



## Downtown Revitalization Initiative

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# APPLICATION

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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](http://www.ny.gov/dri).

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### BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: City of Long Beach

Downtown Name: Park Avenue Central Business District/Long Beach Boulevard Innovation District

County Name: Nassau

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

Enhance the Central Business District (CBD) and transportation hub/Innovation District by expanding our Complete Streets Initiatives to introduce traffic calming measures and dedicated bike lanes to make it easier for pedestrians and cyclists to transverse the city and encouraging smart development including workforce housing, mixed-income affordable housing, and local businesses to provide high-quality jobs and living to new and existing residents.

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### 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.

At about 2 square miles, Long Beach is a highly compact and walkable City with higher densities than most of its Long Island counterparts. The Central Business District and associated Long Beach Blvd. Innovation District is the epicenter of the City's activity, a vibrant year round destination for the region due to its proximity to one of the country's cleanest beaches, boardwalk, shops, restaurants, a growing arts and cultural environment and a multi-modal transportation hub connecting Long Beach to NYC/JFK via LIRR. One of the City's biggest challenges is making Park Avenue, the main thoroughfare in the Central Business District (CBD), more pedestrian and bike friendly and more attractive as a retail, cultural, and entertainment destination. Mixed residential and commercial properties along Park Avenue also have the potential to

provide more mixed-income and affordable housing for residents. Currently, many cars speed and double park on Park Avenue; targeted traffic calming, including lane reduction and bike lane inclusion, could make the downtown more appealing to and safer for cyclists and pedestrians. Although severely affected by Superstorm Sandy, Long Beach is rebuilding stronger, smarter, and safer incorporating resiliency into all aspects of planning, and has become a model for other communities. Long Beach is seeing unprecedented private investment and job growth with potential for more as outlined in the current Comprehensive Plan draft. This DRI funding would come at an opportune time as we are about to update and include resiliency in our zoning code (funding has been secured in the City's budget); these zoning changes will attract and influence developers to follow the recommendations set forth in our community driven Comprehensive Plan update and invest in smart redevelopment in Long Beach.

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## **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 Park Ave CBD/Long Beach Blvd. Innovation District encompasses both sides of Park Avenue from Laurelton Blvd. to Long Beach Blvd. and continues northward to the Long Beach Blvd. bridge. This area is inclusive of approximately 150 businesses including a newly established and expanding co-working facility. The area also encompasses the entirety of the North Park neighborhood which is a low to moderate income, minority community located adjacent to industrial bayfront property that is ripe for smart and inclusive residential and commercial redevelopment. North Park was also recently recommended by New York State for designation in the federal Opportunity Zone community development program that was created by the Tax Cuts and Jobs Act of 2017. This area includes the center of government with City Hall, Court, Police and Fire Departments. Coupled with the Long Island Rail Road Station and bus station and the close proximity to local businesses, the area is an ideal location for transit-oriented development (TOD). The current Draft Comprehensive Plan outlines this area for improved services, connectivity with regard to streets and accessibility for North Park, affordable housing and mixed-income housing, and both job and recreational/cultural opportunities utilizing placemaking.

- 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.

The downtown area as explained above serves as the primary Central Business District for the entire barrier island and Island Park year round with a total population of 49,761. This area has critically acclaimed and innovative restaurants, shops and boutiques, the LIRR, the Long Beach Movie Theatre, and Junction, a successful music venue/restaurant. During the summer season, the population of Long Beach doubles with additional daily and weekend visitors (approximately 25,000) from around the region. Long Beach also hosts major events, as well as nightly concerts and movies on the beach, which draw large crowds to the area. In June 2017, for the first time, the City of Long Beach in conjunction with the LI LGBT Network hosted Long Island Pride, which drew 20,000 visitors to the event for the weekend; Long Beach is hosting Long Island Pride again in June 2018. As envisioned in the draft Comprehensive Plan, downtown investment can positively impact this population through the provision of more services, a performing/cultural arts center (goal of actor and Long Beach native, Billy Crystal) as a regional destination, additional affordable and mixed income housing options (strong market demand present), employment opportunities, and open space/recreation opportunities along the waterfront. Additionally, this area is a prime candidate for transit-oriented development, especially due to its proximity to New York City, which is only 50 minutes away by railroad.

- 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.

The City of Long Beach is perfectly positioned to capitalize on investments because it is already occurring. The City has a proven track record of leveraging funding and incorporating resiliency into Post-Sandy projects. The City has its own Local Development Corporation and works closely, meeting monthly, with the Long Beach Chamber of Commerce. After over 18 community meetings, the City is finalizing an update to the Comp Plan and will start a zoning code revision within this year to follow the planning process. The plan denotes a number of redevelopment opportunities in this area that could include new stores and restaurants, refurbishing the Stop and Shop Center into a new mixed-use development, and developing along the underutilized Bayfront. Private funding thus far includes the Bridgeworks co-working facility expansion (\$2.8M), potential superblock development (\$300M), and Marketing funding (\$478K) among others. Public funding in the downtown includes funding for: bicycle lanes from DOT and DOS (\$1.275M), CP/LWRP from DOS and NYSERDA (\$262K), Marketing from ESD and GOSR (\$900K). Other public funding/TA sources include FEMA, GOSR, and OEM, etc.

- 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.

Receiving a total of \$1.4M in outside funding for a 3-year marketing initiative, which the City has continued with local funding, has sustained local businesses and spurred new ones. The City has new and exciting businesses opening each year, an average of 15 per year. The Comp Plan outlines a growth of 574-1,050 permanent jobs in this area with the proposed development in the CBD and bayfront that would harness

diversity and create jobs. The City is already a regional destination, especially for young professionals with natural amenities, recreation, shops/restaurants that regularly receive media attention, while also being highly walkable/bikeable. Bridgeworks, the co-working facility, which opened in 2015 has already doubled its operations, opened a new space and purchased a tech company from Florida, attracting even more professionals to work in close proximity to Long Beach's downtown. Current growth trends and a low unemployment rate mixed with the upcoming code changes will be a recipe for incredible job and economic growth potential.

- 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.

Downtown Long Beach is compact, walkable/bikeable and attractive to millennials and other age groups. Data shows that commuters in Long Beach bike/walk more than twice the national average and use our extensive City bus system, housed at the Multimodal Center adjacent to the LIRR station with bicycle and car parking. There are a number of properties ripe for redevelopment (some with potential for mixed-use conversion) with more diverse housing type/affordable options and an existing robust rental market with higher density than the region, a super market and a biweekly farmers market, held in Kennedy Plaza next to the multimodal transportation hub. The City recently implemented, and will soon be expanding a streetscape project, with state funds, that added more bike parking options, greenery, and recycling receptacles. This area is also in close proximity to the City's Ocean Beach Park, boardwalk, recreation center, and ice arena. The Comprehensive Plan outlines the need for cultural arts/performing space, open space, mixed use development with access to the ocean and bayfront.

- 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.

In 2013, the City Council adopted a Complete Streets policy to better the quality of life for residents and support economic development by accommodating all modes and users of the transportation system with the goal of increasing walkability and bikeability. Since then, the City has secured two REDC grants to implement this policy with bike lanes in the downtown and a streetscape program because of the need for traffic calming and pedestrian protection. Following the completion of the Comprehensive Plan, the City will undertake a complete zoning code update which will include mixed use districts, resiliency and bayfront redevelopment and with a strong focus on and incentives for transit oriented development (Long Beach is a proposed TOD in the NYMTC plan). The adoption of the Comprehensive Plan will enable Long Beach to issue

an RFQ for a master developer. The City also works on downtown revitalization and downtown management strategies, often in close partnership with the Long Beach Chamber of Commerce. Together with the Chamber, the City promotes events and workshops for local businesses and works on downtown beautification projects, including a recent project of maintaining decorative planters along Park Avenue. The Long Beach Arts Council has also started First Fridays+ programming, which is a monthly series of affordable or free arts programming for the community. Additional non-discrimination laws the City has adopted in recent years include: protection for transgender workers, an MWBE requirement, and a Language Access Policy.

- 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.

Support for downtown revitalization has been captured through 6 Community Advisory Committee (CAC) meetings and 18 public meetings held for the Comprehensive Plan the past three years as well as NYRCRP/NY Rising public meetings and surveys through the Long Beach Listens webpage. The CAC is a diverse group of local community leaders. The City has also held numerous small groups meetings to develop strategic partnerships with local community members for important issues, such as developing affordable housing and preventing overdevelopment and gentrification. The Concerned Citizens of North Park working with Harvard, Hofstra, and Erase Racism had also conducted additional planning that was incorporated into the Comprehensive Plan and was well received. Planning and support for the revitalization of this area goes back decades. The CAC can also be the core group for the DRI Planning Committee and the Department of Economic Development and Planning is positioned with the experience to act as the local lead for the program. The Chamber of Commerce, which has recently restructured its organization to be more efficient and receptive to local businesses, has also expressed support for downtown revitalization and is invested in working with the City to achieve a more attractive and safer downtown for residents and visitors.

- 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.

If awarded, the DRI funds would transform the City of Long Beach, from an already exciting place to live and visit, to a more revitalized, resilient, and effective downtown. In year one, we would be ready to move

quickly on a number of projects. The first would be a feasibility study for Park Avenue and the Bayfront, which has the potential to feature retail, cultural/recreational facilities, and pedestrian and bicycle amenities. These would leverage the concepts from the Comprehensive Plan and dive deeper into the proposals brought forth to learn specific economic and capital details, which would make the properties much more easily developable for private investors. The second project we could work on in year 1 would be a total redevelopment of Park Avenue, including but not limited to; work on the center parking malls, landscaping, streetscaping furniture, dedicated bicycle lanes and pedestrian improvements, lane reduction, traffic calming, and redesigned crosswalks and crossing signals. This project would improve the safety, accessibility, and aesthetics of the area and would increase economic development in the downtown and make it attractive for further redevelopment and economic investment. After that, on a much larger scale, a project we would be ready to move on would be the redevelopment of the City Hall property. This project is one that is proposed in the Comprehensive Plan; and as the City owns all the property it is feasible in year 1. The proposed City Hall parcel concept is part of a bigger plan for the entirety of the downtown from the Comprehensive Plan, in which we envision transit-oriented and mixed-use redevelopment with retail and mixed-income (affordable) housing, centered around the LIRR and a new performing and cultural arts space. The City has had a number of interested developers for both Bayfront and downtown redevelopment projects, so we are confident that, if awarded the DRI money, we would be able to move quickly on the projects proposed for both Park Avenue and the City Hall parcel.

**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.

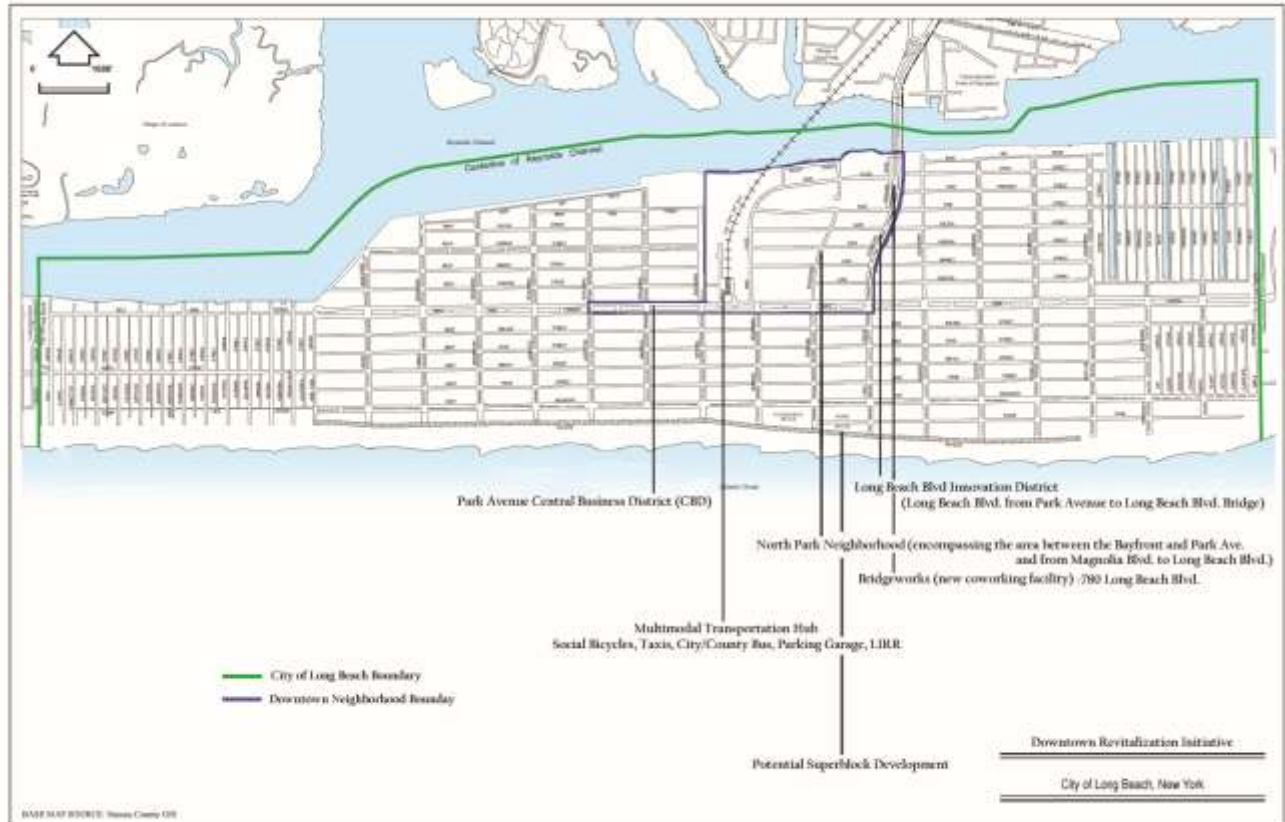
As previously said, the Department of Economic Development and Planning is positioned with the experience to act as the local lead for the program and working with the Department of Public Works would manage the Downtown Revitalization Initiative. These departments have a history of working closely together on different projects, some of which include: state and federal grant funded projects, road reconstruction projects, implementing bicycle lanes, streetscape initiatives, etc. Both departments have a history of overseeing multiple grants, consultants and contracts at one time. We are confident these two City departments, which already work closely together on numerous projects, have the administrative capacity to oversee and manage the process. Additionally, the City has an excellent working relationship with the Chamber of Commerce, who could provide guidance on downtown issues and solutions.

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

The current state funded draft Comprehensive Plan and Local Waterfront Revitalization Plan (expected to be completed mid 2018) have considered the existing conditions of Long Beach, captured public sentiment about future development through extensive public outreach and outlined resilient opportunities Post-Sandy for the defined area complete with conceptual images backed by an initial economic analysis. This foundation of information and action items outlined with associated funding resources can be used as a catalyst for the next phase that will update the City's zoning code and position the City to issue an RFQ for the developable properties. The City's initiatives undertaken have been in line with the LIREDC vision and

have been touched on throughout this application including the identification/development of the innovation district and rebuilding/expanding transportation infrastructure to incorporate resiliency, Complete Streets and to improve accessibility (i.e. downtown bike lanes, grant funded). The City is overcoming historical racism through the North Park Initiative where inclusivity is being pursued and collaborative efforts/services are tackling the issues.

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



The following five letters of support reflect the broad support for this DRI application:



## CITY OF LONG BEACH

1 WEST CHESTER STREET  
LONG BEACH, NEW YORK 11561  
(516) 431-1001  
FAX: (516) 431-1389

MICHAEL TANGNEY  
ACTING CITY MANAGER

June 1, 2018

Long Island Regional Economic Development Council  
150 Motor Parkway  
Hauppauge, New York 11788

Re: REDC – Long Island Downtown Revitalization Initiative

Dear Long Island Regional Economic Development Council,

With this letter, we are submitting the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. After careful review of the guidelines, we believe we are an excellent candidate.

The City of Long Beach's downtown was in need of revitalization prior to Superstorm Sandy. After Sandy hit in October, 2012, the City has been rebuilding "stronger, smarter and safer" by investing in flood mitigation infrastructure and drainage, energy efficiency measures and street improvements with tremendous help from New York State and the federal government. At this time it is important that we harness the momentum and energy of rebuilding post-Sandy to revitalize our downtown and spur economic growth. In order to attract year-round visitors to our businesses, one of the City's goals is to emphasize a larger focus on Long Beach as an arts and cultural destination. One of the City's objectives is to create a Performing Arts Center to attract and interest visitors and residents, boost the economy and create jobs in our downtown. Long Beach has one of the highest millennial populations on Long Island and as we finalize the update to our Comprehensive Plan, we are looking to attract more of this population to live, work, play and shop in Long Beach.

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ALBANY OFFICE  
ROOM 302  
LEGISLATIVE OFFICE BUILDING  
ALBANY, NEW YORK 12247  
TEL: (518) 455-3301  
FAX: (518) 426-6014

DISTRICT OFFICE  
55 FRONT STREET, ROOM 1  
BROOKVILLE OFFICE, NEW YORK 11780  
TEL: (516) 790-8484  
FAX: (516) 790-8011

Website:  
KAMINSKY.NYSENATE.GOV

E-MAIL:  
KAMINSKY@NYSENATE.GOV

THE SENATE  
STATE OF NEW YORK  
ALBANY



SENATOR TODD KAMINSKY  
9TH SENATE DISTRICT

RANKING MINORITY MEMBER  
ENVIRONMENTAL CONSERVATION

COMMITTEES:

ALCOHOLISM AND DRUG ABUSE  
CODES  
FINANCE  
HEALTH  
JUDICIARY  
TRANSPORTATION  
VETERANS, HOMELAND SECURITY AND  
MILITARY AFFAIRS  
SCIENCE, TECHNOLOGY, INNOVATION AND  
ENTREPRENEURSHIP SELECT COMMITTEE

May 30, 2018

Co-Chairs Stuart Rabinowitz and Kevin Law  
Long Island Regional Economic Development Council  
150 Motor Parkway  
Hauppauge, New York 11788

Dear Co-Chairs Rabinowitz and Law:

I am writing to express my strong support for your agency awarding the City of Long Beach's *Park Avenue Central Business District/Long Beach Boulevard Innovation District* the *Downtown Revitalization Initiative* grant. As the representative for Long Beach in the New York State Senate, I believe this grant is imperative to its continued success as the premier Long Island beach community.

This ten million dollar award would enable the city to update planning guidelines and zoning codes to increase the amount of retail and arts space available, as well as improve walkability and public transit accessibility. The city would also use the grant, in conjunction with funds from the NYSDOT and NYSDOS, to implement the Complete Streets and Streetscapes initiative within the central downtown area. These improvements would complement ongoing resiliency efforts in the wake of superstorm Sandy, and would attract new interest to the area while bolstering the already vibrant Long Beach business community.

If awarded this grant, I have no doubt that the city can build upon the growth they have already fostered in Long Beach and on the rest of Long Island. With this grant, the city will take its place as a model New York State community "where tomorrow's workforce wants to live, work, and raise a family."

Sincerely,

A handwritten signature in blue ink that reads "Todd Kaminsky".

Todd Kaminsky  
Senator, 9th District





THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

OFFICE OF THE CLERK  
OF THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY  
CLERK OF THE ASSEMBLY

June 1, 2018

Long Island Regional Economic Development Council  
150 Motor Parkway  
Hauppauge, New York 11788

Re: RLDC - Long Island Downtown Revitalization Initiative

Dear Long Island Regional Economic Development Council,

I write to you in support of the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. The central business district of Long Beach exhibits the quality's a downtown should possess as defined by this initiative and is perfectly positioned for revitalization. It is extremely critical for the City of Long Beach to receive funding at this time in order to complement/leverage the current resiliency work taking place post-Superstorm Sandy as well as current and future private investment.

Some of this work includes an update to our planning guidelines, with initial recommendations for downtown and bayfront [transit oriented] redevelopment that will increase jobs, support connectivity and affordability as well as encourage the provision of available space to encourage the already robust cultural art community; the implementation of Complete Streets and streetscape initiatives within our central downtown with the assistance of NYSDOT and NYSDOS funding; and the update to our zoning code which will transform redevelopment opportunities presented in the community.

The Downtown Revitalization funding would build upon the growth spurred by the LIREDC and catalyze dramatic, positive changes for Long Beach with the potential to affect the region, making Long Beach a model New York State community "where tomorrow's workforce wants to live, work and raise a family."

Sincerely,

MELISSA MILLER  
Member of Assembly  
20<sup>th</sup> District

ALBANY OFFICE: 518-487-3800 | 100 Livingston Street, Albany, New York 12242-3500 | FAX: 518-487-3700  
CLERK OF THE ASSEMBLY: 518-487-3800 | 100 Livingston Street, Albany, New York 12242-3500 | FAX: 518-487-3700  
WWW.ASSEMBLY.STATE.NY.GOV



The Long Beach Chamber of Commerce  
350 National Blvd • Long Beach • New York 11561-3312  
(516) 432-6000 • Fax (516) 432-0273

June 1, 2018

**Executive Board**

Philip Beck  
Brian Berkery  
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Martin Goldenberg  
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Joseph Lee, Esq.  
James Lynch (V. Chair)  
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Amanda Moore  
Lenney Peters  
Kelly Sullivan  
Sean Sullivan  
Kim Takol  
Leah Tozer (V. Chair)

**Legal Counsel**

Darryn Solotoff, Esq.

Long Island Regional Economic Development Council (LIREDC)

150 Motor Parkway  
Hauppauge, New York 11788

Re: REDC – Long Island Downtown Revitalization Initiative


Dear Long Island Regional Economic Development Council,

I write to you in support of the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. The central business district of Long Beach exhibits the quality's a downtown should possess as defined by this initiative and is perfectly positioned for revitalization. It is extremely critical for the City of Long Beach to receive funding at this time in order to complement/leverage the current resiliency work taking place post-Superstorm Sandy as well as current and future private investment.

Some of this work includes the update to our planning guidelines, with initial recommendations for downtown and bayfront [transit oriented] development that will increase jobs, support connectivity and affordability as well as encourage the provision of available space to encourage the already robust cultural art community; the implementation of Complete Streets and streetscape initiatives within our central downtown with the assistance of NYS DOT and NYS DOS funding; and the partnership with Touro and Pace Law Schools on technical assistance to modernize the zoning code.

The Downtown Revitalization funding would build upon the growth spurred by the LIREDC and catalyze dramatic, positive changes for Long Beach with the potential to affect the region, making Long Beach a model New York State community "where tomorrows workforce wants to live, work and raise a family."

Sincerely,

  
Ian Danby  
Chairman

## Bridgeworks LLC

780 Long Beach Blvd Long Beach NY 11561  
[pbeck@bridgeworkslongbeach.com](mailto:pbeck@bridgeworkslongbeach.com)

June 1<sup>st</sup>, 2018

Long Island Regional Economic Development Council  
150 Motor Parkway  
Hauppauge, New York 11788

Re: REDC – Long Island Downtown Revitalization Initiative

Dear Long Island Regional Economic Development Council,

I write to you in support of the City of Long Beach Downtown Revitalization Initiative application for the **Park Avenue Central Business District/Long Beach Boulevard Innovation District**. The central business district of Long Beach exhibits the quality's a downtown should possess as defined by this initiative and is perfectly positioned for revitalization. It is extremely critical for the City of Long Beach to receive funding at this time in order to complement/leverage the current resiliency work taking place post-Superstorm Sandy as well as current and future private investment.

As you may know Bridgeworks, together with its members who own 670 Long Beach Blvd and 780 Long Beach Blvd located in the City of Long Beach, have invested many millions of Dollars over the past several years building facilities to attract developing businesses to the City of Long Beach. Further details can be found at our website located at [www.bridgeworkslongbeach.com](http://www.bridgeworkslongbeach.com). This effort has not just been to create a piece of the infrastructure required (conference rooms and co-working facilities) but also a community of like minded entrepreneurs. It is these new growing businesses that we believe will help revitalize the City as they attract customers and employees to eat, shop and enjoy the barrier Island's facilities.

In addition I have personally been responsible for growing two prominent fintech businesses both of which relocated to the City of Long Beach and which I believe proves the concept that building the right facilities can attract new blood- Planet Payment (Nasdaq:PLPM) as founder and CEO/Chairman from 2000-2014 [www.planetpayment.com](http://www.planetpayment.com) and most recently Ipsidy (OTCQX: IDTY) as Chairman and CEO [www.ipsidy.com](http://www.ipsidy.com).

Some of this work includes an update to our planning guidelines, with initial recommendations for downtown and bayfront [transit oriented] redevelopment that will increase jobs, support connectivity and affordability as well as encourage the provision of available space to encourage the already robust cultural art community; the implementation of Complete Streets and streetscape initiatives within our central downtown with the assistance of NYSDOT and NYSDOS funding; and the update to our zoning code which will transform redevelopment opportunities presented in the community.

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## EMAIL SUBMISSION ADDRESSES

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

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

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