



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.

BASIC INFORMATION

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

Municipality Name: Village of Monticello

Downtown Name: Downtown Broadway Monticello

County: Sullivan County

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

Downtown Monticello will be a destination for people who want a high quality of life in a **livable, walkable and affordable** rural small town surrounded by the natural beauty of the Catskills. It will attract, and benefit from, the millions of new visitors to nearby world class resorts and attractions, and be home to employees of those destinations. A rejuvenated downtown core will feature a traditional walkable streetscape with historic architecture and compatible infill development, hosting a vibrant mix of uses including places of recreation, entertainment, and culture, restaurants, shops, offices, residences, and boutique hotels. The area will offer affordable homes for a variety of income levels and household types in close proximity to good jobs. It will be a place where people can start and grow a business, raise a family, build wealth through homeownership, transcend poverty and social class, and enjoy urban amenities in a rural community with historical ties to the greater New York metro area. The downtown will be safe, clean and well-maintained. It will support the full range of transportation options including driving, walking, cycling and public transit. Public art and placemaking projects will engage residents and visitors alike, making downtown Monticello a place where people want to be.

Justification. Provide an overview of the downtown, 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.

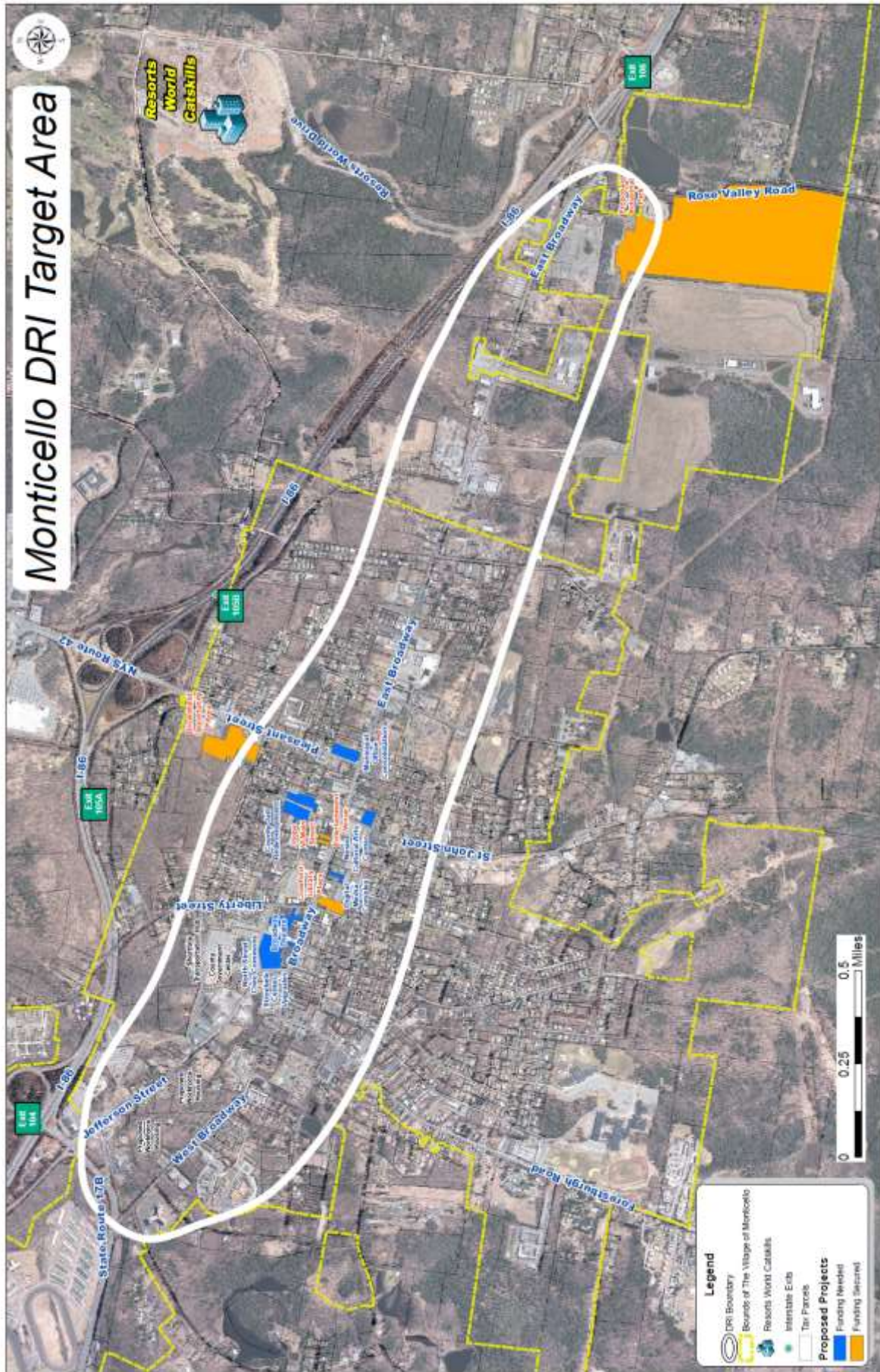
Monticello is ready for DRI investment because it is at a critical juncture in the Village's history. After decades of decline resulting from the long, slow death of the old "borscht belt" hotel industry, **Monticello is on the rebound. SINCE LAST YEAR'S DRI SUBMISSION:**

- The \$1.5 billion investment by Empire Resorts into in the Resorts World: Catskills casino resort and entertainment complex, situated roughly a mile from the downtown, brought 1,500 jobs to the area

when it opened earlier this year. That figure is expected to reach 2,300 over the next two years when the complex is completed with the addition of an indoor waterpark and upgraded PGA-level golf course.

- Another new resort nearby, the YO1 Luxury Nature Cure Center, will open this summer bringing 300 more jobs.
- Applications are now in development review for 750 workforce housing units, helping fulfill the Village's vision of rebirth as a community for employees of the area's resurgent hospitality industry, as well as other sectors.
- Sullivan County is planning a new industrial park at the eastern end of the Village, just off NYS 17/future I-86. An application for funding to bring the site to a shovel ready state is being filed in this 2018 CFA round. Due to Monticello's recent nomination by Governor Cuomo to be one of New York State's Opportunity Zones, project inquiries for the site have already been received. SUNY Sullivan, Sullivan BOCES, and Sullivan's Career Center are also planning on locating to the park to provide on-site training in green technology and advanced manufacturing. An RFP has been issued to bring 5 MW of solar power to an adjacent site.
- The Grow the Gateways (GTG) Strategic Plan, addressing development in the gateway corridor surrounding exits 104 to 107 on Route 17 and including all of downtown Monticello, has been completed. The Village and Town of Thompson just held the public hearings necessary for adopting it as an addendum to their joint Comprehensive Plan, including the GTG design guidelines. The Plan's Implementation Committee has expanded to include, in addition to the Village, Town and County, representation from the Sullivan IDA, Monticello School District, Sullivan Renaissance, Granite Associates, Cornell Cooperative Extension, and the Sullivan County Visitors Association. The group is pursuing the plan's priority recommendations such as zoning amendments to promote consistency along the Town-Village boundary and facilitate commercial development there, a package of joint sign code amendments, increased and more effective code enforcement activity, community marketing and image improvement, new tax incentives for mixed use development, and capital improvements to gateway locations.
- The year-old Sullivan County Land Bank Association demolished several burned and dilapidated buildings on a highly travelled downtown street leading to the Shortline bus terminal and County government center, as well as in other residential neighborhoods. Three homes will be stabilized for resale over the summer, and redevelopment will take place on the newly vacant lots. Municipal foreclosures in the Village dropped by more than half between 2017 and 2018.
- The Village won the top award in the 2017 Sullivan Renaissance municipal grant competition, judged by a panel of out-of-county experts who reviewed community progress on beautification, code enforcement and public health initiatives. The \$250,000 prize is being used for improvements to address deferred maintenance at Monticello's Ted Stroeble Community Center.
- \$800,000 in state and federal grants were awarded for the rehabilitation of vacant downtown, mixed use property.

Downtown Monticello is defined by a traditional small town main street business district. Broadway, which is a segment of NYS 42, was the subject of a \$15 million NYSDOT reconstruction project completed in 2012, resulting in upgraded sidewalks with ADA compliant ramps, historic lighting, bump outs for traffic calming, and large landscaped islands – providing an attractive foundation for downtown redevelopment. Monticello also serves



as the county seat for Sullivan County, so the proposed DRI target area features a number of public institutions and activity generators including the Sullivan County Government Center, the County Courthouse, Village Justice Court, the above mentioned Ted Stroeble Community Center, a Literacy Center, and the newly built Ethelbert B. Crawford public library. The library is creating a downtown park on an adjacent lot, including seating, a solar charging station for electronic devices, information kiosk, and outdoor areas for readings, performances and board games. The target area also includes several senior housing developments, as well as residential streets lined with affordable single family homes. It includes the Shortline/Coach USA Bus terminal, a transportation hub for both local and long distance commutes. Shortline/Coach USA is expanding service to accommodate increased demand arising from the casino resort, and is also planning for terminal upgrades.

Despite all of the new projects and activity in Monticello, the Village is still faced with combatting decades of disinvestment, challenging demographics, and a reputation that has suffered from both. At a business breakfast held by the SC Partnership for Economic Development to kick off the GTG Plan, the Village's poor image was a key concern. Because of this, interest of investors and the support of financial institutions remain difficult to attract. DRI investment from New York State would be a powerful signal to the business and financial community that downtown Monticello merits attention and resources. Monticello's core downtown provides many opportunities to capitalize on its compact size for creating an attractive, vibrant and walkable downtown. A \$10 million investment will achieve a transformative result.

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 DRI program description.

- 1) Boundaries of the Downtown Neighborhood. *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. Core 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 downtown neighborhood.***

Past Monticello DRI application targets focused on a six-block portion of the Broadway business district, along with two surrounding residential neighborhoods within walking distance on either side (one to the north and one to the south of Broadway). The area is what residents have identified in outreach discussions and workshops as the Village's historic downtown, and is the subject of a pending nomination to the National Register of Historic Places for designation as a historic district. It was the focus of commercial and civic activity when Monticello was the center of a thriving Catskills resort industry, and now it's ready for its next act. While this 2018 application continues to include that core downtown, we are enlarging the target to include the gateway corridor from NYS 17 Exit 104 on the west to NYS 17 Exit 106 on the east. This corresponds to the primary study area of the Grow the Gateways Strategic Plan.

The target area includes, and is bounded at its western end, by the Jefferson Street Gateway that serves as a major connector between Route 17 (future I-86) and the Village's downtown business district, providing direct access to the Sullivan County Government Center. The gateway also connects travelers of Route 17 from New York metro area with major attractions west of the Village such as the Monticello Raceway, the

Bethel Woods Center for the Arts the Upper Delaware Scenic Byway. A \$1.2 million project to construct new sidewalks, address drainage issues and improve pedestrian safety along Jefferson Street was completed in 2016. This corridor has also recently seen private sector investments made by a number of businesses, including major upgrades to an outmoded motel, expansion of a popular local diner, construction of a new Dunkin Donuts, and exterior enhancements to other gateway hospitality uses. Vacant land in this area is the subject of two major new workforce housing proposals.

At its eastern end, the target area includes the East Broadway corridor which was identified in the GTG plan as a redevelopment priority. The planned green infrastructure and light industry park is in this East Broadway section, and East Broadway is scheduled for repaving and sidewalk upgrades in 2019.

The selected DRI target area is ripe for reinvestment because it combines need (i.e. vacant, underutilized property; impoverished residents) with the opportunity to capitalize on over \$2 billion in new private investment, to leverage more than \$53 million in public spending, and to take advantage of new market demand for commercial space, housing, and goods and services.

2) Catchment area. *Outline why the downtown, 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.*

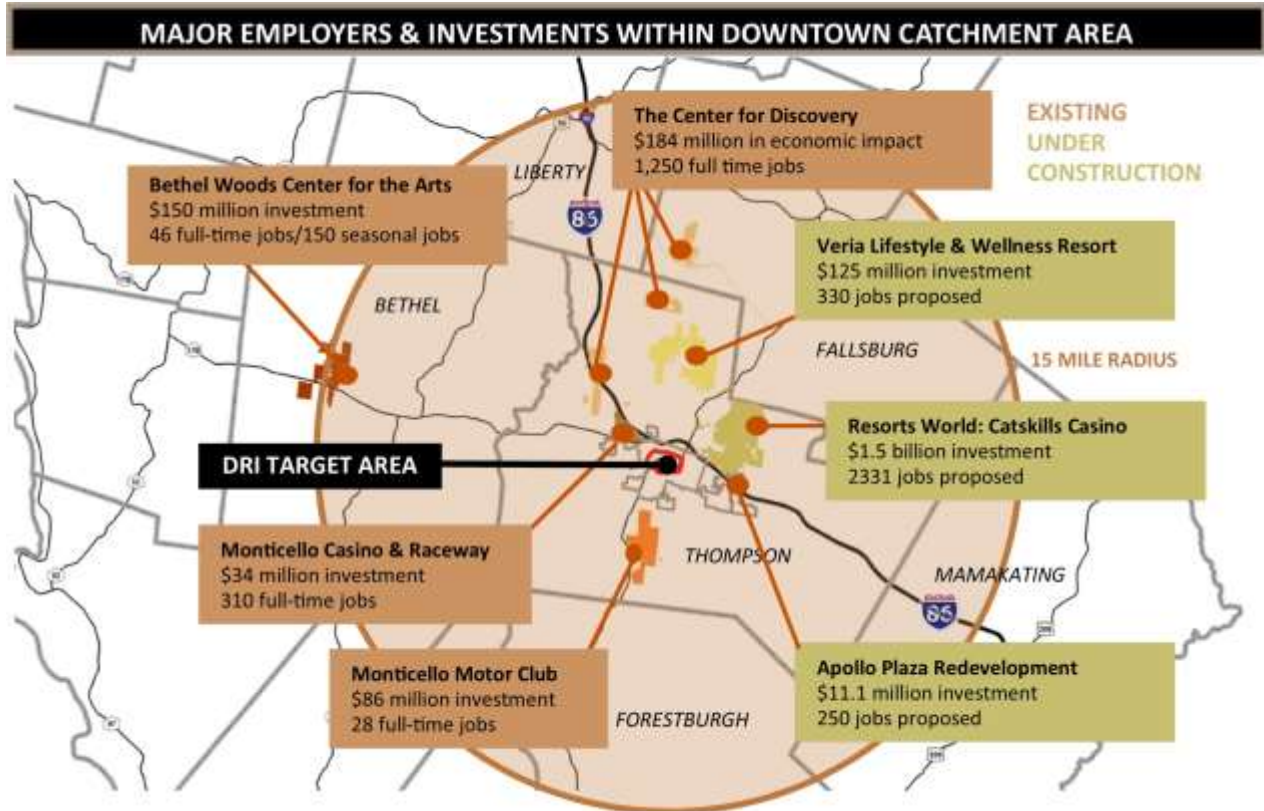
The catchment area for downtown Monticello (see map on the following page) is conservatively estimated as a 15 mile radius encompassing the entire Town of Thompson and portions of Bethel, Liberty, Fallsburg, Forestburgh and Mamakating. However, in a rural area like Sullivan County, people typically travel farther than that for work, shopping, recreation and healthcare.

Monticello has traditionally functioned as a downtown destination for nearly all of Sullivan County. The DRI target area, and a portion of the Town of Thompson immediately adjacent to it, contain a number of regional destinations for fulfilling basic needs such as the civic uses found in the County Government Center, health care (including two new urgent care facilities), and retail shopping. The new casino resort developments are bringing exponential job growth, and an estimated four million visitors a year to within a mile of the downtown target.

While the Village's total population is 6,726, it hosts 5,305 jobs. While the new resort jobs are situated just outside the Village, they represent an increase greater than 50%. Most of these new employees will choose to live within the catchment area, optimally in Monticello, thus adding to the year-round population for whom Monticello will be the primary downtown. As noted, the Village is currently reviewing applications for approximately 750 new apartments in the DRI target area.

While the estimated year-round population living within the catchment area is 66,431, it must be recognized that the area does benefit from a significant seasonal population influx. Summer camps, second homeowners and tourists triples the population in both the DRI target and catchment areas. A number of factors are expected to extend this increase beyond the peak summer season. These include year round activities brought by the Resorts World: Catskills development (e.g. indoor surfing, top flight entertainers) and the trend of second homeowners shifting their primary residence with retirement and/or flex-time employment.

It is also important to note that the retail gap in the catchment area is estimated to be over \$72 million for retail trade and food & drink establishments, suggesting considerable room for the growth and expansion of main street businesses. In particular, the area is underserved for health & personal care stores, clothing stores, and stores that sell electronics & appliances. In addition, the Median Household Income in the catchment area is \$47,148 and the Median Disposable Income is \$37,747.



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

Without question, the \$1.5 billion dollar Resorts World: Catskills entertainment complex is the most significant private investment in the area and has been justifiably dubbed a “game changer.” The project is located just one mile away from downtown Monticello, will employ over 2,300 people when fully completed, and will attract an estimated 4 million new visitors annually. Monticello’s downtown is uniquely positioned to capitalize on this economic generator by providing workforce housing in close proximity, retail, mid-market accommodations, a wide variety of dining choices, specialty service industries, and opportunities for local culture and recreation.

The Resorts World: Catskills project is not the only example of substantial private investment close to the downtown. The \$90 million YO1 Nature Cure Center expected to bring 330 new jobs is nearing completion, and a \$10 million Catskills Regional Medical Center (CRMC) Urgent Care Facility recently opened. Site plan approvals have been given to three mid-market hotel developments adjacent to the DRI target area, and small local businesses have been investing in upgrades and expansions to support construction-phase

demand and beyond. Two new housing developments are in the permitting phase, representing an estimated \$75 million investment. Small businesses are also investing here: tThe Sullivan County Partnership for Economic Development and Sullivan Renaissance have funded façade and interior improvements to a variety of local Broadway eateries, including four outdoor seating areas and the doubling in size of a beloved local diner. Finally, national chains have begun to recognize the Monticello market, with Dunkin Donuts and Taco Bell opening within the past two years, and an existing McDonalds receiving a \$1 million+ upgrade.

It is important to note that this private sector spending is coupled with over \$53 million in public investments made in Monticello over the past 6 years including:

- **\$20 million** in USDA grants and loans to improve the Village’s wastewater treatment plant and sanitary sewer collection system.
- **\$15 million** invested by NYSDOT for reconstruction of Broadway including new landscaping, sidewalks, crosswalks, signalized intersections, railings and water/sewer infrastructure.
- **\$7.3 million** in USDA grants and loans to improve the Village’s water delivery system including both plant filtration mechanics and in-field infrastructure.
- **\$5 million** invested by the E.B. Crawford Public library to acquire and renovate a historic building located in the heart of downtown Monticello.
- **\$3.8 million** public-private investment to improve the Village water capacity to extend service to the Resort World: Catskills casino.
- **\$3.7 million** in CFA funding awarded by MHREDC for wastewater treatment plant improvements and replacement of water meters.
- **\$1.2 million** investment by NYSDOT in new sidewalks and pedestrian improvements along Route 42 and Jefferson Street designed to link Broadway with nearby residential areas, businesses, and schools.
- **\$500,000** from HUD’s HOPE VI program for mixed use development of a long vacant historic building on Broadway.
- **\$300,000** from the NYS Main Street program to support residential development of vacant upper stories in Broadway commercial buildings, as well as ground floor storefront rehabilitation.
- **\$250,000** in DASNY funding for improvements to the Ted Stroeble Community Center.

As noted, Sullivan County is seeking to develop a new green infrastructure and industrial park on East Broadway. SUNY Sullivan, SC BOCES and the SC Career Center plan to co-locate workforce training facilities at the site, concentrating on green tech and advanced manufacturing. Less than ¼ from Exit 107 on NYS 17, with incentives provided from Start Up New York and the federal Opportunity Zone program, the site has already attracted serious interest. The project will bring new jobs to the site, and will train workers for green tech and manufacturing jobs elsewhere in the region. It is expected to stimulate further redevelopment of the important East Broadway corridor that connects downtown Monticello with the Resorts World: Catskills site.

In the core downtown, the Village and County have been planning to overhaul a worn and ill-used municipal parking lot into the “North Street Commons,” a public space that accommodates both parking and civic activities. The redesigned lot, inspired by a placemaking charrette led by the Project for Public Spaces, will include flexspace with a stage for public performances and festivals, basketball and bocce courts, a playground and outdoor reading room. Although the project was not successful in its initial 2017 CFA applications, the Village will continue to seek project funding through the 2018 CFA and other sources. The adjacent Ted Stroeble community center, whose front yard would host the stage area, will be receiving much needed upgrades from Monticello’s top award in the 2017 Sullivan Renaissance municipal competition. A DRI awarded to the Village would allow for the completion of this ambitious effort to give the western end of Broadway a much needed public square, and be instrumental in attracting investment to further activate vacant downtown space.

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

Job growth and investment is at the core of the future outlook for downtown Monticello -- and by extension the greater Sullivan County Catskills region. Impending job growth solely from recently completed projects and those currently underway will exceed 3,300 full and part time positions. Additional job creation will result from the anticipated ancillary growth described above. A significant portion of this job growth will be in administration, first & second tier supervisors, information technology, marketing & sales, and many other managerial positions in the hospitality and health care sectors. The proposed energy and industry park will provide good paying jobs in green tech and advanced manufacturing.

This influx of mid to upper level professionals will bring with it specific demand commensurate with the expectations of those working within this class. Unique living options, service businesses, restaurants, consumer goods, and transportation choices among many other demands will be directly associated with re-growth of a long awaited middle class in Monticello. Increased job opportunities and higher incomes will bring a demand for better and more variety in housing as well.

The Village of Monticello is working to attract these new professionals to an active life in the downtown through a variety of projects in collaboration with several community partners:

- In 2015, the Village reversed a decades old zoning change that prohibited upper story residential in the downtown. In partnership with Sullivan County, and fueled by grants from NYS OCR and HUD, it is working with Broadway building owners to converting vacant office space into attractive new residences.
 - As part of the GTG plan implementation, tax incentives to support additional downtown mixed use development are being explored for adoption by the Village and/or the Sullivan County IDA.
 - The Sullivan County Land Bank Corporation was launched in 2017 with a \$920,000 grant from the NYS Office of the Attorney General to finance the demolition and/or rehabilitation of vacant, abandoned and derelict properties in the villages of Monticello and Liberty. Their resale, along with
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future land bank projects, will provide opportunities for “urban pioneers” attracted to Monticello’s downtown for the opportunity to build community.

- Outreach is ongoing to local realtors and to the Resorts World: Catskills job recruitment office to promote downtown Monticello as an attractive place to live for new employees moving to the area. More than just a sales pitch, these promotional efforts are supported with information on programs and incentives to assist downtown home purchases such as USDA loans and 457 and 421-f tax exemptions.
- New downtown initiatives by the Monticello Chamber of Commerce, the Monticello Community Action Network, and others are addressed at enhancing the quality of life in downtown Monticello, including projects to increase arts and culture, promote placemaking, and sponsor public events and celebrations.

By investing in Monticello and its downtown, the Mid-Hudson Regional Economic Development Council will ensure that New York State’s decision to locate a casino project in Monticello accomplishes its primary intent of upstate revitalization. Funding is needed to help create a downtown that will attract casino employees to make a home here, and to attract resort visitors to spend money at local businesses. New job opportunities and higher wages, will create the critical mass needed to draw and retain young professionals to downtown Monticello. Funding through the Downtown Revitalization Initiative will continue and build upon the momentum that has been created thus far and position the Monticello downtown area for sustainable growth in the decades to come.

5) Attractiveness of physical environment. *Identify the properties or characteristics that the downtown 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 Monticello possesses many characteristics that embody our vision of being a highly **LIVABLE**, **WALKABLE** and **AFFORDABLE** community:

LIVABLE: Monticello has good bones. Its main street of Broadway is an archetype of small town America -- flanked by two and three story buildings mostly dating to the 19th century and which give the downtown architectural diversity and character. The streetscape was completely transformed just five years ago when NYSDOT invested \$15 million in a reconstruction project that included new landscaping, lighting, sidewalks, crosswalks, signalized intersections, and water/sewer infrastructure.

Monticello is a diverse community, with a broad mix of ethnicities and culture seldom found in a rural environment. This is readily seen in the array of cuisines available in our downtown restaurants. This variety supports a diverse local population but also functions as an attraction since ethnic, local and unique food experiences are an increasingly strong draw. Diverse Asian, Latino, Caribbean, Italian, American and

natural/organic markets, and ethnic bakeries, complement the mix of restaurants and cafes. A weekly seasonal farmer's market appeals to both higher income earners looking for fresh food from nearby farms as well as lower income people utilizing WIC and SNAP subsidies.

The downtown contains public facilities for people of all ages, from schools to a centrally located community center. A new \$5 million library was recently completed in the heart of the downtown which offers programming for young children and families, teens and adults, as well as special-interest populations. The library is a vibrant downtown anchor and has just completed the first phase of construction on a large outdoor pedestrian plaza that will feature areas for reading, interactive play, and live performances.

Arts and culture -- a critical component of downtown revitalization -- are also on the rise in Monticello. The Delaware Valley Arts Alliance is staging pop up shows in downtown storefronts. A media company is creating community gallery space in its downtown building. The NACL Theater offers theater arts programming in Monticello for children and teens, and will perform an outdoor theater piece this summer.

Nesin Cultural Arts, which launched the Sullivan County Chamber Orchestra two years ago, is planning for building renovations to expand its presence in the downtown. The Monticello Chamber is working on an arts promotion program. Finally, the Village has been working over the past year with the owner of a vacant theater on Broadway to assess its condition, rehabilitation needs, and explore the potential for its conversion to a live performance and special event venue.

WALKABLE: In 2016, Sullivan Renaissance sponsored a "walk audit" of Monticello by national public health and planning figure Mark Fenton, who praised the Village's compact, walkable development pattern. The US Census reports that 7.4% of village residents currently walk to work and the downtown contains housing, goods, services, dining, healthcare, entertainment, education and recreation all within walking distance. The 750 new housing units in the pipeline are located downtown at the western end of Broadway. Monticello's downtown also includes a potential multi-modal transportation hub around the existing Shortline/Coach USA bus terminal, which provides both intra-county service and long distance local and express service to New York City.

Particular walkability features cited by Fenton include the new sidewalks on Broadway which were designed according to "complete streets" principles, and the pocket parks and alleyways connecting businesses on Broadway with municipal parking lots behind the buildings. Since then, over one mile of new sidewalks were installed along Jefferson Street, which connects the Broadway business district and the Sullivan County Government Center with Route 17. Sidewalk upgrades on East Broadway are scheduled for 2019.

The North Street Commons project described above will further enhance the Village's walkability, creating safe and attractive pedestrian pathways that will connect the downtown business district to the Sullivan County Government Center, senior housing, a community center, a daycare facility, and a literacy center/bookstore.

AFFORDABLE: A significant asset of downtown Monticello is its affordability. Monticello is ripe for middle-income earners looking for first-time homebuyer opportunities, as 85.6% of the housing stock in the Village is valued at less than \$200,000. Downtown housing includes market rate apartments, town houses, and traditional one and two-family homes on landscaped lots, as well as income-eligible affordable units and

senior-restricted housing. The new housing mentioned elsewhere are projected to have rents between \$1100 and \$1300 for one and two bedroom units.

Admittedly, Monticello's housing stock is tired and in need of rehabilitation. New initiatives to address this include the Sullivan County Land Bank Corporation, efforts to enact tax abatement programs supporting both residential and commercial upgrades, and the promotion of incentive programs and funding mechanisms to both prospective home-owners and the realty community.

As described above, the downtown is also an affordable place for small business start-ups due to the availability of commercial space and a supportive economic development team providing access to training, funding, design, employee recruitment and more. With recent zoning changes enacted to allow residential uses on the upper stories along Broadway, there is also now an abundance of developable affordable mixed-use space ready for investment.

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 plans, 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.*

Over the past few years, Monticello has enacted key changes in policy and practice to increase the livability and quality of life downtown. Foremost among these is the development of strong and effective partnerships and collaborative relationships with a variety of organizations and agencies in order to increase the capacity of the Village for revitalization. These include Sullivan County government, the Town of Thompson, the Sullivan County IDA, Partnership for Economic Development, Sullivan Renaissance, Granite Associates, Cornell Cooperative Extension, the Sullivan County Land Bank Corporation, the Monticello School District, and the Monticello Chamber of Commerce. Examples of some key policy changes include:

ZONING: The 2015 zoning amendment to allow upper story residential uses in the downtown business district for the first time in over 30 years was just one of several sweeping changes included in a recently adopted comprehensive zoning update. Another significant change is intended to reverse the past trend of converting single-family homes into multi-family dwellings by ceasing to permit multi-family housing in select neighborhoods (including those in the DRI target area). This policy change will support single-family home-ownership and promote neighborhood stabilization. Further code updates are expected from implementation of the joint Monticello-Thompson "Grow the Gateways" corridor study; funding for that project is pending a USDA grant. The GTG plan also included draft design guidelines which are pending adoption by the Village after a recent public hearing. A joint Monticello-Thompson sign review committee has been meeting for a year and will soon have their work completed by a professional planning consultant. Both the amendments and guidelines are expected to improve the quality and appearance of development in and around the downtown.

BLIGHT ELIMINATION: As discussed above, Monticello is an active member of the new Sullivan County Land Bank Corporation which has a priority of neighborhood stabilization in the downtown. Initial targets include the demolition of blighted buildings in prominent locations and the restoration of converted multi-family homes to their original single-family state. Working with the Land Bank,

Monticello is also conducting a blight study, developing policies to address zombie properties, and offering foreclosure prevention services and education. They will participate in a Sullivan County Housing Summit this September.

- 7) Support for the local vision. Describe the public participation and engagement process conducted to support 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 local DRI Planning Committee to oversee the plan.**

Many of the collaborative initiatives described above have involved extensive citizen participation and public engagement. For example, the downtown vision presented in this application was derived in large part from the joint Village-Town “Grow the Gateways” strategic plan. The participation process for that plan included individual stakeholder interviews, a business community breakfast, focus groups, public meetings and open houses, a community survey, and a Facebook page. Hundreds of residents and business owners participated estimated at 3-5% of the Village population.

Since completion of the GTG plan, a committed group of municipal officials and civic leaders have been engaged in pursuing implementation, and meet monthly. Although it started small, the group has attracted new members over time to include a Monticello Village Councilman; the Town of Thompson Town Supervisor, Deputy Administrator and Town Assessor; Sullivan County planning staff; the Monticello School District Superintendent; a member of the Monticello Chamber of Commerce; CEO of the Sullivan County IDA; the Assistant Director of Sullivan Renaissance; a representative of Granite Associates; and Complete Streets staff from Cornell Cooperative Extension. The group is occasionally joined by a representative of USDA, which has provided project funding. A subcommittee on implementation of recommendations concerning public rights of way includes County and Village DPW staff.

It is expected that this GTG implementation committee would take on the role of DRI Planning Committee, as the DRI target area largely coincides with the GTG study area (the exception being adjoining areas of the Town of Thompson). Additionally, Monticello has a new Mayor, in office for the past two months. Gary Sommers has led the Village in the past as Mayor, has experience with NYS government initiatives, and is poised to take the lead on a DRI award.

- 8) Readiness: Describe opportunities to build on the strengths described above, including a range 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 the majority of projects proposed for DRI funding demonstrate their readiness for implementation.**
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Over the past several years, the Village of Monticello has forged strong partnerships and collaborative relationships with a variety of organizations and agencies in order to increase its capacity for revitalization. These partnerships began in 2010 with the start of the NYSDOT Broadway Reconstruction Project, and have solidified over the past several years as the community has focused on the opportunities provided by new resort development..

Much has been accomplished during this timeframe that has laid the groundwork for some exciting “bricks and mortar” projects that are ready for immediate implementation with an infusion of DRI funds. The table below summarizes some of the public and private investments, as well as arts & cultural initiatives that are in the pipeline as Monticello prepares itself for the infusion of jobs and investment that will be coming in the near future.

Project/Initiative	Type	Lead Agency	Description	Investment
NORTH STREET CIVIC COMMONS	Public Investment: Infrastructure	Village of Monticello	Reconstruction of downtown municipal lot incorporating public spaces for events and green infrastructure.	\$3.5 M
STROEBELE CENTER UPGRADES	Public Investment: Community Facilities	Village of Monticello	Facility includes downtown senior center and Village Court located adjacent to North Street commons & SC Gov't Center	\$500K
MUNICIPAL OFFICE CONSOLIDATION	Public Investment: Community Facilities	Village of Monticello	The Police Station needs to be renovated and the Village Court needs to be relocated or consolidated. Several opportunities exist to consolidate Village offices and improve service delivery.	\$2M
COUNTY JAIL REDEVELOPMENT	Public Investment	Sullivan County	Existing county jail located downtown will be demolished and has great potential for possible redevelopment.	\$1M
CRAWFORD LIBRARY PLAZA	Public Investment	Library District	New \$5 million downtown library at 479 Broadway has completed initial phases of an extensive pedestrian plaza with public art and outdoor performance space.	\$500K
BROADWAY THEATRE	Private Investment	Private Developer	This 500-seat vacant theatre located at 498 Broadway needs rehabilitation.	\$1.5M
DIGITAL MEDIA COMPLEX	Private Investment	ND Pro Media	This private business located at 457 Broadway has plans to expand by adding an internet TV studio, 100-seat theatre, recording studio and community art gallery.	\$250K
CULTURAL ARTS CENTER	Non-Profit Partnership	Nesin Cultural Arts @ St. John's Episcopal Church	An existing non-profit arts organization plans to renovate the campus of an historic church for use as an arts school & performance space.	\$750K
BETHEL WOODS ON MAIN	Non-Profit Partnership	Bethel Woods Center for the Arts	Capitalizing on the success of a pilot project in downtown Liberty, Bethel Woods is seeking to expand the program into a downtown space in Monticello	\$50K to \$100K

In addition to the specific projects identified above, funding is in place and several planning initiatives are underway that may identify additional projects that could be implemented with an infusion of DRI funds, including:

Land Bank Community Revitalization Initiative Grant: The Sullivan County Land Bank Corporation is implementing a \$920,000 grant from the NYS Attorney General's office to undertake demolition, stabilization and rehabilitation of vacant and foreclosed properties in Monticello and Liberty. This funding presents tremendous opportunity to renovate housing and make it available to first-time homebuyers in the community.

Zombie Properties Grant: The Village of Monticello is implementing a \$72,000 state grant to inventory vacant and abandoned properties in the Village, and also provide counseling and educational services to families at risk of foreclosure. Village officials are working closely with the Sullivan County Land Bank Corporation, and have identified several vacant homes under Village control for potential partnerships.

HOPE VI Main Street Grant: The Village of Monticello is implementing a \$500,000 grant from HUD to rehabilitate a building located at 430 Broadway. Commonly referred to as the *Strong Building*, it has nearly 20,000 square feet of floor space that could be renovated to include up to 16 affordable rental housing units, with maker space and retail on the ground floor. The owner is looking to the Poughkeepsie Underwear Factory as a model for using the revival of this building as an anchor for downtown.

EPA Brownfields Assessment Grant: Sullivan County is implementing a \$200,000 grant from the EPA for identification and assessment of brownfields sites in Monticello and Liberty. Two properties with substantial development potential that would benefit from this funding include the Strong Building (described above) and Monticello Manor, a 30,000 square foot former hospital/nursing home located just two blocks from the downtown core. Other sites will be identified in the coming months.

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

To further various community development initiatives over the past two years, the Village of Monticello has forged a strong and productive partnership and collaborative relationships with a variety of organizations and agencies. If selected for the Downtown Revitalization Initiative, Sullivan County Division of Planning will assist the Village of Monticello with oversight and administration of the grant contracts. County Planning staff have extensive knowledge and experience in developing and executing downtown revitalization and economic development projects. They are currently assisting the Village in managing the HUD HOPE VI grant, and implementing the New York Main Street grant for Broadway. Between November 2010 and September 2013, the division completed a New York Main Street grant program for 3 river communities – Barryville, Callicoon and Narrowsburg.

Another key partner in managing and implementing this initiative is Sullivan Renaissance (a program of the Gerry Foundation). Over the past eight years, Sullivan Renaissance has invested over \$300,000 in private funds to improve Monticello's downtown. Assistant Director Helen Budrock is a certified planner with over 25 years of experience in community development and Main Street revitalization, who serves on the board of the New York Main Street Alliance. She is available to assist with public participation and can work alongside the consultant team to create an effective downtown development strategy.

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

The Village of Monticello has had its share of challenges in the past. Located in a rural county, the Village has faced urban issues absent the funding that is often awarded to more populated communities in the Mid-Hudson region with similar challenges. For a long time there was a lack of effective leadership or a clear, unified direction.

The past is gone and the Village of Monticello, through its current leadership, staff, and business and community partners are now working toward a reimagined Monticello. Together we are prioritizing initiatives; starting with tackling manageable issues to demonstrate success and build confidence; and seeing the possibilities.

Investors are starting to see possibilities as well. The scale of the proposed new housing developments on the edge of downtown is something the Village has not experienced in recent memory. But we have also come to understand that it is the scale of those projects which makes them viable. It remains difficult to attract investment to smaller commercial and residential projects in the Village downtown core. There is considerably more interest than in the past, but the signal of confidence from the State that a DRI award represents would go a long way toward ramping up that interest and turning it into actual projects. The DRI would be instrumental in supporting the traditional small scale projects that make downtowns so attractive.

While the nearby presence of Resorts World: Catskills presents tremendous opportunity, the venue is located in the nearby Town of Thompson. As such, the Village of Monticello receives no direct revenue from the casino to help support revitalization or offset the costs of potential impacts on public services. With targeted assistance from the DRI, Monticello can evolve from its current state of disrepair and abandonment into a thriving community of choice for people coming to make new lives in the area. It can do this quickly, because of the timetable of the new resort projects. And it can do this completely, because of the transformative impact the DRI can have on a community of this scale.

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
