

DOWNTOWN REVITALIZATION INITIATIVE (DRI)



STUDY AREA BOUNDARY



Initiatives

- Route 5/20
- Complete Streets Connections
- Finger Lakes Food and Beverage District
- Access to Healthy Food
- Smith Opera House
- Diversifying Housing Opportunities
- Workforce Development
- Poverty Reduction
- Infill Development

? WHAT IS THE DRI?

- The Downtown Revitalization Initiative (DRI) is a \$100 million effort to improve the urban vitality of city centers across New York State.
- The initiative will **invest \$10 million** in 10 communities, transforming downtown neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work and raise families.
- The state's Regional Economic Development Councils (REDCs) nominated the 10 DRI communities after thoroughly evaluating each downtown's potential for transformation.

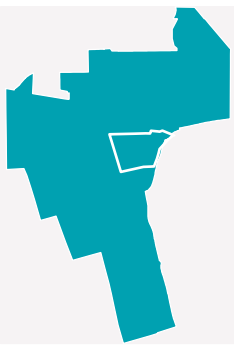
Geneva was the selected community in the Finger Lakes Region!

? WHY GENEVA?

- Over the last decade, Geneva has emerged as a **major employment center**, boasting over 200 firms and nearly 1,500 jobs in the central business district alone.
- Geneva's historic **walkable downtown** is poised to become a vibrant retail, dining, cultural and entertainment destination for the burgeoning work force and for students at the three local colleges.

Geneva is building on a strong foundation!

**Beautiful,
Prosperous,
Equitable,
Connected,
and Sustainable.**



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FOCUS AREAS



PROJECT TEAM



COMMUNITY ENGAGEMENT SCHEDULE

The foundation of the DRI planning process is the public input. Below is the tentative community engagement schedule. We want to hear from you! Please keep an eye out for more details on how you can get involved and share your ideas.

Community Engagement	Sept	Oct	Nov	Dec	Jan	Feb
Local Planning Committee Meeting		★	★		★	★
Focus Group / Stakeholder Meetings			★	★		★
Public Meetings and Workshops			★	★		★

QUESTIONS & MORE INFORMATION

For more information please visit: <https://www.ny.gov/downtown-revitalization-initiative/finger-lakes-geneva>

For any questions please contact:

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