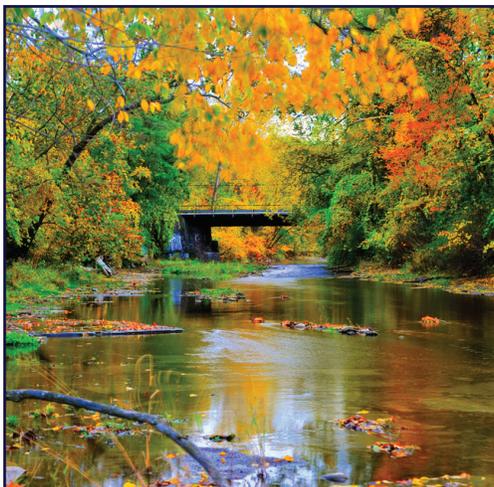


2019
Downtown
Revitalization
Initiative
Proposal

Submitted to the Western New York
Regional Economic Development Council





Village of Fredonia

9-11 Church Street
P.O. Box 31
FREDONIA, NEW YORK 14063

June 1, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street — Suite 500
Buffalo, NY 14203

RE: Historic Downtown Fredonia — 2019 DRI Proposal

Dear Amanda,

On behalf of our residents and my partners in village government it is my utmost pleasure and privilege to submit to the WNY REDC this proposal for funding through round 4 of the Downtown Revitalization Initiative.

Please allow me to start by thanking you for the tremendous trust and support you have shown us over the past few years. Not only have we been successful in advancing several downtown projects with your support through the CFA process, but we were delighted to be awarded \$2.5M through the WNY Smart Growth Community Fund last year. Because of your support, we feel that the Village at long last is on the right track and definitely on the move. While we see the momentum build, there is more to do.

As we prepare to implement the proposed projects, I feel that we need to keep our eyes on the future continually present a clear vision regarding our community and our people. Our entire area, the entire Northern Chautauqua region, is on the brink of realizing tremendous development potential with new industries like Athenex, a \$1.62 Billion investment and over 900 jobs proposed in the neighboring town of Dunkirk, a new \$74 Million hospital in the Village of Fredonia, and of course the always new possibilities for potential businesses through enhanced collaboration with SUNY Fredonia.

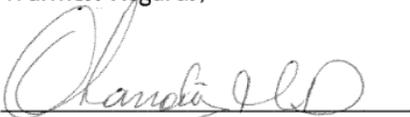
There are many things we can and should do, to take full advantage of the anticipated growth. These include:

- Enhancing the Village's attractiveness and improve walkability by investing in public infrastructure;
- Encouraging private sector investment in downtown buildings and businesses;
- Developing well-maintained public parking facilities for visitors of downtown;

- Leveraging and expanding the “Central Connection Initiative” which seeks to better link SUNY Fredonia, the City of Dunkirk and Village of Fredonia; and of course
- Partnering with our neighbors as we recognize that our collective economy has no boundaries and each has distinct culture, history and natural assets that enhance the region as a whole.

Thank you for your consideration and continued support of Fredonia and Northern Chautauqua County. Should you have any questions about our proposal, do not hesitate to contact my office at (716) 679-2301.

Warmest Regards,

A handwritten signature in cursive script, appearing to read "Athanasia Landis", written over a horizontal line.

Athanasia Landis
Village of Fredonia Mayor



Downtown Revitalization Initiative

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Western New York.

Municipality Name: Village of Fredonia

Downtown Name: Historic Downtown Fredonia

County: Chautauqua

VISION FOR DOWNTOWN

The vision for Historic Downtown Fredonia is one that both respects and leverages Fredonia's history to help build a strong future. Taking advantage of more than 1,000 new jobs coming to the Dunkirk/Fredonia region, the future we are building is one that celebrates our rich architecture, embraces our public spaces, provides access to job opportunities, and promotes an enhanced sense of place as a premier college town. This future is one that provides critical services and amenities to all Village residents and is attractive for young adults to live, work and play in. It is also one that promotes its rich arts and culture both as central to quality of life and as an important component of economic development. This vision will be realized through the implementation of an approach which takes an overall downtown master plan and prioritizes small and large feats into manageable projects that, with time, will have cumulative impacts that exceed the sum of their parts.

JUSTIFICATION

In 2014, the Village of Fredonia suffered economic decline following the devastating exit of ConAgra Foods and the resulting loss of 450 stable jobs in the Village. Since then, we have begun seeing renewed interest in business formation and investment in the downtown corridor, which has intensified to date. We are actively promoting private investment with strategic public improvement projects in our Historic Downtown. The Village of Fredonia is working with its partners in Northern Chautauqua County to implement recent and ongoing planning and development efforts through strong local leadership and

committed partners. There is an emergent opportunity to bolster downtown revitalization in a manner that will complement and capitalize on the more than 900 anticipated jobs Athenex will be bringing to our region. It is our intention to not only take full advantage of this opportunity but to leverage the creation of additional jobs in Historic Downtown Fredonia by supporting development, both new builds and rehabilitations, that facilitate small business creation. The \$160 million annual impact that the State University of New York at Fredonia (SUNY Fredonia) has on our local economy makes this effort feasible, providing both consumer and human capital.

We will accomplish downtown revitalization and economic growth by emulating and innovating on the interventions made by other DRI communities and utilizing best practices that include:

- Restoring our historic buildings,
- Improving connections and the downtown streetscape
- Taking advantage of Canadaway Creekside opportunities
- Promoting downtown programming
- Promoting artisan scale production and manufacturing,
- Cultivating spaces that facilitate events and activation
- Enhancing housing options and amenities for millennials
- Establishing revolving loan funds to provide access to capital for small businesses
- Enhancing quality of life of our residents

These interventions will not be merely window dressing or copied from other communities, but will be implemented in a way that complements and furthers regional planning goals- especially the effort to rebrand Northern Chautauqua County as a hub for Arts, Music, and Education.

Awarding DRI funds to Fredonia should not be viewed as simply a temporary subsidy or a transfer payment. Fredonia is ripe for private investment. It was recently designated as a Qualified Opportunity Zone, which allows for capital gains tax deferral for new investors and exempts the new investments from capital gains tax, which is likely to have a stimulative economic impact. Further, ongoing projects like Main Street Studios in Fredonia are demonstrating that private development is feasible by utilizing historic tax credit equity and Homes & Community Renewal Programs. Chautauqua County is an early adopter of PACE Energy financing which allows for more feasible development by adding the cost of energy infrastructure to the developer's tax bill, rather than requiring additional construction loan sums. The additional assistance provided by the DRI funds would make more projects of this nature feasible, which go beyond housing but produce jobs and improve quality of life.

It is our goal to make the Village of Fredonia not only a tourist destination but also a place where young professionals and entrepreneurs want to live in, set down roots, and raise their families. Young families tend to gravitate towards open, green, sustainable, and safe places that offer good schools, stable jobs, business opportunities, reliable medical care, and a variety of choices for recreation of all sorts.

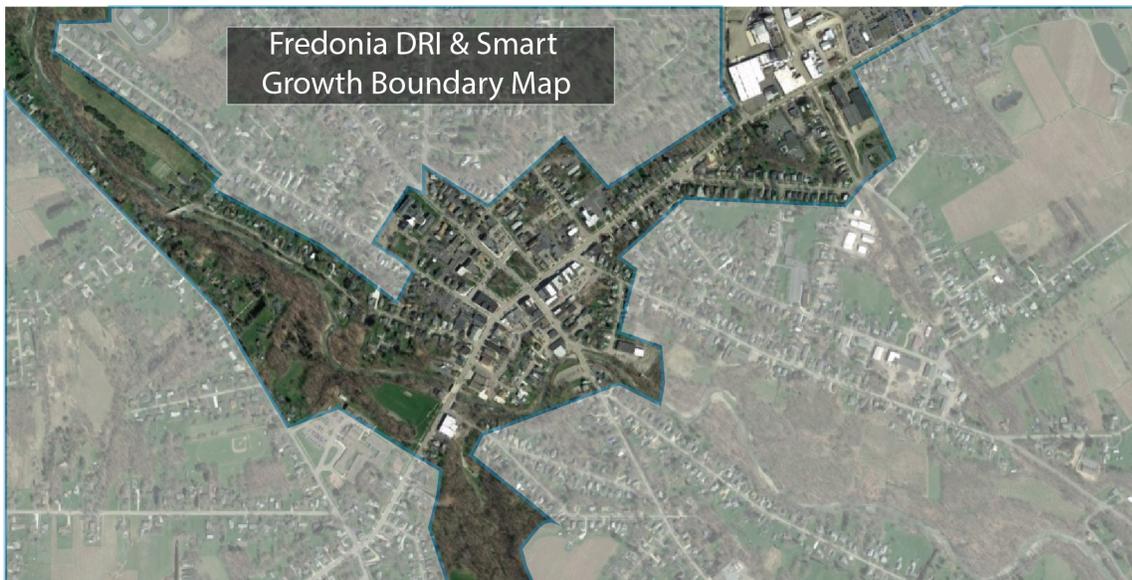
Working towards that goal, we are investing in our downtown core and historic Barker Commons public square. With State assistance through the OPRHP EPF program, the Village will invest more than \$430,000 in reactivating the historic public square for additional festivals and events and promote this space as a downtown destination.

The City of Dunkirk and Village of Fredonia are proud neighbors and strong partners in collaborative efforts for smart regional growth and revitalization. With our joint leadership, the City and Village fully realize that our regional economy has no boundaries. The Village has been engaged in regional planning efforts known as “Central Connection,” in partnership with the SUNY Fredonia. This high potential initiative seeks to better unite the City, the University and the Village to leverage our combined resources, create a strong corridor connection, and bolster our collective assets to spur additional economic development and enhance the quality of life in our communities. We fully recognize that enhancing our strong and unique downtown areas in Dunkirk, Fredonia, and throughout Northern Chautauqua is imperative to fully leverage the connections between our communities and realize our vision for regional smart growth approach.

DOWNTOWN IDENTIFICATION

BOUNDARIES OF THE PROPOSED DRI AREA

The “Fredonia Forward!” downtown revitalization boundary is comprised primarily of what is known as the Village’s Central Business District (CBD). While not officially defined, the Village’s CBD is generally comprised of the land along Main Street from Hamlet Street to White Street, as well as Temple and Water Street from Lambert Avenue to Norton Place. Fredonia’s DRI boundary area generally follows targeted areas of investment around the CBD.



The urban fabric of the “Fredonia Forward!” downtown revitalization boundary is comprised of historic architectural row-type buildings of the early 1900’s, which give Fredonia its unique downtown feel. The main components of the “Fredonia Forward!” area include the Village’s governmental sector, a well-maintained and historic Barker Commons, natural and recreational open space, the historic White Inn, a robust concentration of businesses, and a revitalized version of the former ConAgra plant with nearby industrial buildings that are primed for a Smart Growth oriented reuse.

This area was selected because it includes Fredonia’s strongest built and natural assets. Adjacency to the vibrant CBD and beautiful Canadaway Creek provide significant opportunity to leverage untapped public and private investment. This particular section of the Village will support a critical mass of business and job opportunities, as well as public realm improvements that will invigorate the artistic culture which already exists in the area. Specifically, the enhancement of historic Village architectural features coupled with the expansion of pedestrian and bicyclist amenities will bring a renewed sense of cultural identity and invigorated economic activity to an already thriving area within Northern Chautauqua County.

CATCHMENT AREA

The Village of Fredonia is the third most populous community in Chautauqua County with approximately 11,000 residents. The Village is also home to the SUNY Fredonia campus which boasts more than 5,000 enrolled students and 1,780 faculty and staff. The City of Dunkirk, which lies directly north of the Village, is home to another 12,500 residents on the shores of Lake Erie.

The Village of Fredonia lies along major regional transportation routes including US Routes 5 and 20, and well as Interstate 90 which represent three major corridors for commerce and tourism activity. Regional planning efforts aim to both complement and connect these corridors with smart growth improvements, including the Lake Erie Wine Trail, Rails-to-Trails, Route 5 cyclist improvements and water-related recreation and leisure activities.

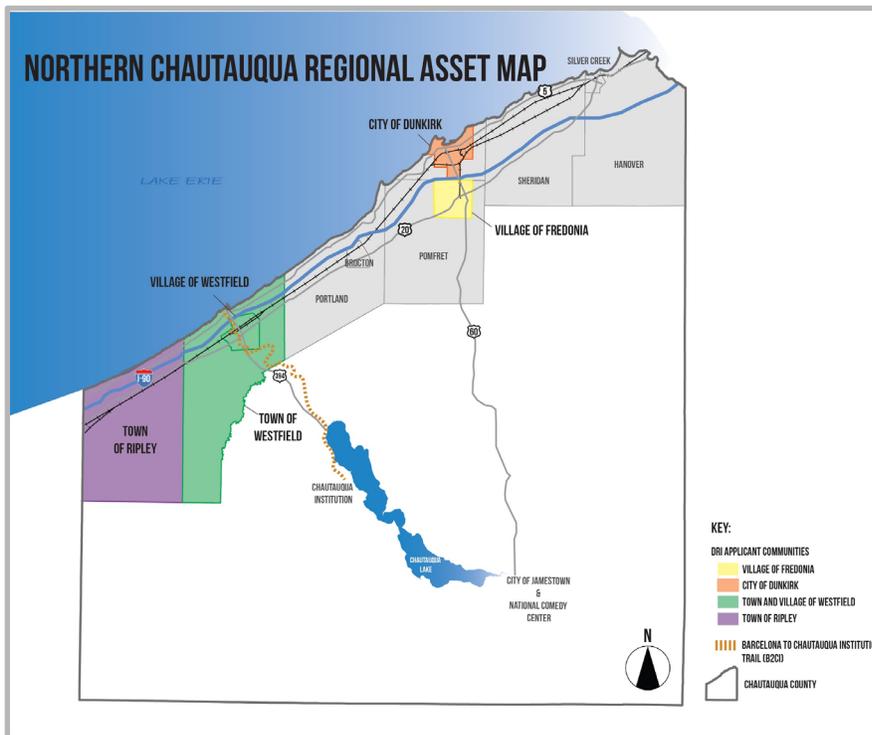
The Village of Fredonia and City of Dunkirk understand the unique opportunity that their locational proximity brings. Instead of competing for resources, Dunkirk and Fredonia have been working collaboratively as the number two and number three most populous communities in Chautauqua County.

The SUNY Fredonia campus has expanded greatly in the last 30 years. With 1,780 faculty and staff, around 4,600 enrolled students, 42,736 alumni and more than 85,755 annual visitors, Fredonia is a hub for people and a source of community vitality and economic activity. Generated revenues of \$140 million in 2012-13 supported spending of \$215.4 million by the University and its faculty, staff, students, and visitors, fueling demand for businesses and service suppliers in the local area, region and beyond. These dollars circulate through the economy to leverage additional impacts. Statewide, Fredonia’s impact is estimated at \$330.81 million. The majority of this - \$204.36 million – accrues to the region, while nearly half of total statewide impacts - \$157.02 million are concentrated in the local Fredonia-Dunkirk community that the University calls home.

The college age population is decreasing nation-wide for the first time in many years. Despite SUNY Fredonia’s role as an economic engine, it is operating in a more competitive environment to attract new students.

A regional effort involving the Village of Fredonia, City of Dunkirk, and SUNY Fredonia called “Central Connection” has sought to create a stronger connection among the Village, City and College. Focusing investment along Central Avenue—the three-mile corridor connecting the City of Dunkirk and the Village of Fredonia—and intersecting the three aforementioned regional transportation routes will build new excitement among residents, increase private sector investment, build a lasting partnership between Dunkirk and Fredonia, and raise awareness of the unique assets that both communities have to offer to visitors.

Northern Chautauqua Regional Assets

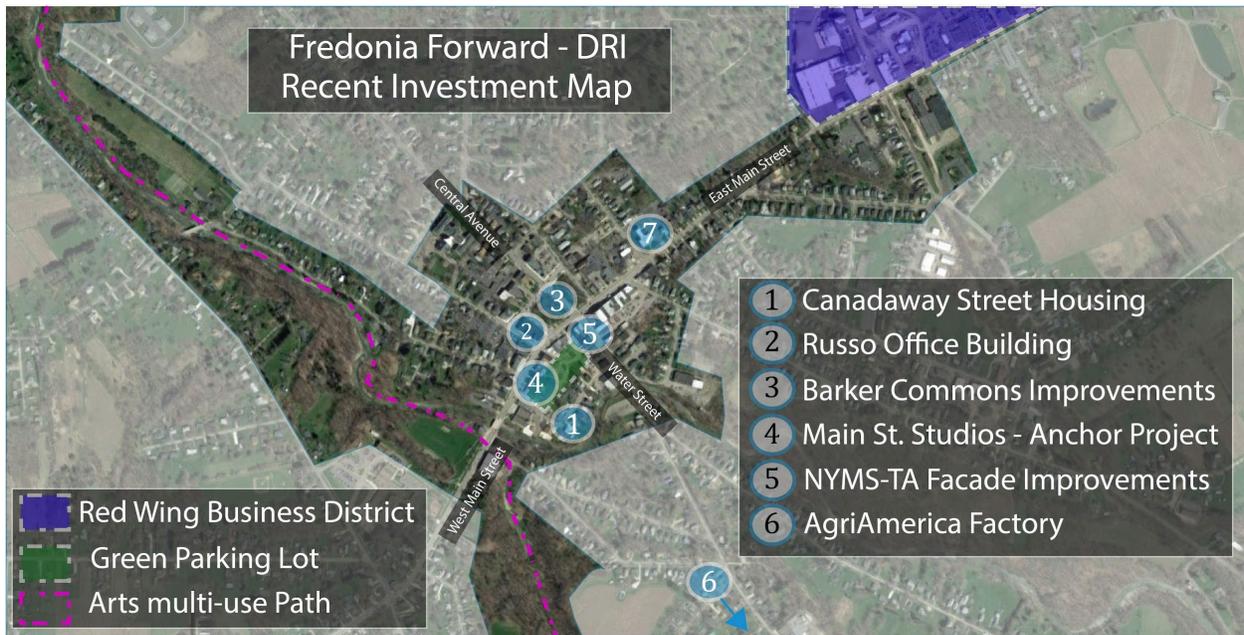


Many regional assets enhance the potential for development of Historic Downtown Fredonia. Fredonia’s Main Street, positioned on US Route 20, and near NY Route 5 and the New York State Thruway, enables the Village to leverage itself as a significant visitor destination. Due to its accessibility in the center of 43 miles of Lake Erie shoreline and Lake Erie Grape Belt, the tremendous accessibility of the Village will benefit regional efforts to enhance tourism. In

addition to the direct spending by visitors, money spent by tourists also produces secondary economic impacts which the Dunkirk, Westfield, Ripley, and Fredonia areas are well positioned to take advantage of through collaborative efforts.

PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

PAST AND CURRENT INVESTMENTS



The Village has seen several private investments - both small and large - and has sought to advance several public improvement projects through grant funding within the last few years. Indeed, recent private investment in this area totals nearly \$2 million. These investments have set the building blocks for additional investments.

Pockets of Downtown, including Canadaway Street, have been dramatically revitalized in recent years. High quality student housing adjacent to Canadaway Creek now characterizes this formerly blighted street. Several housing renovations and targeted infill development projects on this street have dramatically improved the overall condition of housing units and general character of the street.



Several buildings on Fredonia’s historic Main Street have also been redeveloped in recent years. These include the Russo Building at One Park Place and 5 East Main Street. Improvements include storefront and facade upgrades, rental housing improvements, and other commercial tenant space improvements.



Recognizing its importance to economic development, the Village has been very proactive in maintaining and improving infrastructure, and has invested more than \$175,000 for water and sewer plant capacity studies.

Barker Commons Improvement Project

Project Description: In recognition of Barker Commons being the Village’s most prominent and recognizable feature in the historic downtown, the Village in 2016 advanced a revitalization project for the public square that will entail sidewalk and entryway improvements, landscaping, LED light retrofits, and water and electric infrastructure upgrades. This more than \$400,000 in investment was designated as a priority project by the WNY REDC in 2016 and was awarded state funding in excess of \$300,000. It received a further \$15,000 in funding in 2017.



This project was derived through the “Central Connections” regional planning initiative and community connections plan with the City of Dunkirk. This proposal seeks to build on the success of this project and expand the investment momentum (public and private) in a radial pattern from the center focal point created by Barker Commons. The park is undergoing improvements such as the replacement of perimeter and interior sidewalks, the restoration of the historic fountains, utility enhancements to

improve the capacity for hosting local events organized by Festivals Fredonia, retrofitting street lighting with LED upgrades, and the creation of brick monument entryways at each corner of the park. Additional phases of this project will include pedestrian crosswalk enhancements and decorative surface paving between each of side of the commons.



The project has completed a preferred design concept and cost estimates, and in early June 2019 there will be an open house by the consultant to solicit public feedback on the proposed design. Construction is anticipated to begin either by late summer of 2019, or early 2020 if the Village elects to combine the construction periods for this project and the adjacent Downtown Smart Growth Improvements.

Project Cost: \$430,000

Project Funding: \$311,000 Office of Parks, Recreation and Historic Preservation (OPRHP)

Environmental Protection Fund grant /\$15,000 Empire State Development/ \$103,000 Village of Fredonia

Project Timeline: 2019-2020

Downtown Placemaking and Streetscape Enhancements

Project Description: The Village of Fredonia is intent on creating an inviting, pedestrian friendly, and vibrant downtown streetscape to enhance the public realm, improve quality of life, and promote prosperity for local business; all in a more environmentally sustainable manner. At the same time the establishment of a standard palette of durable street furnishings and materials, comprising a consistent theme, will ensure a cohesive identity and minimize life-cycle maintenance and replacement expenses. To this end, the Village allocated \$1.2 Million of the \$2.5 Million Smart Growth Community Fund award that it received in 2018 toward this project, beginning with the streets directly around Barker Commons.

Key project elements include:

- Replacement and/or addition of new street trees where needed
- Pedestrian scale period street lights
- LED light fixture upgrades
- New benches made from granite or wood
- Incorporated parklets, bioswales and/or landscape areas to allow for stormwater filtration, if possible
- Pedestrian spaces to support outdoor dining, cultural activities, and entertainment
- Addition of banners emphasizing history, culture, and events
- Repair or replacement of brick pavers between sidewalk and street

These improvements are central to our investment strategy of “Fix the basics, build on our assets.” Enhanced aesthetic and walkability will enhance the vitality of existing businesses downtown.

Project Cost: \$1,200,000

Project Funding: \$1,200,000 from WNY REDC Smart Growth Community Fund, as part of \$2,500,000 overall award.

Project Timeline: 2019-2020

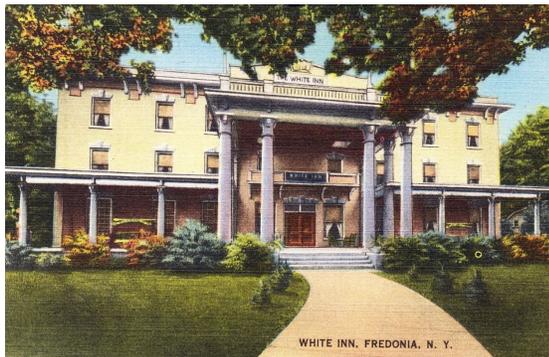
White Inn Rehabilitation

With the support of Empire State Development in 2018, the Village and SUNY Fredonia hopes to move forward with the rehabilitation and reuse of the historic White Inn. This project is key to revitalizing the downtown area. The White Inn is in a prominent location in Fredonia’s downtown. It is the only hotel in the area walkable to Fredonia’s retail and entertainment offerings.



Dr. Squire White was the first licensed physician in Chautauqua County. Elected three times to the State Assembly, White also served as Supervisor of the Town of Pomfret. The Inn, was built by Dr. White’s son Devillo on property originally purchased by Dr. White in 1868. The property was transformed into a hotel, restaurant and lounge in 1918 and has been in operation as such until recently.

The White Inn has been in decline for a few years and shuttered on the eve of its 100th anniversary of operation. The property was recently purchased at foreclosure auction by the mortgage holder, and we are hopeful for the revitalization of this now vacant downtown landmark property.



The redevelopment concept includes renovated luxury hotel rooms. The ground floor will be home to the new restaurant and lounge, as well as performance spaces for local college students, and expansive conference and workshop space for business functions, weddings, and reunions. The grounds will also be upgraded for

aesthetics and functionality for summer events.

1891 Fredonia Opera House and Village Hall Restoration Project

Project Description: The 1891 Fredonia Opera House and Village Hall is a Queen Ann Eclectic style building, designed by renowned architect Enoch Curtis. The Opera House itself is an exceptionally large and elegant community theater with excellent acoustics designed with many elements that echoed major classical theaters in New York and Europe. After undergoing a complete interior renovation in the mid 1990's, the Opera House and Village Hall found itself again needing several improvements.



The upcoming relocation of the Fredonia Police Department and court facilities will free up additional space in the building for public bathrooms and additional private investment. This investment will likely take the form of a bistro, cafe, or similar facility that would compliment and have synergy with the theatre offerings.



In 2018, the Village of Fredonia allocated a \$1.3 Million portion of the \$2.5 Million Smart Growth Community Fund it received towards this project.

Proposed improvements to the facility include:

- The addition of a new and/or replica Marquee to help market the Opera House and its events. This feature is imperative help expand awareness of the theatre's existence and offerings, allowing it to grow and sustain a year-round audience.
- Energy-efficient, soundproof replacement windows and doors will greatly improve the quality of the performances here by blocking out the outside noise and will result in overall energy cost-savings. In addition, the Opera House must purposely avoid presenting events when there are events downtown and in Barker Commons as sound carries inside and interferes with performances. New sound-blocking windows would

enable the Opera House to offer more events, possibly in partnership with outdoor festivals and events.

- Improvements to bathrooms and concession areas in basement
- Rehabilitation of the concrete front entrance and steps and repointing of the 1891 brick facade.

Project Cost: \$1,300,000

Project Funding: \$1,300,000 from WNY REDC Smart Growth Community Fund, as part of \$2,500,000 overall award.

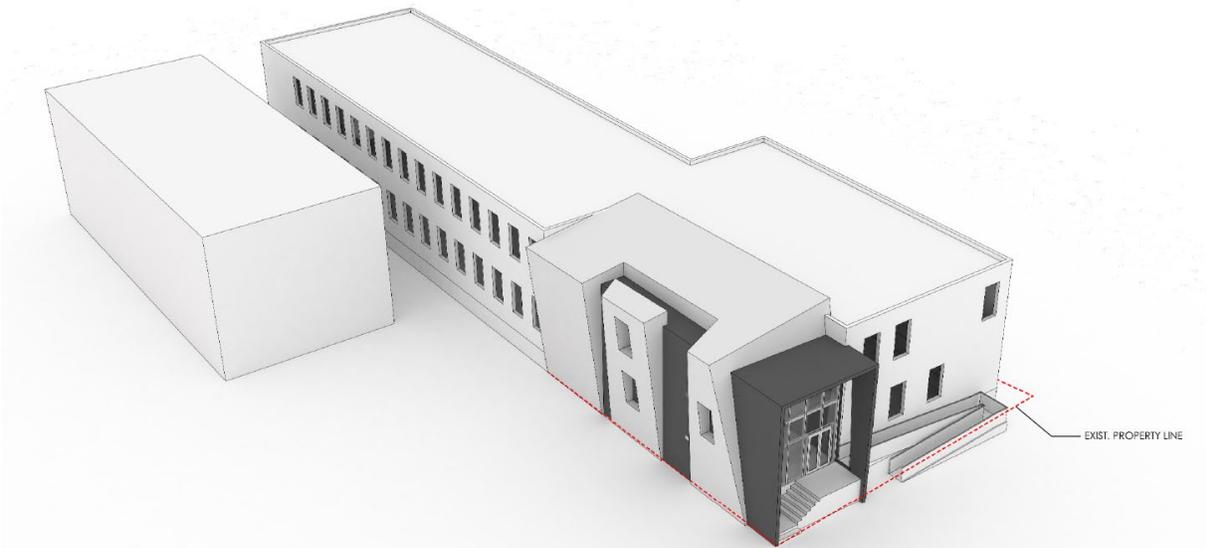
Project Timeline: 2019-2020

Main Street Studios Anchor Project



Project Description: Funded through a \$450,000 New York Main Street Anchor project grant, 50 West Main Street is currently being rehabilitated through extensive interior and exterior renovations to create an entertainment hub featuring theater, film, music, dance, and cultural arts. Interior plans are currently in the final stages of design. Upon final owner approval, they will be submitted to OPRHP for review. Once OPRHP signs off on the design, bid packages will be released in short order. Construction is anticipated to begin by mid-summer of 2019, and finish by the end of the year.

Once finished, renovations to the historic but underutilized building will greatly enhance the aesthetics of Downtown Fredonia. Improvements will include walnut-blasted brick restoration to making the building accessible for persons with disabilities by installing an elevator. The project will transform the former warehouse facility into a first floor performance space, second floor classroom space (ideal for acting, martial arts, dance), and rooftop garden which can play host to a variety of services (yoga space, wedding photographs, public presentations). The project will yield year-round community events, increased tourism, and entrepreneurship.



Project Cost: \$1,100,000

Project Funding: \$450,000 HRC NYMS Anchor Grant / \$650,000 private investment

Timeline: January 2018-December 2020

Main Street Facade Improvements - New York Main Street Technical Assistance Grant



Project Description: The Village of Fredonia was awarded a \$20,000 New York Main Street Technical Assistance Grant from Homes and Community Renewal to complete three to five Building Reuse Analyses for the Downtown Barker Commons project area. Fredonia's downtown is a compact and walkable historic village center in a traditional village square setting. Barker Commons is also the anchor for the Fredonia Commons Historic District. Most of the technical assistance grant project area is

within this historic district. The purpose of the grant is to develop façade renovations and feasible concepts for the reuse of catalytic buildings in the Barker Commons area and provide recommendations for development in alignment with the community vision and historic character.

The Village is using the study as a basis for a 2019 New York Main Street Target Area Building Renovation grant application.

PROPOSED BUILDING ELEVATION

NEW YORK MAIN STREET TECHNICAL ASSISTANCE STUDY
Village of Fredonia
 FREDONIA, NEW YORK

13-15 WATER STREET
 FORMERLY: VARIOUS TENANTS
 CURRENTLY: THE HAIR BAR HAIR SALON AND MAGILL'S PUB

DESIGN CONCEPT:
 AT FIRST GLANCE, IT WOULD APPEAR THAT 13 AND 15 WATER STREET MAY HAVE BEEN CONSTRUCTED AT THE SAME TIME, AS ONE BUILDING. HOWEVER, UPON FURTHER RESEARCH AND INVESTIGATION, IT BECOMES APPARENT THAT 13 WATER STREET WAS CONSTRUCTED LATER, BUT PACKED UP MANY ARCHITECTURAL DETAILS AND CUES FROM 15 WATER STREET. THEREFORE, OUR DESIGN CONCEPT TREATS THE TWO BUILDINGS INDIVIDUALLY, ESPECIALLY AT THE STOREFRONTS, BUT LINKS THEM WITH SOME SHARED PAINT COLORS, PARTICULARLY AT THOSE ARCHITECTURAL ELEMENTS THAT LINK THEM.

THE RETURN TO MORE PERIOD APPROPRIATE EXTERIOR ELEMENTS (TRANSOM WINDOWS, RAIL AND STYLE TRIM, MOLDINGS, PAINT COLORS, ETC.) AT BOTH BUILDINGS, IS DESIRED TO BE CONTINUED THROUGHOUT THE INTERIOR OF MAGILL'S AT 13 WATER STREET AS WELL. GONE WILL BE THE 1970'S RENOVATIONS, REPLACED BY AL TREATATIONS AND NEW FINISHES THAT WILL BE SYMPATHETIC TO A VICTORIAN AS THE TIC, WHILE ALSO ADDRESSING SOME CODE DEFICIENCIES.

ESTIMATED COST:

| | |
|--|----------|
| 15 WATER STREET (EXTERIOR, INCLUDING SIDE AND REAR PAINTING) | \$28,000 |
| 13 WATER STREET (EXTERIOR, INCLUDING SIDE AND REAR PAINTING, AND INTERIOR WORKS) | \$85,000 |

HISTORICAL INFORMATION AND PHOTOGRAPHY ACQUIRED THROUGH:
 APP. DR. PAUL HARRIS/ARCHIVE.ORG
 2/16/18/86 MAY 1 2019 TEE

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 Powered by partnership
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Deliverables include schematic level building plans and elevations for 7 downtown buildings. Design studies of potential interior reconfigurations and estimated construction cost projections will be also being developed. Overall, the project is expected to serve as a blueprint for implementing a comprehensive strategy to revitalize and reinvigorate downtown Fredonia as a destination to attract new businesses, residents and investment. The Target Area Building Renovation projects will leverage NYS grant-funded investments being made in the downtown streetscape Common as well as the NYMS Downtown Anchor, Main Street Studios project at the former Card Seed Building.

Project Cost: \$21,000

Project Funding: \$20,000 HRC NYMS Technical Assistance Grant / \$1,053 Village of Fredonia

Timeline: May 2018 - May 2019

AgriAmerica Fruit Products Juice Factory

Project Description: AgriAmerica Fruit Products has purchased and is now revitalizing a previously closed grape factory in the Village, just outside of the DRI boundary area. The former Cliffstar grape juice factory plant, purchased in 2018 from Refresco, will be utilized to properly intake house and concentrate grapes. This is Phase II of a larger project that includes the in Chautauqua County, the largest grape producing county in New York State and part of the oldest and largest Concord grape growing region in

the world. AgriAmerica plans to rejuvenate the grape juice industry in WNY, supporting local grape farmers and reversing drastic losses in revenue caused by recent plant closings.

This agribusiness project was ranked a top priority project by the WNY REDC in 2017 with a score of 20/20 points, and the project received a \$500,000 award from ESD in 2018 to close a funding gap and enable needed improvements and equipment purchases.



A juice concentrator, ammonia refrigeration system, steam boiler, juice pasteurizer and cooling and other systems are being purchased. Minor building expansions and modifications are being completed to properly house the items being purchased. Insulation, electrical and structural supports are being added to ensure safety and quality at the factory. AgriAmerica will be able to supply different strength juices to a variety of markets, as well as honor a recently signed contract to become a main supplier to the Royal Wine Corporation. Outcomes will include projected

growth in full-time jobs over the next four years in the fruit farming, distribution, construction and retail sectors. Specifically, this project will create and retain 100 direct and indirect total jobs. It will provide a market for up to 7,500 tons of local grapes (about 75 family sized farms will benefit) with annual gross annual revenue estimated to increase to \$3.5 million in 2018.

Project Cost: \$3,593,000

Project Funding: \$2,874,400 private investment / \$500,000 ESD grant funding

Timeline: 2018-2020

FUTURE INVESTMENT POTENTIAL

A period of disinvestment and cynicism is coming to an end. The aforementioned job influxes due to Athenex and spin off development are beginning to have a stimulative effect. Additional projects, representing new jobs and investment currently moving through various phases of the development process include: A Canadaway Creekside Brewery, the White Inn rehabilitation, the ConAgra reuse, and the Opera House rehabilitation.

These investments have resulted in a renewed hope for downtown. While some businesses, especially restaurant and retail-oriented businesses, shuttered in the aftermath of the ConAgra closure, the Village government has acted to manage the decline and is now ramping up efforts to stimulate and support a new infusion of economic activity.

Further, Fredonia has a strong downtown residential occupancy rate. Unlike many upstate cities that have empty second and third floors, property owners in Fredonia are able to keep these units rented due to very strong demand among college students for downtown housing. The property owners who

invest in these spaces, as several have in recent years, are able to earn strong returns. This indicates the stimulative potential of increased access to capital, such as through a revolving loan fund for mixed-use buildings, as proposed below.

Now is the time to set the stage for additional jobs in downtown Fredonia and to set smart growth strategies in motion so that this high potential for economic impact is fully realized. Now is the time to jump start private investment, which has long been lagging, by investing private dollars in downtown infrastructure, public realm improvements, historic preservation, and efforts to fully support building redevelopment and the creation of new jobs and housing units for our young people.

SUNY Fredonia as an Economic Engine

With a direct annual economic impact of more than \$160 million, SUNY Fredonia and the Village are collaborating to leverage this impact to grow and sustain the college and the community. A strong downtown thrives with the support of a strong university and a strong university builds and grows with a strong downtown. The opportunity to create additional retail and service opportunities geared towards the more than 5,000 Fredonia students and the creation of high quality housing options for young people is central to this mission, along with supporting projects that will utilize Fredonia students by applying skills from their majors in community building activities.



The State University of New York at Fredonia is a public institution founded in 1826. It ranks 50th in the most recent edition of Best Colleges in Regional Universities North. SUNY Fredonia is located in the Village and just minutes from the historic downtown. Undergraduate students can choose from more than 100 academic majors, and graduate students can pursue about 15 master's degree programs, including speech pathology and audiology. On campus, students can get involved in more than 100 organizations. Student athletes can play for the Fredonia Blue Devils, which compete in various conferences of the NCAA's Division III, in addition to a variety of club and intramural sports.



The Village is working with the University to enhance events and performances centered on its core musical, art, and education curriculum. Fredonia has been known and recognized for excellence in music and music education for over 100 years. With a broad range of bachelor's and master's degree programs and countless opportunities for music exploration, Fredonia is among the best places to enter professional music training. Their music program ranks as #9 in the country. Additionally, a

recently constructed state-of-the-art science building opens the possibility for research in the ever expanding biomedical and environmental field.

The Fredonia Technology Incubator (FTI) in Dunkirk promotes economic growth in Northern Chautauqua County by supporting entrepreneurship and the development of new, innovative companies into successful business ventures. This takes place in an environment that fosters creativity, technology development, commercialization, and successful business management practices. With a focus on arts and technology based startups, the Incubator provides administrative and business services, mentoring, networking, professional consulting, educational opportunities, and access to capital and work ready space. FTI combines these resources and those of SUNY Fredonia, state and local government, area businesses, and the community to develop businesses that are financially viable and freestanding.

FREDONIA BY THE NUMBERS 2012-2013

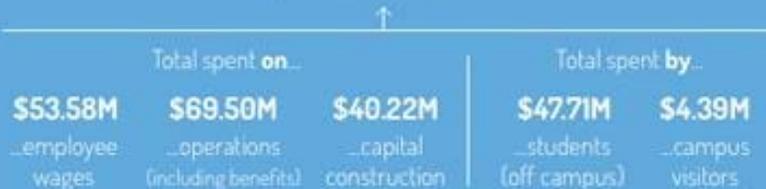
ITS PEOPLE



ITS ECONOMIC ACTIVITIES FY 2012-2013

REVENUES GENERATED
\$140.00M

TOTAL UNIVERSITY-RELATED SPENDING (on and off campus)
\$215.40M



ITS TOTAL ECONOMIC IMPACT



* Local area is comprised of zip codes 14048 and 14063 used to approximate the municipalities of Fredonia, Dunkirk and Sheridan.
** Regional Area is comprised of Erie, Chautauque and Cattaraugus Counties.



The State University of New York at Fredonia (Fredonia) is a public, four-year higher education institution located in the Village of Fredonia, N.Y. approximately three miles from Lake Erie. It is the sixth largest higher education institution in Western New York, out of 23 colleges and universities altogether, and the ninth largest of the thirteen university colleges in the State University of New York (SUNY) system in terms of enrollment.



In 2014, Fredonia enrolled

 **4,941** undergraduate students
and nearly **273** graduate students.

With a total of **78** undergraduate degree programs
and **23** graduate degree programs,

and a student-to-faculty ratio of **16 to 1**, the quality of education and personalized attention given to students has been a key factor in its ranking at

9th place

among the top regional public universities in the northern United States by US News and World Report.

Brooks Memorial Hospital

Brooks Memorial Hospital has announced the Village of Fredonia as home to its new \$74 million facility, just minutes east of the historic downtown. This comes after Kaleida Health announced a new affiliation with Brooks Memorial and TLC Health Network to form a system with the Dunkirk campus, which will deliver inpatient hospital services. \$74 million in funding for the project comes from the New York State Department of Health, including a \$57 million Essential Health Care Provider Support Program grant and a \$17 million Statewide Health Care Facility Transformation Program grant. A site in the Village of Fredonia, near the RT 60 / RT 20 intersection, will result in several positive outcomes for the Village and its downtown. Those outcomes could potentially include a collaboration with the University at Buffalo Medical Center for the development of a residency program and/or a research program for which the new Science Center at SUNY Fredonia could be utilized in a supporting role for research. The hospital has filed paperwork with the Village and is currently in the approval process. Construction is expected to start in summer 2019 and be complete in late 2020.



Investment Strategy

Projects that meet the following goals in implementing the Village's vision for its historic downtown must align with the following tenets of revitalization:

- Provide amenities that support and enhance an active downtown living environment and improve the quality of life of new and existing residents
- Provide and improve appropriate venues for enhanced programming of new and existing year-round festivals, events, and activities
- Utilize existing subsidies to leverage new and expanded investment, including using Fredonia's historic assets and industrial legacy buildings to attract tax credit investment, integrating PACE energy financing through Chautauqua County to overcome financing challenges, utilizing tax exemptions (when required) to promote development, and supporting CFA and HCR grant applications on behalf of private businesses
- Establish a revolving loan fund for facade improvements and similar capital needs for small business owners in the Village

- Support the creation of an active, desirable downtown with a strong sense of place characterized by enhanced public spaces and pedestrian facilities
- Attract new businesses that create a robust mix of shopping, dining, entertainment, and service options for residents and visitors, and provide job opportunities for those with a variety of skills and incomes
- Leverage arts and cultural events that serve the existing members of the community but also draw in attendees from the larger region and beyond
- Create synergy and enhanced connections with the City of Dunkirk, and SUNY Fredonia
- Attract a diverse population, with residents, workers and SUNY Fredonia students supported by complementary diverse housing and employment opportunities
- Promote the recovery of the local property tax base from losses resulting from the 2014 closure of the ConAgra facility by growing and sustaining developments that will increase the assessed value of downtown properties
- Leverage PACE financing for clean energy upgrades;
- Leverage HTCs, and similar resources

“Fix the Basics, Build on the Assets”

Included in this proposal are several projects that have tremendous potential to catalyze private investment in Historic Downtown Fredonia. Realizing the vision of Historic Downtown Fredonia will entail public investment in infrastructure including streetscape enhancements, the rehabilitation of deteriorating public parking lots with sustainable green infrastructure, facade improvements on historic buildings (primarily on the Main Street corridor), and gap financing for several high-potential anchor projects. We strongly believe strategic public investments, including in aiding access to credit, will result in significant private investment. The projects outlined below include high potential investments to critical downtown infrastructure and streetscape improvements, and the inducement of the high potential anchor projects. This strategy will create a forward trajectory for downtown revitalization based on several strategic investments.

Projects identified in this proposal are based on past and ongoing planning initiatives, continuous engagement with business and property owners and the community at large. While these projects align with the overall vision of downtown, individual projects and specific strategic investments will be thoroughly vetted for feasibility, impact, community support, and priority, in line with the DRI review process, should the Village receive funding. This approach will enable Fredonia to maximize initial revitalization activity within the next two to three years while taking advantage of the synergy with combined ongoing revitalization efforts in the City of Dunkirk. The projects aligned with this vision will be strategically dissected and phased in a manner that allows maximum private impact with minimal public investment.

RECENT OR IMPENDING JOB GROWTH

With a population of roughly 11,000 residents, the Village of Fredonia is uniquely situated to take advantage of more than 1,000 proposed jobs coming to Northern Chautauqua County. In 2016, Governor Andrew Cuomo announced the creation of 450 new jobs for the region at Athenex in the nearby Town of Dunkirk. This facility, located just four miles from the Historic Village of Fredonia, is currently under construction. An additional 450 jobs are anticipated as spin off and supply chain related development.

Brooks Hospital's new facility on Main Street (US 20) in the Village will bring several hundred employees to Fredonia. Downtown Fredonia is expected to see a benefit from these workers once the facility opens in 2020.



The County of Chautauqua Industrial Development Agency is actively working with Northern Chautauqua municipalities and other partner agencies to ensure that this spin off is sited in the Dunkirk/Fredonia area. These are not the only jobs available in the area. County Executive George Borrello recently visited over 100 businesses in 100 days across Chautauqua County. One of the most valuable lessons from these tours was the realization that in just over 100

businesses, there were a collective 767 job openings. By extrapolating those openings over Chautauqua County's 2,000 active businesses, we can infer that the total number of openings is much higher. In response to this realization, the County is stepping up its workforce development initiatives in partnership with education and workforce development service providers such as the Workforce Investment Board, Jamestown Community College, BOCES, and the Chautauqua County Education Coalition.

The Village of Fredonia seeks to enhance the historic downtown in a manner that will attract new professionals by taking advantage of this upcoming job growth. By creating unique places and exciting spaces, we will attract millennials and other young professionals to live, work and play in a charming downtown setting. A vibrant downtown will not only enhance quality of life but will attract SUNY Fredonia students to stay in the community following graduation. The revitalization of the downtown core will attract millennial populations to live, work and play and spur additional job opportunities.

Additional public investment will continue to serve as a catalyst for future private investment in Fredonia's DRI Area and surrounding Northern Chautauqua catchment area. This induced private investment which will in turn create new job opportunities, as is evident with the Main Street Anchor Project at 50 W. Main St. Past and projected job growth supports efforts to create opportunities for vibrancy and active lifestyles for young professionals in our community. The DRI Area seeks to leverage

our unique opportunities to create and enhance those such opportunities to help to sustain long term growth in our community.

ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

The combination of built-environment elements within the Village comprise the “skeleton” of the Village of Fredonia’s assets. Basic elements such as transportation routes, strong walkability, quality building stock, and the presence of historic open space within the Village’s core are in a high quality and functioning condition. With these elements already in place, the Village is able to build off of these various components to further strengthen and enhance vitality in the downtown core.

For many years, Downtown Fredonia has been known as a historic village with beautiful tree-lined streets and charming storefronts. In 1978, the Village of Fredonia Commons Historic District was listed on the National Register of Historic Places. This district encompasses the central core of Fredonia, comprising of approximately 25 structures including main civic buildings, downtown row buildings along East Main Street, the historic Barker Commons and several storied churches.

Several other buildings contiguous to this district are eligible for the National Register but not currently listed. This presents an opportunity to leverage the Village’s heritage further in future development.

The Village’s core is supported by compact, highly dense development along the streets of Main, Temple



and Water. The majority of this building stock was originally built in the late 1850s through the early 1900s and largely remains intact today. The main architectural styles of the Village core are Greek Revival, Italianate, Victorian Gothic, Second Empire, and Academic Revival, which contribute to the unique and characteristic atmosphere of the area.

Commercial buildings, which constitute the “core” of the downtown, are row-type structures or blocks built adjacent to one another. Thus, they form a consistent and coherent wall of commercial edifices, ranging from 1 1/2 to 4 stories in height with a variety in style and silhouette. Many of these buildings have had first floor modifications, but most retain distinct and noteworthy features. Simultaneous to their physical appeal, the building stock in the Village core carries a rich historic and architectural history.

The 1891 Opera house overlooks Barker Commons, the first dedicated public park in Chautauqua County, which is also located in the Village’s core. This green space perfectly compliments and adds natural contrast to the architectural elements that surround the Commons on all four sides. This public



open space was first laid out in 1825 and remains as the key focal point for downtown. What makes this space a vital component of the downtown is the character it brings to the core, its functionality as an arts and festival space in the summer months, and its location near a clustering of businesses makes for a highly traversed space for residents of all backgrounds and ages.



The Barker Commons is undergoing a \$414,000 improvement and renovation project in 2019.

Barker Commons is also the location of the Fredonia Farmers’ Market, hosted on every Saturday from May to October. The Market is a non-profit agency that utilizes Barker Commons to provide a marketplace for high quality, locally grown food and handcrafted products for the community, offer healthy food

options, promote a strong local economy, and contribute to the preservation of small family farms.



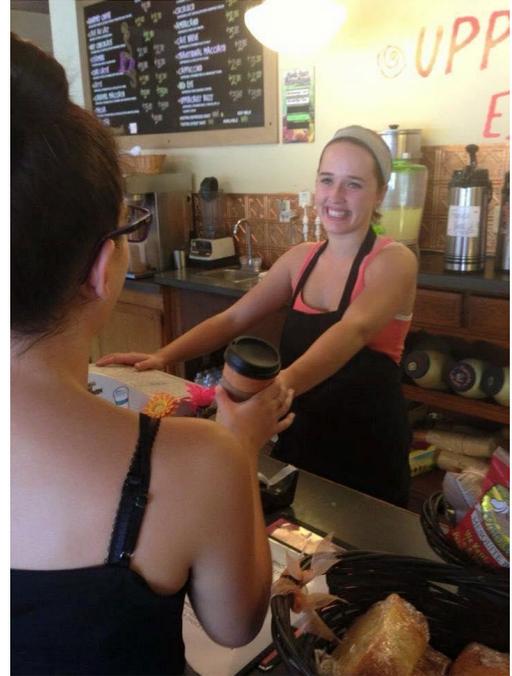
Due to the highly intact architectural character and well-designed streets in the Village, pedestrians are able to easily and comfortably traverse the Village center. According to Walk Score, a private company that provides a walkability index for communities, the Village of Fredonia has a Walk Score of 74, deeming it “very walkable”. This index rating suggests that pedestrians are able to accomplish most of their errands on foot, which is an important aspect that

raises the quality of life for residents and is very appealing to visitors. High walkability at the heart of all successful downtowns, and the Village is committed to continuing this trend.

This foot traffic is important to small businesses in the Village, as boutique retail establishments and restaurants which thrive on foot traffic contribute significantly to the attractiveness of downtown as a destination. These establishments offer a reason for residents, students, and visitors to get out and enjoy downtown.

Additional elements contributing to the high quality of life include the Village's parks and playgrounds; an attractive, historic building stock; strong governmental presence and services; and a multitude of diverse cultural activities, events and festivals. In 2006, Buffalo Business First named the Village of Fredonia as "Best Community in Western New York."

The Village is committed to enhancing the attractiveness and walkability of downtown. The Village maintains the building blocks of a strong urban core; however, improvements will significantly enhance the attractiveness and vitality of the area. Improvements to downtown such as building facade renovations, mixed-use building conversions, streetscape enhancements, and new "cool" public spaces will recreate downtown as a destination. Not only will this enhance the quality of life for existing residents, it will enable the Village to capture a portion of new residents relocating to Chautauqua County.



While there have been investments to housing in downtown in recent years, there is a need for additional high quality housing in downtown geared towards young professionals. Enhancing the aesthetic appearance of downtown and creating a stronger university-community connection will enable the opportunity to rehabilitate existing rental units and to convert underutilized upper stories of buildings on Main street to combination of market rate and luxury apartments suited to millennial populations. Northern Chautauqua County lacks diversity of housing options for diverse population groups. With the expectation that 1/3 of Athenex employees will be imported workers from outside the community, Fredonia is poised to absorb a portion of this housing demand. In addition to creating housing options downtown, creating a more attractive village core will also attract new residents to other areas of the village.



Canadaway Creek Passes through the southerly portion of the downtown area and crosses Main Street and Water Street. These intersections with downtown and the Canadaway Creek present at least two opportunities to create public waterfront access in the downtown core. Leveraging this potential and creating public spaces and trails along the creekfront will enable the promotion of the “live, work, play” lifestyle sought by existing residents, but future generations. Through trail

development, connections between SUNY Fredonia and downtown and downtown with Russell Joy Park would leverage connectivity and recreation geared towards people of all ages and abilities.

QUALITY OF LIFE POLICIES

The Village of Fredonia undertook a comprehensive rewrite of its 1993 comprehensive plan in 2007. The Comprehensive Plan was written with the support of Wendel Companies. The Comprehensive Plan provides a framework to guide these individual activities and decisions to make sure their cumulative impact is consistent with the community’s values and goals. Current planning effort included the following steps:

- Evaluate the existing conditions and the trends that have been influencing and are expected to influence conditions in the community.
- Identify the desirable characteristics, the potential opportunities, and the significant problems or constraints that exist.
- Re-evaluate the community’s goals and policies and adjust them as appropriate. Consider various actions that could be undertaken to implement the policies and
- advance towards the goals and evaluate the potential consequences of these actions.
- Develop a new plan that presents a vision of what the community hopes to become and
- Define a program of actions to achieve that vision.

The Village considers its comprehensive plan a living document and has scheduled a review of the 2007 plan to commence this year.

COMPLETE STREETS POLICY

In 2014, the Village of Fredonia adopted its Complete Streets Policy. The Policy ensures that future street project conform to the policy in which they must be designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and of all ages and abilities.

CHAUTAUQUA COUNTY LAND BANK

Formed in 2013, the Chautauqua County Land Bank has been the recipient of several million dollars in funding from the New York State Attorney General’s Office. The Land Bank has been successful in identifying and eliminating blight throughout Chautauqua County including the Village of Fredonia. In 2016, the Land Bank partnered with the Village of Fredonia to purchase and demolish a derelict and condemned property on Main Street in the Historic Downtown. The Land Bank continues to identify opportunities to transform blighted properties into more productive uses.

MODERN ZONING CODE

The Board of Trustees and Planning Board continue to evaluate local regulations and are actively involved in adopting modern regulations, some of which were recommended in the comprehensive plan. These include a review of design standards, sign code revisions, and the consideration of creating a downtown overlay district to promote and enhanced urban form. In 2018, the Board will be adopting a code allowing Food Trucks in the Village as well as a property maintenance code and registry to improve the quality of student rental housing properties.

REGIONAL PLANNING AND ECONOMIC DEVELOPMENT

The Village of Fredonia is committed to regional efforts involving government efficiency and consolidation, regional planning, collaboration on grant projects and shared resources concerning development. The Village is an active participant in regional efforts with the City of Dunkirk including collaborating on two efficiency and/or consolidation projects which will be submitted in Chautauqua County’s application to the Municipal Efficiency and Consolidation Competition through the New York State Department of State. The Village of Fredonia and City of Dunkirk are actively collaborating in the “Central Connection” initiative which seeks to create a strong central avenue corridor connecting the village, strong downtowns and better position the communities to take advantage of the economic impact of Fredonia State University of New York, tourism and economic development opportunities.

The Village of Fredonia has also created an alliance with the Northern Chautauqua Local Economic Development (LED) Initiative. The LED initiative’s mission is to provide private enterprise leadership in the creation and development of a community-based Economic Strategic Plan of Action for the Northern Chautauqua region. The Initiative is an arm of the Northern Chautauqua Community Foundation, a local non-profit foundation with a total endowment of more than \$26 million in assets to be continually reinvested in the community. The LED Initiative is specifically focusing on the communities within the

Lake Erie watershed, that is, the towns of Ripley, Westfield, Portland, Pomfret, Dunkirk, Sheridan and Hanover, including the villages of Westfield, Brocton, Fredonia, and Silver Creek, and the City of Dunkirk. A Community Economic Development Specialist employed through the LED Initiative works with these communities to promote a regional approach to regional economic development.

The Village is also an active participant in the Chadwick Bay Regional Development Corporation. The Chadwick Bay Regional Development Corporation (CBRDC) endeavors to preserve the character of the region wherein rural surroundings are enjoyed and none of the advantages of the city are lost while fostering safe, progressive, prosperous living. Its mission is to improve the quality of life for all residents through preserving and expanding existing businesses and industry, seeking new complementary enterprises, and creating new opportunities for job creation and economic revitalization.

Governed by the chief elected officials of the nine member communities, including the Mayor of the Village, the CBRDC meets monthly to take actions that accomplish projects throughout the region of northern Chautauqua County. The actions of the CBRDC will promote and enhance a comprehensive and integrated regional planning process that identifies priorities and focuses resources on those priorities.

CHAUTAUQUA COUNTY DESIGN PRINCIPLES GUIDEBOOK

The Chautauqua County Design Principles Guidebook, “Visualizing our Options, Creating a Better Future,” serves as a technical resource of advanced design concepts to promote smart growth in rural communities. The resource book provides designs mechanisms that enable rural Chautauqua County to continue to grow while enhancing the aesthetic and beauty of our communities.

PUBLIC SUPPORT

The Village has actively engaged the community and its partners in creating a collective vision for Historic Downtown Fredonia. These engagement efforts started during the comprehensive planning process which included a rigorous public engagement component and survey process. This process concentrated on improvements to the public realm and outlined development opportunities in the downtown area. Ten years later, village officials recognize the need to update and supplement it with new projects based upon new opportunities. This process will involve another rigorous public engagement component.



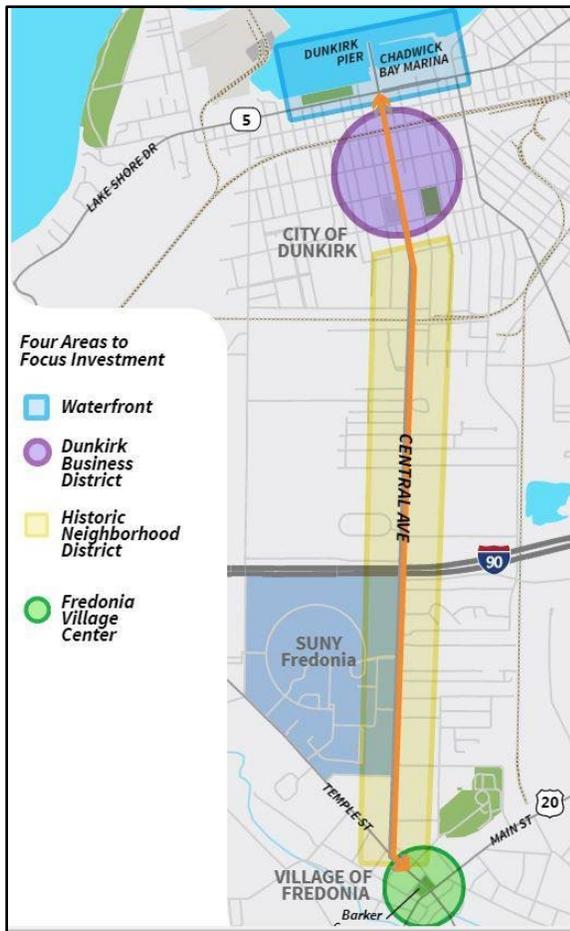
Recently, the Village, in partnership with the City of Dunkirk and State University of New York at Fredonia, created a regional planning initiative known as “Central Connections.” This initiative, funded initially through a Technical Assistance Grant through the REDC, involved a public engagement process

designed by the University at Buffalo Regional Institute (UBRI) which was successful in garnishing a collective vision, not only for the village but the Dunkirk/Fredonia region as a whole. This was not just a corridor development plan, but a roadmap and a framework for developing the downtown of both the Village of Fredonia and City of Dunkirk. The improvements to the historic Barker Commons public square was a project that was initiated directly through the Central Connections Initiative. In addition to engagement through the Central Connections Steering Committee and the members of both communities, the Village formed its own committee of village residents that continue to guide the development of the Barker Commons revitalization project.

Whether or not the Village obtains funding through the Downtown Revitalization Initiative, we intend to create and maintain a local downtown revitalization planning committee. This committee will be comprised of a diverse group of stakeholders which will represent a broad range of interest groups and organizations, local and regional government officials, property owners, local and county chamber of commerce, educational and cultural institutions, local not-for-profits, community foundations, workforce development, local development corporations, village residents, and other stakeholders as may be deemed necessary. Should the Village obtain funding through the DRI, this group will be formalized to include representation from the REDC, Department of State and Empire State Development. This committee will work with a consultant team to develop a Strategic Investment Plan to vet and prioritize economic development projects. The committee will engage residents in a

discussion about key goals for downtown revitalization and potential actions to create a more vibrant and prosperous downtown.

The premise for this application is to formalize existing planning efforts on the local and regional level to create a strong Dunkirk/Fredonia community. This regional approach to economic development is based on our collective commitment to bettering our uniquely situated communities and strong taking full advantage of our natural, cultural, educational and historic assets to create strong downtown. We fully



realize that our regional economy has no boundaries. It is therefore our strong belief that Dunkirk, Fredonia and SUNY Fredonia are better off not competing for critical resources but collectively advocating for the betterment of the Dunkirk/Fredonia region as a whole. At the end of the day, we are one community situated with a growing economy, endless potential for Lake Erie waterfront development, a high caliber State university and a commitment to regional revitalization and smart growth. These regional efforts are further bolstered by the resources of the Northern Chautauqua Local Economic Development Initiative and the CCIDA.

Letters of Support (attached hereto) for this critical funding were received from the following individuals/organizations:

- Congressman Tom Reed
- NYS Assemblyman Andy Goodell
- Chautauqua County Executive George Borrello
- Dr. Kevin Kearns, SUNY Fredonia VP of Economic Engagement
- Jane Fisher, Chairperson of the Northern Chautauqua Local Economic Development Initiative
- Rick Davis, President of the Fredonia Opera House
- Ted Sharon, Owner of Venture Productions/ Developer of Main Street Studios
- Mr. Andrew Nixon, Executive Director of the Chautauqua County Visitors Bureau

CONSISTENCY AND STRATEGIC ALIGNMENT WITH LOCAL AND REGIONAL PLANNING INITIATIVES

The Fredonia Forward! Initiative is in direct alignment several the following local and regional plans. Major themes of the documents listed below include promoting smart growth practices, investing in downtown, building on historical and cultural assets, providing options and amenities for young people, providing waterfront access, increasing local property tax base, supporting downtown business and

encouraging entrepreneurship, improving public spaces and public infrastructure, leveraging SUNY Fredonia as an economic engine, promoting tourism development, and collaborating with the City of Dunkirk and the region to advance economic development.

- Village of Fredonia Comprehensive Plan (2007)
- Chautauqua County Comprehensive Plan
- Central Connection Initiative
- Chadwick Bay Region Comprehensive Plan
- Northern Chautauqua County Economic Development Strategy (in progress through 2016 ESD planning grant)
- Northern Chautauqua Community Foundation - Local Economic Development Strategic Plan
- Lake Erie Grape Belt Heritage Area Master Plan
- A Strategy for Capitalizing on Athenex job growth and housing demand
- Western New York Regional Economic Development Council Plan for Prosperity

LOCAL PLANNING COMMITTEE

Mayor Athanasia Landis has assembled an initial team of residents, business people, local leaders, and economic development partners who will convene to advance downtown initiatives, even if Fredonia is not a recipient of DRI Funding. This preliminary committee includes:

1. James Lynden, Village Trustee
2. Nathan Aldrich, Executive Director of the Chadwick Bay Regional Development Corporation
3. Kevin Kearns, SUNY Fredonia VP for Advancement, Engagement and Economic Development
4. Mike Metzger, SUNY Fredonia VP for Finance and Administration / CCIDA Board Chairman
5. Ted Sharon, Owner of Main Street Studios/Venture Productions
6. Sham Bahgat, Bahgat & Laurito-Bahgat, CPAs, PC
7. Nick Keefe, EBC West
8. Larry Fiorella, Festivals Fredonia
9. David Dengler, Fredonia Chamber of Commerce Chairman

PROJECT LIST / READINESS

Several high potential downtown development and placemaking projects have the opportunity to catalyze additional job growth in downtown Fredonia. If awarded funding, the Village and its partners are capable of near-term implementation of revitalization projects.

POTENTIAL PROJECTS

There is tremendous future investment potential as proposed in the Fredonia Forward! Initiative. The projects below have been categorized based on DRI Project types. These include: (1) Public Improvement Projects, (2) New Development or Rehabilitation of Existing Downtown Buildings, (3) Revolving Loan Fund or Grant, (4) Branding and Marketing



| Preliminary Projects | Category | Anticipated Cost |
|---|-------------------------------------|------------------|
| Caboose Redevelopment | Rehabilitation of Existing Building | \$545,000 |
| 6-12 West Main Rehabilitation | Rehabilitation of Existing Building | \$835,000 |
| 13-15 East Main Street Improvements | Rehabilitation of Existing Building | \$230,000 |
| Green Municipal Parking Lot | Public Improvement Project | \$3,340,000 |
| East Parking Lot Elevated Pedestrian Walk Improvements | Public Improvement Project | \$2,050,000 |
| Streetscape Improvements Phase II | Public Improvement Project | \$3,500,000 |
| Barker Commons Phase II Fountain Restoration | Public Improvement Project | \$428,000 |
| Mixed-use Facade Revolving Loan Fund | Revolving Loan or Grant | \$1,000,000 |
| SUNY Fredonia to Russell Joy Park - Arts Mixed-use Path | Marketing & Branding | \$450,000 |
| Historic District Expansion | Marketing & Branding | \$30,000 |

New Development or Rehabilitation of Existing Downtown Buildings

- Identify specific rehabilitation, adaptive reuse and other development opportunities for underutilized and deteriorating buildings, primarily along Main Street.
- Encourage ground floor retail with residential units on upper floors
- Work with developers to provide apartments with a range of finishes and square footage at various price points, growing the tax base while supporting inclusion
- Promote the commercialization of the Arts and Cultural Alignment with SUNY Fredonia, BOCES and Fredonia Technology Incubator

Developable Downtown Properties

In addition to several buildings that we hope to renovate through a New York Main Street Target area program, as described below, there are several already identified future redevelopment opportunities ready to begin implementation in the next few years. There are undoubtedly other opportunities in the downtown area that will arise with the infusion of public investment in smart growth principles.

Improvements to infrastructure, public spaces, and streetscapes will promote further private investment in storefronts, housing units, and office space. Enhanced aesthetics and walkability will invigorate the vitality of existing businesses downtown.

In addition to target redevelopment opportunities, we are working with existing building owners in a designated target area of downtown through a NYMS Technical Assistance process has set the stage for a 2019 NYMS Target Area application.

6-12 West Main Street Redevelopment

A design concept for these buildings was completed through an New York Main Street Technical Assistance project funded through OCR. While the upper two stories of the Facades are largely intact, the ground Floor facades have seen many alterations over the years. The design intention is to incorporate three unique storefronts that reference the original character of each of the buildings seen below. A range of historically sensitive palettes have been scheduled to emphasize the individual appeal of each building, while retaining an overall complementary composition. In addition to these proposed facade renovations, the building owner is proposing to add several luxury apartment units to the currently vacant second and third floors.

Total project cost: \$835,000

Timeline: 2020-2121



13-15 East Main Street

The second story and cornice are remarkably intact, but the street level storefronts have experienced many alterations over the years which were not entirely sympathetic to the original building. Our proposal shows a return to the type of architectural character and detail predominant in late-nineteenth and early twentieth century retail establishments; full height storefronts featuring transom windows, decorative corbels and cornices, and stile and rail with panel moldings below the storefront windows. Paint colors have been carefully selected to highlight architectural features and provide a period-appropriate appeal.

The total project cost: \$230,000

Timeline: 2020



Caboose Building Redevelopment

Project Description: The former Caboose Nightclub at 64 West Main St in Fredonia was an iconic part of the fabric that made up downtown Fredonia. Generations of students from SUNY Fredonia along with locals created memories there. Its absence from today’s downtown Fredonia has had a negative impact on the overall look and feel of this portion of downtown Fredonia. Our downtown needs investment to revitalize this portion of downtown and make it a destination once again. Reuse opportunities may include a new restaurant and bar with outdoor seating and patio space to promote activity on the street.



Project Cost: \$545,000

Project Timeline: 2020-2021

PUBLIC IMPROVEMENT PROJECTS

Public Sector Improvements for Improved Recreation, Relaxation & Quality of Life

- Providing improved recreational opportunities to residents and visitors
- Improve safety and aesthetics of publicly owned or used assets.
- Activate existing but underutilized public spaces
- Improve public spaces to be used for a greater variety of festivals, performances, conferences and events.

Parking Lot Sustainability and Green Infrastructure Improvements

Project Description: The two primary municipal parking lots that service downtown businesses and residents are currently in very poor condition. Our vision includes enhancing the parking lots (beginning with the western lot) with green infrastructure components to promote downtown business traffic and spending. This project includes use of permeable pavement, so rainwater doesn't accumulate and/or overwhelm the combined sewer system.



The addition of permeable landscaping areas with green spaces in strategic locations would significantly improve the aesthetics and stormwater retention capacity of the lots. Additionally LED lights, solar parking meter kiosks, electric cars charging stations, and a gazebo with solar powered outlets will be contemplated as part of the upgrades as well as permanent public restrooms for downtown events and festivals.

This project will also leverage the Main Street Studios Anchor project which sits in the middle of the West Municipal parking lot. This project's main entrance will be on the parking lot side of the building, so improvements to the parking lot itself would enhance and leverage this private development project. Besides this development, the downtown business community has promoted the importance of safe and attractive parking facilities for downtown retail growth. It is anticipated that in addition to efforts to improve Main Street facades, several property owners will also seek to improve the rear of the buildings fronting the parking lot to create an overall more aesthetically pleasing downtown environment.

Project Cost: \$3,340,000

Project Timeline: 2020-2021

East Parking Lot Elevated Pedestrian Walk Improvements



Project involves removal of deteriorating and unsafe elevated sidewalk in the Village East parking lot adjacent to rear of East Main Street businesses and the relocation of utilities currently located underneath elevated sidewalk and provision of replacement sidewalk. This project will create a more inviting and pedestrian friendly atmosphere that will encourage additional commerce to this block and downtown as a whole.

Project Cost: \$2,050,000

Project Timeline: 2020-2021

Downtown Streetscape Enhancements Phase II



Project Description: Although streetscape improvements are underway for downtown areas directly adjacent to the Barker Commons, there remains an opportunity and need to expand the project to additional downtown streets (including Main, Temple, and Water) if funding can be secured.

Key project elements could include, depending on available funds:

- Replacement and/or addition of new street trees where needed,
- New benches made from granite or wood
- Incorporated parklets and bioswales and/or landscape areas to allow for stormwater filtration, if possible
- Period lamp posts along the Central Connections corridor with banners promoting the “Central Connections” Initiative, which promotes unity with Dunkirk and Lake Erie
- Retrofit existing lighting with LED fixtures
- Partnership with National Grid and other utilities to strategically bury power lines/remove telephone poles in the immediate vicinity of Main Street/Barker Common and work north and south overtime.
- Enhance bridges that span Canadaway Creek with upgraded LED lighting fixtures, curbing and railings, and add bike racks to encourage non-vehicular traffic
- New solar powered parking kiosks
- Street side pedestrian spaces to support outdoor dining, cultural activities and entertainment
- Repair or replacement of brick pavers between sidewalk and street
- Coordination with NYS DOT to install permanent bike lanes as part of future paving project

Total Project Cost: \$3,500,000

Barker Commons Phase II Fountain Restoration



Final design of the Barker Common Improvement Project is complete and ready to execute in the fall of 2019. Additional improvements not currently included in this project scope involve the complete restoration of the historic Mark Fountains which serve as the centerpiece to the Commons. Repairs and restorations are necessary to ensure that 1925 fountains last for 100 more years.

Restoration includes:

- Demolition and construction of new basins;
- Cleaning, repair, zinc coat and painting of metal fountain parts
- Addition of new submersible fountain lights;
- New plumbing; and
- Waterproofing

Total Project Cost: \$428,000; Engineering report and cost estimations are complete

MARKETING & BRANDING PROJECTS

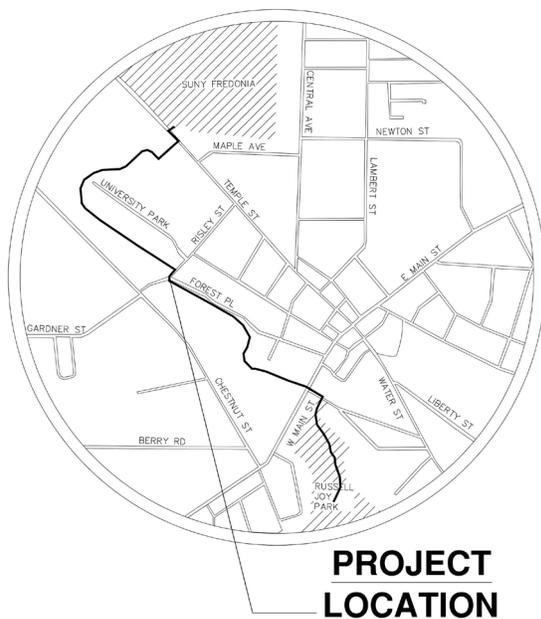
Linking and Featuring the Village's Renowned Arts and Cultural Anchors

- Connecting and integrating renowned arts and cultural icons and extend downtown via streetscape enhancement projects
- Improve wayfinding to regional agricultural, winery, and unique geographical locations
- Emphasize Village's unique history, educational, arts, and cultural resources
- Promote wayfinding and marketing of historic and cultural assets
- Enhance existing public festivals and events and add additional downtown programming and activation of additional on-street activities

Multi-Use Creekside Arts Trail

Project Description: As indicated in several prior planning documents, residents are in favor of a multi-use path along Canadaway Creek. Such a path could provide better Creek access and bicycle connections to several assets. It would provide a safer and more enjoyable cycling environment than what currently exist. It would allow for improved public health due to exercise opportunities. It would also cut down on the potential for drunk driving between downtown and campus.

The trail would connect Russell Joy Park to campus via a multi-use path. It would cross the creek on the Bridge at Risley and would cross Main Street at Spring Street, where either a traffic light or stop sign and enhanced crossing infrastructure should be added. All Intersections between the trail and major roads should be given special attention to reduce the risk of accidents, including the use of green road paint, raised brick crossings and similar interventions to slow drivers down.



This path would better integrate the campus and the surrounding community. It would provide easier and safer access to the village's impressive public spaces. It would promote an active lifestyle and improved public health outcomes. This project is consistent both with regional planning efforts and with smart growth ideals.

The multi-use path should ideally feature art installations. This will activate additional funding opportunities, improve collaboration between the school and village, and will provide cultural exposure opportunities. The trail should be well lit and include "emergency" kiosks that alert local police to any issues. This path would provide safe hiking, biking, and cross country skiing facilities for residents of and visitors to Fredonia.

This trail is anticipated to cost \$450,000. This includes funds for property or easement acquisition. DRI funds could be complemented by or used to leverage Recreational Trail Program funds. This estimate is based on cost estimates provided for the Barcelona to Chautauqua mixed-use trail, which should provide both guiding principles and implementation techniques for this project. Ideally, this multi-use path will eventually tie in to other bike paths or multi-use trails throughout the county.

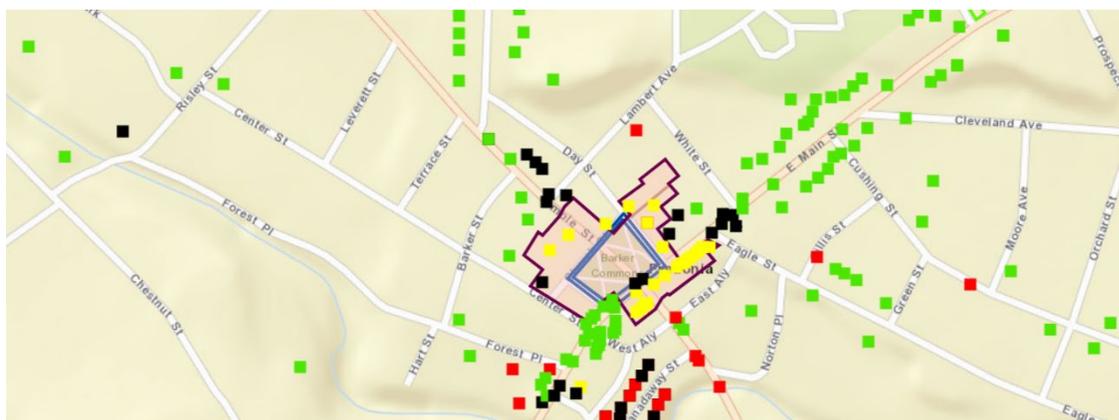
Project Cost: \$450,000

Project Timeline: 2019-2021

Expansion of Existing Historic District

Project Description: The Village of Fredonia should explore the opportunity of expanding the existing or creating a new historic district. The existing historic district is very small and mostly includes publicly owned or institutional property. This limits the ability of village property owners to take advantage of historic tax credits and similar incentives to rehabilitate historic buildings. There are several buildings in disrepair in Fredonia’s downtown that would be eligible for and would benefit from an expanded historic district.

This project would likely require hiring an individual or firm familiar with such projects to assist the town in coordinating with the State Historic Preservation Office and the National Park Service. Financial assistance is available for such projects through the Preserve NY Initiative and through Certified Local Government status. The SUNY Fredonia History Department should be contacted regarding the establishment of a practicum for students to assist in the historic research not only for this project but for other historic districts and individual nominations throughout the county, thereby defraying costs and providing actionable experience for SUNY Fredonia students.



Source: New York SHPO CRIS system.

Contrary to frequent misinformation the expansion of a National Register Historic District will not limit what property owners will do with their property. That is only the case with a local historic district. Only

property owners that receive tax credits or other financial incentives will be required to comply with the Secretary of the Interior's standards for historic preservation.

Like much of New York State, the local economic conditions in Fredonia are generally not sufficient for investment in redevelopment without additional subsidies. The NYS SHPO database indicates a number of downtown properties are currently eligible but are not included in the existing district. Rehabilitation would be viable for many of these properties if 40% of the rehabilitation costs were refunded in a manner that would attract capital.

The expansion of historic districts is a tried and true method of improving neighborhoods and communities across our region. Beyond the fact that this promotes the preservation of unique elements of our cultural identity, it provides new opportunities to reinvest in places that wouldn't otherwise be cost effective for investment.

Project Cost: \$30,000

Timeline: 2019-2020

First Commercial Gas Well Commemorative Site Enhancements

This project involves the creation of a memorial which will consist of two four-foot high posts constructed of stones and rocks from the creek. On top of one will be a gas light, the other will have the biographical plaque. The first commercial well was drilled along the banks of Canadaway Creek in 1825. This project could potentially attract additional public investment through NYS arts, history and culture funds. We anticipate that this would be a relatively affordable project, totalling less than \$20,000.

REVOLVING LOAN OR GRANT PROGRAMS

- Create a downtown revolving loan fund to stimulate building rehabilitation, business expansion, and job creation
- Create a housing improvement grant program focused on promoting additional residential units geared towards young professionals in the downtown.

Mixed-Use Facade Improvement Revolving Loan/Grant Fund

After the recent completion of a New York Main Street Technical Assistance Study, which looks at improvements to seven downtown sites, it is clear that The Village of Fredonia has an incredible intact supply of historic buildings poised for improvement and restoration.



PROPOSED BUILDING ELEVATION

13-15 WATER STREET

FORMERLY: VARIOUS TENANTS
CURRENTLY: THE HAIR BAR HAIR SALON AND
MAGILL'S PUB

DESIGN CONCEPT:

AT FIRST GLANCE, IT WOULD APPEAR THAT 13 AND 15 WATER STREET MAY HAVE BEEN CONSTRUCTED AT THE SAME TIME, AS ONE BUILDING. HOWEVER, UPON FURTHER RESEARCH AND INVESTIGATION, IT BECOMES APPARENT THAT 13 WATER STREET WAS CONSTRUCTED LATER, BUT FROCKED UP MANY ARCHITECTURAL DETAILS AND CUES FROM 15 WATER STREET. THEREFORE, OUR DESIGN CONCEPT TREATS THE TWO BUILDINGS INDIVIDUALLY, ESPECIALLY AT THE STOREFRONTS, BUT LINKS THEM WITH SOME SHARED PAINT COLORS, PARTICULARLY AT THOSE ARCHITECTURAL ELEMENTS THAT LINK THEM.

THE RETURN TO MORE PERIOD APPROPRIATE EXTERIOR ELEMENTS (TRANSOM WINDOWS, RAIL AND STYLE TRIM, MOLDINGS, PAINT COLORS, ETC.) AT BOTH BUILDINGS, IS DESIRED TO BE CONTINUED THROUGHOUT THE INTERIOR OF MAGILL'S AT 13 WATER STREET AS WELL. GOALS WILL BE THE 1970'S RENOVATIONS, REPLACED BY ALTERATIONS AND NEW FINISHES THAT WILL BE SYMPATHETIC TO A VICTORIAN AS THE FC, WHILE ALSO ADDRESSING SOME CODE DEFICIENCIES.

ESTIMATED COST:

| | |
|---|-----------------|
| 15 WATER STREET (EXTERIOR INCLUDING SIDE AND REAR PAINTING) | \$28,000 |
| 13 WATER STREET (EXTERIOR INCLUDING SIDE AND REAR PAINTING, AND INTERIOR WORK) | \$85,000 |

HISTORICAL INFORMATION AND PHOTOGRAPHS ACQUIRED THROUGH:

#FF 294016@GEOFFREY.COM
2181636 MAY 2019 TEE



Upgrading the exterior of these buildings, while stressing their historic significance, will help retain and attract businesses, strengthen the downtown area, restore economic vitality and enhance property values.

The upgrades should encompass three points:

- 1) to encourage historic preservation through restoration of downtown structures,
- 2) to abate any continued deterioration of downtown commercial and/or residential buildings, and
- 3) to augment the natural assets of downtown by restoring the uniqueness, character and integrity of downtown structures to the period of their construction

We plan to assist the owners of commercial and mixed-use properties located in the defined target area with significant building renovation and façade restoration projects. These projects may include:

- Redesign, reconstruction and/or enhancements of the facade and storefront
- Exterior signage
- Awnings
- New exterior lighting

The projects will stimulate reinvestment in properties located within the target area and adjacent neighborhoods with the goal of establishing sustainable, revitalized, visually-appealing downtown with historic structures that have been preserved and adapted to modern-day usage. In addition to visual

appeal, the overall goal of these projects are to make individual buildings and downtown blocks more appealing to private investment, retail development, and additional opportunities for repositioning vacant and underutilized space as office and residential space.

The Village will work with its local partners in government and nonprofit entities to administer the revolving loan program, which will provide low-interest, subordinate loans of up to \$10,000. As the loans are repaid, new loans will be made to allow for comprehensive coverage and availability for engaged downtown business owners. This will have a stimulative effect for local painters, landscapers, and contractors, and will promote new business formation by providing an influx of attractive commercial spaces. The low-interest loans should allow building owners to make improvements without the need for drastic rent increases.

This project involves establish a grant and/or loan program for retail tenants, property owners, and developers investing in the downtown with the goal of attracting and retaining commercial businesses, rehabilitating buildings, and creating jobs. Funds will help finance projects by mitigating risks of banks and other financial institutions taking first position on the project and providing gap financing necessary to advance larger downtown anchor projects. This will provide the Chautauqua County IDA another tool in their arsenal of loan and tax abatement projects and their efforts to attract and retain development in downtown.

Housing Rehab Mini Grant Program

Geared towards improving SUNY Fredonia student rental housing and creating loft style units for young professionals, this project will establish a grant program for property owners, especially prospective owner-occupants, to promote safe, affordable and attractive housing for students and young professionals, proximate to downtown. The goals of the loan program would be to create a variety of housing options at different levels of affordability, finishes, and type, but also to attract professionals by providing an opportunity for them to purchase and fix up a house in Fredonia, when they may struggle to afford to, or access credit, to do so in larger markets.

In addition to attracting and retaining millennials upon graduation from SUNY Fredonia, the opportunity exists to attract new residents from surrounding rural areas, which lines up with national trends for small village development. Enhancing housing opportunities in the downtown core is a hallmark smart growth strategy - and the downtowns in both Dunkirk and Fredonia should be considered for additional housing opportunities before sprawl-promoting housing projects are approved.

ADMINISTRATIVE CAPACITY

The Village of Fredonia has supplemented its capacity and has created partnerships so it can properly and expeditiously implement our strategy for downtown. With the support the Board of Trustees, Mayor, Village Administrator, and staff, we have also gained the support and commitment of several regional partners to advance and manage a variety of projects. This includes the commitment of Northern Chautauqua Community Foundation's Local Economic Development (LED) Initiative and the Chadwick Bay Regional Development Corporation who's full time Executive Director works closely with the Village on project development and grant/contract management. We have also budgeted funds in the adopted 2018-2019 Village budget to further leverage this partnership to include advanced services such as grant management, competitive bidding and contract oversight, and public engagement.

In conjunction with our own administrative staff, our economic development partners, and consultants as needed, the village has stayed nimble and supplemented its capacity to manage two active CFA projects and a New York Main Street Technical Assistance Grant, in addition to several State grants for water and wastewater improvements.

Additionally, Chautauqua County and County of Chautauqua Industrial Development Agency are also strong partners in Fredonia's community and economic development strategy and have offered their resources in the past.

APPENDICES

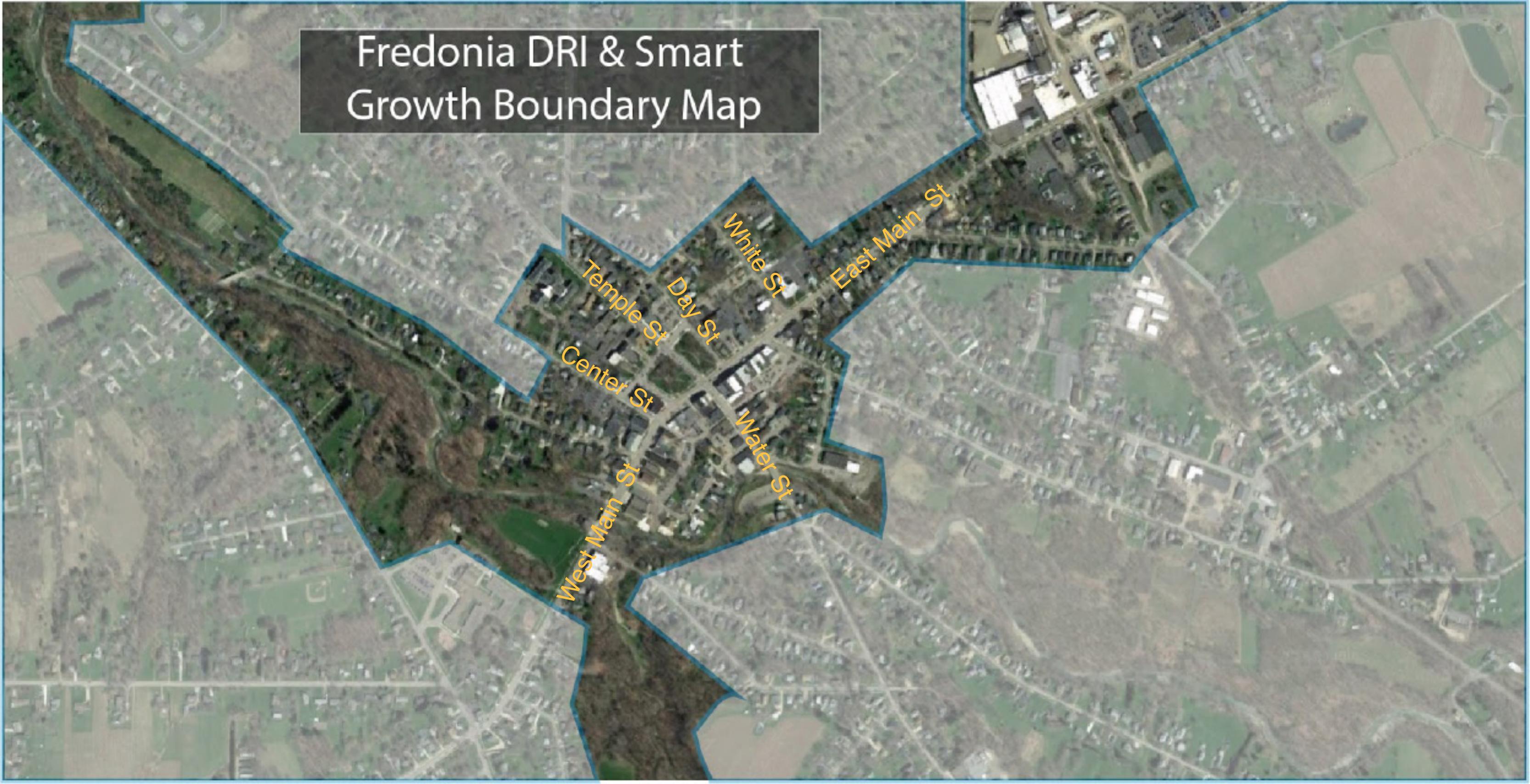
Boundary Map

Project Map

Resolution of Support

Letters of Support

Fredonia DRI & Smart Growth Boundary Map



Upon motion duly made by Trustee Christina and seconded by Trustee Lynden, the following resolution was unanimously adopted:

WHEREAS, as part of Governor Andrew Cuomo's Regional Economic Development Councils, Round 4 of the Downtown Revitalization Initiative (DRI) provides an opportunity for one downtown from each of the 10 regional economic development councils to be nominated by their respective council for the award for which the submission must come from the respective municipal government; and

WHEREAS, in conjunction to the DRI process, up to \$10 million will be made available to 10 communities to aid in the transformation of communities to advance high quality-of-life and a critical mass of diverse public amenities and activities serve as catalysts for increased and sustainable local economic development.; and

WHEREAS, the Village of Fredonia has bolstered efforts and formed partnerships to advance downtown revitalization efforts and is currently administering several downtown revitalization projects including improvements to Barker Commons, a New York Main Street Anchor Project, and a New York Main Street Technical Assistance Grant; and

WHEREAS, the Village, in 2018, was awarded \$2.5 million through the Smart Growth Community Fund Phase II of the Buffalo Billion, based on the DRI proposal; and

WHEREAS, significant opportunity still exists to leverage private investment downtown Fredonia with strategic public investment; and

WHEREAS, the Village has reviewed and improved upon its 2018 DRI application; now

BE IT RESOLVED that the Board of Trustees is in full support of the submission to the WNY REDC an application for the 2019 Downtown Revitalization Initiative.

STATE OF NEW YORK
COUNTY OF CHAUTAUQUA
VILLAGE OF FREDONIA

SS. }

I, Annemarie Johnston _____, Village Clerk of the Village of Fredonia, Chautauqua County, New York, do hereby certify that I have compared the foregoing resolution with the original thereof as appears upon the Official Minutes of the Village of Fredonia and that the same is a true and correct copy of the same and of the whole thereof which was duly passed by the Board of Trustees of the Village of Fredonia on the 20 day of May 2019.

In witness whereof, I have hereunto set my hand and affixed the seal of the Village of Fredonia, this 22 day of May 2019



Village Clerk
Village of Fredonia, N.Y.

Congress of the United States
House of Representatives
Washington, DC 20515

May 23, 2019

Amanda Mays, WNY Regional Director
Western New York Regional Economic Development Councils
95 Perry Street – Suite 500
Buffalo, NY 14203

RE: Village of Fredonia, NY – Downtown Revitalization Initiative Application

Dear Director Mays,

I am pleased to provide this letter of support to the Village of Fredonia in its application for the 2019 Downtown Revitalization Initiative to the Western New York Regional Economic Development Council (WNYREDC).

Resources from the DRI will enable the village to build on its assets which will provide a springboard for continued downtown revitalization. Through public and private partnerships, the Village has completed multiple improvements including the historic Barker Commons, adaptive reuse at 50 West Main St., and improvements to the 1891 Fredonia Opera House.

If approved for DRI funding, the Village of Fredonia will advance public infrastructure and peacemaking projects, advance historic preservation efforts, and spur additional private investment in the downtown core.

I urge the WNY REDC to give full and fair consideration to this grant request as a matter of community improvement and development. Please do not hesitate to contact my office with any questions.

Sincerely,



Tom Reed
Member of Congress

TR: tw



GEORGE M. BORRELLO
County Executive

**CHAUTAUQUA COUNTY
OFFICE OF THE COUNTY EXECUTIVE**

Gerace Office Building – 3 N. Erie St. – Mayville, NY 14757-1007
(716) 753-4211 – FAX (716) 753-4756 – borrellog@co.chautauqua.ny.us -
www.co.chautauqua.ny.us

May 24, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

As Chautauqua County Executive, I am pleased to provide my full support to the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative.

Resources from the DRI will enable the village to fix its basics and build on its downtown assets which will provide a springboard for continued downtown revitalization.

After losing 450 jobs at ConAgra in 2015, the Village has proactively sought to advance efforts to revitalize the community, especially downtown. Through partnerships, the village has advanced public and private projects including improvements to the historic Barker Commons, an adaptive reuse project at 50 West Main Street, and is currently advancing efforts to execute a façade improvement program in partnership with New York State Homes and Community Renewal. Additionally, the Village is advancing projects to improve streetscapes downtown and improve the 1891 Fredonia Opera House through a \$2.5 million grant from the WNY Smart Growth Community Fund. These and other efforts have resulted in a renewed interest in other private investment in the downtown core. Yet, a greater potential exists.

The Downtown Revitalization Initiative will enable the village to advance public infrastructure and peacemaking projects, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

I sincerely believe the Village of Fredonia is well suited to take advantage of DRI funding. Please accept my full support of Fredonia's submission to the WNY REDC for the 2019 Downtown Revitalization Downtown Revitalization Initiative. Should you have any questions, please do not hesitate to contact me.

Sincerely,



George M. Borrello
Chautauqua County Executive



PO Box 384, 9 Church St., Fredonia, NY 14063 • 716-679-0891

May 23, 2019

Ms. Amanda Mays
WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

Dear Ms. Mays,

Please let this letter serve as an expression of support for the Village of Fredonia's funding proposal through the Western New York Regional Economic Development Council for the 2019 Downtown Revitalization Initiative.

The 1891 Fredonia Opera House is a 444-seat, member-supported not-for-profit performing arts center located within Village Hall in downtown Fredonia. Now in its 25th year, the Opera House presents a wide range of programs including live music, theater, dance and an independent cinema series. It also is the only venue in northern Chautauqua County licensed to present live high definition satellite broadcasts of opera productions from the Metropolitan Opera in NYC, live theatre from the National Theatre in London, and ballet from Moscow's Bolshoi Ballet. Each year in June, the Opera House also presents a three-day Baroque music festival.

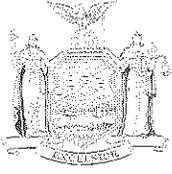
With this level of programming, the Opera House is dependent upon a supportive community, not only for financial backing, but also for event attendance. In 2018, the Opera House hosted 150 events in total; over the two decades it has operated, it has presented 2,807 events attended by 340,928 people. Coincident with nationwide trends, however, the past few years have shown slight declines in attendance as local residents become more selective in their discretionary spending. It is incumbent upon us, therefore, not only to work harder to draw local residents into the theatre, but also to broaden our market and to work to attract more patrons from outside of Chautauqua County.

The Village's plans for downtown revitalization support both of these audience development goals by improving the community's downtown core, making it a more vital gathering space for local residents and enhancing its appeal as a tourist destination. Expansion of the Central Connections initiative, adaptive reuse of existing facilities, streetscape improvements and encouragement of new business development (including restoring and revitalizing vacant and underutilized buildings) all work to create a community that is appealing to residents and visitors alike.

We are proud of our community; and we support the Village's effort to continually improve Fredonia's quality of life and to make it an economically thriving tourist destination!

Sincerely,

Rick A. Davis
Executive Director



ANDREW GOODELL
Assemblyman 150th District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

MINORITY LEADER PRO TEMPORE
RANKING MINORITY MEMBER
Committee on Social Services
COMMITTEES
Cities
Governmental Operations
Judiciary

May 23, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

I am pleased to provide my full support to the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative (DRI). Resources from the DRI will enable the village to improve basic infrastructure, enhance tourism and support much needed local economic development. This funding would enable Fredonia to strengthen its downtown assets and provide a springboard for continued downtown revitalization.

After losing 450 jobs at ConAgra in 2015, the Village has proactively sought to advance efforts to revitalize the community, especially downtown. Through partnerships, the village has advanced public and private projects including improvements to the historic Barker Commons, an adaptive reuse project at 50 West Main Street, and is currently advancing efforts to execute a façade improvement program in partnership with New York State Homes and Community Renewal. Additionally, the Village is advancing projects to improve streetscapes downtown and improve the 1891 Fredonia Opera House through a \$2.5 million grant from the WNY Smart Growth Community Fund. These and other efforts have resulted in a renewed interest in other private investment in the downtown core.

The Village would like to build on this momentum. The Downtown Revitalization Initiative will enable the village to advance public infrastructure, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

Please give every consideration to the Village of Fredonia's application to WNY REDC for the 2019 Downtown Revitalization Downtown Revitalization Initiative funding. Please call me if I may be of any assistance.

Sincerely,

Andrew Goodell
Assemblyman

TOWN OF POMFRET

OFFICE OF THE CLERK

9 DAY STREET

FREDONIA, NEW YORK 14063

TELEPHONE 672-7496

May 31, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

As Pomfret Supervisor, I am pleased to provide my full support to the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative.

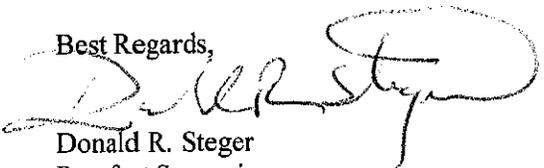
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The Downtown Revitalization Initiative will enable the village to advance public infrastructure and peacemaking projects, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

I sincerely believe the Village of Fredonia is well suited to take advantage of DRI funding. Please accept my full support of Fredonia's submission to the WNY REDC for the 2019 Downtown Revitalization Initiative. Should you have any questions, please do not hesitate to contact me.

Best Regards,


Donald R. Steger
Pomfret Supervisor

supervisor@townofpomfretny.org
716-680-1081



Chautauqua
COUNTY VISITORS BUREAU

May 31, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

I am writing in support of the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative.

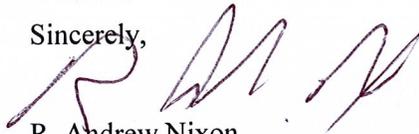
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The Downtown Revitalization Initiative will enable the village to advance public infrastructure and place making projects, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

I believe the Village of Fredonia is well suited to take advantage of DRI funding. Please accept my full support of Fredonia's submission to the WNY REDC for the 2019 Downtown Revitalization Downtown Revitalization Initiative. Should you have any questions, please do not hesitate to contact me.

Sincerely,



R. Andrew Nixon
President & CEO



May 31, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays:

As Vice President for the Division of Advancement, Engagement, and Economic Development at the State University of New York at Fredonia, I am pleased to provide my full support to the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative. Resources from the DRI will enable the village to build on its downtown assets and provide a springboard for continued downtown revitalization.

After losing 450 jobs at ConAgra in 2015, the Village has proactively sought to advance efforts to revitalize the community, especially downtown. Through partnerships, the village has advanced public and private projects including improvements to the historic Barker Commons, an adaptive reuse project at 50 West Main Street, and is currently executing a façade improvement program in partnership with New York State Homes and Community Renewal. Additionally, the Village is advancing projects to improve streetscapes downtown and improve the 1891 Fredonia Opera House through a \$2.5 million grant from the WNY Smart Growth Community Fund. These, and other efforts, have resulted in a renewed interest in other private investment in the downtown core. Yet, despite the significant commitment of progress to date, much work remains to restore the village into a community that retains its residents and attracts visitors.

The Downtown Revitalization Initiative will enable the village to advance public infrastructure and peacemaking projects, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative that seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk, and the Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

I sincerely believe the Village of Fredonia is well suited to take advantage of DRI funding. Please accept my full support of Fredonia's submission to the WNY REDC for the 2019 Downtown Revitalization Initiative. Should you have any questions, please do not hesitate to contact me.

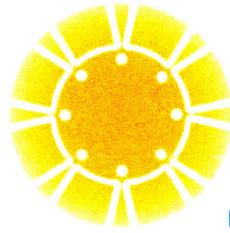
Sincerely,

A handwritten signature in blue ink, appearing to read 'K. Kearns', is written over a horizontal line.

Kevin P. Kearns, Ph.D., Vice President
Advancement, Engagement, and Economic Development

DIVISION OF ADVANCEMENT, ENGAGEMENT, AND ECONOMIC DEVELOPMENT

280 Central Avenue 701 Maytum Hall Fredonia, NY 14063 T 716.673.3758 F 716.673.4973 www.fredonia.edu/aeed



NORTHERN CHAUTAUQUA
**COMMUNITY
FOUNDATION**
Local Economic Development Initiative

May 31, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

As Chairperson of the Northern Chautauqua Local Economic Development Initiative, I am pleased to provide my full support to the village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative.

Resources from the DRI will enable the village to fix its basics and build on its downtown assets to provide a springboard for continued downtown revitalization.

After losing 450 jobs at ConAgra in 2015, the Village has proactively sought to advance efforts to revitalize the community, especially downtown. Through partnerships, the village has advanced public and private projects including improvements to the historic Barker Commons, an adaptive reuse project at 50 West Main Street, and is currently advancing efforts to execute a façade improvement program in partnership with New York State Homes and Community Renewal. Additionally, the Village is advancing projects to improve streetscapes downtown and improve the 1891 Fredonia Opera House through a \$2.5 million grant from the WNY Smart Growth Community Fund. These and other efforts have resulted in a renewed interest in other private investment in the downtown core. Yet, a greater potential exists.

The Downtown Revitalization Initiative will enable the village to advance public infrastructure and placemaking projects, advance historic preservation efforts, and spur additional private investment in the downtown core. This potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help our community accommodate the influx of more than 450 expected jobs that Athenex will be bringing to the community.

I sincerely believe the Village of Fredonia is well suited to take advantage of DRI funding. Please accept my full support of Fredonia's submission to the WNY REDC for the 2019 Downtown Revitalization Initiative. Should you have any questions, please do not hesitate to contact me.

Best Regards,

Jane Fischer
Chairperson, Northern Chautauqua Local Economic Development Initiative



May 27, 2019

Ms. Amanda Mays, WNY Regional Director
Empire State Development
95 Perry Street, Suite 500
Buffalo, NY 14203-3030

RE: Village of Fredonia - Downtown Revitalization Initiative Proposal

Dear Ms. Mays,

As owner and developer of Main Street Studios (HCR Grant awarded in December of 2017), I am pleased to provide my full support to the Village of Fredonia's efforts to seek funding through the Downtown Revitalization Initiative. Resources from the DRI will enable the Fredonia to upgrade our infrastructure and improve downtown assets, and provide a catalyst toward essential downtown revitalization.

The loss of ConAgra in 2015 removed 450 jobs from our community. Through partnerships, the Village has proactively lead efforts to invigorate our community through advanced public and private projects. These efforts include improvements to the historic Barker Commons, an adaptive reuse project at 50 West Main Street, and façade improvements with New York State Homes and Community Renewal. Additionally, the Village has advanced projects to improve streetscapes downtown and improve the 1891 Fredonia Opera House through a \$2.5 million grant from the WNY Smart Growth Community Fund. These and other efforts have resulted in a renewed interest in additional private investment in the downtown core from entrepreneurs and investors. I have personally invested over \$750,000 in the downtown area in the past two years, and I believe we can do more.

The Downtown Revitalization Initiative will enable Fredonia to:

- Advance public infrastructure and peacemaking projects
- Advance historic preservation efforts
- Spur additional private investment in the downtown core

I am also a professor at SUNY Fredonia, and own and operate several popular community-based arts programs. DRI funding will allow us to harness the interest and energy of forward-thinking students and community members, and provide meaningful results that they will carry with them and pass on to the next generation of doers.

The DRI funding potential, when combined with the City of Dunkirk's downtown revitalization efforts, will result in a strong regional presence, consistent with the Central Connection Initiative which seeks to connect the resources and assets of SUNY Fredonia, the City of Dunkirk and Village of Fredonia. These combined efforts will help us accommodate the influx of more than 450 expected jobs that Athenex will bring to our community.

Fredonia is well suited to take advantage of DRI funding. We have strong, well organized Village leadership and the recent addition of Nate Aldrich to assist in the organization and implementation of purposeful projects that will have historic impact on both the people as well as the brick and mortar that make our community. I fully support the Village of Fredonia's submission to the Western New York Regional Economic Development Council for the 2019 Downtown Revitalization Initiative.

Best Regards,

Edward (Ted) Sharon

Edward (Ted) Sharon
Professor, SUNY Fredonia
Owner, Venture Productions
Owner and Developer, Main Street Studios