden consistency in architecture and appearance of the Village core.

10. **165 Canal Street.** Established in 2003, Aroma Thyme Restaurant boasts to be the first establishment in the Village that ignited the new interest in Ellenville, complementing the Shadowland Theatre. Aroma Thyme was ahead of the curve in offering gluten-free and organic and farm to table products/meals. Aroma Thyme proposes to develop existing land, possibly including a neighboring barn and converting part of the Village owned parking lot to construct a micro-brewery. Aroma Thyme is renowned for their vast knowledge of the food and beverage service industry.

12. **109-111 S. Main Street.** Lucky Petroleum is located where NYS Route 52 (Center Street) and US Route 209 (Main Street) intersect in Ellenville. They propose expanding their gas station to include a complementary food service. The site and façade upgrade will help the appearance and be consistent with other Village improvements. They already have Planning Board approval and are unable to move forward at this time because of the financial barrier.

Other (Secondary) Potential DRI Projects

89 Center Street – Cohen’s Bakery. Establishing outdoor dining, café upgrade.

47 N. Main Street – Osterhoudt Construction. Renovation/Façade of commercial site visible from North Main Street.

8109 N. Main Street - Quality Services of the Northeast Inc. Climate Controlled storage and Auto/Truck rental, already invested \$350,000 in this gateway property on Route 209, vacant property, former bowling alley.

Music in the Mountains. Summer residency for the Albany Symphony Orchestra.

Total Project Cost and anticipated DRI investment for each project are tabulated below.

DRI Priority Projects	Project	Private Investment	DRI Investment	Total
Liberty Square	Four Star 60 room flag hotel	\$ 3,500,000	\$ 3,500,000	\$ 7,000,000
60 Center St	Ellenville Regional Hospital	\$ 500,000	\$ 1,200,000	\$ 1,700,000
14 Market St	Shadowland Artists Inc	\$ 600,000	\$ 600,000	\$ 1,200,000
140 S. Main St	Culwell Development Corp (Ace Hardware)	\$ 1,000,000	\$ 700,000	\$ 1,700,000
Center & Chapel	Waterfall-Tourism Development	\$ 500,000	\$ 500,000	\$ 1,000,000
119 Canal	Masten LLC	\$ 300,000	\$ 400,000	\$ 700,000
Berme Road & Canal St.	Berme Road Park Visitors Center w/bathrooms	\$ 100,000	\$ 300,000	\$ 400,000
182 Canal	J Luck LLC or Village of Ellenville	\$ 200,000	\$ 400,000	\$ 600,000
188 S. Main	613 Auto Group LLC	\$ 1,000,000	\$ 700,000	\$ 1,700,000
159-163 Canal St	763 Developers	\$ 300,000	\$ 400,000	\$ 700,000
165 Canal	Aroma Thyme	\$ 200,000	\$ 600,000	\$ 800,000
109-111 S. Main	Lucky Petroleum	\$ 200,000	\$ 400,000	\$ 600,000
	TOTAL	\$ 8,400,000	\$ 9,700,000	\$ 18,100,000
DRI Secondary Projects		Private Investment	DRI Investment	Total
89 Center St	Cohen's Bakery		\$ 200,000	\$ 200,000
47 N Main Street	Osterhoudt Construction		\$ 300,000	\$ 300,000
North Gateway	Former Bowling Alley	\$ 350,000	\$ 400,000	\$ 750,000
	Albany Symphony Orchestra Music in the Mountains		\$ 450,000	\$ 450,000
	TOTAL	\$ 350,000	\$ 1,350,000	\$ 1,700,000

- 9) **Administrative Capacity.** Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

Planning and implementation of the DRI will be led by the Village executives and support staff. The Village of Ellenville has extensive experience in administering large-scale funded projects. Recent examples highlighting the Village's ability in this regard are the Village's simultaneous implementation of the "Ellenville Million" for multiple projects, implementation of a construction grant being facilitated by the Village with use of NY Rising Program funding provided through the Governor's Office of Storm Recovery, implementation of a Restore New York gran for construction, and nomination and planning for funding from the New York State Department of State (NYS DOS) Brownfield Opportunity Area Grant program.

The executive team for the DRI program is:

Mayor Jeffrey Kaplan - Local Attorney for 30 years

Village Manager - Former Town of Wawarsing Supervisor, former County Legislator with a Master's Degree in Public Administration from Marist College in Poughkeepsie, NY

Village Treasurer - Graduated from Binghamton University with Bachelor's Degree in actuarial science and has committed to doing so looking ahead.

Economic Development Office of the County Executive's Office

10) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

The goal of the DRI Program, as outlined in the "Downtown Revitalization Initiative Guidebook," is to provide a comprehensive approach to improving the physical, social, and economic climate of participating communities. The intention is to provide funding that can help communities on the cusp of economic revitalization tip over into sustained prosperity. The fundamental goals of the DRI include:

- *Creation of an active, desirable downtown with a strong sense of place*
- *Attraction of new businesses (including "Main Street" businesses), that create a robust mix of shopping, dining, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries*
- *Enhancement of public spaces for arts and cultural events that serve the existing members of the community but also draw in attendees from around the region*
- *Attraction of a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities*
- *Growing the local property tax base*
- *Providing amenities that support and enhance downtown living and quality of life*

The proposed Village of Ellenville Downtown Revitalization initiative accomplishes all of the stated DRI Program goals. Ellenville has tremendous potential that it is only beginning to realize. The last decade has generated significant momentum towards restoring a vibrant downtown. Hope is returning and investments are surging.

*The vision of the Ellenville Downtown Revitalization Initiative will accelerate the vibrant renewal of the Village and reestablish Ellenville's cultural heritage as a desirable, prosperous, and sustainable four-season **Live-Work-Play-Eat-Shop-Stay** community. The DRI team has identified twelve (12) works-in-progress that will capitalize on the distinctive backdrop of the Shawangunk and Catskill Mountains; augment and support the burgeoning arts, entertainment, and restaurant scene; and provide vital accommodations for residents and tourists alike, to re-energize and transform the southwest corner of Ulster County, with the Village of Ellenville as its hub.*

Ellenville's glorious past, idyllic setting, and vast potential make it ideal for DRI investment. Ellenville is truly the place where Downtown Revitalization Initiative funds would have the greatest impact.

Find Yourself in Ellenville.

*Don't forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

Capital Region	NYS-CapitalDist@esd.ny.gov
Central New York	NYS-CentralNY@esd.ny.gov
Finger Lakes	NYS-FingerLakes@esd.ny.gov
Long Island	LIREDC@esd.ny.gov
Mid-Hudson	NYS-MidHudson@esd.ny.gov
Mohawk Valley	NYS-MohawkVal@esd.ny.gov
New York City	NYC-DRI@esd.ny.gov
North Country	NYS-NorthCountry@esd.ny.gov
Southern Tier	NYS-SouthernTier@esd.ny.gov
Western New York	NYS-WNY-REDC@esd.ny.gov
