



Endicott, NY

HOME OF THE DIGITAL DEAL

2019 DOWNTOWN REVITALIZATION
INITIATIVE APPLICATION

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May 31, 2019

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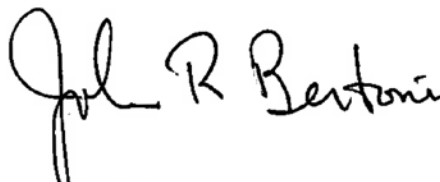
Dear Regional Council:

As the Mayor of the Village of Endicott, it is my pleasure to submit the Village's application to the Regional Economic Development Council for nomination to Round 4 of Governor Cuomo's Downtown Revitalization Initiative. I believe that a DRI investment is the final catalyst that will shape downtown Endicott into the thriving downtown necessary to support the numerous new hi-tech businesses and recently created jobs in and around our downtown. I am confident you will find that the Village's past, present, and anticipated efforts have placed our downtown in the best position to capitalize on and maximize the investment provided by the Downtown Revitalization Initiative.

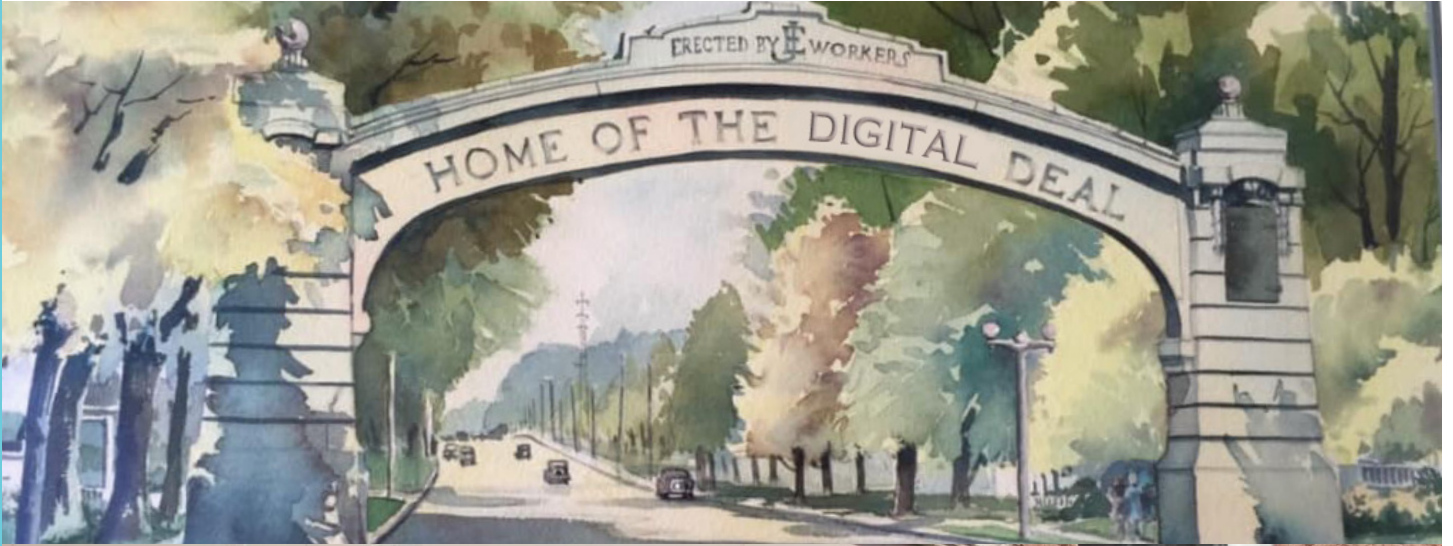
The Washington Avenue Downtown is an area of the Village that is rich in history, culture, and the arts. It is frequented by many residents as well as employees from the Huron Campus, which includes pioneering local and multi-national corporations such as IBM, BAE Systems, I3 Technologies, and many others. The Huron Campus, which is predominantly occupied by businesses involved in advanced manufacturing, is located contiguous to downtown and was a motivating factor for the Village having been identified as the region's Advanced Manufacturing iDistrict. For the future success of the Village, it is important to fully foster, support, and capitalize on the symbiotic relationship between the amenities of our downtown and the Advanced Manufacturing iDistrict.

I am honored to submit this application for Governor Cuomo's Downtown Revitalization Initiative. On behalf of the Village of Endicott, and all of the members of the Endicott Community who have contributed to this application, I would like to thank the Regional Council for your consideration of this submission.

Very truly yours,



Mayor John R. Bertoni
Village of Endicott



BASIC INFORMATION

Regional Economic Development Council (REDC)

Region: Southern Tier

Municipality Name: Village of Endicott

Downtown Name: Downtown Endicott

County: Broome

Contact: Anthony Bates, Village Manager,
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VISION FOR THE DOWNTOWN

Endicott is creating a 21st Century downtown suited for the 21st Century jobs being created in our Advanced Manufacturing iDistrict. Historic character, married with high-tech amenities, will create a distinctive commercial center for the thousands of next generation employees our iDistrict is attracting. Endicott is a hotbed of innovation, and our downtown must reflect that, providing a high quality of life and services that these cutting edge companies, and their employees, expect and deserve. Unlike many downtowns in the Southern Tier, Endicott's future does not lie in catering to tourists. Rather, it will be a working downtown; a downtown that will foster growth, support the burgeoning new industries we're creating, and provide a place for the next generation of New Yorkers to live, work, invent, create, recreate, and build the future of the region. Our iDistrict Revitalization Plan formally states this vision:

"A downtown rooted in innovation, with a creative progressive environment that encourages advanced technologies, attracts businesses and investment, foster collaboration among new and start-up businesses, and welcomes residents and visitors"

We will move forward together, preserving our history while infusing our downtown with technological innovations that will allow our Advanced Manufacturing iDistrict to realize its full potential as envisioned by the Region and the State.



JUSTIFICATION

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 DRI investment and how that investment would serve as a catalyst to bring about revitalization.

Endicott doesn't just create jobs: Endicott creates industries - Legendary companies like IBM and Endicott Johnson - And we're doing it again. The variety of new businesses, technologies, industries, and advanced manufacturing jobs sets Endicott apart from other Southern Tier communities. From flexible circuit boards, to cutting edge medical devices, to the next generation of batteries to power our lives, the future is happening in Downtown Endicott. The Home of the Square Deal is now the Home of the Digital Deal.

The Village is leading the way in reversing the economic retrenchment of the Greater Binghamton area. The 21st Century jobs being created in the heart of the community are attracting a 21st Century workforce. These companies and this workforce demand a downtown befitting the future they are building. The introduction to the Downtown Revitalization Initiative Guidebook states, "The DRI is a comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the **next generation of New Yorkers will want to live, work, and raise a family.**" Endicott is committed to providing just that. If we don't, the time, energy, money, and resources invested by the local, regional, and State governments to bringing the iDistrict to life will fail to bring about the transformational change that is envisioned.

Downtown Endicott is different than other downtowns in the Southern Tier. We are not building our future by simply relying on retail, tourists, and service jobs. We are creating the type of advanced jobs and new industries that are the future of New York. Downtown is the epicenter of this economic engine that is propelling us into the future. Endicott will create a downtown that exceeds the expectations of these new industries and their employees: A downtown suited for the 21st Century. We are ready to show the rest of the region, and New York State, our unbridled potential.

As our application demonstrates, we have laid the foundation for success, done our homework, created plans, and partnered with the private sector to leverage tremendous investment potential and create jobs. Endicott meets or exceeds all selection criteria for the Downtown Revitalization Initiative, as detailed fully in our application:

1. The community has seen hundreds of millions of dollars of investment within its core just in the last ten years.
2. These investments have largely been in the advanced manufacturing sector, creating many hundreds of new jobs. These are the types of jobs that attract the highly skilled young professionals that New York is seeking.
3. Endicott has all of the foundational components of a livable downtown, including top-notch restaurants, nightlife, housing availability, and a diverse population. It is walkable and bikeable, and is sandwiched between a historic park and a beautiful waterfront trail.
4. The community has implemented appropriate policies to support its revitalization efforts, from updating zoning laws to support downtown growth, to adopting complete streets plans. We are eligible for age-friendly community certification, and are implementing Smart Cities and other sustainable initiatives.
- 5) Efforts to rebuild Endicott's economy have been rooted in public participation, and the community's plans enjoy broad community support.
- 6) The community has identified its strengths and has developed a series of realistic, but transformational, projects to build upon its most valued asset: the influx of young professionals in the high-tech industry. In order to achieve our lofty goals, the community is focusing on a number of core strategies:

In order to achieve our lofty goals, the community is focusing on a number of core strategies:

Placemaking: Create a unique character and quality of life that will appeal to the type of young professionals that are being attracted to the advanced manufacturing jobs in the iDistrict.

Connectivity: Interconnect the downtown, recreational facilities, and the Huron Campus to eliminate physical and psychological barriers to ensure that all areas of the downtown, including George Johnson Park, Little Italy, the Huron Campus, Washington Avenue Commercial area, and the waterfront function as an integrated downtown neighborhood.

Sustainability: Ensure that all revitalization efforts maintain a focus on healthy and sustainable development and lifestyles, from walkability, to alternative energy and varied recreational opportunities.

Technology: Work to foster a 21st Century, high-tech environment in the downtown. What sets Endicott apart from other Southern Tier downtowns is the number and type of industries being created in the Advanced Manufacturing iDistrict. Millennials are driving the fast growing innovation economy. This young, tech savvy workforce will choose a place to live and then find a job. They want compelling, hip, and fun places to live. Endicott is creating a downtown to compete with other high-tech communities for this workforce. This will include high technology infrastructure, combined with culture, recreation, and entertainment.

This application demonstrates that a DRI investment in Endicott will support more diverse, next generation job creation than any place in the Southern Tier. Endicott is ready: A clear vision has been established, strategies to achieve that vision are in place, and strategic, catalytic projects to implement that vision are awaiting funding. If given the opportunity, Downtown Endicott will become a hotbed of innovation, and a unique neighborhood to live, socialize, and recreate. The community has the experience and ability to see projects through to completion, and the drive to succeed. With assistance from New York State, Endicott will continue to build a 21st Century downtown for our 21st Century workforce.

"The Village has seen significant improvements in just the past year with beautification projects, code improvements, several new technology startup companies, as well as new retail and restaurant establishments. The ability to build off past and current investments, including public and private projects within the iDistrict and the Village of Endicott, will certainly be transformational." – Endicott Proud





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

1: Boundary



The Downtown Endicott DRI area is concentrated with well-defined boundaries and is ripe for development.

✓ **The DRI area encompasses the commercial center of Endicott including Washington Avenue, Huron Campus, and the culturally significant Little Italy.**

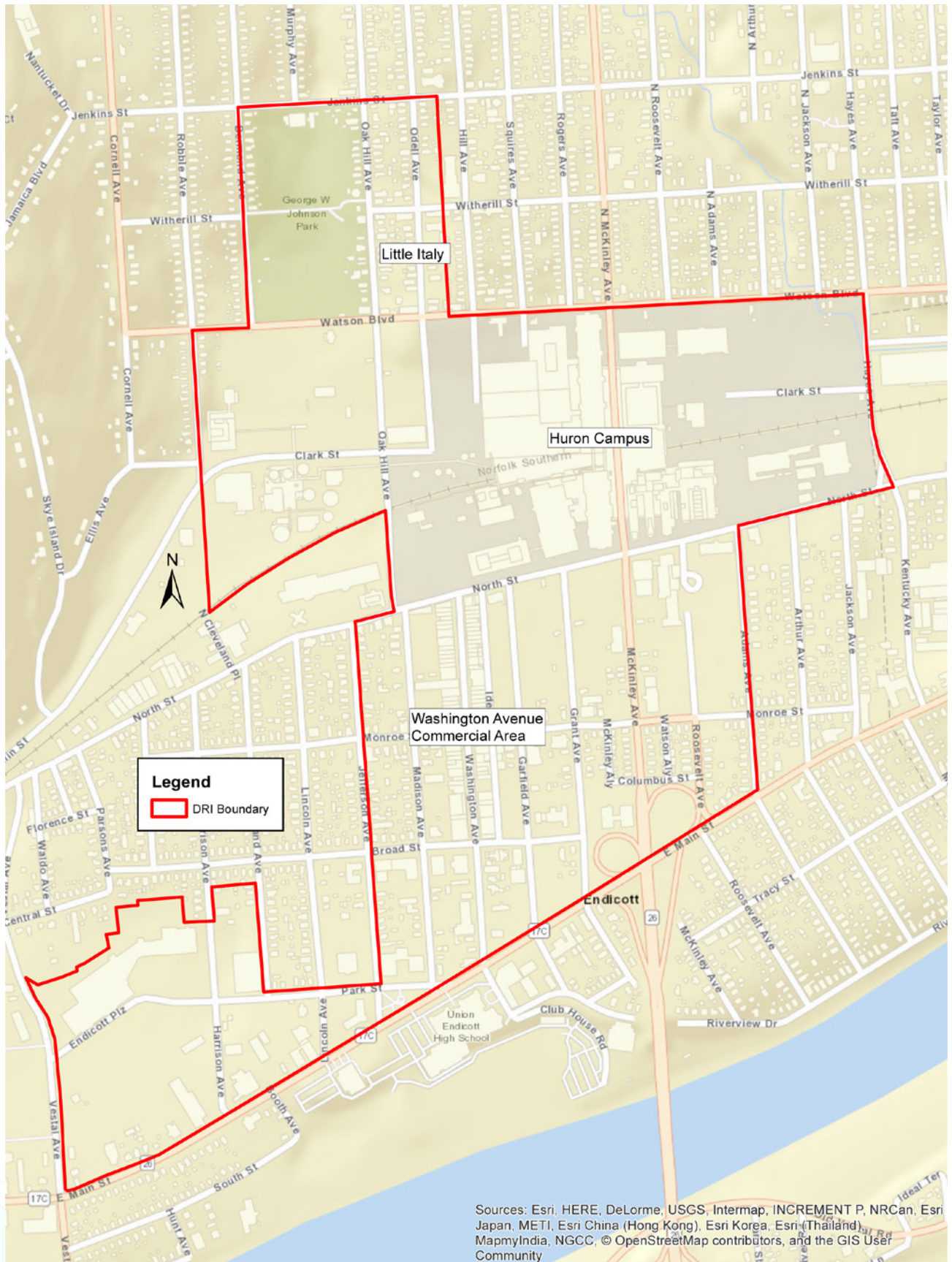
✓ **The southern boundary ties into Main Street, where the connections to the Interstate 86 interchange and Union-Endicott School District and the Susquehanna River are highlighted.**

The Village of Endicott is located in the Town of Union, Broome County, New York. The DRI area includes the mixed-use-attached buildings of Washington Avenue and McKinley Avenue, the technological powerhouse that is the Huron Campus, as well as the Village's culturally significant Little Italy.

The northern boundary includes the Huron Campus in its entirety as well as several blocks of the Village's Little Italy neighborhood. The western boundary extends down Robble Ave to the railroad tracks, where it follows to Oak Hill Ave. It extends down to Park Street, and runs west along Park Street, encompassing the entire Endicott Plaza. The boundary then moves down Vestal Ave where it meets up with Main Street.

The Village systematically selected these boundaries to define its downtown area to emphasize the connection between the Downtown, the Huron Campus and Little Italy, the Union Endicott High School, and the Interstate 86 interchange. The Downtown area is anchored by Main Street to the south, and the Huron Campus to the northeast, home to companies such as BAE, IBM, i3, the Center for Advanced Micro Electronics Manufacturing, Geodis, and others, representing an additional workforce of over 4,000. The southeast quadrant of the DRI area covers the major highway interchange, which feeds upwards of 25,000 vehicles daily onto McKinley Avenue and Main Street, both of which are the predominant gateways into the Washington Avenue Downtown. The southwest quadrant includes the future Endicott Sports Complex, and several commercial and retail entities along Main Street.









2) Past investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

2: Past and Future Investment Potential

Hard work and good planning is paying dividends in Endicott, as private investment in cutting edge new industries is surging, providing tremendous opportunities for a resurgent downtown:

- ✓ **Over \$600 million has been invested in the community in the past ten years, resulting in the creation of many well-paying jobs.**
- ✓ **Upwards of \$70 million in investment is anticipated in the next three years, not including DRI investment projects.**
- ✓ **The DRI will build upon the growing assets of the Endicott Advanced Manufacturing iDistrict.**
- ✓ **Downtown has over 100,000SF of vacant upper floor space and 20 storefront vacancies to support the growth that will be triggered by the DRI.**
- ✓ **Continued expansion of the Huron Campus, on the North end of downtown, will catalyze future investment in the downtown.**
- ✓ **Downtown is served by high quality infrastructure that can support all newly planned development. Endicott is in the business of creating the companies of the future.**
- ✓ **In recent years, the Village of Endicott has seen remarkable investment nearing \$500,000,000. Most of this investment has been from the private sector, with support from New York State. This investment is expected to continue.**
- ✓ **The Town of Union, in which Endicott is located is the largest population center in the Southern Tier region.**

“There is a BUZZ...A recognition that Endicott is on the rise and it is time to invest in its economy and quality of life.”
– Chris Peltó, President, Huron Real Estate

Downtown Endicott sits in the midst of this investment. DRI funding will catalyze a synergistic relationship between the downtown and the new industries that are being established in the iDistrict that surrounds it. The DRI-funded resurgence of the downtown will ensure that the community can support the needs of the advanced manufacturing businesses that it is attracting by developing new housing, creating new public gathering spaces, providing needed accommodations, strengthening cultural institutions, and fostering an interesting and unique sense of place for a diverse population and the younger generation.



RECENT INVESTMENTS

The multitude of recent public and private investments are too numerous to fully enumerate, but below is a summary that demonstrates the tremendous resurgence of the Endicott community that has made it ripe for DRI investment. More detailed descriptions of many of these investments follow the table:

RECENT PRIVATE INVESTMENTS

| PROJECT/ PROGRAM | DESCRIPTION | TOTAL INVESTMENT | YEAR |
|--|---|----------------------|---------------------------|
| Huron Campus | The former IBM facility has been repurposed as an advanced manufacturing campus attracting millions in investment and a series of high-technology companies. | \$315,000,000 | 2002 -present |
| BAE Systems | BAE moved its headquarters into downtown Endicott in 2011 and has continued to grow since. They develop advanced and innovative technologies for future transportation, defense, and intelligence services. | \$50,000,000 | 2011 |
| Endicott Center for Advanced Technology | This technology accelerator is fostering the next generation of high-tech industries with an emphasis on commercializing Binghamton University research. The Center includes companies such as Sonostics, Solace Heat, Kazmark Design, and Ultra-Light Rail, LLC. Investments include initial start-up investment and investments in subsequent business. | \$20,000,000 | 2015 -present |
| CAMM/Flex-Tech Alliance | The nation's first prototype research and development facility in large area flexible electronics. | \$60,000,000 | 2007 - present |
| Charge CCCV (C4V) | A high-tech startup that develops energy storage battery technology. Imperium3-New York (see below) will be producing innovations developed by C4V. | \$1,000,000 | 2016 |
| TIGER Ventures | Created by the top-ranked Endicott school district, Tiger Ventures is a new ventures incubator housed within the school district. | \$3,800,000 | 2016 |
| Endicott Inn Demolition | Clearance of a dilapidated hotel at the entrance to the downtown to support the development of a new flagship hotel. | \$850,000 | 2018 |
| Southern Tier Network | Development of a fiber optic network in downtown Endicott, the Huron Campus, and surrounding neighborhoods. Another high-speed broadband provider, First Light, has a Point of Presence on the Huron Campus. | \$265,000 | 2018 |
| TOTAL PRIVATE INVESTMENTS | | \$450,915,000 | |

The Village realizes that it must support the enormous private investment occurring within its downtown, and ensure that public facilities and infrastructure are up to the standards expected by private industry. The Village has met that challenge, investing nearly \$16 million in the past three years alone.

RECENT PUBLIC INVESTMENTS

| PROJECT/ PROGRAM | DESCRIPTION | TOTAL INVESTMENT | YEAR |
|---|---|---------------------|----------------------------|
| Water System Upgrades | The municipal water system was connected to the nearby Town of Vestal, creating a redundancy and reliability in the system. | \$1,000,000 | 2016 |
| Well Improvements | Upgrades to the municipal well to further strengthen the system. | \$500,000 | 2018 |
| Smart Water Meters | An on-going project to convert all commercial and residential water meters to smart meters. | \$2,600,000 | 2016 (on-going) |
| Central Drainage Improvement Project | Mitigate urban flooding issues in the central area of the Village. | \$2,000,000 | 2019 |
| Loder Street Storm Drainage | Installation of a new primary drainage line as part of on-going community flood resiliency efforts. | \$400,000 | 2016 |
| Street Paving | Street resurfacing focusing on the downtown and areas around the Huron Campus. | \$800,000 | 2018 |
| Curbing and Sidewalks | A curb and sidewalks replacement project on North St. in the downtown. | \$200,000 | 2018 |
| LED Streetlights | Retrofitting all High Pressure Sodium lights to efficient LED lights in the Town of Union and Village of Enddicott. | \$3,200,000 | 2018 |
| Waste Water Treatment Plant Upgrades | Upgrades to the WWTP to improve treatment capacity, reduce energy consumption, and improve flood resiliency. | \$6,000,000 | 2017 |
| Visitor Center Upgrades | Exterior restoration of the historic Visitor's Center. | \$70,000 | 2018 |
| TOTAL PUBLIC INVESTMENTS | | \$16,770,000 | |

Private Sector Highlights

Huron Campus - From its beginning as the birthplace of IBM, to its rebirth as the Huron Campus, this sprawling complex, adjacent to downtown, has been, and continues to be, a hub of innovation and national success. Huron Real Estate Associates acquired the complex of buildings and land from IBM for \$65 million in 2002. In 2011, New York State and BAE Systems made a further investment in the Huron Campus, becoming its anchor tenant. Over the past five years, multiple companies have made substantial investments in plant, equipment, and leasehold improvements at the Huron Campus, exceeding \$250,000,000 in investments. Current tenants run the spectrum from disaster/data recovery, to call centers, research and advance manufacturing, including Binghamton University's Center for Advanced Microelectronics Manufacturing (CAMM), Geodis, Xerox and i3 electronics. With 150 acres and approximately 2.8 million square feet of rentable space, the Huron Campus is an economic engine on its own.

BAE Systems - BAE develops innovative products for transportation services, from high-reliability electronics for both military and commercial aircraft, including engine and flight controls, mission systems, and cabin systems, to hybrid-electric, hydrogen-fuel cell and electric propulsion systems for transit buses and marine vessels. Approximately 1,500 jobs were moved into the community and over \$40,000,000 was invested. This includes the renovation of over 500,000 square feet of space.

Endicott Center for Advanced Technology -

This exciting technology accelerator is located on Washington Avenue in the heart of downtown Endicott. With a mission to foster the development of high-tech start-ups, and a particular emphasis on commercializing Binghamton University research, the Center has already leveraged millions of dollars and created new jobs. There are three new technology businesses already located at the center:

1) Sonostics, Inc. the maker of a pace-maker for the secondary heart called the HeartPartner™, moved to the Center in November of 2016 with the assistance of the Town of Union Local Development Corporation. Since moving to Endicott, Sonostics has been featured in several international

publications such as the Washington Post, CNN and the UK's Daily Mail. Sonostics has over \$5.5 million invested from private placements and is on-track to raise another \$12.5 million to further its work. According to a federally audited economic impact report, a requirement of an EB-5 investment, Sonostics will create over 135 direct jobs.



2) Solace, Inc. has developed a technology that will greatly reduce, if not eliminate, surgically acquired infections. Solace is in the final stages of developing a medical device that will maintain core temperature of patients before, during and after surgery. Solace was started at Binghamton University and moved to Endicott in January of 2017. The company plans to manufacture the device in Endicott and will employ 130 full-time people. Solace will bring over \$5 million in private investment and will utilize a total of 16,000 square feet of light industrial and office space.



3) Kazmark Design Offers 3-D scanning, design, and drafting services extending from table-top products, to multi-story buildings, to infrastructure installations. Kazmark Designs provides an ideal training environment for young people to become familiar with digital design tools and gain the experience to enter the workforce after a relatively short intern experience. They are a "graduate" of TIGER Ventures.

Future projects with an interest in locating in the Endicott Center for Advanced Technology include:

BioElectronics, Inc. (symbol: BIEL) – This company has developed and markets a technology developed by Professor Kenneth McLeod and his graduate

assistants at Binghamton University. ActiPatch™ is an effective cure for chronic pain without the use of any pharmaceuticals. The ActiPatch™ has been selling over-the-counter in Europe for years and in the US by prescription only. In February, 2017 the FDA approved the ActiPatch™ for over-the-counter sale in the United States. The product will be manufactured right here, where it began, in Upstate New York. This advanced manufacturing project will require 12,000 square feet of manufacturing space, and 5,000 square feet of administrative space.

RCL Microwave, Inc. – A high-tech start-up company that measures specialized radio feedback for devices and provides precision broadband dielectric characterization with 20 micron thin film capability. RCL will need a total of 3,500 square feet of commercial space and will create 15-20 new high paying, sustainable jobs in the Endicott area.

Ultra Light Rail – An exciting new concept in mass transit, the ultra light rail could connect Upstate New York with New York City in less than an hour utilizing wing-in-ground technology. This system would move at a speed of 220 MPH using very little electricity and could be constructed on existing highway rights of way. The initial endeavor will be to build a simulator to illustrate this new transportation system. This would initially create 8-10 engineering jobs and would bring \$2 million in private investment to Endicott. If the project were green lighted to connect the Southern Tier to New York City, then the overall impact would create about 600 jobs and would bring almost \$500 million in private investment. Although this project is in its early development stage, it represents the exciting new industries that the Endicott area is creating and will continue to create. The Endicott Center for Advanced Technology will play a vital role in these endeavors.

Other Private Sector Highlights

CAMM/Flex-Tech Alliance – The Center for Advanced Microelectronics Manufacturing (CAMM), a partnership between Binghamton University (BU), i3 electronics, Cornell University and the Flex Tech Alliance, is the nation's first prototype research and development (R&D) facility in large area flexible electronics.

In the fall of 2015, the Center for Advanced Microelectronics Manufacturing received \$20 million in federal funding to support research being undertaken in Endicott. In 2016, New York State provided an additional \$20 million in matching funds to this facility.

As part of the Flex-Tech Alliance, Binghamton University's research staff at Endicott's Huron Campus will assist in an initiative to enhance the nation's production prowess through the manufacture of cutting-edge bendable circuitry that has uses across virtually all electronic devices. This was a \$20 million award to the university's research into flexible technology. Binghamton University's project could create up to 200 jobs over the next several years, with a ripple impact of 500 to 1,000 jobs across New York over the next seven to 10 years as companies such as BAE Systems, Lockheed Martin, and i3 electronics, among others, win contracts using the technology. The Village is expected to become a flexible technology hub, with CAMM spawning flexible technology production in the heart of Endicott.

Charge CCCV – This high-tech startup produces energy storage batteries that can be used for telecommunications systems and other industries that need storage with longer lifetimes. They were awarded \$500,000 in the first round of the 76West program. 76West is an unparalleled competition focused on growing entrepreneurs and attracting resources from the U.S. and around the world to build clean energy businesses and jobs in New York State's Southern Tier region. Clean energy companies like Charge CCCV are the future of the local economy and will continue to leverage substantial investment into the community. Charge CCCV has moved over \$100,000,000 of hard assets into the community in anticipation of opening a production facility.

Tiger Ventures – Union-Endicott School District's Tiger Ventures is a high school fully integrated with a new venture incubator. Created by the school district, it serves as a site to assist in the economic growth and sustainability of the community and as an educational partner, providing both internships for students as part of their school day and professional development for teachers and staff.

Public Sector Highlights

In recent years, the Village has focused on ensuring that high quality municipal infrastructure is available to support the advanced development that is occurring within its borders. Recently completed public projects include:

Gateway and Streetscape Improvement Projects

– The Village of Endicott recently received a commitment from the Greater Binghamton Fund of nearly \$4,000,000 to redesign the downtown pedestrian streetscape along Washington Avenue as well as the main gateways to the downtown at the intersections of McKinley Ave and I-86 Exit 67, Washington Avenue and Main Street, and Washington Avenue and North Street. The Village also has \$450,000 planned for the renovation of Ideal Alley, which is currently an access road that connects the public parking lots to the rear entrances of downtown buildings on Washington Avenue.

Water System Upgrades - A \$1 million project that connected the Village's water system to the nearby Town of Vestal, to ensure that the two communities can supply water to each other during emergencies. The Village also just completed a \$500,000 project that upgraded the municipal well to further strengthen the system.

Smart Water Meters – An on-going project to convert all commercial and residential water meters to smart meters will improve overall system performance. These new meters will be radio read "smart" meters that will greatly cut down on the manpower needed to read all meters throughout our system. As of 2017, \$900,000 has been invested into new meters, with a total cost of about \$2.6 million planned to complete this upgrade. Central Drainage Improvement Project – Mitigate urban flooding issues in the central area of the Village. This was a \$2,000,000 public project.

Street Paving and Sidewalks – The Village recently undertook a street paving project focusing on the downtown areas around the Huron Campus, North Street, McKinley Avenue, and in and around the iDistrict area. This project was a near \$1,000,000 investment by the Village in new paving, sidewalks, and curbing in the downtown area.

LED Streetlights - The Town of Union recently completed a project to replace all street lights in the Village and Town, changing them from High Pressure Sodium light to LED lights. With over 7,000 lights being replaced in this project, energy consumption will be greatly reduced.

Waste Water Treatment Plant Upgrades – \$5 million Chesapeake Bay Watershed initiative to reduce nitrogen in discharged waters. An additional phase of this project includes needed upgrades for plant certification and the capacity to manage flow rates.

Housing - The Village is also working to maintain the housing stock in the community. It successfully secured funding through New York's "zombie property" program that will enhance the Code Office's ability to track and manage vacant properties. This will be an important tool to ensure that the local housing stock is maintained.

These investments total nearly \$16,000,000 and are testament to the Village's commitment to ensure the community is well served by infrastructure that can support all of the new development that is underway, as well as the demands of future development.

FUTURE INVESTMENT POTENTIAL

The community is not waiting on DRI funding to move forward aggressively with investment into the community. Over \$100 million in public and private projects are anticipated to come online within the next three years. These are summarized in the table below, with detailed descriptions of a number of projects following. These pending investments do not include projects proposed for investment under the DRI, which, if awarded, would stimulate millions more of economic activity in the downtown.

PENDING AND ONGOING INVESTMENTS

| PROJECT/ PROGRAM | DESCRIPTION | TOTAL INVESTMENT | YEAR |
|--|---|---------------------|-------------|
| 1435-39 Main St Development | Development of a vacant site for office, commercial, retail, and manufacturing space. | \$1,540,000 | 2019 |
| Broad Street School Redevelopment | Renovation of a vacant historic school into a state of the art office complex. | \$2,125,000 | 2019 |
| Washington Avenue Streetscape | The streetscape project will make Washington Avenue a safe and attractive destination for all visitors, residents, and commercial activities with new trees, decorative pavement, lighting, and other enhancements. | \$2,200,000 | 2020 |
| Downtown Gateway Development | The downtown's three primary gateways, (McKinley/186, Washington Avenue Gateway South, and Washington Avenue North), are being redeveloped and reimagined to create an appropriate entrance into the downtown area. | \$3,320,000 | 2020 |
| Ideal Alley Streetscape | This primary connection between downtown parking and Washington Avenue is being redesigned to create better connections between the two public spaces and provide a welcoming atmosphere. | \$762,000 | 2020 |
| Washington Avenue Hotel | Development of a new downtown hotel on the site of the former Endicott Inn. | \$6,500,000 | 2019 |
| 121-125 Washington Avenue | New in-fill construction of a mixed use downtown building. | \$2,000,000 | 2021 |
| North Brewery Expansion | Expansion of production facilities for this award-winning downtown brewery. | \$300,000 | 2020 |
| Housing Visions Endicott Square | Redevelopment of the long vacant school into 71 new housing units by Housing Visions. | \$23,000,000 | 2020 |

PENDING AND ONGOING INVESTMENTS (cont)

| PROJECT/ PROGRAM | MENT | YEAR | |
|---------------------------------------|---|----------------------|----------------------------|
| Imperium3 New York | A new advanced manufacturing facility to produce energy storage batteries. An initial \$8M investment in equipment has already occurred with the full \$50,000,000 project projected to be implemented within the next 12 to 24 months. | \$50,000,000 | 2018 (on-going) |
| SMCC-Metallica | Construction of a new facility to recycle lithium-ion batteries. The project will create 86 well-paid, advanced manufacturing jobs. | \$23,300,000 | 2020 |
| Endicott Forging Redevelopment | Initial Phase 1 cleanup of the former industrial site. A larger \$10M investment in building demolition and additional cleanup will create a shovel ready site. | \$850,000 | 2020 |
| EPAC Marquee | The Endicott Performing Arts Center is replacing its dated marquee with a modern marquee befitting of a downtown anchor institution. | \$150,000 | 2020 |
| Chugnut Trail | A multi-jurisdictional extension and improvement to this Susquehanna River waterfront trail, connecting to a number of communities, parks, and other trails. | \$685,000 | 2020 |
| Satco's Improvements | A complete renovation and restoration of the Satco's retail store in downtown Endicott. | \$70,000 | 2020 |
| iDistrict Murals | As part of a regional community art program, 10 murals will be installed in and around downtown Endicott | \$1,000,000 | 2021 |
| TOTAL PENDING INVESTMENTS | | \$117,802,000 | |

1435-39 Main Street Development – The vacant property at the southern entrance to the downtown was recently acquired by a private developer. The property was recently cleared this spring and construction is slated for four new commercial buildings for the company's new corporate headquarters, a glass company, and additional new commercial space that can be built-to-suit. It is anticipated that this will be \$1,540,000 new construction project.

Broad Street School Redevelopment – The former Elementary School at 1401 Broad Street in the downtown is slated for redevelopment following years of vacancy. Once scheduled for demolition, its restoration is now symbolic of Endicott's optimism for the future. The Broad Street School includes over 20,000SF of usable space. It will be renovated to provide numerous flexible, high quality commercial spaces ranging in size to accommodate a variety of uses. The concept of the building project is to provide new businesses a level of support through shared services and space to grow. In addition to high quality professional spaces (in an expansive building with ample parking) the building will feature a centralized reception center, and shared spaces such as break rooms, conference rooms, and restrooms. The Village collaborated with the project developer to obtain almost \$500,000 of Restore NY funding and the developer was recently awarded \$291,000 from the Greater Binghamton Fund to complete the redevelopment project.

Washington Avenue Hotel - The influx of new businesses into the community has created a demand for higher quality overnight accommodations within walking distance of the Huron Campus and downtown. The Village has partnered with a developer to facilitate construction of a new flagship hotel on the site of the former Endicott Inn. The developer has acquired the property, and with assistance from the Restore NY program, completely demolished the former blighted Endicott Inn at the entrance to the Washington Avenue downtown. The Restore NY demolition project was sponsored by the Village and has resulted in the creation of a shovel ready site in the heart of downtown. New construction of an \$8,000,000 state-of-the-art downtown hotel will be partially supported by a \$1,600,000 grant from the Greater Binghamton Fund. This new hotel is greatly

needed to support the growth of hi-tech businesses and the advanced manufacturing industry that has recently emerged in and near the downtown.

Infill Development at 121-125 Washington Ave – An infill development project has been proposed on a vacant Village owned site located in the heart of downtown on Washington Avenue. The project will include the new construction of a mixed-use building with commercial space on the first floor and six market rate apartments above. The project will be partially supported with a commitment of \$540,000 from the Greater Binghamton Fund and the Village is preparing to release an RFP for private developers to carry out the infill development project.

Housing Visions Endicott Square - Housing Visions was recently awarded \$3,000,000 from the Greater Binghamton Fund and \$4,300,000 from the Housing Trust Fund Corporation to complete an adaptive reuse project at the former Henry B. Endicott School that will result in the creation of 71 housing units adjacent to downtown. This is a \$23,000,000 housing development project.

Endicott Forging Site Cleanup – With an \$800,000 state investment, the old Endicott Forging Site is undergoing an initial cleanup that is the first phase of a \$10 million investment to environmentally mitigate the site, raze a series of vacant IMB buildings, and prepare the site for new development. The Huron Campus currently has a potential new tenant for the soon-to-be shovel ready site.

RELATIONSHIP TO THE REGIONAL VISION

Endicott's iDistrict is a direct extension of the Southern Tier Region's vision for the future. According to the Region's URI Plan, one of its four initiatives is the creation of three distinct Innovation Districts (iDistricts) in the "Triple Cities" of Binghamton, Johnson City and Endicott. Innovation districts are more than just a trend – they are dynamic and impactful corridors where ideas, research, and industry feed off one another. The outcome of this initiative will be a distinctive focal point for new business and community development. Innovation districts encourage high-density development of industry, retail, and recreational spaces.

The Endicott Advanced Manufacturing iDistrict includes the Huron Campus and the CAMM, among many other high-tech companies of the future. This campus will be the center of activity for advanced manufacturing and will rejuvenate an area rich with heritage and walkable neighborhoods. The downtown and surrounding neighborhoods are all included within the boundaries of the iDistrict.

Endicott's plan for its downtown is directly related to the development of the iDistrict, and will be the iDistrict's supporting center for retail, culture, entertainment, and living.

GROWTH POTENTIAL AND DEVELOPMENT OPPORTUNITIES

Developable Space – Downtown Endicott is ripe for development and possesses great growth potential. There are 20 vacant storefront spaces on the Avenue to support new downtown businesses. Upper floors in the downtown are home to over 100 living units, but an estimated 100,000 square feet of vacant space is unused. This space can be leveraged to provide dozens of new housing units to support the new jobs the community is creating.

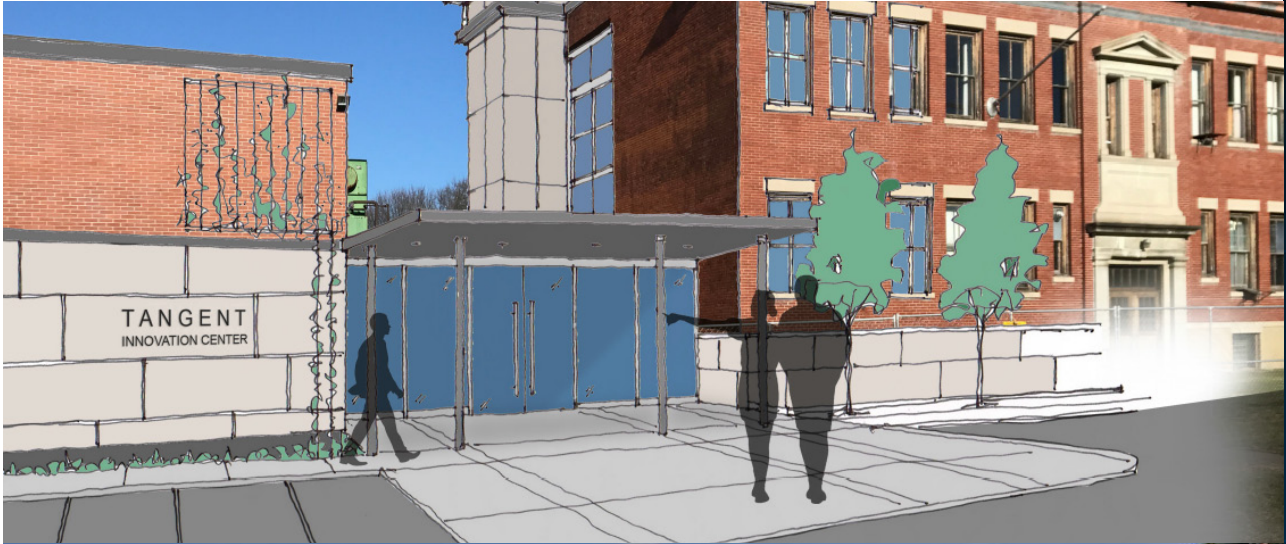
In addition to developable space in existing buildings, the downtown also has ample space to accommodate new infill construction. This includes sites where buildings have been lost and open lots, in addition to existing Village parking lots that are available to develop into more productive uses.

Local Support – The Village of Endicott supports the development and growth of the downtown. The local government works closely with the Downtown Endicott Business Association (DEBA) and Endicott Proud to build and promote the downtown economy. This includes undertaking downtown maintenance, support for downtown events, and coordination of marketing activities. It also partners closely with private and non-profit economic development entities, such as the Endicott Center for Advanced Technology, the Huron Campus, and the Town of Union Local Development Corporation, to address economic development issues.

In addition to municipal infrastructure, the downtown also benefits from the presence of high-speed broadband via cable and fiber optic networks, as well as reliable electrical service that is sufficient to meet the high demands of the advanced manufacturing businesses it serves.

In summary, Endicott, in partnership with the region, has worked hard to attract new development and create a 21st Century economy. This work is paying off with significant new investment and new jobs. Together with DRI funding, this investment will catalyze the creation of a 21st century downtown required to meet the needs of the new advanced manufacturing jobs being attracted to the community. Endicott has the physical and social infrastructure to support this effort, and given the opportunity, will create a vibrant and exciting downtown that will be the center of the iDistrict.

Opportunity Zones – Downtown Endicott is a designated federal Opportunity Zone. Opportunity Zones are a new community investment tool established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide. Opportunity Zones provide a tax incentives for investors to re-invest their unrealized capital gains into dedicated Opportunity Funds. The presence of the Opportunity Zone in downtown Endicott will further incentivize developers wishing to undertake building redevelopment projects.





3) 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.

3: Job Growth

Recent or Impending Job Growth

There is significant recent and impending job growth within, or in close proximity to the downtown, that will attract professionals to an active life in the village, support redevelopment, and ensure that growth is sustainable for the long-term.

- ✓ **The Huron Campus, currently encompassing over 27 businesses and 4,000 jobs, offers major job-creating projects and initiatives for families in Endicott and throughout the region;**
- ✓ **The Endicott Center for Advanced Technology is an anticipated direct source of over 600 new jobs;**
- ✓ **The anchor institutions at the Huron Campus, the Union-Endicott School District, and new businesses at the Endicott Center for Advanced Technology have immediate access to the Washington Avenue downtown;**
- ✓ **The Huron Campus and Union Endicott School District offer a wide variety of employment opportunities at varied income levels from executive management to support staff and clerical positions.**

The Southern Tier Upstate Revitalization Initiative (URI), which is now being realized through the Greater Binghamton Fund, has tagged Endicott as the Advanced Manufacturing iDistrict of the Southern Tier Region. The URI plan and Greater Binghamton Fund have a focus on the advanced manufacturing sector that is resulting in the Southern Tier being recognized as “a destination for manufacturing business development, distinguished by its concentration of multi-national anchor companies, advanced infrastructure to support innovation and technology, rich education and research resources, specialized skilled workforce, and vibrant communities.” The Village of Endicott is already home to many of the revolutionary companies and hi-tech startups that are the foundation of this reality. Stated simply: Jobs bring people and families to Endicott and families are the foundation of our community. Today Endicott has a growing number of businesses working in conjunction with local government to improve the community through job creation. By enhancing the livability and allure of downtown

Endicott, the Village is supporting the growth of the current advanced technology businesses that directly enhance the advanced manufacturing eco system of the region. No doubt, the seeds have been planted to generate a wealth-producing sector, not only of Broome County, but also of the entire Southern Tier Region.

“Endicott’s downtown has assumed its role as an Advanced Manufacturing Innovation District as called for in the Southern Tier’s URI. And with its forward-looking attitude, Endicott will be attractive to young talent in the growing number of technology jobs”
– Joe Moody, Director, Town of Union Economic Development Department

The Washington Avenue corridor has seen significant high-tech job growth in the last 10 years. Since 2011, BAE alone has brought nearly 1,500 high-tech jobs into the downtown. With Endicott being designated the Center of Advanced Manufacturing in the Southern Tier, we expect job growth to continue. Because jobs bring families into our community, we expect that other industries, specifically in the downtown, will also see similar growth.

The Washington Avenue downtown is perfectly located; situated and bounded between two unique high employment density campuses. On the south end of Washington Avenue, the Union-Endicott School District is grooming 1,200 ninth thru twelfth grade students, who, every day, are on and off campus frequenting Washington Avenue businesses. These are the young people who will be working with, or are launching their own ventures, in the new U-E Tiger Ventures incubator that is planning a new downtown campus. In addition, the U-E school district employs over 800 educators, district administrators, and support staff (about 50 new employees are hired each year) who also frequently enjoy the amenities of downtown.

UNION-ENDICOTT CENTRAL SCHOOL DISTRICT
TIGER VENTURES



On the north end of our downtown is the Huron Campus with nearly 4,000 business executives, engineers, higher education personnel, clerical support, tech support, call center representatives, and a number of various other professionals situated at one of the many companies located either on or adjacent to Washington Avenue. There are also a number of diverse firms, both start-ups and existing, that are currently looking at moving to the Huron Campus or directly onto Washington Avenue.

BAE SYSTEMS



Also located at the Huron Campus, the Center for Advanced Microelectronics Manufacturing (CAMM) has made significant investments in the flexible technology industry. This initiative, lead by Binghamton University research staff, is anticipated to create up to 200 jobs in the next 5 years, with a ripple impact of 500 to 1,000 jobs across New York over the next 7 to 10 years. Other recent job creating initiatives worthy of mentioning, include the creation of Conduent, a new technology firm established in Endicott in 2017 which created 170 new jobs, the ongoing expansion of Vision's Federal Credit Union, and Gault Toyota's new Endicott facility which doubles as an automotive job training center for local BOCES students.

As impressive as the existing employment numbers are in the Downtown, there is even greater excitement brewing over the new startups that have targeted the Washington Avenue corridor. Much of this excitement was generated when the Endicott Center for Advanced Technology located its administrative offices at 204 Washington Avenue. As of January 2017, two new technology businesses have settled into the new Technology Center: Sonostics, Inc. and Solace Heating.

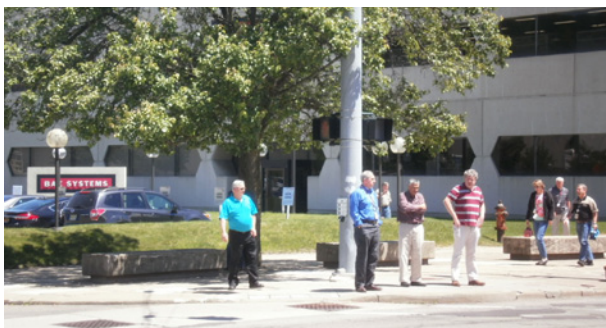
Sonostics, Inc. As mentioned previously, Sonostics, Inc. is the developer of the HeartPartner™, a pacemaker for the secondary heart. Sonostics has over \$5.5 million invested from private placements and is on target to raise an additional \$12.5 million over the next year. According to a federally audited economic impact report, Sonostics will create over 135 direct jobs.



Solace Heating. A pioneer in the med-tech industry, Solace is developing a medical device that will maintain core temperature of patients before, during and after surgery, to eliminate the risk of surgically acquired infections. Solace was started at Binghamton University and moved to Washington Avenue in January of 2017. Solace plans to manufacture the device in Endicott and will employ 130 full-time people in Upstate New York.




There are also future projects or hi-tech businesses with an interest in locating at the Endicott Center for Advanced Technology: RCL Microwave, Inc., BioElectronics, Inc. (symbol: BIEL), and Ultra-Light Rail Transportation. The Endicott Center for Advanced Technology anticipates bringing these companies into Endicott within the next several months and has indicated that it will directly generate over 400 advanced manufacturing, sales, marketing, and other jobs in the area, as well as 300 indirect jobs.



The Washington Avenue area also has remarkable job diversity. For example, BAE Systems employs nearly 1,500 people in the heart of downtown. Of that, two-thirds are well compensated, salaried employees, and nearly 600 are engineering positions. The Huron Campus also offers vast employment in entry-level support positions and a variety of call center jobs. As mentioned above, anchoring the southern end of the Washington Avenue corridor, the Union Endicott Central School District supports over 800 personnel, over half of whom are salaried employees, specifically, teachers and administrators. The remaining half represent entry level positions enjoying full benefits. This means that our community can offer gainful employment for people and families from all walks of life.

It is no secret that Endicott is creating a thriving home for hi-tech industry and employment, and if there were ever a downtown that was perfectly situated and accessible to high impact centers of business and employment, it is our Washington Avenue downtown. The Avenue is the clearest path to the Huron Campus, making it the gateway to a number of businesses and thousands of employees who are daily patrons of downtown. It is commonplace to witness employees from the Huron Campus and Union- Endicott School District effortlessly exploring and enjoying the offerings of the Avenue.

When considering the potential for new job growth, mobility between jobs, and the diversity in the local job market, we must also consider the retention of existing jobs that a \$10,000,000 investment from the state would facilitate. Highly skilled, young employees and their families want to live and recreate in close proximity to where they work. A DRI investment is more than just an investment in our downtown or infrastructure; **it's an investment in the families that have paved the way for advancement in our community, and we see a bright future on the horizon!**



4) 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.

4: Attractiveness of the Downtown

Attractiveness of Physical Environment

The Village of Endicott is a community that has a wealth of culture and pride. From the eclectic mix of ethnic restaurants, to the variety of housing, entertainment venues, educational resources, and events, our downtown is a hub of energy and opportunity.

- ✓ We offer a wide variety of single-family housing, senior housing, and affordable housing;
- ✓ The Union-Endicott School District is regularly recognized among the top public schools in the Country;
- ✓ Washington Avenue stretches nearly one-half mile with over 90 storefronts. These storefronts include a variety of ethnic food restaurants, a renowned brewery, furniture stores, and the Endicott Performing Arts Center;
- ✓ There is a full-service grocery store and health food store within the downtown area, as well as a seasonal farmer's market for all to enjoy;
- ✓ Linkages within our downtown and to neighboring downtowns are made possible by a comprehensive pedestrian network;
- ✓ The Village has numerous recreational amenities within walking distance to downtown;
- ✓ Healthcare facilities and doctors' offices are located right within downtown;
- ✓ The Village of Endicott holds a wide variety of cultural, academic, and entertainment amenities and events throughout the year. Performing arts, parades and festivals, as well as sporting events all occur within downtown or within walking distance;
- ✓ Endicott is fully connected by a fiber optic network which keeps us connected and up to date on the fastest and most reliable technology.

Housing Affordability and Type - The Village offers a wide variety of single-family housing, senior housing, and affordable housing. As for our downtown, Washington Avenue has a long history of supporting mixed-use development. Many of the retail stores along the Avenue currently have apartments or lofts on the second and third floors. A large demand for new, quality rental housing remains, and the Village has plans for several

multi-story housing units that will attract young professionals and families. All buildings that are currently underutilized will be reviewed for the possibility of repurposing for quality affordable housing for all ages, income, and mobility. Housing Visions was also recently awarded \$3,000,000 from the Greater Binghamton Fund to complete an adaptive reuse project at the former Henry B. Endicott School that will result in the creation of 71 housing units adjacent to downtown.

Commercial, Retail, Restaurants - The Village of Endicott is fortunate to have several areas of commerce. Washington Avenue is the center of most of the Village's family attractions for food, entertainment, and retail. The Avenue, which stretches nearly a half-mile from North Street to Main Street, has over 90 storefronts. These storefronts include over a dozen various types of restaurants, sports bars, breweries, antique stores, furniture stores, the Endicott Performing Arts Center, a book store, and the convenience of the post office, and various professional offices. Some of the amenities within a block or two of Washington Avenue include a full-service grocery store, a cinema, the George F. Johnson Public Library, as well as public offices, and the Union-Endicott Central School. Simply, there is something for people and families of all ages to enjoy in our downtown.

Union-Endicott School District – A priority attraction for young families, the Union-Endicott School District is regularly recognized among the top public schools in the Country. As such, there is a tremendous sense of pride surrounding our schools. When deciding where to live, home buyers almost always look first to the quality of a school district. This makes the U-E school district a paramount advantage to the Village of Endicott when it comes to attracting young professionals and families to the region. Specifically, Tiger Ventures is a high school fully integrated with a new venture incubator. It was created by the school district to encourage students to explore new business opportunities and provide internships for students as part of the school curriculum. This is an opportunity that few school districts can offer internally to students.

Access to Healthy Food - There is a full-service Price Chopper grocery store immediately adjacent to the DRI target area and within walking distance of downtown. In addition, the Village is home to Down To Earth Whole Foods, a family owned and operated grocery store that has been open since 1976. The store provides a variety of fresh foods and produce that can be tailored to specific food sensitivities and allergies, including a deli and grill where food can be eaten or ordered to go. The store also provides delivery of fresh food and groceries for customers who live within 25 miles of the store. This service is particularly helpful for elderly customers, families with children, and young professionals who may not have the time to stop at the store during a busy work day. In addition to the food market, the Village of Endicott also has a seasonal Farmer's Market. The Farmer's Market is held every Thursday from June – October at the Endicott Visitor's Center, and includes local farms with fresh produce and products, food vendors, and music.



Multi-modal Transportation, Walkability, and Bikeability - Endicott, Johnson City, and the City of Binghamton are so closely intertwined, that they are historically known as the "Triple Cities." This linkage to nearby municipalities provides the opportunity for a unique connection in both business and pleasure. The Village of Endicott has a comprehensive sidewalk network that is well maintained and complete. The main streets in the Village are wide and provide ample room for bicycling, jogging, and walking. Endicott is served by the BC Transit system, which connects people from Endicott to the City of Binghamton, Johnson City, Endwell, and Vestal. BC Transit is handicap accessible, and their busses have bike racks to accommodate a multimodal transportation network. In addition, the Village was recently awarded over \$3,700,000 from the Greater Binghamton Fund to completely reinvent the pedestrian streetscape along Washington Ave and reconstruct the major gateways to the downtown.



Abundant and Accessible Recreational Opportunities

- The Village has a multitude of recreational amenities for citizens to use. Most are accessible, and all are within walking distance of the Downtown. Some of these amenities include the facilities at the Union-Endicott High School, and the George W. Johnson Park, as well as Mercereau Park and Roundtop Park, which are further from the Downtown, but are within the Village. The Chugnut Riverwalk is a paved path along the Susquehanna River starting under the McKinley Ave Bridge, running along the floodwall west for 0.7 miles before rising to the levee at Bridge Street. ²The Chugnut Trail connects 6 public parks and the village recently received \$75,000 for trail improvements.



Access to Health Care Facilities – A priority for families young and old - the Village has quality health care available through UHS at the south end of Washington Avenue, and Lourdes facility is located on Main Street. Both facilities have walk-in clinics. The Village also has a CVS on North Street, which offers health clinical services and medical screenings. The Downtown also has a dentist, eye doctor, fitness center with personal trainers, and a therapeutic massage clinic all located in the downtown area.

“My family has been an integral part of this community for years. We appreciate the rich sense of tradition, the cultural neighborhoods and the ethnic events that make this a special place to live.” – Carl Northup, IBM Retiree

Academic, Cultural, and Entertainment Amenities and Events - The Village of Endicott has always been a place where people of all cultures and ethnicities can unite and work as a cohesive unit to make a better community for friends and families. From the days of Endicott-Johnson, and the influx of immigrants, to the young professionals and families that flock to the technology corridor of today, the Village of Endicott has something for everyone. Many cultural events occur just a short trip from the Downtown in George W. Johnson Park. Some events take place along the streets and parks that surround Endicott’s Little Italy neighborhood and Washington Avenue is also a gathering space for festivals and events that crowd the streets with families and people of all ages. A sampling of these events are detailed below:

Performing Arts

• **The Avenue Summer Concert Series** – Since 2010, the annual Avenue Summer Concert Series has provided a trio of free concerts throughout the summer. Washington Avenue is closed off to traffic, and the events include food and craft vendors, car shows, youth activities, and musical performances.



• **Endicott Performing Arts Center (EPAC)** – The Theater owns and operates the historic Robert Eckert theater (Formerly the Lyric Theater) located in the center of the Washington Avenue Business District. EPAC is a cultural and economic anchor of downtown Endicott, as it brings quality performing arts to the center of the community with entertainment for people of all ages.

Parades and Festivals

• **Gusto Festival – Gusto** is a yearly summer festival celebrating the Village of Endicott’s Italian-American heritage. It includes food, music, and family and friends celebrating in the streets of Endicott’s Little Italy Neighborhood.



“Working with the people of Endicott and preserving Italian Heritage that is so prominent in this community has always been a passion of mine. Choosing to stay where I grew up was the best decision I could have made. I look forward to the next evolution taking place in Endicott and wouldn’t dream of being anywhere else.” – Michael Romeo, President, Little Italy Endicott

- **Apple Fest** – This festival, held on Washington Avenue, is the Village of Endicott’s annual celebration of the fall season. It involves homemade crafts, food vendors, and most importantly, everything apple!



- **St. Anthony’s Italian Feast Days** – St. Anthony’s Church is a mainstay of the community and has long been a cultural focus of the Village of Endicott. Each summer, they celebrate their namesake with three days of food, music, games and a Sunday Mass.



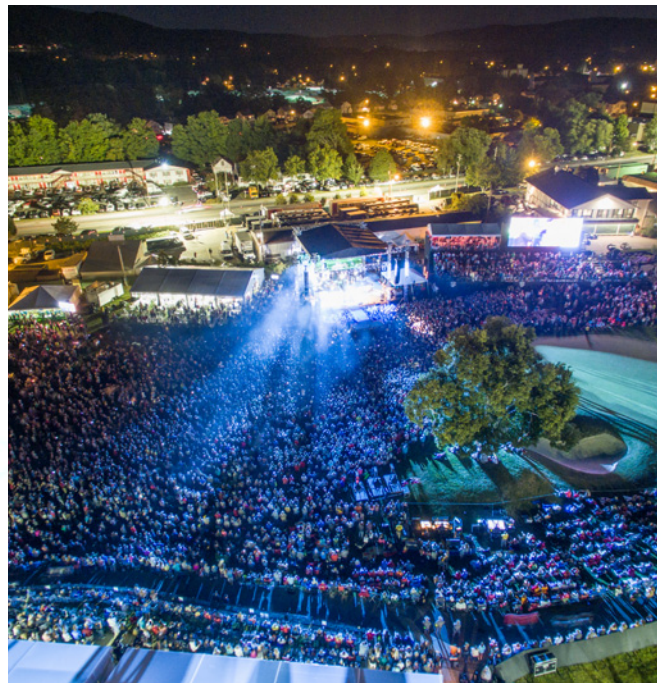
- **St. Joseph’s Bazaar** – Each year, St. Joseph’s Church in Endicott celebrates the start of summer with entertainment, games, food, and music. This family friendly celebration is very popular, and people from all over are drawn to the Village to celebrate.

- **Christmas Parade** – The Village’s traditional Christmas celebration includes a parade, fireworks, tree lighting, visit with Santa, and a Christmas tree display.



Sporting Events


- **Dick’s Sporting Goods Open Golf Tournament** – The tournament is an award-winning pro tournament on the Champions Tour. It is held each August at the En-Joie Golf Course in the Village of Endicott. This event draws thousands of spectators to the Village each year, and often includes performances by national touring musicians.



In addition to the cultural and entertainment amenities in the Village of Endicott, the downtown also benefits from the sporting events at the Union-Endicott Central Schools, as well as the vast array of higher education opportunities that are literally a bus ride away. The Village is host to the Phantom Chef cooking school in Downtown, and nearby Binghamton has everything from SUNY Broome, to the expansive campus of Binghamton University.

Broadband accessibility – The Village has made broadband accessible to Village residents by way of fiber optic cable. Broadband is one of the many ways that the residents and families of Endicott stay connected and up to date with the fastest and most reliable technology.

Community design that caters to all ages – Endicott was originally designed and has developed as a community where we can work, live, and be entertained without having to leave. Everything that a person would need is within walking distance of downtown. These amenities and events are available for all ages, income levels, and abilities. In order to keep pace with changing demographics and continue to attract people to downtown, the Village is in the process of creating two senior housing projects and new young professional housing. These developments in the Washington Avenue Corridor make our downtown a livable, walkable, mixed-use center of commerce where our families are excited to live!



5) 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 that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

5: Policies to Enhance Quality of Life

The Village of Endicott embraces policies that are fair and cohesive, ensuring that all citizens are included and accommodated. The Village is confident in its movement forward, and encourages principles that will allow them to do so in a safe, sustainable way.

- ✓ **Endicott, in conjunction with the Village of Johnson City, and the Town of Union created a Comprehensive Plan, a unified Zoning Ordinance, as well as a Community Plan for Recovery and Resilience.**
- ✓ **The Downtown Endicott Business Association is a non-profit business association that seeks to hear, understand, and address the concerns of the Downtown Endicott community.**
- ✓ **All of the Village's plans that include transportation elements include and encourage the concepts of Complete Streets.**
- ✓ **The Village of Endicott has a long history of ethnic diversity, and encourages the Village to remain non-discriminatory in all areas of government.**
- ✓ **The Smart Cities Innovation Initiative is one that the Village of Endicott is working diligently toward, and many of the items that are involved in the initiative are in practice today, or in the process of being implemented.**
- ✓ **Endicott is a community for all ages, and reflects that in its policies, services, and support, and would be an ideal candidate for an Age Friendly Community Certification.**

Planning and Implementation Documents and Policies

Comprehensive Plan – In 2010, the Village of Endicott, in conjunction with the Village of Johnson City, and the Town of Union created a Unified Comprehensive Plan. This long-range plan was drafted to provide an in-depth inventory and analysis of the Village's existing conditions, and provide a large-scale image, attainable goals, as well as recommendations for future actions. The Comprehensive Plan is a wide-ranging document, covering topics such as housing, community development, land use and zoning, as well as economics and community services.

REDC Strategic Economic Development Plan –

Each year, the Southern Tier Regional Economic Development Council pulls together projects within the region and determines the major projects for the region. The Council has adopted four new initiatives to drive the 5-year plan to build an advanced economy. Endicott is specifically noted and recognized as a major gateway, with strengths in advanced manufacturing, healthcare, culture, and high-technology development. This plan, and the Upstate Revitalization Initiative Planning Process is where the creation of the Innovation District was outlined, pulling together the resources of the region to create a cohesive innovation corridor.



Endicott I-District Revitalization Plan – This plan was drafted by the Village as a means to create clusters of innovative people and companies, focus and leverage investments to spur job creation and community transformation, build diverse and attractive housing options, and provide vibrant public spaces. Goals of this plan included: Defining potential end uses for infill sites and catalyst redevelopment sites, Prepare a conceptual plan for the Endicott Forging site, Identify strategies for housing and mixed-use development, improve streetscape and parking, Establish and implement design standards for commercial façade improvements, and create an environment to live, work, play, that attracts and retains young professionals.

Community Plan for Recovery & Resilience –

This plan, completed in 2015 is a long-term community recovery plan for the Town of Union, including the Villages of Endicott and Johnson City. The purpose of this plan was to provide an in-depth analysis of the impacts of the September 2011 flood event on the Town's housing and commercial industrial inventory and markets. The plan also identifies potential adaptive re-uses of properties and investigates potential funding sources for catalytic redevelopment activities. Specific to Endicott, the plan specifies redevelopment strategies for the K-mart Plaza within the Downtown.

Fair Housing – The Village of Endicott, through the Town of Union's Fair Housing law is committed to the provision of equal access and equal housing opportunities for its residents. Discrimination in the sale, rental or financing of dwellings on the basis of race, color, religion, sex, national origin, handicap or familial status is specifically prohibited by the Federal Fair Housing Law of Title VIII of the 1968 Civil Rights Act and the Fair Housing Amendments Act of 1988. While the federal law protects us from discrimination in housing, the Village recognizes that this is only the first step toward Fair Housing and that action to affirmatively further this right is also necessary.

Tax Incentives – The Village understands that, despite the need to generate property taxes, it must also provide incentives to businesses with the knowledge that short term incentives yield results in the long term. The Village actively participates with the Town in researching tax incentives that would benefit homeowners, building owners, and business owners.

Zoning Code and Development Standards

The Zoning Code for the Village of Endicott is a collaborative work between the Village of Endicott, Village of Johnson City, and the Town of Union. It is known as the "Consolidated Zoning Ordinance of the Town of Union, Village of Johnson City, and Village of Endicott, New York." The code was adopted in January of 2012 and includes development standards that promote sustainable development, smart growth principles, mixed use development, compact, pedestrian oriented development, preservation of traditional historical character, and walkability.

Downtown Management Structure

The Downtown Endicott Business Association is a non-profit business association founded in 2008. The DEBA has been working since this time on their mission of seeking to hear, understand, and address the concerns of the Downtown Endicott community and to be the lead voice for addressing those concerns in a collective manner by encouraging the creation of public and private partnerships. Their mission statement has the following goals:

- **Work in cooperation with the village, town, and other government agencies to provide improved safety measures such as additional lighting and increased police presence.**
- **Work with the local code enforcement officials to compel absentee landlords to care for their properties and enhance the downtown area by promoting façade improvements.**
- **Work with the village on new and existing plans to enhance the aesthetic appeal as well as safe accessibility of the downtown area.**
- **Undertake initiatives to promote additional business investment, economic development, arts, culture, events and entertainment to create an enhanced quality of living and working conditions in the area.**



Complete Streets Principles

All of the Village's plans that include transportation elements include and encourage the concept of Complete Streets. The Village as a whole has a robust sidewalk system and wide boulevards. It makes logical sense to engage bicyclists, joggers, and walkers in a way that will allow them to move



Presence of Non-Discrimination Laws

The Village of Endicott has a long history of ethnic diversity, and encourages all areas of the Village government to remain non-discriminatory. The Village is an equal opportunity employer, and states that discrimination on the basis of race, color, sex, religion, age, marital status, disability or veteran status will not be tolerated. This policy applies to all terms and conditions of employment. The Village follows the Americans with Disabilities Act as well as the Fair Housing Act. Endicott also adheres by Section 504 of the Rehabilitation Act of 1973, prohibiting discrimination on the basis of disability in programs and activities conducted by the U.S. Department of Housing and Urban Development (HUD) or that receive financial assistance from HUD. In addition, the Village also follows Section 3 of the HUD Act of 1968, which requires that recipients of certain HUD financial assistance, to the greatest extent feasible, provide job training, employment,


and contracting opportunities for low-or very-low income residents in connection with projects in their neighborhoods.

Smart Cities Innovation

The Smart Cities Innovation initiative is one that the Village of Endicott is working diligently toward, and many of the items that are involved in this initiative are either in practice today, or in the process of being implemented. The idea of a 'Smart City', or Village, as it were, is to integrate information and communication technology such as telephone and wireless networks with what is referred to as the 'Internet of Things', which is described as the inter-networking of devices, vehicles, buildings, and anything else that is outfitted with electronics, software, and network connectivity. This is done to allow the sharing of data, and the integration of these items to improve the efficiency of services in the village. Endicott has the availability of fiber optics, as well as a desire for brighter and more energy efficient lighting, energy efficient buildings, reduction in inefficient parking systems, and providing the people of Endicott the connections that they need to make everyday life more efficient. These items are simply the building blocks toward continuing to shape the Village of Endicott as one of the most efficient Municipalities in the Southern Tier.

Eligibility for Age Friendly Community Certification

The Village of Endicott has a median age of 38 years old, and while this is indicative of an aging population, the Village of Endicott has every intention on keeping their population engaged, involved, and active. The Village prides itself in its accessibility, as well as its continuous cycle of improvements that serves the community regardless of age or limitations. The Village encourages people of all ages to participate as stakeholders, board members, and prides itself in that inclusion. The Downtown allows for easy entry to most buildings, and encourages investment of elevators, ramps, and accessible amenities to all buildings in the Downtown. The Village is a community for all ages, and reflects that in its policies, services, and support, and would be an ideal candidate for an Age Friendly Community Certification.



6) 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. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

6: Public Support for the Local Vision

To develop this DRI application, the Village conducted an open community engagement process that has resulted in a unified vision for downtown.

- ✓ **The development of this DRI application was guided by a steering committee of local stakeholders, led by the Mayor, which included local leadership, the business community, local educators, and residents;**
- ✓ **Endicott Proud and the Downtown Endicott Business Association, the central volunteer organizations promoting the downtown, have been major contributors to developing and molding the Village's DRI applications over the past four years;**
- ✓ **The Village conducted direct outreach within the community to encourage input and engage businesses and developers during the DRI process. A public work session was also held to generate support for the application.**

The Washington Avenue Downtown Corridor is the soul of the community. Its successes will be due largely to the commitment of local leaders to foster improvement, support from the growing industries and anchor institutions in the downtown, and guidance from volunteer organizations such as Endicott Proud and the Downtown Endicott Business Association.

Awarding the Village of Endicott with funding from the Downtown Revitalization Initiative would be a wise choice. As the President/CEO of Visions Federal Credit Union, I'm personally advocating on behalf of the more than 14,000 of our members who call this community home. The hard-working families living here show their passion for Endicott every day."

*– Ty Muse, President and CEO,
Visions Federal Credit Union*

Now well into its fifth year, Endicott Proud is a community collaboration of government representatives, the business community, local educators, non-profits, and the general community, with a uniform goal of improving and promoting the Village of Endicott. Similarly, the Downtown Endicott Business Association (DEBA) operates on the vision that creation, promotion, and revitalization of an energetic downtown business district will encourage business growth, investment, and economic development.

As the chief organizations representing the citizens of Endicott and the Downtown, it is important to recognize that both Endicott Proud and DEBA believe that Endicott represents the largest potential for job growth and advancement in the Southern Tier Region. This profound vision has been a guiding light for the development of this year's Downtown Revitalization Initiative application.

The Village has conducted an open community engagement process that has resulted in unified support of the vision for downtown. The development of this vision was guided by a steering committee of stakeholders including local leadership, representatives from the higher education community, Endicott Proud, the Downtown Endicott Business Association, local developers, members from the local entertainment community, other local non-profits, and perhaps most important, the families and residents of the Village. This application has been continuously developed and molded by public and private sector partners over the past four years. To prepare this nomination, the Village and the steering committee conducted thorough in-person outreach within the downtown business community and village-wide and also held public workshops to gain public support and enthusiasm. The cooperative relationship of all individuals and organizations has led to the development of a Strategic Investment Plan that will maximize the impact of State funding, leverage significant private investment, and create hundreds, if not thousands, of new jobs. The projects recognized in this DRI application are real and are a direct result of that collaborative process.

The Mayor and the Village Manager will be responsible for overseeing the continued development of the Strategic Investment Plan, with support from two partners, the Downtown Endicott Business Association and Endicott Proud. In anticipation of moving forward quickly upon nomination, Mayor Bertoni has established the following initial Steering Committee for development of Endicott's Downtown Investment Strategy:

John Bertoni, Mayor, Village of Endicott

Anthony Bates, Village Manager, Village of Endicott

Joseph Moody, Director of Economic Development, Town of Union

Christopher Pelto, President, Huron Real Estate Association

Gary Battestin, Endicott Site Executive, BAE Systems

Pamela Riddleberger, Director of Curriculum, Union-Endicott School District

Larry Coppola, Trustee, Village of Endicott

Suzanne McLeod, Superintendent of Schools, U-E Central School District


Patrick Foti, Director, Endicott Performing Arts Center

It is anticipated that this Committee will be revised and updated following DRI nomination with input from New York State.

"Securing DRI funding for Endicott in 2019 would be a game-changer with projects such as the new housing for young professionals, a sports complex, a Marketplace courtyard in Little Italy, a downtown Ice Rink, and further expansion of the popular North Brewery. There is something for everyone in the new, revitalized Endicott and I could not be more excited about the future of the Village."

– Jason T Garner, Broome County Executive





7) Transformative opportunities. Describe opportunities to build on the strengths described above by providing a list of transformative projects that could 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). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

7: Transformative Opportunities

The Endicott Advanced Manufacturing iDistrict is poised to accelerate the investment and job growth that has occurred in recent years. This growth in high-tech, advanced manufacturing will be bolstered by the vibrant downtown we are creating. As our application demonstrates, we have done our homework, laid the foundation for success, created plans, and partnered with the private sector to leverage tremendous investment potential and create jobs.

Our time is now. We are ready to go!

Our plans are based in reality, and are achievable, while visionary enough to create an exciting and unique downtown to support the many young professionals working in our commercial center. The downtown and the iDistrict will have a symbiotic relationship, with each supporting the growth of the other. We are building a downtown that meets the expectations of the new industries, employees, and their families that we are attracting - A connected downtown with quality housing, culture, and recreational amenities, infused with a high-tech vibe - A 21st Century downtown for a 21st Century workforce.

"Endicott was the incubator for IBM in the last century and is now ready to repeat that feat"
-Mary O'Malley-Trumble, Executive, IBM Endicott

Endicott's plan for the future includes a carefully coordinated and planned series of strategic investments designed to leverage the Endicott Advanced Manufacturing iDistrict plan which was partially funded by the Greater Binghamton Fund. It will support the establishment and growth of new high-tech companies and attract their employees and families to live, work, socialize, and recreate in our downtown. Below is a table of these planned investments, followed by more in-depth descriptions of catalytic projects.



PRIVATE SECTOR PROJECTS

| PROJECT/ LOCATION | DESCRIPTION | PROJECTED START DATE | PROJECT COST |
|---|--|----------------------|--------------|
| North Street Young Professionals Housing 32 North Street | A new LEED certified, 30 unit residential building will be constructed in the downtown at the doorstep of the Huron Campus. Designed to accommodate one and two bedroom units for young professionals desiring an urban lifestyle with convenient access to employment. | 2021 | \$5,000,000 |
| The North Brewery Expansion Washington Ave | One of the most awarded breweries in Upstate NY, known for creating new one-of-a-kind craft brews, demand has skyrocketed, increasing the brewery's need to expand production and customer capacity. | 2021 | \$150,000 |
| TIGER Ventures Downtown iDistrict | The Union Endicott Central School District opened Tiger Ventures as an alternative to traditional high school. Students and entrepreneurs work jointly to achieve HS graduation requirements and assist in building new businesses. Due to its overwhelming success, demand is now three times capacity. Tiger Ventures will develop an additional incubator site within the downtown. | 2021 | \$2,000,000 |
| Marketplace Courtyard Oak Hill Ave | A new construction infill project is proposed in the heart of Little Italy at the north end of the downtown target area. The new marketplace plaza and building will accommodate numerous smaller commercial spaces and include a café, public gathering space, and will provide a direct connection between the historic George W. Johnson Park and the 100 Block of Oak Hill Avenue. | 2022 | \$8,000,000 |
| AgZeit Farms 102-104 Oak Hill Ave | AgZeit Farms will create a new 1,500sqft year-round indoor organic farm to supply fresh, local, organic, healthy produce to restaurants in downtown Endicott. This project will create 12 new jobs. | 2020 | \$595,900 |
| Magic City Arena 21-25 Garfield Ave | Construction of an enclosed ice rink facility on a vacant Village-owned parcel. The facility will include one rink, seating, locker rooms, and concessions. This will provide year-round recreational opportunities for residents. | 2022 | \$3,000,000 |
| Endicott Sports Complex Harrison Avenue | The Village of Endicott recently received \$500,000 from the Restore NY program to demolish the vacant Kmart building on Harrison Ave. A private developer will construct a multi-use indoor sports facility on the 18-acre site. | 2022 | \$7,500,000 |
| 1405 Main Street Development 1405 Main Street | A local developer recently acquired the vacant property at 1405 Main Street. The developer will construct a new 7,000sqft mixed office/warehouse development at the Main Street gateway to downtown. | 2021 | \$1,540,000 |
| Square Deal Holdings Renovation 43 Washington Ave | This project includes the complete renovation of the Endicott Trust Building to accommodate a local architectural firm that is relocating 18 jobs from Binghamton to Endicott. The 5,000sqft first floor will be fully renovated for a new commercial tenant and the top two floors will be new professional space for the firm. | 2021 | \$1,060,000 |
| Huron Campus Gateway and Connectivity Project Watson Blvd | The Huron Campus will develop a new northern gateway to provide an entrance into the facility that is appropriate for a high-tech campus. They will also undertake improvements to other public spaces on the campus to create a cohesive and welcoming atmosphere. The project will improve intermodal connections between the campus and the surrounding downtown furthering the Village's goal to improve connectivity. | 2021 | \$1,300,000 |

PUBLIC SECTOR PROJECTS

| PROJECT/ LOCATION | DESCRIPTION | PROJECTED START DATE | PROJECT COST |
|--|--|----------------------|--------------|
| Hybrid Wayfinding System Downtown | The system will combine traditional way-finding signs with strategically placed interactive touch screen kiosks and a connected mobile app to provide a unique and high-tech system consistent with the advanced manufacturing occurring in the heart of the downtown. The system will connect with the proposed public WIFI/Smart Downtown improvements. | 2020 | \$262,000 |
| Smart Downtown Initiative Washington Avenue | The Washington Avenue downtown is a major center for entertainment and cultural events in the community. To support those activities, the Village will advance its smart downtown infrastructure initiative which will allow the Village to create a 21st Century environment. Investments will include high speed downtown WIFI, remote-controlled smart street lighting, lighted and enhanced crosswalks, a remote traffic control system, and downtown cameras. This initiative will tie into the proposed hybrid way-finding system. | 2021 | \$1,400,000 |
| Huron Connector Loop North Street, McKinley Avenue, Watson Boulevard, and Oak Hill Avenue | The Huron Campus is the employment generating engine of downtown Endicott. To reinforce the connection between Washington Avenue, the Huron Campus, and Little Italy, the Village has proposed a comprehensive streetscape redesign of the loop surrounding the Huron Campus, including North Street, McKinley Avenue, Watson Boulevard, and Oak Hill Avenue. | 2021 | \$2,590,000 |
| Monroe Street Streetscape Monroe Street between McKinley and Washington Avenue | The Village received a Greater Binghamton Fund award to redevelop the main gateway to the downtown and the Huron Campus at the intersection of McKinley Ave and Monroe Street. As an extension of that project, the Village will redevelop the streetscape beginning at the McKinley/Monroe gateway leading down Monroe Street to the Washington Avenue downtown. | 2021 | \$745,000 |
| Little Italy Streetscape Watson Boulevard and the 100 Blocks of Oak Hill Ave and Odell Ave | The Village is proposing a comprehensive streetscape redesign of the Little Italy gateway on Watson Boulevard and the 100 Block of Oak Hill Ave and Odell Ave. The project will pay homage to the cultural and ethnic history of the Little Italy neighborhood at the north end of the downtown target area. | 2021 | \$1,297,000 |
| West Ideal Alley Enhancements West Ideal Alley | This access street connects parking areas on the west end of downtown to Washington Ave. Improvements will include trees, landscaping, curbing, lighting, and walkways to foster a safe, attractive pedestrian scaled environment. | 2021 | \$750,000 |
| West Side Parking Enhancements/ Festival Commons Multiple sites, Madison Avenue | Four parking areas located between Washington and Madison Avenue will be upgraded with trees, curbing, and lighting to create a welcoming appearance. The "Theater Lot" will be redesigned to double as a downtown Festival Grounds with a stage to serve as a community gathering location for events and festivals. | 2021 | \$787,000 |
| Chugnut Trail Connection Washington and Oak Hill Avenues | Through physical improvements (decorative paving, enhanced crosswalks, etc.), signage, and other techniques, the Village will establish a connection between the historic George W. Johnson Park in Little Italy to the Chugnut Riverwalk, a waterfront trail along the Susquehanna River. | 2021 | \$223,000 |
| Alternative Energy Program Downtown | The Village will establish a program to provide micro-grants to install rooftop solar and/or wind energy facilities, with the goal of generating the largest amount of renewable energy of any downtown in New York State. | 2020 | \$150,000 |

PUBLIC SECTOR PROJECTS (cont)

| PROJECT/ LOCATION | DESCRIPTION | PROJECTED START DATE | PROJECT COST |
|--|---|----------------------|--------------|
| Building Improvement Fund Downtown | The Village will establish a fund to provide grants up to \$75,000 to renovate mixed-use buildings, including building facades, commercial renovations, and the rehabilitation and/or development of upper floor housing units. | 2020 | \$300,000 |
| Housing Improvement Fund Downtown | The Village has two connective corridors, McKinley and Madison Avenues, with a number of substandard residential properties. An existing home improvement fund will be established to provide grant/loan funds to renovate the exterior of residential properties on these two streets. | 2020 | \$400,000 |
| Watson-Johnson Entrepreneurship Program Downtown | The Village has been successful in attracting numerous large advanced manufacturing firms. In order to support the development of small, local businesses, the Village will provide seed funding to small, local startup businesses. | 2020 | \$150,000 |
| Branding. Downtown | In order to fully leverage the benefits of DRI investments, the Village will develop and launch a downtown branding and marketing campaign to complement the ongoing efforts to recruit advanced manufacturing firms and talented employees to the community. | 2020 | \$50,000 |



North Street Young Professionals Housing –

Growth in the business sector has greatly increased demand for housing, particularly for younger professionals and their families. Endicott is making moves to retain these new residents by providing diverse housing opportunities. Housing is also a concern for local industry looking to recruit and retain employees. In order to capitalize on this opportunity, the Village has partnered with a local developer to construct a new 30-unit residential building on an infill site in the downtown adjacent to the Huron Campus. The building will have a collection of one- and two-bedroom units and, with a contemporary design, will become the place to live for young professionals desiring an urban lifestyle with easy access to work. Amenities such as parking, high speed (fiber optic) internet, and gathering spaces will enhance its appeal. The new \$5,000,000 development will be LEED certified.

“Investing in Downtown will enhance services, foster continued business growth, and make the Village more attractive for current residents and new employees.” – Fred Akshar, NYS Senate



The North Brewery Expansion - The North Brewery is located in the heart of downtown along Washington Avenue. It was the first, and currently the only, brewery located in the Village of Endicott. The North Brewery started as a family home brew project in 2008 and has expanded to the Washington Avenue Downtown, where it officially began operations in 2013. With a focus on unique, quality brews, originally opening shop on a 1-barrel brewing system, The North offers a wide variety of brews concocted with local malt, rye, and hops. The North regularly produces 10 flagship beers that are available year-round at the brewery and at select local establishments. The North Brewery is one of the most awarded breweries in upstate New York, and in 2016, was voted the best brewery in Upstate New York by a reader's poll administered at NewYorkUpstate.com. The North was awarded the honor over craft brew industry giants such as Brewery Ommegang and the Southern Tier Brewing Company. In addition to its flagship beers, the brewery is widely known for its tendency to push the limits of craft brewing to create new, one-of-a-kind brews.

As demand for beer from The North Brewery has skyrocketed, The North has proposed an expansion project to meet that need. Conceptual plans for expansion include a complete remodel of 1,800 square feet within its existing facility to accommodate grain storage and barrel aging space for specialty brews. This will allow the brewery to expand its capacity to brew more of the specialty barrel aged beers that it has gained a reputation for. The proposed project is estimated to cost approximately \$150,000.



“North Brewery: reinventing the way you Endicott....”

Tiger Ventures – The Union Endicott Central School District opened Tiger Ventures as an alternative to traditional high school in 2016. The school married a NYS Regents-aligned curriculum with an early stage new venture business incubator. Students and entrepreneurs worked jointly to achieve HS graduation requirements and assist in building new businesses. The program has been a remarkable success: one of its “graduating” businesses, AgZeit Farms is proposing a significant expansion with DRI funding. Due to this success, Tiger Ventures must expand. Interest in enrollment for the fall of 2019 is 3 times the capacity of the current Tiger Ventures facility. Tiger Ventures Downtown will be an additional site, located within the iDistrict and in close proximity to both Union Endicott High School and the downtown Endicott Center for Advanced Technology. The site would expand both educational and entrepreneurial opportunities to a broader group of students and new ventures and support young entrepreneurs.



Magic City Arena – The Village of Endicott is proposing the construction of a fully enclosed, indoor ice rink facility in downtown Endicott, adjacent to Washington Avenue, at 21-25 Garfield Avenue. The public facility would be sufficient to attract local leagues and regional ice hockey and figure skating competitions, as well as providing year-round open skating and activities for the public at large. While initially sponsored by the Village, the concept for this facility grew from a grass-roots effort and will be operated under a unique and mutually beneficial partnership between the Village and the Union-Endicott School District. Through innovative partnerships with local businesses, government agencies and community leaders, the Village’s goal is to build a year-round ice skating and multipurpose recreational complex right in the heart of downtown Endicott. The facility will provide a safe, supervised social and recreational venue for all community members regardless of age, race, gender, socio-economic status or physical ability. The infill construction site is between Garfield Avenue and Grant Avenue on a cluster of municipally owned, underutilized parking lots. The preliminary cost estimate for the facility is \$3,000,000.



The Endicott Sports Complex – The Village of Endicott received \$500,000 in the most recent round of the Restore NY program to demolish the currently vacant former Kmart plaza at the southern end of the downtown target area. The village has been working with a developer over the past two years to bring the proposed indoor Endicott Sports Complex to fruition. Preliminary plans indicate that the new 219,000 square foot development could include indoor field and court facilities for basketball, volleyball, soccer, track, baseball, football, and more. Initial aspirations also include incorporation of a Skyzone, mini golf, arcade, golf simulator, restaurants, and sports apparel vendors. The project is estimated to create 60 fulltime and 75 part-time jobs and require an initial investment of \$7,500,000.

Marketplace Courtyard – A new construction infill project is proposed in the heart of Little Italy at the north end of the downtown target area. The new marketplace plaza and building will accommodate numerous smaller commercial spaces and include a café, public gathering space, and will provide a direct connection between the historic George W. Johnson Park and the 100 Block of Oak Hill Avenue. This project will pay homage to the Italian heritage of the north side by simultaneously enriching the neighborhood and showcasing the past. As stated by the Oak Hill Avenue Improvement Corporation, this cultural node will provide a “feast for the eyes, with heavenly aromas, games to play, music to hear, and especially, great food to eat.” Early estimates indicate that this is an \$8,000,000 endeavor.

AgZeit Farms – AgZeit Farms has plans to develop a new 1,500 square foot year-round indoor organic farm in the heart of the little Italy neighborhood. The new farm will use vertical grow technology to maximize the use of its space and will supply fresh, local, organic, healthy produce to restaurants in downtown Endicott. This project will create 12 new jobs and is the exact type of amenity that young families seek out when choosing a community to live in. AgZeit Farms estimates that this project will require an initial investment of \$600,000 to complete.

Downtown Connectivity Initiative & Placemaking

In order to enhance the connections between critical, distinct nodes in and around the downtown, the Village is proposing a series of projects to create stronger visual, physical, and social connections via consistent, shared design elements. These include the following “placemaking” projects:

1) Huron Connector Loop – The Huron Campus is the core of Endicott’s iDistrict, and is the home to numerous advanced manufacturing companies and thousands of employees. In order to leverage the benefits of the Huron Campus and the surrounding downtown, the campus must cease being an island unto itself and become integrated into the surrounding community. The Village will develop a Connector Loop by enhancing the existing streets that encircle the campus, including McKinley, North, Oak Hill, and Watson Boulevard. This loop will have a distinctive physical character, with highlighted intersections, new greenspace, signage, and unique crosswalk markings. The Loop will provide intermodal facilities, such as improved pedestrian connections, and biking infrastructure and will connect to the planned new gateways into the Huron Campus, at Washington Avenue in the south and Little Italy to the north.

2) Smart Cities Initiative – The Village will create a downtown environment suitable for the advanced jobs being created at its core. The Smart Cities Initiative will use cutting edge technology to build upon existing investments into smart water meters by creating an interactive “smart”, 21st Century downtown. This will include features such as intuitive crosswalks, a remote traffic control system, tied to cameras; LED streetlighting powered by Cat 5 cables that can be remotely controlled to change light intensity and color; and high-speed WIFI. This system will interact with other high-technology features. For example, camera systems will not only allow better traffic control, but will be able to live stream downtown events, via the WIFI system, and display them on the proposed interactive touch screen wayfinding kiosks. The DRI investment will create a Smart City foundation on which the Village can continue to build and expand as technology allows and will be an important feature in making Downtown Endicott “Cool.”



3) Monroe Street Streetscape - Washington Avenue is the spine of downtown Endicott, connecting the Endicott High School and Susquehanna River at its southern terminus to the Huron Campus at its northern terminus. This streetscape project is funded by the Greater Binghamton Fund. To expand on this project the village will reinvent the streetscape along Monroe Street, the main gateway from I-86 into the Washington Avenue downtown. The new streetscape will include trees, landscaping, lighting and multi-modal facilities such as benches, bike racks and bike lanes, all to create a welcoming entrance to downtown. The Monroe Streetscape project will cost \$745,000.





4) Parking Lot and Alley Enhancements – The final component in the Village’s Connectivity Initiative is to link the vast public parking areas on the east and west sides of Washington Avenue to the downtown. Curbing, trees, landscaping, lighting, and walkways will enhance the character of this area, creating a more appealing space for the public, and a unified, connected sense of place for the entire downtown. The “Theater Lot” will be redesigned to double as a downtown Festival Grounds with a stage to serve as a community gathering location for events and festivals. This project is estimated to cost \$787,000.

5) Hybrid Wayfinding System - The Village of Endicott has explored numerous unique and user-friendly ways for visitors to find what they are looking for in the Village. We will be creating a hybrid wayfinding system using traditional signage supported by a custom designed app for digital devices. The landing page for the aforementioned public WIFI will directly connect with the wayfinding app.

The app will provide digital mapping and directions to points of interests, information on community events, and other downtown information, such as individual store hours or specials at downtown restaurants, and upcoming shows in the theatre district, as well as historic site/tour information. This hybrid solution for wayfinding and dissemination of information will aid Endicott in attracting and retaining young professionals that desire to live in a Village that meets the needs of up-and-coming generations.

Together, these projects will strengthen the downtown’s sense of place to meet the expectations of the next generation of families, employers, and employees, and will provide the physical infrastructure to support the Endicott Advanced Manufacturing iDistrict.



A 21st Century Downtown

Endicott is creating an advanced downtown for the 21st Century to foster and support growth of the burgeoning local hi-tech industry, attract and retain a new generation of young employees, and create an environment suitable to work, play, and live.

1) Endicott Center for Advanced Technology -

The Endicott Center for Advanced Technology moved its offices to 204 Washington Avenue in late 2016. The purpose of this pioneering technology accelerator is to foster growth and development of high-tech start-ups, with an original emphasis on commercializing advanced technology developments from Binghamton University. The Center is bringing innovation back to Endicott by providing administrative, programming, graphic design, and legal assistance to aspiring tech startups right in the heart of downtown.

There are currently two new technology businesses on Washington Avenue that began in an incubator at Binghamton University with Professor Kenneth McLeod and his team: Sonostics, Inc., the developer of a pace-maker for the secondary heart called the HeartPartner™, and Solace Heating, a business in the testing stages of producing a medical device that will maintain core temperature of patients before, during and after surgery. The Technology Center anticipates that additional hi-tech startups from Binghamton University will relocate offices to the 204 Washington Avenue site within the next couple of years. To accommodate current and future hi-tech startups in Endicott, the Technology Center will need an additional 28,000 square feet of manufacturing, light industrial, and new commercial space. A small investment from the DRI could assist the Technology Center with physical expansion and programming development and leverage an anticipated \$500,000,000 of private investment into the new hi-tech startups.

2) Solarize Downtown - With the increasing attention on climate change in recent years, Endicott is determined to commit fully to addressing it at the local level. With the number of solar energy providers multiplying, and the number of customers increasing, solar energy has become a viable alternative to non-renewable sources of

energy. In fact, the Village of Endicott has had a solar energy company in their Village since 1988. It is proposed that a DRI program be provided for incentive grants of up to \$10,000 per participating building for installation of rooftop solar and/or wind energy. The program will leverage existing NYSEDA funding as well as private resources. Installation of rooftop solar will have the added benefit of reducing energy costs for building owners and tenants.

3) High Speed Public Wi-Fi - The Village of Endicott is fortunate to be served by a state-of-the-art fiber optic network. The Village will develop a downtown-wide public WIFI network via the installation of twelve (12) Meraki Mx84 Units tied to the existing fiber optic cable network. With a previously unattainable speed of 2.5Gig (up and down) this network will provide the highest speed WI-FI in New York State.



8) Administrative Capacity. Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

8: Administrative Capacity

ADMINISTRATION

The Village of Endicott, with the support of its partners, is fully qualified to implement the DRI should funds be awarded. The community has the capacity to develop a publically-driven, visionary, and yet attainable Investment Strategy. Upon award of specific contracts, we can expeditiously implement resultant public contracts, and work with the private sector to ensure that individual private contracts move forward quickly. Our confidence in implementing DRI funding stems from the vast experience we have successfully implementing past initiatives.

The management team annually manages \$10 to \$15 million in projects and has successfully implemented large grant-funded projects such as Chesapeake Bay Water Programs, FEMA, and NY Rising. It has coordinated with many State Agencies to implement grants programs, including the Department of State, Office of Parks, Recreation, and Historic Preservation, and Empire State Development, to name a few.

Mayor John Bertoni has skillfully guided the Village for twelve years. The significant progress that the community has made has occurred on his watch, and under his guidance. Anthony Bates, the Village Manager has served for over ten years. He manages an annual operating budget of \$27M and led the Village's team on major initiatives following the floods of 2011 and 2012. He will assume the lead administrative role, under the supervision of the Mayor. Between the two of them, the Village has over twenty years of community development experience.

The Village of Endicott is also fortunate to receive administrative assistance from the Town of Union. Joseph Moody, Director of Economic Development for the Town of Union, was an essential contributor to the development of this application. As the lead economic development agency in Endicott, the Town of Union Economic Development Corporation / Local Development Corporation (LDC) has been providing mixed use commercial property owners, business start-ups, and existing businesses with gap

financing and support since 1982. Over the years, the Village and LDC have developed a strong working relationship and all parties anticipate that the LDC will be a key contributor to the administration of the Downtown Revitalization Initiative.

Endicott also has the local support of Endicott Proud, a community collaboration of government representatives, the business community, local educators, non-profits, and the general community, all of whom share a uniform goal of improving and promoting the Village of Endicott.

Lastly, the Village has working relationships with a number of outside consulting firms with past experience with the DRI program, including Bergman Associates and Thoma Development Consultants. These will be resources that the Village can draw upon if needed.



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

9: **Other** (Letters of Support)

RANKING MINORITY MEMBER
ALCOHOLISM AND SUBSTANCE ABUSE
CRIME VICTIMS, CRIME AND CORRECTION

COMMITTEES
CODES
COMMERCE, ECONOMIC DEVELOPMENT
AND SMALL BUSINESS
ELECTIONS
LABOR

NEW YORK
STATE
SENATE



SENATOR
FREDERICK J. AKSHAR II
52ND SENATE DISTRICT

PLEASE RESPOND TO:

ALBANY OFFICE:
ROOM 608
LEGISLATIVE OFFICE BLDG.
ALBANY, NEW YORK 12247
518-455-2677

DISTRICT OFFICE:
BINGHAMTON STATE OFFICE BLDG.
44 HAWLEY STREET, STE. 1607
BINGHAMTON, NEW YORK 13901
607-773-8771

May 30, 2019

Southern Tier Regional Economic Development Council
44 Hawley St Suite 1508
Binghamton, NY 13901

Dear STREDC Steering Committee:

I'm writing in strong support of the Village of Endicott's application for funding through Empire State Development's Downtown Revitalization Initiative.

The Village of Endicott has a rich manufacturing history, previously being home to industry leaders IBM and the Endicott-Johnson Shoe Company that were once the crown jewels of the Southern Tier region.

Today, the Village continues to be at the center of innovation as many advanced manufacturing businesses have taken root within the Village and are continuing the early success generated by IBM and Endicott-Johnson.

Investing in Downtown will enhance services, foster continued business growth, and make the Village more attractive for current residents and new employees. The Village's proposed investments in Downtown will greatly compliment the ever-growing Advanced Manufacturing iDistrict of the Southern Tier.

I'd respectfully ask that you give their application every possible consideration.

All the best,

A large, stylized handwritten signature in blue ink, consisting of a large 'F' and 'A' followed by 'II'.

Fred Akshar
State Senator

FJA/blf



State of New York County of Broome Government Offices

Broome County Executive
Jason T. Garnar, County Executive

May 29, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Mayor Bertoni:

I am extending my full support of the Village of Endicott's application for the Downtown Revitalization Initiative (DRI) funding. Broome County is committed to helping the Village of Endicott succeed and working collaboratively with you to help revitalize the urban core areas of Broome County.

Endicott has seen significant improvements in the last few years with beautification projects, code improvement, start-up companies, and new retail and restaurant establishments, but I know many more revitalization projects are in the works & that's where the DRI funding comes in.

Securing DRI funding for Endicott in 2019 would be a game-changer with projects such as new housing for young professionals, a sports complex, a Marketplace courtyard in Little Italy, a downtown Ice Rink and further expansion of the popular North Brewery. There is something for everyone in the new, revitalized Endicott and I could not be more excited about the future of the village.

There is incredible potential for job growth, cultural development, and downtown revitalization and the DRI funding would complete the puzzle in your revitalization efforts.

As Broome County Executive, I firmly support Endicott's application and will partner with village leaders to successfully implement the Strategic Investment Plan.

Sincerely,

Jason T. Garnar
Broome County Executive



1701 North Street
Endicott, NY 13760

May 29, 2019

Mayor John Bertoni
1009 East Main Street
Endicott, NY 13760-5290

Dear Mayor Bertoni:

On behalf of IBM Endicott, I am writing to support the 2019 Downtown Revitalization Initiative for the Village of Endicott; the revitalization is paramount as it affects many critical factors in our community, and revitalization funding of local projects to enhance our economic growth is paramount as the future of our community depends upon our ability to attract and retain the talent that all employers need, increase the quality of life for all, and bring in new businesses. We must have a vibrant and restored downtown district as every one of these components operate in concert with one another.

Since the early 1900's, IBM has a rich history in Endicott, and we were proud to celebrate our Centennial here in 2011. While we are smaller in workforce numbers than years ago, IBM continues to work and thrive in Endicott and remains as one of the top employers in the region. IBM Endicott continues to hire college graduates and experienced professionals in technology and services job roles that range from application development to financial services to intellectual property. Besides having the distinction of being the birthplace of IBM in 1911, IBM Endicott is the hub for many IBM worldwide teams, such as zVirtualization development, zSystems firmware development, server hardware/chip development, US Patent Center, Payroll US, and Global Accounts Payable. We also have employees who work on IBM's Watson Artificial Intelligence and the IBM Cloud. We support clients and teams worldwide.

IBM employees and retirees also continue to support the Village of Endicott through personal donation of their time, talent, and treasure. Our Employee Charitable Contribution Campaign raised approximately \$200,000 with many of those dollars making a local impact. Our employees serve as board members and advisors for countless community groups. Personally, I am chairing the American Red Cross Southern Tier Chapter and I am a member of the Town of Union Economic Development Corporation (LDC). IBM also entered into a long term agreement with the Old Village of Union Historical Society to move the priceless artifacts from our Heritage Center to allow public access in a building on Washington Avenue.

Our employees live and work in Endicott. Endicott was the incubator for an international company in the last century and is ready to repeat that feat. We fully support the Downtown Revitalization Initiative. If you need further information, please contact me at my office (607) 429-5177.

Sincerely,

A handwritten signature in cursive script that reads "Mary".

Mary M. O'Malley-Trumble
Senior Location Executive, IBM Endicott



HURON
REAL ESTATE ASSOCIATES, LLC.

May 29, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Bertoni:

Huron fully supports the Downtown Revitalization Plan for the Village of Endicott. We feel an award under the State Downtown Revitalization Initiative (DRI) would have a tremendous positive impact on the local economy.

At Huron we have been very focused on efforts to bring new businesses into the Village of Endicott. We have had some wins and some losses this past year. We are pleased to be bringing in a major Lithium-Ion battery recycling center to the Huron Campus. Separately we are working on a Lithium-Ion production plant with Imperium3 of NY.

We were working with a company that would have brought 100-200 professional jobs to Endicott. Unfortunately, we lost this important project to the State of Florida. We feel the Downtown Revitalization efforts will help mitigate our losses on competitive relocation projects such as this. The DRI could significantly improve the vitality of the Village and help with the recruitment of companies to the Huron Campus.

The Huron Campus is uniquely positioned within the heart of the Village of Endicott spanning 150 acres with over 2.8 Million rentable square feet of mixed use Industrial, Commercial and Office space. In addition to the space available for lease we have extensive infrastructure that can support the Advance Manufacturing I district. We have several new job creating projects currently being planned from early stage development phase to expansion projects being considered. We have some exciting prospects to bring new employment to Endicott and feel the Downtown Revitalization effort is a much needed priority. The Downtown Revitalization goals significantly enhance our ability to bring job creating projects to Endicott.

Sincerely,

Christopher J. Pelto

Christopher J. Pelto
President



May 22, 2019

Mr. John Bertoni, Mayor
Village of Endicott, New York
1009 East Main Street
Endicott, NY 13760-5290

Dear Mayor Bertoni,

I began my career as a scientist/engineer working for IBM Endicott in 1990. My magnetic resonance and materials labs were on the third floor of building 258 on Oak Hill Avenue. Endicott was a vibrant technology hub in those days. I was involved in the development of high performance dielectrics for IBM's most advanced interconnection technology. IBM changed dramatically in the years that followed, but I always sensed the opportunity and I persisted.

Today as a Binghamton University faculty one of my labs is still on the third floor of building 258. The focus is on research and development of advanced manufacturing methods for flexible hybrid electronics. I work together with other faculty, staff, undergraduate and graduate students as well as company partners from the Southern Tier, New York State, from other states as well as other countries. All who visit marvel at the outstanding facilities and the great potential they offer. They include world class R&D buildings, abundant power, and waste water treatment all at the Huron Campus. Many are surprised to learn that Endicott was the birthplace of the IBM Corporation.

My team works toward the day when start-ups, small and large companies will establish operations in Endicott. I am delighted to provide my enthusiastic support to the Village of Endicott in its important mission to help to seed and reestablish the tradition of innovation and advanced manufacturing in the Southern Tier.

Sincerely yours,

Mark D. Poliks, Ph.D.
Empire Innovation Professor of Engineering
Materials Science & Engineering Program
Professor, Systems Science and Industrial Engineering
Thomas J. Watson School of Engineering & Applied Science
Director, Center for Advanced Microelectronics Manufacturing (CAMM)
New York Node, NextFlex DoD Manufacturing USA
Chair, Smart Energy Transdisciplinary Area of Excellence
State University of New York at Binghamton
mpoliks@binghamton.edu
607-727-7104 (office/mobile)



Endicott Center for Advanced Technology

Date: 19 May 2019


To: Mayor John R. Bertoni
Endicott Municipal Building
1009 E. Main Street
Endicott, NY 13760

The Center for Advanced Technology in Endicott, NY serves as a venture incubator focused on assisting in the launch of new technology ventures. Currently, we have five ventures, at various stages of development ranging from prototype development stage through revenue stage and expansion stage, operating out of these facilities. These ventures include: *Bioelectronics, Inc.*, a developer of electroceutical devices directed towards providing a non-pharmaceutical approach for managing acute and chronic pain; *Kazmark Design, LLC*, with expertise in 3-D scanning at scales ranging from desktop products to multi-story buildings to assist in the design and development of electrical and mechanical products; *Solace Heating, Inc.*, a developer of personal heating technology as a means to enhance indoor comfort and significantly reduce HVAC energy use; *Sonostics, Inc.*, a developer of secondary heart pacemaker devices focused on preventing/reversing age related dementia; and, *Ultra-Light Rail Technologies*, focused on developing high-speed ground transportation technologies capable of inexpensively linking all upstate communities, as well as upstate to downstate in under one-hour, so as to stimulate economic development of the upstate region.

The objectives of the ECAT are twofold – both to promote economic development in the region through the creation of ventures whose customers are located throughout the country, and the world, so as to drive a flow of new funds into the region, and, to promote entrepreneurial activity in the region. This latter focus would appear to tie in directly to a goal of the Endicott DRI proposal which includes an initiative to create a second “Tiger Venture” school in the downtown area. Students in the initial “Tiger Venture” school located in West Corners have already become involved with several of the ventures in the ECAT, and by having a new location in the downtown area it would be significantly easier for students in this alternative high school environment to participate in activities at the ECAT, either as student aides or interns. Many of the students enrolling in Tiger Ventures do not find the traditional school environment amenable to their learning and so are unlikely to pursue a college career path. Becoming involved in real-world research and development work at a young age may well provide an alternative path for these highly motivated, but atypical young people.

In conclusion, we at the Endicott Center for Advanced Technology would like to provide any support we can for your DRI proposal. The community has many critical features which can serve to help this area grow economically, including the presence of major employers such as BAE systems, the presence of the Huron Campus, and the proximity of Binghamton University. Hopefully, the ECAT can also serve as a important contributor to this initiative.

Please let me know how we can be of assistance.



Kenneth J. McLeod, Ph.D.
Director, Endicott Center for Advanced Technology

204 Washington Avenue
Endicott, NY, 13760
607-748-1700



May 29, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Bertoni,

This is to let you know that NBT Bank fully supports the Downtown Revitalization Plan for the Village of Endicott.

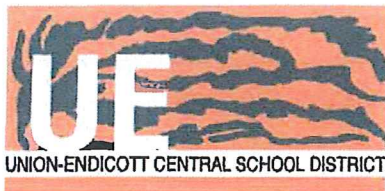
NBT has maintained a full service bank branch on North Street since September 2004 and is in the process of finalizing plans to bring an additional 7-13 employees to the site within the next six months. We are very encouraged by the continuing development of the downtown area and the exciting growth being experienced at the Huron Campus.

We believe an award under the State Downtown Revitalization Initiative would provide significant support to this growth and the continuing regeneration and rejuvenation of the Downtown Endicott community.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Lake", written in a cursive style.

Jeff Lake
Regional President



May 13, 2019

Dear Mayor Bertoni:

The Union-Endicott School District fully supports the application the Village of Endicott will be submitting for the Downtown Revitalization Initiative through the Regional Economic Development Council (REDC). The school district has a unique perspective to this opportunity for Endicott. Washington Avenue is in direct alignment with the high school and district offices. The pedestrian traffic, as well as the vehicle traffic the Avenue sees daily, is large. It is a place for students to frequent during lunch periods, staff to patronize before, during and after the work day, and an area well-traveled by families picking up or dropping off to school. EPAC and Cinema Savers are destination for many of our students. In addition, the volume of usage of the high school facilities by families within and outside the district is great. Revitalizing Washington Avenue would enhance the experience of these events.

Endicott is home to a diverse population of all ages and the prospect of funding to invigorate the downtown area is exiting. The prospect of investing 10 million dollars into this downtown will enhance and improve the business that currently exists along this street, as well as increase more businesses vital to this area. With new business ventures, one could hope enrollment would also increase in the district. Washington Avenue is also a place that is visited by many because it has amenities such as the post office, church, fitness centers, florists, and ethnic restaurants to name a few.

Endicott's Washington Avenue is rich with history, culture, innovation and has great potential. Union- Endicott highly recommends this effort and will work with the Village and REDC moving forward in this venture. We look forward to hearing about next steps. If you have any questions, please contact us at (607) 757-2111.

Sincerely,

Dick Testa, BOE President

Joseph Ozvold, BOE Member

Glenn McIver, BOE Member

Lowell Taylor, BOE Member

James Truillo, BOE Vice-President

Dr. Thomas Martin, BOE Member

Dr. Sharon Wells, BOE Member

Dr. Suzanne E. McLeod, Superintendent

May 22, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Bertoni:

On behalf of SUNY Broome Community College, I am pleased to extend my support for the Village of Endicott's Downtown Revitalization Initiative proposal to expand Union-Endicott Central School District's Tiger Ventures program by adding a location downtown that will broaden the scope and opportunities of the existing program.

It is my understanding that the Tiger Ventures expansion site will house creative meeting places, educational classrooms, and spaces where more entrepreneurs may develop incubators. As an expansion of the original Tiger Venture program that was started three years ago, the downtown site will advance innovative learning opportunities beyond school walls by integrating entrepreneurship concepts in a community-wide setting.

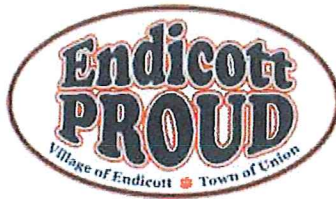
At SUNY Broome, faculty and staff champion the premise that by integrating entrepreneurship concepts, practices, and policy into existing and new curriculum, we will best prepare students for success in tomorrow's workplace environments, not yesterday's. This win for regional employees and employers alike extends to the economic health of the entire state. Moreover, it is a premise that directly aligns with the objectives of proposed expansion of Union-Endicott's Tiger Ventures program. And as the iDistrict for Advanced Technology, Endicott is a prime location for just this sort of expansion.

By working together on shared entrepreneurial goals, the Village of Endicott, Union-Endicott Central School District, and SUNY Broome will be advancing the Southern Tier Regional Economic Council's strategic direction and priorities in highly innovative ways. I look forward to hearing that the merits of these goals are recognized with funding through the Downtown Revitalization Initiative competition.

Sincerely,



Kevin E. Drumm, PhD
President, SUNY Broome Community College



May 13, 2019

Dear Mayor Bertoni,

Endicott Proud believes downtown revitalization is critical to unleashing the potential of the Village of Endicott and retaining the businesses we have. The Village may have one of the most storied histories of any village in America. Home to Endicott Johnson Shoe Company and IBM, the Village was once one of the top centers of technology in the United States. We still have strong capabilities with several technology companies, industry forming research, the huge footprint of Huron Campus and a growing presence in start-up ventures. We now also have a leading edge community collaboration that can strive for continuous improvement in both well-being for all and economic progress. We believe that Endicott represents the largest potential for job growth in the Southern Tier and beyond.

Endicott Proud is an established community collaboration of government, business, and education, non-profits and the general community. We have several active committees including beautification, civic responsibility, and business development. We operate year-round and intend to be a continuous presence for many years.

The Village has seen significant improvements in just the past year with beautification projects, code improvement, several new technology start-up companies, as well as new retail and restaurant establishments. The Huron Campus is now home to 27 businesses with new opportunities under discussion. The Center for Advanced Microelectronics Manufacturing (CMM) is doing industry forming research with some of the top companies in the United States. Endicott is working its way to becoming a center for advanced manufacturing. The ability to build off past and current investments, including public and private projects within the iDistrict and the Village of Endicott, will certainly be transformational.

The focus on innovation, workforce and the improvement of downtown life and quality of life projects will greatly benefit the area. The improvements contained in the Downtown Revitalization Plan will help us retain the businesses we have and create the environment required to attract and retain the resources necessary for business growth. The Village of Endicott represents a unique opportunity to add thousands of jobs and create world-class capabilities in technology and manufacturing. Endicott Proud wants to support this transformation and strive to improve the prospects for the entire community.

Sincerely,

Dick Testa
Chairperson

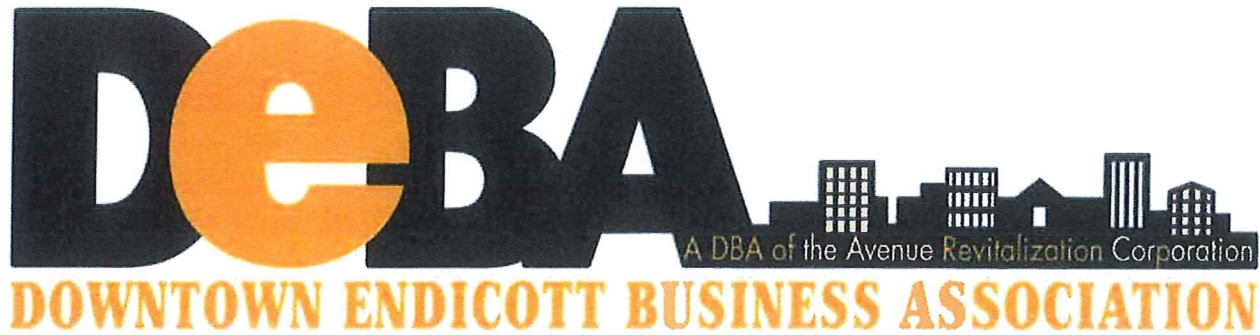
Pamela P. Riddleberger
Committee Member

Anthony R. Paniccia
Committee Member

Jeff Smith
Committee Member

Suzanne E. McLeod, Ed.D.
Committee Member

Brian Luby
Committee Member



May 15, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, New York 13760

Dear Mayor Bertoni,

On behalf of the Avenue Revitalization Corporation (ARC) and the Downtown Endicott Business Association (DEBA), I am pleased to offer support of the Village's application for the 2019 New York State Downtown Revitalization Initiative (DRI).

The focus of this application and the possible funds will support innovation, workforce, and the improvement of downtown life and quality of life projects. We support the application and the projects which include continued investment and redevelopment of the Huron Campus, mixed-use commercial development, and continued village streetscape improvements. The funding would make an impact on the projects that have been happening in the iDistrict area.

DEBA members and the board of the Avenue Revitalization Corporation fully support the Village of Endicott and their application for the New York State DRI funding. This will most certainly be an asset to this area.

Sincerely,

Carol Paglia
Treasurer, Avenue Revitalization Corporation

Little Italy Endicott

Oak Hill Avenue Improvement Corporation

109 Odell Avenue • Endicott, NY 13760

A not-for-profit 501(c)3 corporation

Email: littleitalyendicott@gmail.com

www.littleitalyendicott.org

May 30, 2019

Mayor John Bertoni
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Bertoni,

The Oak Hill Avenue Improvement Corporation (OHAIC) was established to lead the revitalization of the 100 block of Oak Hill Avenue and the surrounding neighborhood. Its overall mission is to continue to develop projects that will revitalize the area into a vibrant economic and cultural district. This district celebrates the Italian heritage and welcomes residents and visitors to our businesses, events, and community gatherings.

The OHAIC proposes design enhancements for a segment of the historic Northside of the Village of Endicott to guide redevelopment efforts toward an attractive and culturally rich district. The 100 block of Oak Hill Avenue is a traditional commercial district within a residential neighborhood that already includes amenities such as restaurants, bakery's and the George W. Johnson Park, a large 8-acre neighborhood park. There exists the potential to increase the services available to the community by inviting new small businesses, improving park amenities, and developing a marketplace to serve as a venue for retail and social activities.

This cultural area is not limited to Oak Hill Avenue, in fact it extends many block to the west, north and east and encompasses many nationalities which have made this their home since immigrating to the "Valley of Opportunity" and working for local industries like the Endicott Johnson Corporation. The impact of extensive immigration and migration still remains strong in this area of the Triple Cities. A focus on the 100 block as the core of the district is maintained because this is the area that offers the best opportunity to create a "Little Italy" theme. For these reasons physical boundaries were established to provide a workable scope, but the design team was compelled to "look" beyond the boundaries and analyze physical connections, future developments, and contextual land uses to tie the economic vitality of the district to the retail core of the Village.

This goal includes a coordinated approach towards an attractive environment through a business/residential district, through public amenities, pedestrian circulation improvements, parking reorganization, and a "welcoming" atmosphere. In addition, important concerns of public safety, access, and business opportunities are addressed.

Also, the Little Italy Endicott Heritage Center and Museum, located at 109 O'Dell Avenue, is a heritage center that provides our children, grandchildren, local community, and visitors to our area a view of our cultural history. The heritage center includes displays to showcase our history and a commercial kitchen to host cultural cooking classes and events.

We are very excited to be part of the strategic vision for the Village of Endicott. The Downtown Revitalization Initiative and iDistrict Plan will play a significant role in assisting us to bring businesses opportunity, culture, and jobs to our community. We want to support this initiative.

Respectfully,



Michael Romeo
President

Board of Directors

President: Michael Romeo Vice President: Antonio Gobbo Treasurer: Jim Fye Secretary: Barb Mizerak
Carol Battaglini, Richard Cerasero, Mary Grassi, Eddie Koban, Palma Longo, Loreta Paniccia, Sandy Paniccia

May 28, 2019

The Honorable John R. Bertoni
Mayor
Village of Endicott
1009 E Main Street
Endicott, NY 13760



RE: LETTER OF SUPPORT

Dear Mayor Bertoni:

Housing Visions Consultants, Inc. is pleased to provide this letter of support for the Village of Endicott's Downtown Revitalization Initiative Application for 2019.

As you are aware, Housing Visions was awarded a \$3mm grant from the Greater Binghamton Fund, over \$18mm in tax credit allocation from NYS Homes and Community Renewal as well as \$2.4mm in Housing Trust Fund for our proposed Endicott Square project. The \$22mm Endicott Square project will repurpose the former Henry Endicott School with 61 units of good-quality affordable rental housing.

We look forward to seeing continued investment in the Village of Endicott to further support the residential needs of the community and feel that a DRI award will assist our mission for neighborhood revitalization.

Sincerely,

Christopher D. Trevisani
Vice President, Development

Town of Union

3111 E. Main Street – Endwell, NY 13760-5990

Phone (607) 786-2900

Phone (Voice/TTY) 786-2924

Fax (607) 786-2998



Richard A. Materese
Supervisor

May 28, 2019

Honorable John Bertoni
Mayor
Village of Endicott
1009 East Main Street
Endicott, NY 13760

Dear Mayor Bertoni:

It is my pleasure to provide this letter of support for the Village of Endicott's grant application for the Downtown Revitalization Initiative (DRI) Grant Program. DRI funding would significantly benefit village efforts for further enhancing current community revitalization and economic development work.

Awarding of DRI funds to Endicott would be a key asset and sound investment in our community's present and future economic growth. A major objective of the DRI Program is to transform downtown areas into dynamic communities via catalytic projects. It effectively dovetails with Endicott's and the Town of Union's work of invigorating Endicott's Advanced Manufacturing Innovation District.

The Village's attentiveness to economic development and job creation is evidenced by Endicott's submittal of a number of significant projects under the \$20 million Greater Binghamton Fund. DRI funding would enhance the Village of Endicott to have optimal ability to achieve its strategic investment plans.

Additionally, Endicott continues to work with the Town Of Union on a wide range of economic development projects. Those projects include moving forward and taking steps for improving storm water management and restoration of flood-impacted areas in the village as well as making our community more attractive to future residents.

The Village of Endicott's strategic planning work is commendable, and the value of such efforts is worthy of receiving DRI funds. Improvements in Endicott also benefit the Village of Johnson City as well as the entire Town of Union. To this end, the Town of Union completely backs your application for grant funding. We heartily encourage New York State Empire State Development and the Southern Tire Regional Economic Development Council to fully consider and support your application.

Best regards,

Richard A. Materese
Supervisor

VISIONS

FEDERAL CREDIT UNION

24 McKinley Ave • Endicott, NY 13760-5491 • 800.242.2120 • Fax 607.754.9772

May 27, 2019

Dear Mayor Bertoni,

I've been part of this community for the past six years and, during that time, I've been able to witness the heart of the Village of Endicott. The heart of community leaders such as yourself, the heart of the life-long residents, and the heart of business owners.

As the birthplace of IBM, and home to the Endicott-Johnson Shoe Company prior to that, Endicott has always been home to strong entrepreneurs and hard-working families and immigrants. Time has taken a toll on those former empires, but their legacy lives on.

Bringing \$10 million to the Village of Endicott through the 2019 Downtown Revitalization Initiative (DRI) would signal to its residents and businesses that this area is worth investing in. At Visions, we have a mantra that our employees live by: Make Visions Matter. If the Village of Endicott is granted this much-needed funding, it would help its residents know that the State of New York believes in this town enough to Make Endicott Matter.

In previous rounds, the State has been generous enough to award DRI funds to our neighboring Elmira and Watkins Glen communities. I've seen our members and the local economies flourish because of those funds and I would like to see the same for the Village of Endicott. As I drive into work each morning, I'm welcomed by a simple sign reading "Welcome to Endicott" that features the Visions Federal Credit Union and i3 Electronics corporate logos. Wouldn't it be great if one day that sign turned into a billboard because there were so many businesses to include?

As you know, Visions Federal Credit Union was started in Endicott and, as the President/CEO, I owe it to the over 14,000 members who still reside here to advocate for these funds on their behalf. These working-class families, our neighbors, deserve to know that the State of New York cares for and appreciates them by awarding these funds to their hometown.

Visions is proud to have been part of this community for over 50 years. As it came time to make the tough decision of "expand or leave", we chose to expand our headquarters here in our hometown. With the hope of adding 200 more jobs in the next 10 years, I'm hopeful that New York State can see our vision as well, and offer \$10 million to the Village of Endicott. Our home.

Sincerely,



Tyrone E. Muse
President/CEO, Visions Federal Credit Union