



Downtown Revitalization Initiative

APPLICATION

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

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Southern Tier

Municipality Name: Village of Endicott

Downtown Name: Downtown Endicott

County Name: Broome

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

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

JUSTIFICATION

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

See attached pages 7-10

DOWNTOWN IDENTIFICATION

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

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

See attached page 11

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

See attached pages 12-14

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

See attached pages 15-21

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

See attached pages 22-23

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

See attached page 24

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

See attached page 25

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

See attached pages 26-27

- 8) **Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation,

housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

See attached pages 28-30

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

See attached page 30

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

See attached pages 31-45

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

EMAIL SUBMISSION ADDRESSES

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

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



Downtown Endicott

*A Dynamic Synergy of History,
Innovation and A Quality Lifestyle*



Southern Tier Regional Economic Development Council
Village of Endicott, New York
Broome County
Downtown Revitalization Initiative Round 3
June 1, 2018

Downtown Endicott



A Dynamic Synergy of History, Innovation and Quality Lifestyle

Downtown Revitalization Initiative Proposal

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"After graduating from Syracuse University and traveling around the country, I came back home to open up my business. I tribute my success to keeping with the rich tradition of Endicott while continuing to bring new and diverse ideas to our area."

Ed Koban, Owner
"Fast Eddie's Cafe"
Watson Blvd



"Endicott is and always has been a great community with a proud history to live and work in. An economic stimulus package would be the spark we need to ensure growth and continued success for not only the downtown area but the village as a whole".

Mary Morley, Owner
Angeline's Florist
Washington Avenue

"As a member of the Endicott Police Department for over 32 years, I have observed the Village of Endicott prosper with businesses such as in the IBM days and Washington Avenue bustling with people. I also witnessed the economic decline. I now see people once again taking pride in the community and with proper investments, Endicott can once again be a prospering community."

Craig Williams, Assistant Police Chief

ACKNOWLEDGMENTS

The Village of Endicott Board of Trustees would like to acknowledge the many community leaders, business owners, private citizens, and community organizations for their collaborative efforts to transform Endicott into a creative, progressive community that advances technologies, attracts businesses and investment, fosters collaboration among new and start-up businesses, and welcomes residents and visitors.

In particular, the Village thanks the following partners for their assistance in preparing this DRI application.

Partners

Avenue Revitalization Corporation

Office of the Broome County Executive

Broome County Planning Department

Downtown Endicott Business Associates

Huron Real Estate Associates

The Agency (Broome County IDA)

Town of Union Economic Development Department

Town of Union Local Development Corporation

Union-Endicott School District

"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 Pelton, President
Huron Real Estate



Sources

Broome County Talent Attraction and Workforce Development Strategy. 2017

Broome County Housing Study. 2017

Downtown Endicott Design Guidelines. 2017

Endicott Innovation District Plan. 2017

Endicott Ice Rink Market Analysis. April 2018.

Endicott iDistrict Revitalization Plan. 2017

ESRI

Southern Tier Regional Economic Development Council, Upstate Revitalization Plan.

Strategies for Upstate New York: Southern Tier Region.

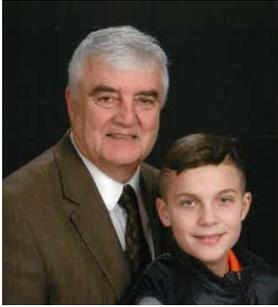
Technical Assistance Report on Improving Economic Resiliency in the Town of Union. 2014

Town of Union Comprehensive Plan

Town of Union Community Plan for Recovery & Resilience. 2015

US Census

MESSAGE FROM THE MAYOR



My vision for the Village of Endicott has always included an understanding of our youth and their future in Endicott. In order to achieve a positive family environment and professional business climate we must think creatively and present many diverse opportunities for expansion within our Village while embracing our past.

We have followed a holistic approach to the revitalization of Endicott as can be seen throughout this application. During the past six years more that \$400 million has been invested, and another \$10 million worth of projects is in the planning stages.

Our community has worked hard to develop a plan and undertake projects that lay the foundation for the DRI and to identify priority projects that truly will be the final pieces of the puzzle to transform our downtown and the broader community.

Throughout the planning process we have addressed key factors important to our revitalization and long-term sustainability.

- **Diversity**, including integration of all local residents
- **Transportation and Connectivity**, including complete streets, walkability and connections to businesses and neighborhoods
- **Sustainability**, including economic resiliency, energy efficiency, and government efficiency
- **Retail environment**, including business recruitment
- **Housing**, including a variety of market rate, mixed-use and affordable housing that are attractive to millennials, empty nesters, tech workers, and low and moderate-income families
- **Creativity**, ranging from urban amenities, arts and culture, to a creative economy and community/university partnerships
- **Public infrastructure**, including traditional systems, energy efficiency, and accessibility
- **Development opportunities**, including new development, redevelopment, adaptive reuse and infill
- **Public realm**, including streetscapes, connectivity, and green spaces
- **Healthy environment**, ranging from walkability to recreation.

Endicott is prepared and anxious to work closely with the state's assigned consulting team to take the next step with a further in-depth look at issues, challenges and opportunities critical to revitalizing Endicott's downtown.

Sincerely,

John R. Bertoni
Mayor



EXECUTIVE SUMMARY AND JUSTIFICATION

Defining characteristics and the reasons for selection. Why Endicott's downtown is ready for Downtown Revitalization Initiative investment, and how that investment will serve as a catalyst to bring about revitalization.

OUR VISION FOR ENDICOTT'S FUTURE

In 2017, the Village undertook preparation of an iDistrict Revitalization Plan focused on the downtown area, which identified potential end uses for infill sites and catalytic redevelopment sites, identified strategies for housing and mixed-use development, and examined opportunities to improve streetscape and parking, and create an environment that attracts and retains young professionals. An extensive public participation process resulted in a clear vision for the future.

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

Adopted: September 2017

OUR PHILOSOPHY AND COMMITMENT

To succeed in this vision, and as a designated iDistrict, Endicott's revitalization must harness the community's location, economic assets and innovation drivers, and connect them to a desirable and vibrant quality of life based on a commitment to diversity and social inclusion.

Our Approach

We have envisioned the revitalization process as three pieces of a large puzzle that together transform Endicott's downtown and the larger community. Phase 1: 2012-2016 began in the years following the devastating flooding and laid the foundation for the transformation. Phase 2: 2016-2018 further advanced the vision.

Throughout this application, you will learn about our accomplishments in each of three pieces of our puzzle and the foundations that have been laid that lead to the Downtown Revitalization Initiative investment ... the final piece of the puzzle. Together they form the revitalized Village of Endicott.

*Phase 1.
Laying the Foundation*



*Phase 2.
Advancing the Vision*



*Phase 3.
DRI ... Final Piece of the Puzzle*



ENDICOTT'S DRI STRATEGIC OBJECTIVES



SUPPORTING STRATEGIES

1. *Strong Sense of Place: Downtown Living and Quality of Life*

- Eliminate blight with infill mixed-use and housing development projects
- Address workforce demand by investing in housing for young professionals
- Revitalize existing buildings in the downtown core into vibrant mixed use developments
- Façade improvements
- Streetscape enhancements and improved ally ways



2. *Hotbed of Innovation and Regional Economic Engine*

- Attract businesses
- Attract high-paying jobs
- Repopulate with young professionals
- Eliminate blight while investing in hi-tech business Infrastructure
- Repurpose large vacant commercial buildings in the downtown core

3. *Connectivity*

- Walkable downtown neighborhood
- Complete streets that foster walk environments with sidewalks, bike lanes and bus stops
- Innovative gateway designs at entry points

4. *Healthy Community*

- Enhance public spaces for recreation and entertainment for families and youth
- Extend walking and biking trails to connect downtown to the broader community and region

5. *Diversity and Social Inclusion*

Attract a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities

POTENTIAL CATALYTIC PROJECTS

Projects that are high-impact, realistic, and achievable in the near term.

1. *Strong Sense of Place: Downtown Living and Quality of Life*

-  Eliminate blight and build a mixed-use infill development on McKinley Ave to create housing for young professionals. The project involves demolition of two houses and a commercial building, together with packaging of three vacant parcels.
-  Façade renovation program for Washington Ave and North Street.
-  North Street Streetscape Enhancement Program.
-  Alleyway and parking lot improvement program.



2. *Hotbed of Innovation and Regional Economic Engine: Transforming Endicott's former IBM Economy to a High-tech Economy*

-  Redevelop a 15-acre site currently occupied by 5 vacant former IBM buildings and the former Endicott Forging Works facility site (already demolished) in the heart of the downtown.
-  Plans for redevelopment include demolition of the former IBM buildings and construction of a new 500,000+ sf facility for phase 2 of the Imperium3 project that will result in a cumulative total of 1,000 new jobs in Endicott.
-  Repurpose the former IBM Watson Building, a downtown anchor building on North Street, as the world headquarters of a global leader in integrated medical and science information database platforms with plans to create 135 jobs.
-  In-fill commercial mixed-use project on the former Mead Property on Main Street.



3. *Connectivity*

-  Chugnut Riverwalk Connector: Connecting Riverwalk from Vestal to Washington Avenue in Endicott's downtown.

4. *Healthy Community*

-  Construction of an indoor ice rink on a former Village-owned parking lot.
- What Makes Endicott Unique and Ready for the DRI?***

Endicott is a hub of the new economy in the Greater Binghamton Innovation Ecosystem.

Endicott’s downtown is the retail and commercial core of the community, while simultaneously serving as the center for university-corporate R&D, high-tech and advanced manufacturing companies, and entrepreneurs that are developing technologies every day that will have a broad impact on society and transform how we live and work not only in the Southern Tier but throughout the entire country.

Endicott has long been home to innovation as the birthplace of both IBM and Binghamton University. The legacy continues with new and vibrant technology leaders located in the heart of downtown, together with entrepreneurs and the arts. It’s also home to nearly 13,000 people and a place where people of all income levels and ages live in harmony.

Public and private investments of more than \$400 million since 2012 are showing a return, and there has been an unprecedented level of involvement by the community and business sector. Endicott has the potential to leverage many other assets including easy accessibility via car and regional bus routes, compactness and walkability, space availability at the Huron Campus, ample sewage treatment capacity, municipal electricity, proximity to higher education, and long-standing arts and culture in the area.

These competitive advantages make it possible for Endicott to become an advanced, economic driver in the Southern Tier, attracting new jobs, investment and young professionals. It truly is becoming an anchor of the Greater Binghamton Innovation Ecosystem as called for in the Southern Tier URI.

With the DRI funding, Endicott will be well positioned to become a desirable Innovation District where cutting edge, high-tech anchor institutions and companies cluster and connect with startups, young and talented professionals are attracted and retail establishments flourish. Endicott has the potential to become both a **hotbed of innovation and a desirable place to live, socialize and recreate for people of all ages.**

“Downtown Revitalization Initiative funding would be revolutionary for downtown Endicott. The village deserves the funding and I know will use it to the best potential to revitalize the community. As Broome County Executive, I strongly support your application and will partner with village leaders to successfully implement the Strategic Investment Plan.”

Jason Garner
Broome County Executive



“Endicott means a lot to me. I have a 1-year-old son and he’ll be growing up in Endicott. There’s just something about the area, it just feels like home. We’re constantly trying to do good for the area. We’re a positive story; we’re a huge success story for Endicott.”

Eric Pedley, Co-Owner
The North Brewery



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

Carl Northrup
IBM Retiree and
Endicott Auxiliary Police Officer



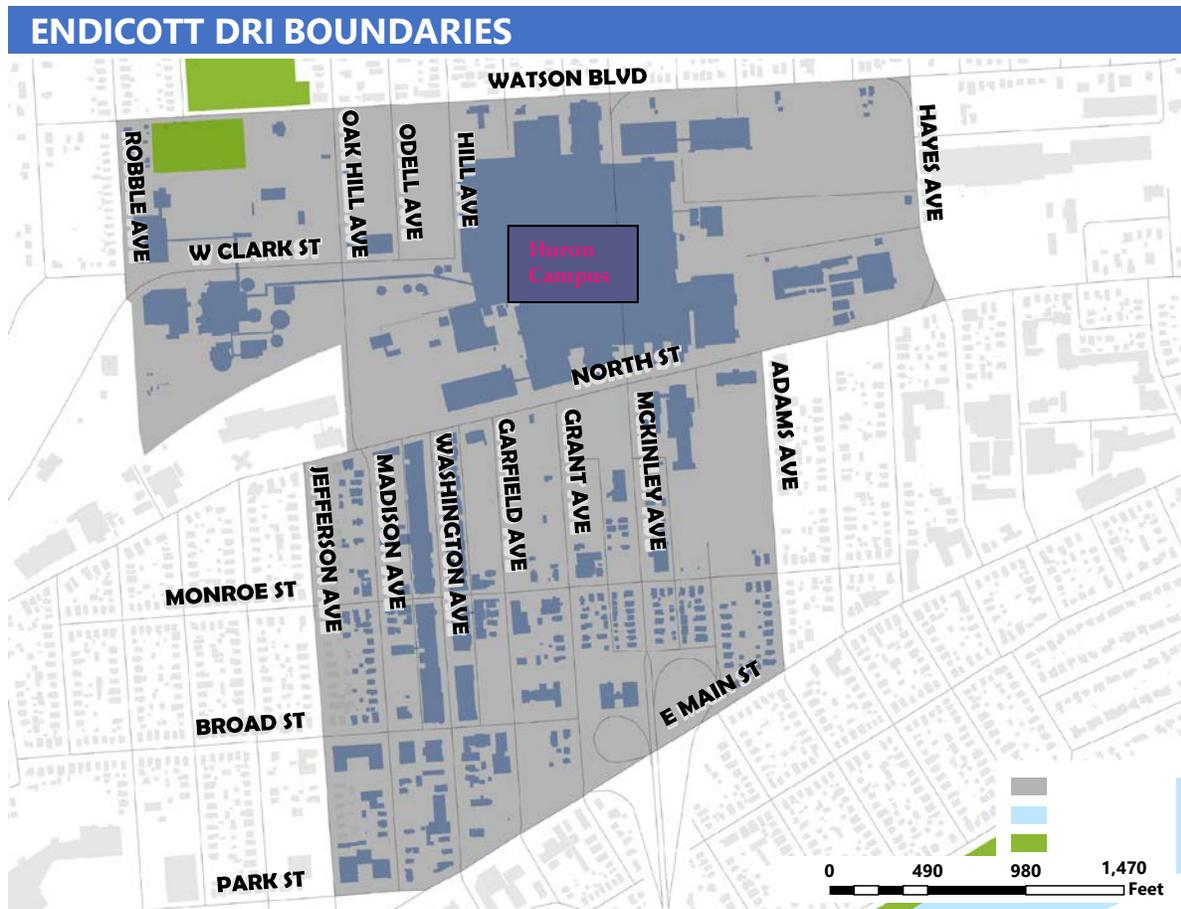


SECTION ONE: BOUNDARIES

Compact, with well-defined boundaries.

The Village of Endicott is located in the Town of Union, Broome County, New York. The downtown DRI target area includes the primary commercial corridors and business district. The target area boundaries are surrounded by residential neighborhoods on three sides and a major east-west corridor (Main Street NYS Rte 17C) on the southside that connects Endicott with Binghamton and Johnson City to the east.

Figure 1. Endicott DRI Boundaries



Legal Description of Endicott's DRI Boundary

Starting at the intersection of Jefferson Avenue and Park Street in the Village of Endicott and proceeding east along the centerline of Park Street to the intersection of Park Street and East Main Street, then northeast along the centerline of East Main Street to the intersection of East Main Street and Adams Avenue, then north along the centerline of Adams Avenue to the intersection of Adams Avenue and North Street, then east along the centerline of North Street to the intersection of North Street and Hayes Avenue, then north along the centerline of Hayes Avenue to the intersection of Hayes Avenue and Watson Boulevard, then west along Watson Boulevard to the intersection with of Watson Boulevard and Robble Avenue, then south along the centerline of Robble Avenue, to the intersection of Robble Avenue and West Clark Street, then south along an the western lot line of 1060 Clark Street, then east along the southern lot line of 1060 Clark Street to its intersection with Oak Hill Avenue, then south along the centerline of Oak Hill Avenue until the intersection of Oak Hill Avenue with North Street, then west along the centerline of North Street until the intersection of North Street and Jefferson Avenue, then south along the centerline of Jefferson Avenue to the starting point.



SECTION TWO: SIZE AND CATCHMENT AREA

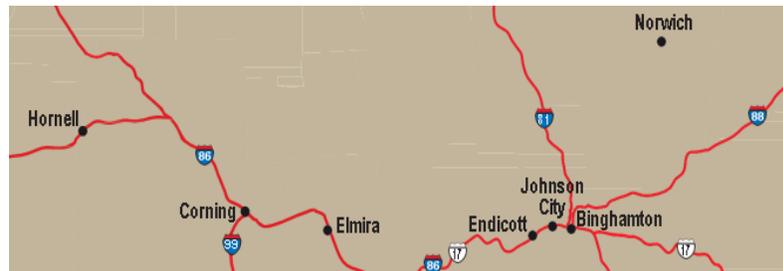
The right size and an sizeable population to support a vibrant year-round downtown, with significant potential for business development, job creation, a vibrant quality of life.

LOCATION, LOCATION, LOCATION

Endicott has a prime location, immediately off the I-86/NYS17 corridor at Exit 67.

Figure 2. Endicott Location Map

Downtown Endicott is situated just west of Binghamton and Johnson City on the NYS 17C east-west connecting corridor, also known as Main Street. It serves as a primary route for cars and the Broome County Transit bus system that connects Endicott with municipalities throughout Broome County.



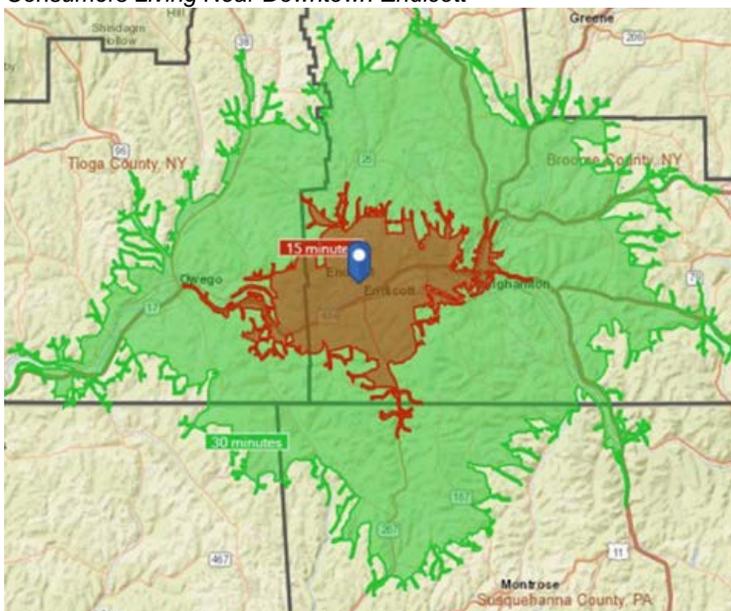
WORKFORCE AND POPULATION TO SUPPORT A YEAR-ROUND DOWNTOWN

Accessibility for a Growing Workforce and Consumer Base

Endicott is located in the Greater Binghamton Area, home of the Southern Tier Region's most dense population.

Direct access to Endicott's downtown is available via major streets and corridors to **more than 108,500 people and 45,480 households living within a 10-15 minute drive.**

Figure 3:
Consumers Living Near Downtown Endicott



15-minute Drive of Downtown Endicott	2017
Population	108,523
Households	45,480
Average Household Size	2.27
Median Household Income	\$ 47,348
Per Capita Income	\$ 29,784

Source: ESRI

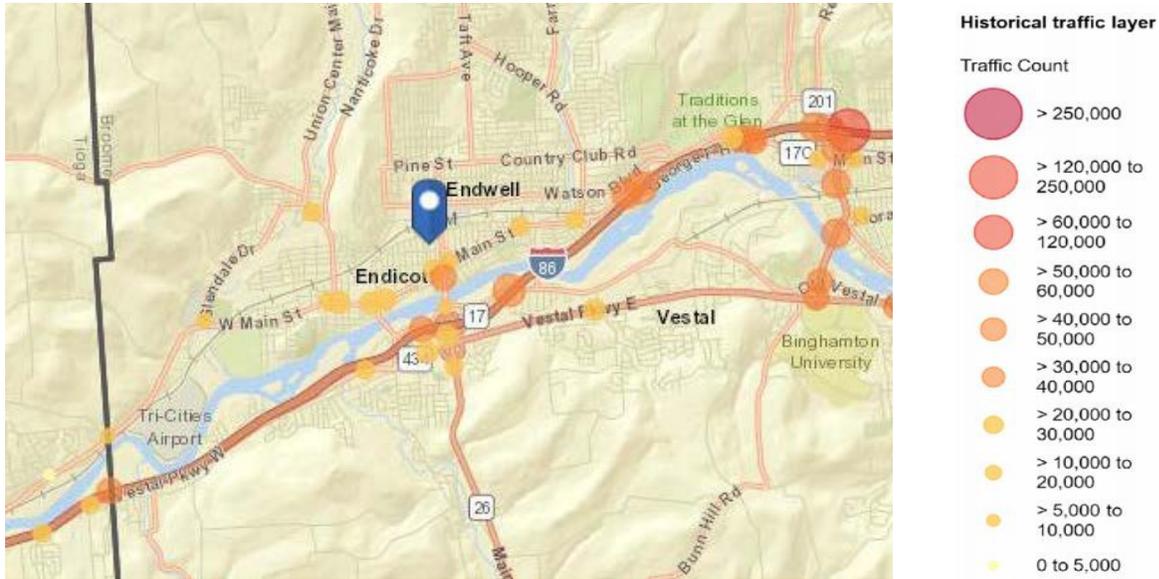
Traffic Flow in Downtown Endicott

Main Street is the downtown’s southern border and is a major feeder to the north/south commercial corridors of Washington, McKinley, Garfield and Madison Avenues.

The daily traffic count at the intersection of Main Street and Washington Avenue is 20,755.

These same commercial streets flow north to the Huron Campus where they intersect at North Street. The daily traffic count in this vicinity is 6,744. More than 6,200 workers commute to work in Endicott every day.

Figure 4: Traffic Flow in and Surrounding Downtown Endicott
Source: Esri



SUPPORT FOR A VIBRANT, YEAR-ROUND DOWNTOWN

Student and Faculty Foot-traffic

Every day of the school year there are 1,200 students in attendance at the Union-Endicott High School located on Main Street at the foot of Washington Avenue. These students are frequent consumers of the downtown and offer a large customer base for retail businesses, entertainment and recreation.



National Events



Endicott is well known as the home of the Dick’s Sporting Goods Open, PGA Tour Champions held each August at the En-Joie Golf Course. Annual attendance during the five-day event is 55,000.

In 2017 the event was opened with a concert by Bon Jovi, and this year’s opening event will feature Blake Shelton.

Festivals

Endicott hosts several popular events and festivals throughout the year such as the Apple Festival, Antique Car Show, St. Anthony's Feast, GUSTO! Italian Festival, St. Joseph's Festival, parades, Avenue Concerts and more that cumulatively attract 26,500 attendees on an annual basis.



Preserving the Community's Heritage

Just blocks from the downtown core is the Little Italy District that celebrates the Italian culture and heritage of this Endicott neighborhood. Long established businesses such as Oaks Inn, Consol's Family Kitchen and Battaglini Bakery still produce fine Italian cuisine with recipes passed down through the generations. Little Italy also contains the Italian Heritage Center and Museum.

Within the Little Italy District is the George F. Johnson Park, home of one of the many carousels in the Greater Binghamton area. There are a series of summer concerts conducted in the park as well.



"Working with the people of Endicott and preserving the 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. The community supports and contributes to our organization in every way possible and rewarding them with a re-beautified town is the best thank you they could ask for. 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



SECTION THREE: PAST & FUTURE INVESTMENTS

Capitalizing on prior investments and catalyze future private and public investment in the downtown and its surrounding areas.

OVERCOMING CHALLENGES

Like many New York communities, over the past 25 years Endicott has contended with challenges resulting from the decline and closing of manufacturing, catastrophic flooding, out-migration, aging infrastructure and the presence of legacy brownfield sites.

- ✓ With the downsizing of IBM in the 1980's, Endicott experienced the compounding effects of job loss and building vacancies in its downtown core.
- ✓ Brownfields and Superfunds disrupted the urban fabric and exhibited declining conditions.
- ✓ In early September of 2011 record flooding inundated Endicott from remnants of Hurricane Lee. Major flooding also hit in 2005 with 100-year flooding levels, and again in 2006 with 500-year levels.
- ✓ The housing stock is old, with 93% more than 50 years old. The lack of both affordable housing for residents and market rate apartments for young talent compounded the housing situation; however, these are being addressed with a new Housing Visions project and infill market rate development projects.
- ✓ The storefront vacancies along the retail corridors rose to 20+ in 2016; however, this is slowly turning around with projects such as North Street Brewery Expansion, Satco's Rehabilitation Project, the Southern Tier Ag Revitalization Transformation (EgZeit) Sustainable project, and the 140 Washington Avenue and Main Street Mead Property mixed-use infill development projects.

TRANSFORMING ENDICOTT THROUGH INVESTMENT ... One piece at a time.

Endicott has made significant strides in reversing the trend and overcoming challenges. It has attracted major businesses and employees in the high-technology sector, implemented an Economic Resiliency Plan and adopted the Endicott Innovation District Revitalization Plan in 2017. These plans serve as a framework for community transformation, ultimately creating an attractive, innovative, and welcoming environment.

Endicott's revitalization strategy focuses on several key elements, understanding that it must meet the needs of the growing technology business sectors while simultaneously addressing the needs of young talent, the aging population and a diverse community.

We envision the revitalization process as three pieces of a larger puzzle that together transform Endicott's downtown and the larger community. Phase 1: 2012-2016 began in the years following the devastating flooding and laid the foundation for the transformation. Phase 2: 2017-2019 includes projects underway or in the final planning stages that further advanced the vision.

Our accomplishments in each of these pieces of the puzzle and the foundations that have been laid now lead to the Downtown Revitalization Initiative investment ... the final piece of the puzzle. Together they form the revitalized Village of Endicott.

*Phase 1.
Laying the Foundation*



*Phase 2.
Advancing the Vision*



*Phase 3.
DRI ... Final Piece of the Puzzle*



SNAP SHOTS: Phase 1. Laying the Foundation

2012 – 2016



Located in the heart of Endicott, the Huron Campus is an important downtown anchor.

Endicott was the incubator for IBM in the last century and is now ready to repeat that feat. We fully support the 2018 Downtown Revitalization Initiative for Endicott.



Mary O'Mlley-Trumble
Sr Location Executive
IBM, Endicott

From the beginning as the birthplace of IBM in the heart of the downtown to the rebirth as Huron Campus in the 21st century, Endicott has been a hub of innovation and national success.

Today, the Huron Campus has 30 business tenants ranging from disaster/data recovery, to a call center, corporate-university R&D, technology development, and advanced manufacturing. The Huron Campus is home to more than 4,000 employees and includes a 150-acre campus with 2.8 million square feet of usable space containing advanced infrastructure and utilities.



BAE SYSTEMS



Innovation: Research & Development

The Center for Advanced Microelectronics Manufacturing (CAMM)

and the Flex Tech Alliance are located on the Huron Campus in Endicott's downtown. CAMM is a partnership between Binghamton University, i3 Electronics, Cornell University and the Flex Tech Alliance. It is the nation's first prototype R&D facility in large area flexible electronics. In 2015, the CAMM received \$20 million in Federal funding to support research in the Endicott facility. In 2016, New York State provided an additional \$20 million in matching funds for the Flex Tech Alliance.



"In just the last few years, we have already seen changes to the community from beautification projects, code improvement, and community events. BAE Systems and its employees look forward to the additional improvements the Village of Endicott can accomplish with increased funds."

Gary Battestin,
BAE Systems Site Executive



In 2012 **BAE Systems** relocated to the Huron Campus following massive flooding in the region. BAE's hybrid bus division focuses on research and development, as well as advanced transit manufacturing.



Phase 1. Laying the Foundation: 2012 – 2016

Investments: \$349,365,000

PHASE I: LAYING THE FOUNDATION

BROWNFIELD REMEDIATION

- 1 Endicott Forging Brownfield Clean-Up & Rehabilitation

BUSINESS DEV & INNOVATION

- 2 Private Leasehold Investments at the Huron Campus
- 3 Relocation of BAE Systems
- 4 Center for Advanced Microelectronics Mfg.

SMART GROWTH & INFRA.

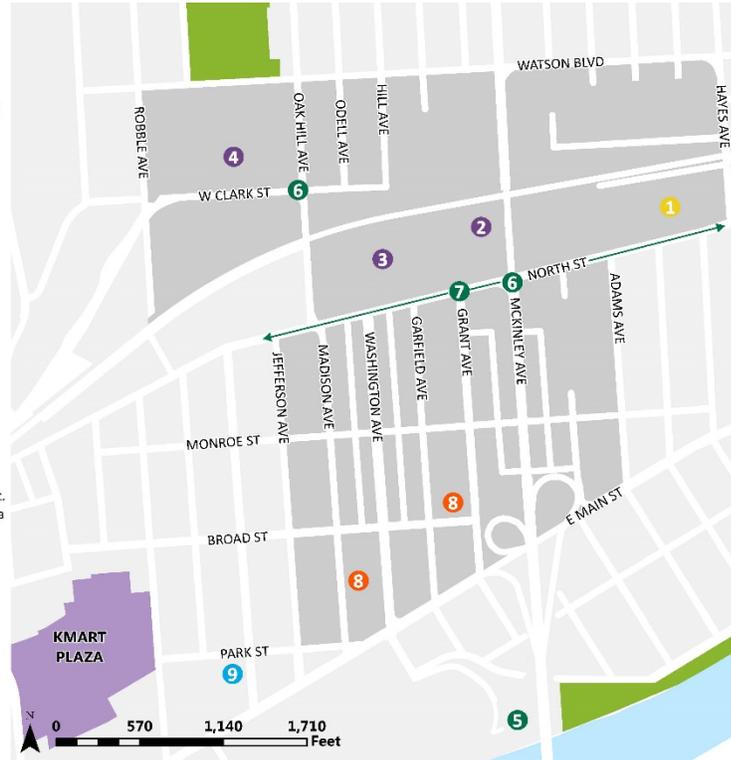
- 5 NY Rising Water Interconnection
- 6 Traffic Light Upgrades: North/McKinley & Oak/Clark
- 7 North St. Reconstruction
- * Susquehanna River Chesapeake Bay Projects

COMMERCIAL & MIXED-USE

- 8 Restore NY Round IV Project Rehabilitation of 1401 Broad St. & Development of Parking Area 207 Madison Avenue

CONNECTIVITY

- 9 Visitor Center Upgrades



Project	Total Project Cost	NY State Investment	Public and Private Investment
Brownfield Remediation			
Endicott Forging Brownfield Clean-up and Rehabilitation	\$850,000	\$800,000	\$50,000
Business Development and Innovation			
Huron Campus: Private leasehold investments at the Huron Campus from Cadence, Binghamton University's Center for Advanced Microelectronics Manufacturing (Camm), Geodis, Xerox and i3 Electronics.	\$250,000,000	NA	\$250,000,000
Relocation of BAE Systems from Johnson City to Endicott (following flood)	\$50,000,000	\$40,000,000 NYS job and investment tax incentives	\$10,000,000
Center for Advanced Microelectronics Manufacturing (Camm)	\$40,000,000	\$20,000,000	\$20,000,000
Smart Growth and Basic Infrastructure			
NY Rising Water Interconnection Grant	\$1,000,000	\$1,000,000 NY Rising	
Traffic light: North/McKinley and Oak/Clark	595,000	\$595,000 BMTS, Marchiselli	
North Street Reconstruction	\$250,000		\$250,000
Chesapeake Bay projects & equipment	\$5,000,000	\$5,000,000	
Commercial and Mixed-use Developments			
Rehabilitation of 1401 Broad Street and 207 Madison Ave, and development of parking area	\$1,600,000	\$440,000 Restore NY	\$1,160,000
Connectivity Between Retail Core, Downtown Housing and Rapid Business Development			
Visitor Center upgrades	\$70,000	NA	\$70,000



SNAP SHOTS

Phase 2: Advancing the Vision 2017-2019

Several projects underway or in the final planning stages are taking Endicott to the next level of its three-pronged revitalization strategy, further laying the foundation for DRI funding.

Endicott Square Affordable Housing Project

Housing Visions, a not-for-profit development company based in Syracuse, will create 71 affordable housing units in a former school building located at 23 Jackson Ave with a newly constructed addition. The units will be for families with incomes at or below 60% Area Median Income (AMI).



Washington Avenue Professional Market Rate Housing Infill Project

An infill development project will take place on a vacant mid-block parcel at 121-125 Washington Avenue. The project includes construction of a mixed-use building with six upper story market rate apartment units.

McKinley Avenue and Washington Avenue Streetscape and Gateway Improvement Initiative

The project involves three gateway improvements located at McKinley Avenue and I-86 Exit 67, the Washington Avenue Gateway South at Main Street, and the Washington Avenue Gateway North at North Street. Improvements include signage, pavement treatments, enhanced crosswalks, lighting, landscaping and public art. In addition, there will be streetscape enhancements to link the public parking areas.

Flagship Hotel at 214 Washington Avenue

"Endicott is well positioned for development with its convenient highway access, a business district close to major international employers, and Village government officials working along with individuals to spur future developments."

Justin Marchuska
Ramco Development

Ramco Development & Holdings was awarded an ESD Restore NY grant to demolish the Endicott Inn and create a shovel ready site for a new brand-name hotel. The \$7,978,531 project will result in a new lodging facility designed to attract the younger traveler. A 2018 Feasibility Study shows demand for quality hotel rooms was up 5.4% in 2017, and the Smith Travel Research Trend Report indicates an increase in occupancy despite new hotels entering the general market.



The North Brewery Expansion

This popular brewery was established in 2013 by father-son owners, Eric and Zack Pedley. The owners are undertaking the second phase of expansion with new canning lines and a second production facility on Washington Avenue.

Endicott Performing Art Center (EPAC)



EPAC will be replacing its 20-year old marque with a new LED messaging center and blade sign on the theatre at 102 Washington Avenue.

“Endicott Performing Arts Center is celebrating its 20th anniversary and just celebrated the 100th anniversary of the lyric theater where we are housed. We bring 30,000 patrons a year to our location and are very proud to be a part of the Washington Ave district.”

Patrick Foti, EPAC Director

Rehabilitation of 1401 Broad Street School

Tangent Development is currently undertaking a \$1.8M project to redevelop the 100-year old Broad Street School building into a state-of-the-art office complex for new entrepreneurs and growing established businesses.

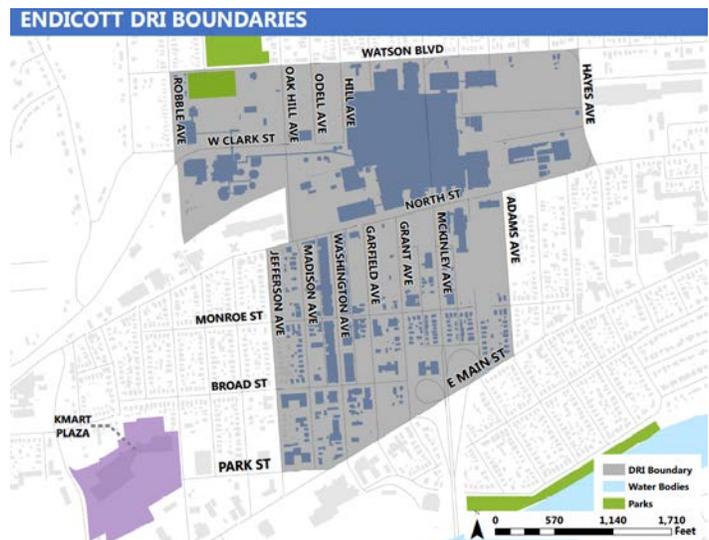


Former K-mart Redevelopment Project



The former K-Mart Plaza is located immediately west of the DRI downtown target area. Phase 1. Demolition is underway with a Restore New York grant of \$400,000.

Plans are underway for redevelopment of the site, and developers are engaged in talks with the Town of Union and The Agency for a redevelopment plan. Anticipated uses include affordable housing and other mixed-use development.

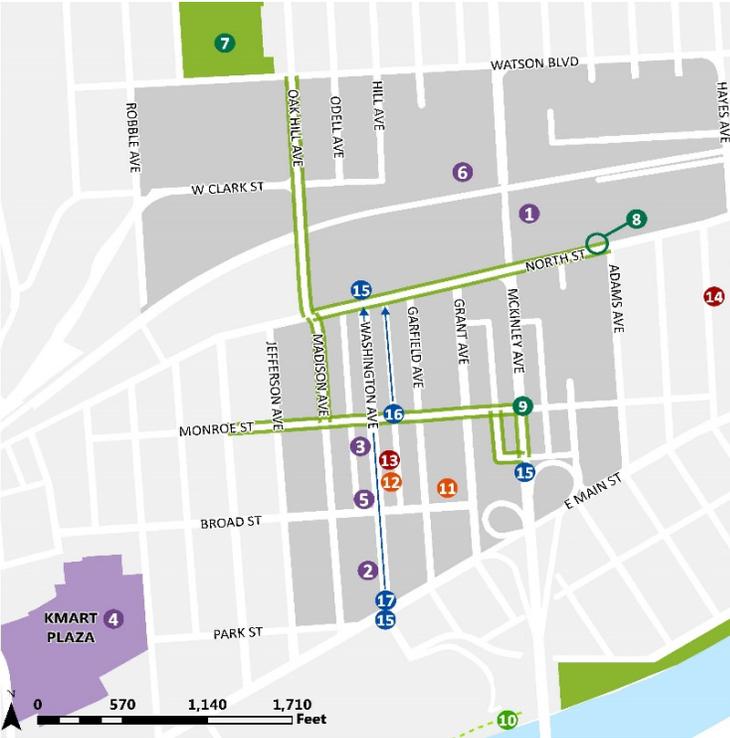




Phase 2. Advancing the Vision: 2017-2019

Investment: \$52,358,511 Complete or Underway and \$10,401,575 Final Planning Stages

- PHASE II: ADVANCING THE VISION**
- BUSINESS DEV & INNOVATION**
 - 1 Imperium3 NY/CV4
 - 2 Restore NY Round V Project Flagship Hotel
 - 3 North Brewery Expansion
 - 4 Restore NY Round V Project K-Mart Plaza Redevelopment
 - 5 S. Tier Ag Revitalization Transformation
 - 6 Huron Infrastructure Upgrades
 - BASIC INFRASTRUCTURE**
 - 7 Central Drainage Improvements
 - 8 Curb/Sidewalk Upgrades
 - 9 Traffic Light Upgrades
 - 10 LED Streetlights
 - 11 Well Improvement Project
 - 12 Smart Water Meters
 - 13 Endicott WWTP Upgrades
 - 14 Pump Station Upgrades
 - 15 Treatment Digester Upgrades
 - CONNECTIVITY & REC**
 - 16 Chugnut Trail Phase 1: Design
 - COMMERCIAL & MIXED-USE**
 - 17 Broad St School Redevelopment
 - 18 Satico Building Improvements
 - HOUSING**
 - 19 Market Rate Housing Project
 - 20 Affordable Housing Project
 - STREETSCAPE & GATEWAY**
 - 21 Gateway Improvements
 - 22 Ideal Alley Improvements
 - 23 Washington Ave. Streetscape Improvements



Project	Status	Project Cost	NY State Investment	Public, Private Investment
Business Development and Innovation				
Imperium3 New York: C4V in Endicott	Underway	TBD		
Flagship Hotel on Washington Ave 214 Washington Ave	Underway	\$8,479,170	\$500,040 Restore NY demo \$3,799,865 GBF	\$4,179,265
The North Brewery Expansion 110 Washington Ave	Final Planning	\$500,000	\$100,000	\$400,000
K-Mart Plaza Redevelopment: Phase 1 Demolition	Underway	\$400,000	\$400,000	TBD
Southern Tier Ag Revitalization Transformation 140 Washington Avenue	Final Planning	\$6,130,000	\$900,000	\$1,430,000
Huron Campus Infrastructure Upgrades	Underway	\$3,625,000	\$1,700,000 GBF	\$1,925,000
Basic Infrastructure				
Central Endicott Drainage Improvement Project	Complete	\$2,000,000	\$2,000,000 NY Rising	NA
Curbs and Sidewalk Upgrades	Complete	\$125,000	NA	\$125,000
Waste Water Treatment Plant Upgrades	Complete	\$4,200,000	\$1,200,000 NYS DEC & NYS Clean Water	\$3,000,000 Chesapeake Watershed
Traffic light upgrades: McKinley/Monroe	Complete	\$300,000	\$300,000 Marchiselli	NA
Recreation and Connectivity				
Chugnut Trail Phase 1 (Design & Construction Documents)	Complete	\$100,000	\$75,000 NYS Dept of Parks	\$25,000
Commercial and Mixed-use				
Redevelopment of former Broad Street School 1401 Broad Street	Underway	\$1,803,700	\$400,000 Restore NY \$445,500 GBF	\$958,200
Satico's Retail Bldg Improvements, 133 Wash Ave	Final planning	\$69,850	\$32,829 GBF	\$37,021
Housing				
Washington Ave Professional Market Rate In-fill Housing Development, 121-125 Wash. Ave.	Final planning	\$2,500,000	\$1,500,000	\$1,000,000
Endicott Square, Housing Visions, Affordable Housing	Final planning	\$26,864,566	\$3,000,000 GBF	\$23,864,566
Gateway, Streetscape and Alley Improvements				
Gateway Improvement Initiative	Final Planning	\$3,319,077	\$1,991,446 GBF	\$1,327,631
Ideal Alley Way and Parking Lot Improvements	Final Planning	\$762,211	\$457,327 GBF	\$304,884
Washington Avenue Streetscape Improvements	Final Planning	\$2,179,937	\$1,307,963 GBF	\$871,974

In addition, the Village has invested \$12 million in community-wide basic infrastructure improvements such as smart water meters, mitigation of three waste water pumping stations, upgrades to the treatment digester process and 7,000 LED streetlights.

ALIGNING THE DRI VISION WITH REGIONAL PRIORITIES

Endicott’s plan supports three of the Southern Tier’s URI strategies to build an advanced economy.

Build the Greater Binghamton Innovation Ecosystem



Greater Binghamton will be a destination for talent and new business development. Revitalized urban centers in Binghamton, Johnson City and Endicott will maintain the area’s legacy and position it as a major gateway, with strengths in advanced manufacturing, healthcare, culture and high-technology development. Innovation Districts will capitalize on public-private collaborations and the growing presence of Binghamton University.

Invest in the Advanced Manufacturing Industry



A focus on advanced manufacturing and the transportation sector will result 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.

Did You Know?

Endicott is the birthplace of IBM and Binghamton University. The Village and its Town of Union continue to be a center for innovative practices. Proof that the area is a hotbed of activity can be measured by the number of patents where local residents are listed as inventors.

Most areas this size have 4 to 5 residents listed as inventors on patents, but this area has thousands. Numerous residents are listed as inventors on teams where the patent has been assigned to local companies, as well as major out-of-region companies such as Ebay.

Improving Economic Resiliency in Town of Union
Technical Report
June 2014

Promote the Southern Tier’s Innovative Culture



The Southern Tier will be a well-recognized and highly desirable place to visit, live and grow a business. We will promote the region’s quality of life and capacity for innovation, and ignite a fierce community pride that compels residents to be regional ambassadors and that attracts talent and inspires entrepreneurs.

SUPPORT FOR GOVERNOR CUOMO’S UPSTATE REVITALIZATION STRATEGIES

Endicott’s revitalization plan supports all four of the Upstate Revitalization strategies.



Economic development means investing in placemaking, innovation, workforce and tradable sectors.



SECTION FOUR: INNOVATION, BUSINESS DEVELOPMENT AND JOB GROWTH

Recent or impending job growth within or in close proximity to the downtown that will attract professionals to an active life in the downtown, support redevelopment and make growth sustainable.

Empire State Development President, CEO and Commissioner Howard Zemsky said,

"The Southern Tier is becoming a hub for research, innovation and advanced manufacturing, and Imperium3NY's (C4V) decision to establish a giga-factory in Endicott is yet another indicator of the region's bright future. This project will create hundreds of jobs and we are thrilled to see a concept that was developed here and will be commercialized right here in Upstate New York."



October 4, 2017

RECENT BUSINESS DEVELOPMENT AND INNOVATION

In recent years there has been much business development activity that is creating stability in the downtown core, attracting talent, and filling previously vacant commercial buildings. Following are a few examples.



Conduent

Conduent, another new technology firm established in Endicott in 2017, works with clients using data-driven insights and technology platforms to manage digital interactions that create trusted, efficient engagements at massive scale. 170 new jobs were created, and there is potential for an additional 50 jobs.

McLeod-Endicott Technology Center

The center is an accelerator located in the heart of Endicott's downtown that is supporting technology startups. An example of a successful start-up is Sonostics. The Heart Partner, its primary product, is a passive exercise device to help improve the overall blood circulation in the body. The company now has five full-time employees and \$1M in sales, is undergoing a \$10M funding round.



Imperium3 New York

Governor Cuomo Announces Consortium of Innovative Companies to Invest \$130M to Produce Cheaper and More Efficient Lithium Ion Batteries at Huron Campus in Endicott and Create 230 New Jobs

Imperium3 New York, Inc., a consortium of businesses spearheaded by three Southern Tier companies, will establish research and development and production operations at the Huron Campus in Endicott. The consortium will invest more than \$130 million and create at least 230 new jobs over the next five years. Imperium3 New York will commercialize an innovative technology for making more efficient and less expensive lithium ion batteries while operating the state's first giga-factory producing lithium ion batteries, producing three gigawatts of batteries by Q4 2019 and growing to fifteen gigawatts.

In 2016, C4V was recognized for its innovative technology when it was named a \$500,000 winner in NY's first 76West Clean Energy Competition.

In 2017 the Imperium3NY consortium was formed by 10 companies, with three Southern Tier companies serving as its backbone. C4V based in Endicott will provide the core intellectual property and production.

Phase 1 involving production of three gigawatts of batteries to be produced in Endicott is scheduled for the first half of 2019, and will create at least 230 new jobs. Phase 2 involves production of fifteen gigawatts and will require construction of an additional production facility of 500,000+ sf in Endicott. Plans call for redevelopment of a 15-acre site currently occupied by vacant IBM buildings. Following demolition and construction of Phase 2, a cumulative total of 1,000 jobs is projected.

Dr. Shailesh Upreti, President of C4V, said, "Green manufacturing in combination with the best utilization of existing infrastructure in a distributed fashion would create an unmatched example internationally and make New York a global leader in product and component manufacturing for energy storage. C4V is very excited to be part of this scale up initiative and is fully committed to make this happen right here in New York."



ADDITIONAL PLANNED GROWTH

Southern Tier Agriculture Revitalization Transformation (START), a local Southern Tier sustainable indoor agriculture startup company that grows organic produce, plans to locate its organic technologies at 140 Washington Avenue. This space was a former department stores and is an anchor property on Washington Avenue. Its occupancy will impact the balance of the street.

A global leader in comprehensive, integrated medical and science information database platforms is in the planning stages to repurpose the former IBM Watson Building for its world headquarters. The enterprise is expected to create 125 jobs.

In 2019 an existing business is planning a major expansion and repurposing of the former SureScan Building on Wayne Street that would result in creation of an additional 50 jobs.

"Endicott has been strategically positioning itself for a renaissance through a combination of strategic investments and collaborations with businesses that are in alignment with Governor Cuomo's priorities and the Regional Council's strategic initiatives. 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



SECTION FIVE: ATTRACTIVENESS OF THE DOWNTOWN

An attractive and livable community for diverse populations of all ages, income, gender identity, ability, mobility and cultural background; including existing residents, millennials and skilled workers.

Streetscape

Three streetscape and gateway projects are planned for 2018-19 including McKinley Avenue at the I-86 Exit 67, the Washington Avenue Gateway South at Main Street, and the Washington Avenue Gateway North at North Street. Improvements include signage, pavement treatments, enhanced crosswalks, LED lighting, landscaping and public art. In addition, a proposed DRI catalytic project includes the North Street Streetscape Enhancement Program and an alley way improvement program.

Parking

The downtown has ample parking, both street and lots. Bergmann Associates conducted a parking study in 2017 and determine there is an abundance of parking and select lots could be appropriated for mixed-use and recreation development.

Infill and Developable Mixed-use Spaces for Businesses and Market Rate Housing

Several projects are underway or in the planning stages that will result in new infill developments to address the issue of vacant parcels or blighted areas.



A new flagship hotel will replace the old Endicott Inn, which is located at the Main Street and Washington Avenue gateway.



A key infill development site on Washington Avenue is slated for construction in 2018 and will involve construction of a mixed-use building, including six upper story market rate apartments.



The Endicott Inn on Washington Avenue will be demolished in 2018 and replaced with a new flagship hotel on the same blighted site.



A commercial infill development project is proposed on a site on Main Street.



A proposed DRI catalytic project includes demolition and combination of multiple vacant parcels to create a mixed-use development for young professional housing.

Repurposing Vacant Buildings for Business Development and Affordable Housing



A former school building on Jackson Ave will be converted to a 71 unit affordable housing project.



The Broad Street School is being converted to a center for entrepreneurial and business development ventures; and the Southern Tier Agriculture Revitalization Transformation (START) plans to locate its organic agriculture technologies operations in a former department store.

Healthy and Affordable Food Market

The Price Chopper Plaza is located on North Street in Endicott's DRI target area. It includes a full-service grocery store, drug store, laundromat and other small retail stores.



Public Parks

The George W. Johnson Memorial Park is within walking distance of the downtown and has baseball fields, a swimming pool, a carousel, playground and many amenities.



SECTION SIX: POLICIES TO ENHANCE THE QUALITY OF LIFE AND ADVANCE REVITALIZATION

Embrace or have the ability to create and implement policies that increase livability and quality of life, including the use of local land banks, modern zoning codes and parking standards, complete streets plans, energy efficient projects, green jobs, and transit-oriented development.

Affordable Housing for All Ages and Ability

Design Guidelines

The Endicott Innovation District Plan includes both site and building design guidelines intended to preserve the community's historic architecture, guide the course of further development and improve the Downtown's aesthetic character. The design guidelines address lighting, parking, landscaping and streetscape, signage, façade improvements, building renovations, sidewalks, site infrastructure and facilities, and building design guidelines such as architectural character and details.

Parking Standards

The Village's design guidelines address parking including location and orientation.

Zoning

The Village of Endicott is located in the Town of Union, and its zoning is a component of the Town's comprehensive plan.

Neighborhood Plans

The Town of Union Comprehensive Plan includes neighborhood plans for the entire town, including seven neighborhoods in the Village of Endicott.

Complete Streets

Endicott is committed to the Complete Streets design approach requiring streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation.

Transit Oriented

Endicott's downtown streets are major bus routes for Broome Transit, which connects Endicott with other communities throughout the county.

Environmental and Energy Efficient Projects

Endicott is committed to energy efficiency and in recent years has undertaken several projects such as well improvements, smart water meters, 7,000 LED streetlights and wastewater treatment upgrades.

"Since I joined the police department as Chief in 2016, it has been apparent that Endicott is moving in the right direction. All the pieces are in place for a total transformation. Significant investment in the downtown area is the last step needed to change Endicott into a vibrant community."

Patrick Garey





SECTION SEVEN: SUPPORT FOR THE LOCAL INITIATIVE

Open and robust community engagement process resulting in a vision for downtown revitalization and a preliminary list of projects and initiatives that may be included in a DRI strategic investment plan.

WORKING TOGETHER

We believe that community engagement and support is critical to the long-term success of Endicott's revitalization.

THE CREATION OF A WHOLE THAT IS GREATER THAN THE SIMPLE SUM OF ITS PARTS. THE TERM SYNERGY COMES FROM THE ATTIC GREEK WORD ΣΥΝΕΡΓΙΑ SYNERGIA, MEANING "WORKING TOGETHER".

Working diligently during the past two years, Endicott has brought together community members, landowners, stakeholders, officials and regional organizations that have invested time and interest in the success of our plan.



METHODICAL AND DETERMINED PATH

We have followed a methodical and determined path leading to the request for DRI designation.

Step 1. Identified opportunities for Endicott's revitalization following the floods of 2011 and 2012 as outlined in the **TOWN OF UNION COMMUNITY PLAN FOR RECOVERY & RESILIENCE** of 2015.

Step 2. Conducted a **COMPREHENSIVE QUANTITATIVE AND QUALITATIVE COMMUNITY AND DOWNTOWN ANALYSIS** in 2015 – 2017.

Step 3. Developed a detailed **INVESTMENT STRATEGY** designed for success and a preliminary list of suggested DRI projects, 2015-2018.

Step 4. Undertook and adopted the **INNOVATION DISTRICT REVITALIZATION STRATEGY** 2017.

Step 5. Embraced the findings and recommendations of **RELEVANT STRATEGIES FOR BROOME COUNTY** including the 2017 Broome Talent and Workforce Plan and 2017 Broome County Housing Study.

Step 6. Worked closely with the **DRIVERS OF INNOVATION** including major corporations, Binghamton University, business owners and private investors.

OUTCOME OF OPEN AND HONEST COMMUNICATION

During the past year, engagement has been at all levels ranging from an advisory team to in-person interviews and public workshops. The extensive public participation led to development of a vision and detailed Innovation District Development Plan adopted in September 2017 that sets a clear direction to create the connectivity and synergism critical to the future DRI planning process.

We have gained an understanding of how trends in urban living, including demand for walkable downtowns and a broad shift from a manufacturing to a knowledge economy, influence the attractiveness of a community and its quality of life so critical to attracting and retaining a talented workforce for the future. And as growing hub of technology in the global market place, we have gained an understanding of the importance of quality of life issues ranging from housing to inclusiveness of New Americans.

Takeaways from the Public Input

Residents would like to see downtown Endicott become a progressive, tech-friendly area with vibrant, pedestrian-friendly streetscapes, niche dining and shopping options. Community members prioritized façade enhancements, better lighting, improved sidewalks, enhanced crosswalk features and public gathering spaces.

Takeaways from Stakeholder Interviews

Stakeholders expressed positive sentiments about working and living in Endicott, noting a strong sense of community, thousands of employees at Huron Campus, a well-designed urban fabric with historic architectural assets, and availability of parking. Their biggest concerns included safety, the condition and appearance of buildings, and the overall sense that there is not a welcoming atmosphere along the commercial corridors. Prioritized project included façade enhancements, better lighting, improved sidewalks, enhanced crosswalk features and public gathering spaces.

KNOWLEDGE FROM REGIONAL STUDIES

We also gained knowledge from recent studies and analyses that informed us about key elements of our revitalization such as workforce and housing issues.

Workforce ... The Broome Talent Attraction Strategic Plan identifies the need for vibrant downtowns an essential ingredient to attraction and retention of a qualified workforce.

Housing ... The 2017 Broome County Housing Study states that in the next five years there is a need to fill at least 500 vacant positions with workers from outside the area; as well, as the need to fill an estimated 800 new jobs being created in the next 12 – 24 months. This translates into a potential 450 households moving into the area the next five years. These projections do not include demand from the existing population and places the overall demand for housing at 400 single-family houses and 250 - 275 market rate rentals.

DRI LOCAL LEAD AND PLANNING COMMITTEE

The Village of Endicott will take the local lead. Mr. Anthony Bates, Village Manager and CFO will serve as the administrative lead. The following are recommended to serve on the DRI Planning Committee.

John Bertoni, Mayor
Anthony Bates, Village Manager
Larry Coppola, Village Trustee
Gary Battestin, Endicott Site Executive, BAE Systems
Frank Evangelisti, Broome County Commissioner of Planning
Patrick Foti, Director, Endicott Performing Arts Center
Joseph Griswold, Endicott Fire Chief (also responsible for code enforcement)
Brian Luby, Avenue Revitalization Corp President and Acting President Downtown Endicott Business Assoc
Donna Lupardo, New York State Assembly, 123rd District and REDC member
Joseph Moody, Town of Union, Director of Economic Development
Mary Morley, Owner, Endicott Florist
Peter Newman, Sr VP and President of M&T Bank Southern Tier Region
Chris Pelto, President, Huron Real Estate
Steve Trichka, President, Town of Union Local Development Corporation



SECTION EIGHT: READINESS

Transformative projects that are ready for implementation with an infusion of DRI funds within the first one to two years.



“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, and showing them that you believe in them and believe in this town would help ensure that the Village of Endicott remains strong for years to come.”

Ty Muse, President & CEO, Visions Credit Union

Our community has taken steps to create the synergism that fosters innovation and connectivity in the downtown, and we have developed a three-phase revitalization investment plan. The first two phases are complete or in motion. The DRI represents the final piece of the puzzle.

This approach is designed to incentivize and develop a “critical mass” of redevelopment opportunities in the downtown that are anchored by drivers in growth industries in the region, smart energy technologies, and advanced manufacturing processes. We are confident this critical mass will drive innovation, leverage private investment and increased wages, create new job opportunities for lower-skilled workers, and identify the Endicott as a hub of the new economy in the Greater Binghamton Innovation Ecosystem.

Potential projects were identified and evaluated for readiness and appropriate for DRI funding.

Potential DRI Project Assessment Criteria

- ✓ *Project alignment with Governor Cuomo’s Strategies for Upstate New York, Southern Tier Regional Council URI, the Greater Binghamton Innovation Ecosystem and local goals*
- ✓ *Project had been vetted based on potential to proceed in the near-term leveraging private sector investment and capacity to “jumpstart” revitalization of the downtown*
- ✓ *Project will have meaningful and measurable impact*
- ✓ *Project has the capacity to generate additional economic activity, grow the local property tax base and improve quality of life in the neighborhood*



Phase 3. Potential DRI Projects ... Final Pieces of the Puzzle: 2018 – 2020 Catalysts for Endicott's Economic Transformation



Project	Estimated Cost	Project Partners	Readiness	Anticipated Impact
Business Development and Innovation				
Redevelop a 15-acre site currently occupied by 5 vacant former IBM manufacturing buildings and former Endicott Forging Works	\$14,500,000	Imperium3NY and Huron Campus	2019-2020	1,000 cumulative jobs (Imperium3NY Phase 1 and Phase 2)
Repurpose former IBM Watson Building as world headquarters of a global leader in information database platforms.	\$5,000,000	Global leader in medical platforms and Huron Campus	2019-2020	135 jobs.. Repurpose large vacant historic building in heart of downtown.
Commercial and Mixed-use				
In-fill development: Construction of a 15,000 sf mixed-use commercial bldg on former Mead Property on Main Street	\$5,400,000	Ramco Development	2019	Eliminate blight and create space for retail and warehousing space.
Fund for Façade Improvements on Washington Avenue and North Street	\$1,000,000	Property owners	2019-2020	Remove non-historic materials, repairs and paint to signal positive change
Housing for Young Professionals				
McKinley Ave Housing for young professionals:	\$8,000,000	Huron Real Estate Associates	2019	Eliminate blight and utilize vacant parcels to create 30-40 rental units for young professionals.
Open Spaces and Recreation				
Municipal Indoor Ice Rink 21-25 Garfield Avenue	\$2,500,000	TBD	2019	Infill development on former municipal parking lot to meet recreation needs of the region
Connectivity				
Chugnut Riverwalk Connector Phase 2:	\$105,000	NYS DOS, Broome County, Town of Union, Endicott	2019-2020	Link between downtown Endicott, 2 existing riverside trails and 8 adjacent parks
Streetscape and Basic Infrastructure				
North St Streetscape Enhancement Program	\$6,080,000	Endicott	2019-2020	Unified and coherent treatment of pedestrian spaces
Alleyway Improvement Program	\$2,000,000	Endicott	2019-2020	Enhance appearance, functionality and safety
Parking Lot Improvements	\$3,000,000	Endicott	2019-2020	Enhance appearance, functionality and safety

Ice Rink

A demand analysis was conducted in 2017. Nationally, the ice rink industry is projected to grow at an annualized rate of 0.7% into 2021. There are three ice rinks in operation in the Greater Binghamton Area, however they do not meet consumer demand. Local ice hockey teams and figures skaters renting “home” ice out of town. The Greater Binghamton Area loses thousands of dollars each week to out of town ice rentals and tournaments. The proposed site in Endicott currently serves as an underutilized parking lot.

Transforming from a Manufacturing Economy to a Technology Economy

Endicott’s manufacturing economy continues to be transformed to a technology economy. Five former IBM buildings on North Street in Endicott’s downtown, that have been standing vacant for decades, will be demolished to make room for expansion of Imperium3NY. The project also will utilize the adjacent Endicott Forging site, a former brownfield property at the corner of North Street and Hayes Avenue.



Housing for Young Professionals



Endicott’s housing stock is almost exclusively single-family, and there is demand for market rate housing to support the professional talent working at the R&D, high-tech and advanced manufacturing facilities. The infill development project on McKinley Avenue will eliminate blight while meeting housing demand.



SECTION NINE: ADMINISTRATIVE CAPACITY

Extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

The Village has the administrative capacity to manage a DRI grant. The team annually manages \$10 - \$15 million in grants and has successfully administered large projects such as Chesapeake Bay water programs, FEMA and NY Rising.



Mr. Anthony Bates, Village Manager, will assume the lead administrative role. Mr. Bates serves as the Village’s Chief Administrative Officer and CFO. Prior to his appointment to Village Manager in 2018, Mr. Bates served as the Clerk/Treasurer for more than 10 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.

In addition, the Town of Union’s Economic Development Director and The Agency (aka Broome County IDA) will provide assistance to the Village for economic development projects including business expansion, new business development and private investment in property development projects. And, the Town of Union LDC Board has the capacity and experience to provide administrative support should the DRI result in creation of a loan or grant fund.

“We’re turned the corner. Endicott’s downtown is positioning to become an economic engine for our community and the Southern Tier, while growing the local tax base to ensure long-term financial sustainability.”

Anthony Bates, Village of Endicott Manager and Chief Financial Officer



SECTION TEN: LETTERS OF SUPPORT

“As a Binghamton University faculty member engaged in research, one of my labs is on the third floor of a building in downtown Endicott. 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 and 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.

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 re-establish the tradition of innovation and advanced manufacturing in the Southern Tier.”

Mark D. Poliks, Ph.D.
Empire Innovation Professor of Engineering
Director, Center for Advanced Microelectronics Manufacturing (CMM)
Chair, Smart Energy Transdisciplinary Area of Excellence
State University of New York at Binghamton



CHAIR
ELECTIONS
LABOR
CO-CHAIR
HEROIN TASK FORCE

COMMITTEES
BANKS
CITIES
CODES
CRIME VICTIMS, CRIME AND
CORRECTION
INSURANCE
RACING, GAMING AND WAGERING
MEMBER
RURAL RESOURCES COMMISSION

NEW YORK
STATE
SENATE



SENATOR
FREDERICK J. AKSHAR, II
52ND SENATE DISTRICT

May 29, 2018

PLEASE RESPOND TO
□ ALBANY OFFICE:
ROOM 805
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

Southern Tier Regional Economic Development Council
44 Hawley Street -- 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,

Fred Akshar
State Senator

FJA/mrh





DONNA A. LUPARDO
Member of Assembly
123rd District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

CHAIR
Committee on Aging

COMMITTEES
Economic Development, Job Creation,
Commerce and Industry
Higher Education
Tourism, Parks,
Arts and Sports Development
Transportation

May 29, 2018

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

Dear Mayor Bertoni:

I'm writing in support of the Village of Endicott's Downtown Revitalization Initiative (DRI) proposal. Once the center of the Southern Tier's manufacturing economy, recent NYS economic initiatives have recognized Endicott's potential and are once again focusing on new development in the Village. This DRI proposal will build on the progress we've seen in recent years.

The Upstate Revitalization Initiative (URI) has designated Endicott as one of three innovation districts in Broome County. The Advanced Manufacturing iDistrict centers around the strong high-tech businesses that already exist in the Village, such as BAE Systems and IBM. Plans for the new C4V lithium ion battery facility and the growth of Binghamton University's Center for Advanced Microelectronics Manufacturing (CAMM) are already supporting this vision.

Endicott is also home to an energetic arts and cultural scene with annual events like Italian Festival Days, GUSTO-A Taste of Italy, the Apple Festival, and the new Holiday Magic on the Avenue. The Endicott Performing Arts Center (EPAC) on Washington Avenue in the heart of the community, and seasonal concerts at the Stage at Little Italy also provide a number of concerts and performances in the Village.

The latest DRI proposal includes important public/private investments that will further develop the Huron Campus, create new mixed-use and housing developments, and improve streetscapes within the Village; all of which will enhance the redeveloping economy in Western Broome County. I fully support the Village's latest plan that will continue the momentum that has been built in recent years.

Sincerely,

Donna A. Lupardo
Member of Assembly



State of New York
County of Broome Government Offices

Broome County Executive
Jason T. Garnar, County Executive

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

May 22, 2018

Dear Mayor Bertoni,

I am proud to pledge my full support of the Village of Endicott's application for the Downtown Revitalization Initiative funding. Broome County is committed to supporting initiatives to energizing our urban core areas including Endicott.

Endicott is home to many innovative companies, including IBM, BAE, and Binghamton University's Center for Advance Micro-Electronic Technology. Endicott has strong potential to be an international center for advanced manufacturing. Village leaders have also partnered with Union-Endicott High School through their Tiger Ventures program to connect students with learning needs to mentoring support at a makerspace environment and a business incubator.

Endicott has seen significant improvements in the last few years, with beautification projects, code improvement, start-up companies, and new retail and restaurant establishments.

Community-based groups like Endicott Proud are collaborating across sectors to make positive changes within their beloved city. Still, the Village of Endicott holds incredible potential for job growth, cultural development, and downtown revitalization.

Downtown Revitalization Initiative funding would be revolutionary for downtown Endicott. The village deserves the funding and I know will use it to the best potential to revitalize the community. As Broome County Executive, I strongly support your application and will partner with village leaders to successfully implement the Strategic Investment Plan.

Sincerely,

Jason T. Garnar
Broome County Executive

Broome County Office Building · 60 Hawley Street · P.O. Box 1766 · Binghamton, New York 13902
Phone: (607) 778-2109 · Fax (607) 778-2044 · www.gobroomecounty.com

town of union

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

Phone (607) 786-2995

Phone (VOICE/TTY) (607) 786-2924

Fax (607) 786-2998



ROSE A. SOTAK

TOWN SUPERVISOR

supervisor@townofunion.com

May 18, 2018

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. Obtaining DRI funding would significantly benefit and serve as a key asset to the village for further enhancing current community revitalization and economic development work.

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

It is important for the Village of Endicott to have optimal ability to achieve its strategic investment plans. The village's attentiveness to economic development and jobs creation is evidenced by Endicott's submittal of a number of significant projects under the \$20 million Greater Binghamton Fund.

In addition, Endicott has been attentive to working 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.

The Village of Endicott's strategic planning work is commendable, and the value of such efforts is worthy of receiving DRI funds. 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 Tier Regional Economic Development Council to fully consider and support your application.

Sincerely,

Rose A. Sotak
Supervisor



May 18, 2018

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

Dear Mayor Bertoni,

On behalf of the Avenue Revitalization Corporation and the Downtown Endicott Business Association (DEBA), I am pleased to offer support of the Village's application for the 2018 New York State Downtown Revitalization Initiative (DRI).

The focus of this application and the funds it will support is on innovation, workforce and the improvement of downtown life and quality of life projects. We support the application and the projects which includes continued investment and redevelopment of the Huron Campus, mixed-use commercial development, young professional housing projects, a new municipal ice rink and continued village streetscape improvements.

DEBA members and the board of the Avenue Revitalization Corporation fully support the Village of Endicott and their application for New York State DRI funding.

Sincerely,

A handwritten signature in black ink, which appears to read 'J Brian Luby', is enclosed in a thin black rectangular border.

J Brian Luby
President, Avenue Revitalization Corporation
Acting President of Downtown Endicott Business Association



HURON
REAL ESTATE ASSOCIATES, LLC.

May 30, 2018

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

Dear Mayor Bertoni:

Huron is fully supportive of 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.

Since 2002 the Huron Campus has been actively engaged in efforts to bring new businesses into the Village of Endicott. On several occasions, we have had out of state companies visit Endicott in our effort to recruit them. They typically spend some time driving around the Village doing reconnaissance and have commented on the need for revitalization. Similar comments have been received by potential employees being recruited into the area.

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 being planned. We have several new job creating projects currently being planned from early stage development, MOU phase to those reaching completion. 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 fruition.

Sincerely,

Christopher J. Peltó
President

VISIONS

FEDERAL CREDIT UNION

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

May 15, 2018

Dear Mayor Bertoni,

I've been part of this community for the past five 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. Second, third, and even fourth generations from those companies are still here and enjoy telling stories of riding the carousels as a child, playing baseball in the summer, and shopping on Washington Ave for a new dress or suit.

Bringing \$10 million to the Village of Endicott through the 2018 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

visionsfcu.org

May 17, 2018

Mayor John Bertoni and Village of Endicott Board of Trustees
1009 East Main Street
Endicott, NY 13760-5290

Dear Mayor Bertoni and Village of Endicott Board of Trustees,

BAE Systems fully supports the request for funding from the Downtown Revitalization Initiative. The Village of Endicott has a history rooted in technology and innovation, and we are excited to be a part of the effort to make Endicott renowned once again as a home to innovative businesses.

Many of the organization's planned improvements will positively affect and benefit our business, as well as our employees and their families. Improving the downtown corridor with updates to the front and rear of the buildings on Washington Ave. would help our employees feel safer as they arrive and leave the facility and surrounding parking areas at any time of day or night. Increased foot traffic and activity from shops, restaurants, and residential apartments would remove many safety concerns that employees have encountered in the area and would encourage employees to buy local whether they live in the area or linger after work to shop or eat.

Endicott has the potential to become a town that attracts highly skilled workers, including young and mid-career professionals. Clean, modern housing and amenities close to the Huron Campus are key to attracting and retaining employees. Our employees, whether they live in Endicott or not, need access to services that allow them to engage with the community, including cafés and restaurants, entertainment, fitness facilities, and shopping. We want everyone visiting our facility to be impressed with our home. We want visitors to exit the highway onto McKinley Ave. and know that they are entering an area bustling with commerce and citizens who take pride in their community.

The Village of Endicott has a plan to use the Downtown Revitalization Initiative to bring the area to its full potential as a place known for innovation – where people want to come to live, work, visit, and raise families. BAE Systems looks forward to helping create a friendly, safe, and bustling downtown area that attracts and retains a talented employee base and contributes to Endicott being a great place in which to work and live.



Gary Battestin
Endicott Site Executive, BAE Systems



1701 North Street
Endicott, NY 13760

June 7, 2017

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

Dear Mayor Bertoni:

On behalf of IBM, I am writing to support the 2018 Downtown Revitalization Initiative for the Village of Endicott; the revitalization is paramount as it affects many critical factors including attracting and retaining young professionals. In order to increase quality of life for all, bring in new businesses, and provide better amenities and opportunities to all, we must have a vibrant and restored downtown district. Every one of these components operate in concert with one another. The future of our community depends upon our ability to attract and retain the talent that all employers need. Today's workforce wants a vibrant business district where they can work, play and live.

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 over \$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 black ink that reads 'Mary'.

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

Satico's Parent-Teacher Store

133 Washington Ave.
Endicott, NY 13760
[607] 729-4868

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

May 15, 2018

RE: Letter of Support for the Downtown Revitalization Initiative

Dear Mayor Bertoni:

I wish to convey my endorsement for the Downtown Revitalization Initiative for the uniquely historic Village of Endicott. Few may recall that in today's entrepreneurial focus, Endicott was an original entrepreneur's vision of a dynamic future when George F. Johnson developed farmlands into what was later declared a "Workers' Paradise." His legacy continued with the nation's first eight-hour work day, free medical and dental services in their own facilities, a nearby golf course (currently a PGA Senior Tour stop) and the awesome gift of six carousels to the local parks. In gratitude, the workers erected the "Home of the Square Deal" archways over Main Street.

Endicott continued to prosper a few years later as the birthplace of IBM where thousands of workers and families enjoyed the financial security of excellent jobs, stock option plans and free medical benefits. More than three generations felt the corporate largesse that ensured both progressive employment and community prosperity. Endicott was known for its fine homes, outstanding shopping and dining, as well as an excellent quality of life that continued to draw more people to the area.

With the factories of two great companies just a few steps away from the Washington Avenue business district, the sidewalks were flooded with workers on their lunch hour, housewives enjoying the locally owned retail shops, and nearby school kids enjoying the afterschool parade of activity. Many high school kids worked on the "Ave" after classes. I was one of them as my grandfather was a retail merchant selling gifts, stationary goods, luggage and business cases.

But as we know, in the last few decades things have changed. Our once thriving business district is now greatly depressed as many of the factories have closed. The store that I worked at as a teenager is now mine and it struggles in an unprecedented manner. Indeed, Satico's is now the oldest existing family-owned retail store on the Avenue. In changing our retail goods to educational supplies, we now have shoppers who travel from all around the region for our unique products. While they appreciate our store, some do comment on the condition of the other empty storefronts.

Today we need the economic incentive of this New York program for landlords to modernize their buildings and investors to begin a revival with new retail and office operations on Washington Ave. This is why I am in full support of the dynamic opportunity for the Downtown Revitalization Initiative. Endicott deserves this as a tribute to its entrepreneurial past and the necessary stimulus to its economic future.

Sincerely,

Rob Salamida



May 22, 2018

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,

A handwritten signature in black ink that reads "Mark D. Poliks".

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)
Chair, Smart Energy Transdisciplinary Area of Excellence
State University of New York at Binghamton
mpoliks@binghamton.edu
607-727-7104 (office/mobile)



MARCHUSKA COMPANIES

MARCHUSKA BROTHERS CONSTRUCTION, LLC
MARCHUSKA GLASS, LLC
MARCHUSKA DEVELOPMENT, LLC
WALLACE DEVELOPMENT CO., LLC
1805 MARCHUSKA, LLC
1435-1439 MARCHUSKA, LLC
TIOGA LEARNING PROPERTIES, LLC
MARCHUSKA PRODUCTIONS, LLC

436 Airport Road
Endicott, NY 13760

607-786-3762 voice
607-786-0064 facsimile
www.marchuskabrothers.com

Bernard J. Marchuska
Member

Justin A. Marchuska, II
Member

18 May 2018

Dear Mayor Bertoni,

On behalf of Marchuska Companies, I am writing to convey our endorsement of the Downtown Revitalization Initiative (DRI) plan to be submitted by the Village of Endicott. Endicott is a quaint village with a history of vibrant industries, including being the birthplace of IBM. Businesses large and small are currently located in Endicott already, such as BAE Systems as well as many others. The DRI will help create and foster future business development and start-ups, such as companies like Sonostics; the inventor of The Heart Partner® which is located at 204 Washington Avenue.

Endicott is an accessible village, with easy access to Rt. 17 (future I-86). There is much hope that these monies can help attract young individuals who feel Endicott is a safe and thriving community. However, in order to accomplish this, we must construct live/work spaces and businesses which are appealing to the youth of today.

Should you have any questions, please contact me at 607-786-3762.

Very Truly Yours,

MARCHUSKA COMPANIES, LLC.

Justin A. Marchuska II

Member



May 22, 2018

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 well into its third year as a 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 (CAMP) 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

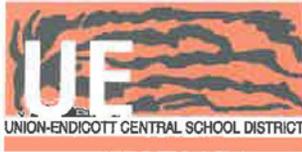
Pamela P. Riddleberger
Committee Member

Anthony Paniccia
Committee Member

Jeff Smith
Committee Member

Suzanne E. McLeod, Ed.D.
Committee Member

Brian Luby
Committee Member



Union-Endicott Central School District
1100 East Main Street, Endicott, New York 13760-5298
Telephone (607) 757-2103 Fax (607) 757-2809

May 22, 2018

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 workday, and an area well-traveled by families picking up or dropping off to school. EPAC and Cinema Savers are destinations 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 exciting. The prospect of investing 10 million dollars into this downtown will enhance and improve the businesses that currently exist 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 center, florists, and ethnic restaurants to name a few.

Endicott's Washington Avenue is rich with history, culture, innovation and 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 the next step.

If you have any questions, please contact us at (607) 757-2111.

Sincerely,

Suzanne E. McLeod, Ed. D.
Superintendent of Schools

Mr. John Cornick
Board President