



DOWNTOWN REVITALIZATION INITIATIVE 2019



VILLAGE OF HAMILTON
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May 30, 2019

James P. Fayle, Regional Director
CNY Regional Economic Development Council
620 Erie Boulevard West, Suite 112
Syracuse, NY 13204

Dear Mr. Fayle,

On behalf of the Village of Hamilton I am delighted to submit our application for the 2019 Downtown Revitalization Initiative Grant. We are pleased and grateful to Governor Cuomo for understanding the importance of investing in New York's municipalities as we strive to create more attractive communities and strengthen economic development.

Hamilton is a beautiful, historic village with engaged residents who freely give of their time and expertise, adding to our quality of life. Colgate University is also an active partner and enriches our community in countless ways. Hamilton is poised to make great strides as we look to the future and celebrate "Hamilton 2030" but our needs are many.

The importance of strategic and long-range planning cannot be minimized and preparing for this important grant encouraged us to think creatively and engage our residents in thought provoking forums. In addition, the collaborative spirit of our many partners/stakeholders has never been stronger, and we are poised to create a model community that will fulfill the vision of Governor Cuomo to revitalize the upstate region.

However, to be successful and make our dreams a reality we require additional financial help. To this end, we are grateful to the Governor and the Regional Development Council for providing this wonderful opportunity for the Village of Hamilton. Thank you for your consideration.

With best wishes,


RuthAnn Speer Loveless

Mayor
Village of Hamilton
315-824-1111
mayor@hamilton-ny.gov

BASIC INFORMATION

Regional Economic Development Council Region: Central NY

Municipality Name: Village of Hamilton

Downtown Name: Hamilton

County Name: Madison



OUR VISION

- ◆ Be a **multi-modal** community that fully supports pedestrians and bicyclists of all abilities.
- ◆ **Make use of existing land** for new housing development and protect against sprawl.
- ◆ Be **affordable** for people of all income levels.
- ◆ Have **housing options** for people of all different ages and life stages.
- ◆ Be a model community for **sustainability**.
- ◆ Retain its **historic and distinct rural character**.
- ◆ Promote the growth and development of our **small business** community.
- ◆ Grow our **arts and cultural** amenities.
- ◆ Improve our **public spaces** to promote more frequent and improved use.
- ◆ Grow our year-round **population**.



INTRODUCTION

Hamilton is a small village that functions like a small city, but also wants to *feel* like a small city. We offer residents and visitors the amenities of a more urban place, while maintaining the surrounding countryside that is central to our character. That landscape is home to some of New York State's best farms, views, and natural environments while our built environment boasts quality locally-owned businesses and historic architecture. It is a place where new and traditional convene to form a community that embraces both. It is our very small, charismatic metropolis.

But we have stalled. Housing development in the last 20 years has been nearly non-existent, forcing our population to decline, affordability to plummet, and making all we hold dear vulnerable. Small businesses struggle as their workers cannot afford to live here, causing turnover, and the much needed population to support them is constantly diminishing.

We need to grow. And not just grow bigger, but in the most dense and diverse manner possible. We need to allow more people of low and moderate incomes access to our Village amenities, we need more seniors to choose to retire here, and we need it to be easier for people of different abilities to get around.

We need more people and there is strong demand for new housing, which was proven by our 2018 housing strategy, stating a demand of 176 new units in the next twelve years. Unless we grow our population, we will not be able to support our schools, hospital, and business district. We have vacant and underutilized parcels in the Village that could increase density and attract much needed population growth. Hamilton is ready to grow in a well-designed manner that enables people of different ages and incomes to be welcomed into the community. We are committed to ensuring our community is equitable and affordable.

Hamilton has seen an emergence of an incredible entrepreneurial ecosystem in recent years, thanks to the work of local organizations the Partnership for Community Development (PCD) and Colgate's Thought into Action (TIA). Over the past four years, over \$1 million has been granted to local businesses through PCD to start or grow, with a number of these being minority- and/or woman-owned small-scale manufacturing start-ups. We have innovative food enterprises that rely on each other for ingredients, including Good Nature Farm Brewery and Kriemhild Dairy Farms, both reaching markets far beyond Central New York.

Hamilton has the fabric to enhance the entire region – it's one of the area's most walkable communities, is home to a university, unique historical architecture, exceptional local businesses, and offers access to premier outdoor recreation, all in the heart of some of Upstate's best agriculture. Now we need to build on our momentum and make our community more equitable and accessible.

DOWNTOWN IDENTIFICATION

The proposed DRI area includes Hamilton's historic mixed-use business district, the parts of Hamilton's residential neighborhoods best positioned for infill housing, a working farm, and a portion of the Chenango Canal Towpath Trail. The area is a thriving microcosm of Hamilton's variety of commercial, mixed-use, and residential areas, as well as access to the extensive recreational opportunities the Towpath Trail provides. All of the included sections are easily walkable from the center of Hamilton.

In the north section of the target area, Hamilton's historic mixed-use business district includes an array of thriving retail shops, restaurants, and professional services, as well as the central five-way intersection and Village Green. The southern end of the target area includes the historic Milford Street commercial district, an area with high potential for increased residential density. Within walking distance to the village core, this area also has immediate access to the Towpath Trail.

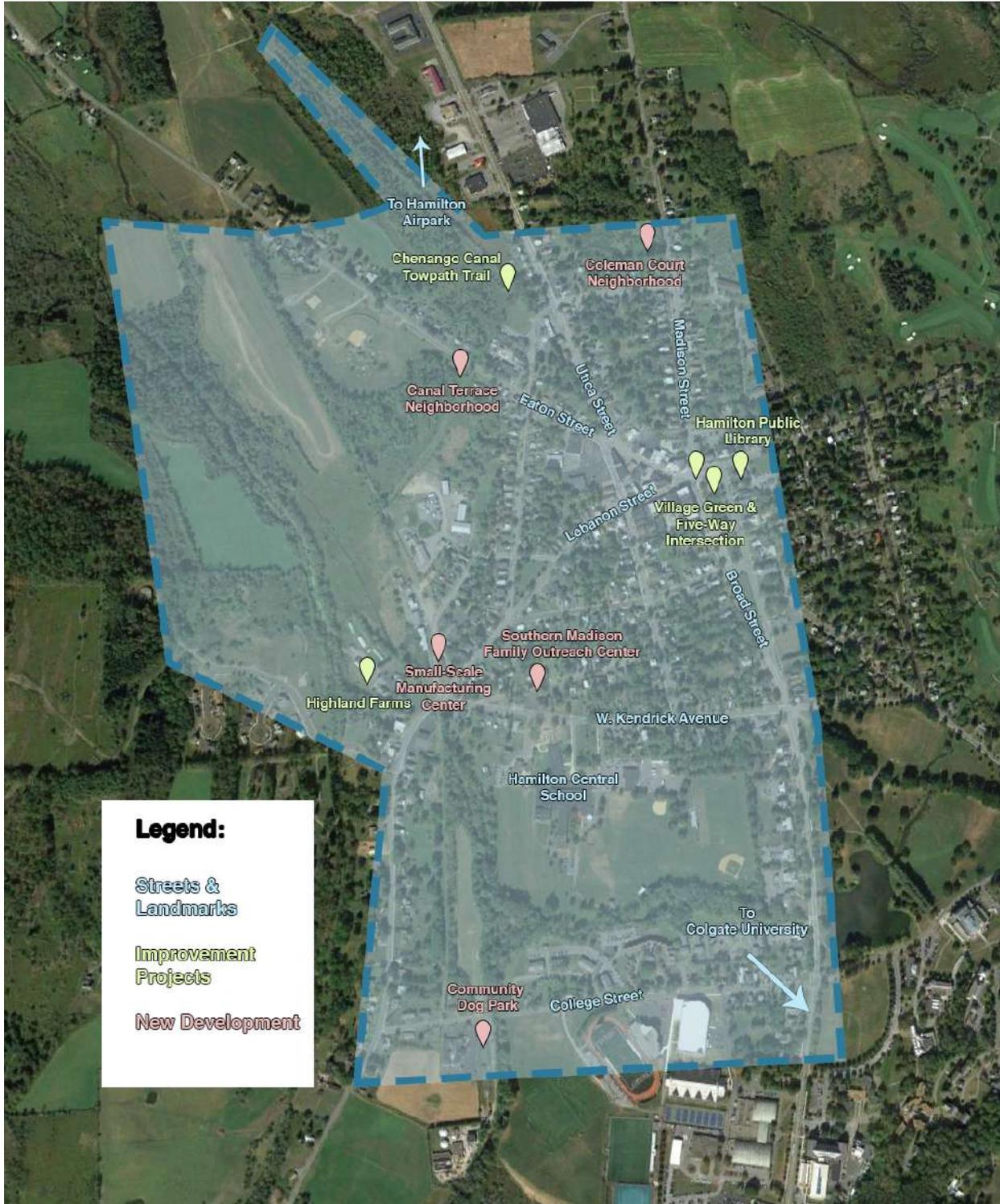
The boundary also includes two entrances to the 8-mile long Chenango Canal Towpath Trail, a multi-use trail located on land owned by the Village of Hamilton. Included in our proposal is improvements to the trail as both a recreational asset and as alternative, non-automobile transportation infrastructure for Village residents.

Also along the southern boundary is Highland Farms, a beautifully preserved farm whose entrance is within walking distance of downtown Hamilton. Having a working farm so close to our commercial core is a rare opportunity that we hope to use DRI funding to take full advantage of. It represents the dual nature of our community as both a dense downtown center and working rural landscape. These two faces of Hamilton are inextricably tied together. For this application we have chosen to highlight projects that will help both of them prosper in harmony with one another.

The map on the following page illustrates the boundaries of the proposed DRI area and showcases some of its existing assets and new development opportunities.



DOWNTOWN IDENTIFICATION

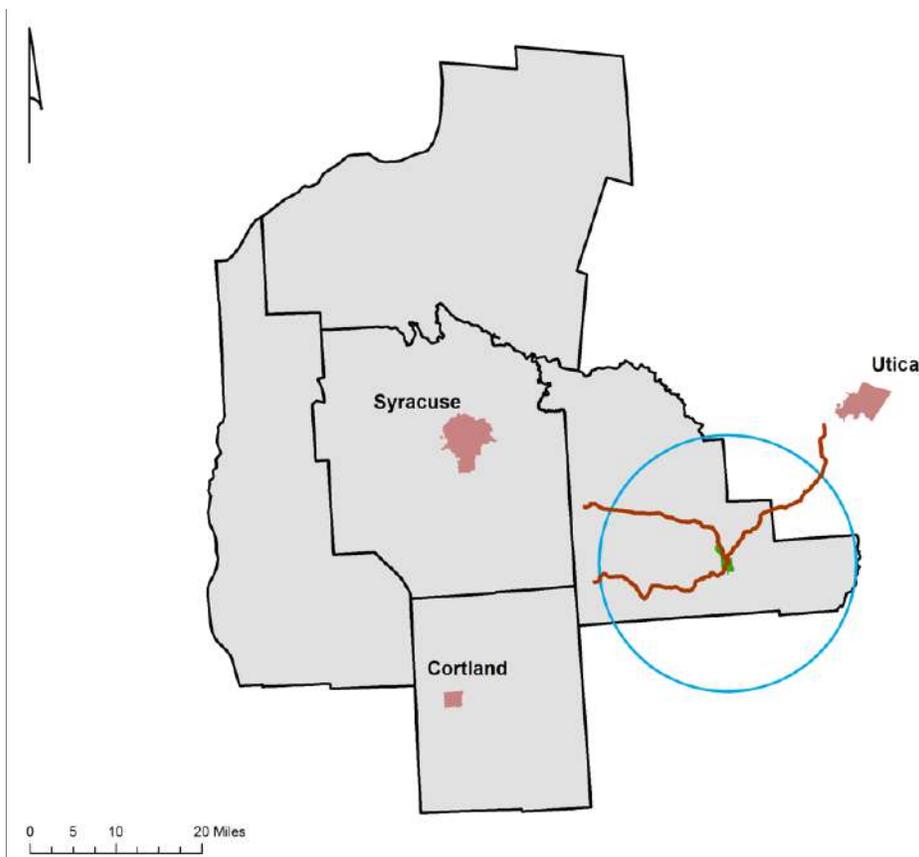


DESCRIPTION OF CATCHMENT AREA

Hamilton is located in the near center of New York State, making it accessible within an hour from Syracuse, Cortland, Utica, and many other smaller communities like Norwich. Hamilton, due to its relative isolation, is the commercial center for thousands of rural residents of Central New York. Its restaurants, bars, shops, and other amenities serve a population that would otherwise need to drive great lengths to reach a larger sized commercial district.

Downtown Hamilton also serves the student population of Colgate University and receives frequent traffic from alumni and students' families, during and outside the academic year. Colgate hosts reunions, sports camps, and other events throughout the summer months. Summer in Hamilton also sees a large number of visitors from the Bouckville Antique Fair, cycling groups, Open Farm Day, and other events around the community.

The population of the Village of Hamilton in 2016 was 4,122, up from 3,693 in 2005. Many studies, including our current housing strategy, have shown that there is high demand for housing in the Village. However, we have been unable to attract developers to build new housing due to high development costs and other constraints. We understand that we need to grow our population and would use a large amount of our DRI funds to combat this issue.



PAST INVESTMENT & FUTURE INVESTMENT POTENTIAL

At this moment in time, Hamilton is ideally situated to take the fullest advantage of DRI funding. The existing partnerships between the Village, Colgate University, local nonprofits, and the local business community have created two decades' worth of investments in small business development, housing, and recreation. Hamilton is ready to take these investments to the next level, building on what we have already accomplished.

VILLAGE OF HAMILTON

Municipally-Funded Projects	
Hamilton Airpark utilities and infrastructure	\$2,640,000
Municipal Electric Department	\$10,000,000
Municipal Natural Gas	\$7,500,000
Village Green	\$500,000
Wastewater treatment plant	\$11,000,000
NYS Consolidated Funding Application Projects	
Hamilton Airpark Opportunity Assessment and Redevelopment Plan (2017)	\$50,000
Total	\$31,690,000

Hamilton owns its own electric distribution company that supplies low-cost electricity to the entire Village. This helps the Village keep utility costs affordable for residents and businesses. The Village has also invested in low-cost natural gas municipal service, which, much like low-cost electrical service, is attractive to residents and businesses. The Village partnered with Hamilton Central School, the Community Memorial Hospital, Colgate and other major employers to make this feat a reality.

The Village invested and leveraged major Federal funding to acquire and create a shovel ready business park surrounded by a municipal airport. The runway exceeds 5,000 p., which allows the airport to land, service, and fuel jets. During the Baseball Hall of Fame weekend, dozens of jets land at the here including some of baseball's greatest owners, coaches, current and former players. It also has perks such as allowing local citizens and students from area colleges to aRend flight school and earn their pilots license. The Village has additionally invested \$2.64 million in utilities and infrastructure for the Hamilton Airpark, which consists of 50 acres of highly developable land adjacent to the Hamilton Airport. We are working on developing the Airpark as

a resource to attract new businesses to Hamilton, or help our existing home-based businesses remain in Hamilton to grow their ventures. In 2016, we were awarded \$50,000 to hire a consulting team to conduct a market feasibility study for the Airpark. The study found that operations focusing on agribusiness or small manufacturing, such as an incubator space, would be an excellent addition to the property.

PARTNERSHIP FOR COMMUNITY DEVELOPMENT	
NYS Consolidated Funding Application Projects	
FoJo Beans retail expansion (2018)	\$250,000
Good Nature Farm Brewery (2016)	\$4,000,000
Hamilton Microenterprise Launch Grant Programs (2016-19)	\$300,000
ESD Business Incubator Grant	\$625,000
Other CDBG business grants	\$386,000
Privately Funded Projects	
Hamilton Community Housing Study (2018)	\$50,000
GoSoMad outdoor recreation branding and website (2016-18)	\$13,000
Chenango Canal Towpath Trail extension and re-surfacing plan (2016)	\$10,000
Chenango Canal Towpath Trail signage design (2018)	\$5,000
Home Improvement Grants (2016-18)	\$350,000
Five-Way Intersection Study and Proposed Improvement Concept Plan (2010)	\$40,000
This is Hamilton and Hamilton Farmers Market branding and marketing	\$25,000
Total	\$6,054,000

The Partnership for Community Development is a non-profit organization founded in 1998 as a partnership between the Village of Hamilton, Town of Hamilton, and Colgate University. All three of these entities as well as many other community organizations are represented on PCD's Board of Directors. PCD's mission is "to create sustainable economic opportunity and community livability in the Hamilton area." In the past several years, PCD has taken a lead role in most of Hamilton's economic and community development projects, and will continue this role throughout the DRI process. With two full-time planners on staff, an incubator director, and an active board, PCD is poised to undertake large, transformative projects with our partners.

Since 2015, PCD has acquired and managed over \$2 million in funding for the Hamilton area. Currently, PCD is managing:

- ◆ \$625,000 in ESD funds to develop the Thought Into Action incubator
- ◆ \$486,000 in CDBG funds for business expansion
- ◆ \$100,000 in CDBG Microenterprise Funds
- ◆ \$350,000 in AHC funds for home improvement
- ◆ \$54,704 in RTP funds for trail improvements
- ◆ \$10,000 with the Hamilton Business Alliance to improve marketing

One of PCD's first projects after its creation in 1998 was the Downtown Hamilton Facade Improvement Program. The program used funding from Colgate University and the New York State Council of Arts to offer grants to building owners for renovating building exteriors. From 1999 to 2006, the program renovated 10 buildings and 14 storefronts. In the early 2000s, PCD, the Village, and the volunteer Friends of the Park Committee also worked together to raise over \$500,000 to restore the Village Green.

Through their Microenterprise Grant programs, PCD has been able to award approximately \$113,000 in funding to new and existing small businesses in the Village of Hamilton, as well as awarding smaller micro-grants to numerous other local businesses. They have also worked with two other businesses -- Good Nature Brewing Company, one of New York's first Farm Breweries, and FoJo Beans, a local coffee roaster -- to secure CDBG funding to expand their operations in the Village.

In 2015, PCD spearheaded a recreation initiative to improve the quality and accessibility of outdoor recreation opportunities in southern Madison County. In 2018, they launched GoSoMad.com, an interactive website that gives people easy access to information about a full range of outdoor recreation activities. They have also worked with students from Cornell University to create a plan to re-surface the Chenango Canal Towpath Trail, extend it further into the Village to eventually connect with the Good Nature Farm Brewery on Route 12B, and create a comprehensive wayfinding and informational signage system for the entire trail. The first of the resurfacing work is scheduled to begin this fall, using funding from the federal Recreational Trails Program.

These are in addition to other smaller grants and on-going projects the organization constantly oversees.

COLGATE UNIVERSITY/HAMILTON INITIATIVE	
Downtown Building Rehabilitations	
Colgate Bookstore (3 Utica St.)	\$2,500,000
10-14 Utica St.	\$2,500,000

Palace Theater (10-14 Utica St.)	\$2,500,000
Thought Into Action (20 Utica St.)	\$2,500,000
22 Utica St.	\$2,500,000
24-26 Utica St.	\$2,500,000
Hamilton Movie Theater (7 Lebanon St.)	\$4,000,000
Colgate Inn (1 Payne St.)	\$2,500,000
3-5 Madison St.	\$2,500,000
2 Broad St.	\$2,500,000
Total	\$26,500,000

Hamilton has been fortunate to enjoy a mutually beneficial relationship with Colgate University. In the early 2000s, Colgate established the Hamilton Initiative, a for-profit, mission driven entity, to invest in the downtown. This helped spur the revitalization of Hamilton’s commercial core. In addition to their contributions to the Facade Improvement Program and Village Green restoration, **HI purchased and completely restored ten downtown buildings**, which they began leasing affordably to local businesses and tenants. Prior to HI’s purchase, the buildings were completely neglected and many were vacant. They have continued that practice to this day, which has been incalculably valuable to the survival and growth of Hamilton’s small business community. The Initiative invested an estimated \$25 million in the initial refurbishment of the buildings, and has continued to invest in regular upkeep. Colgate has also relocated several of their offices as well as the Colgate Bookstore from their campus to downtown Hamilton in order to help increase downtown foot traffic.

Some of HI’s most prominent buildings include:

- **The Colgate Bookstore-3 Utica St.**
- **Thought Into Action/PCD Entrepreneurship Center-20 Utica St.**
- **The Colgate Inn-1 Payne St.**
- **The Palace Theater 19 Utica St.**
- **The Hamilton Movie Theater 7 Lebanon St**

All of these buildings are anchors in the downtown and important cultural amenities. The fact that HI has maintained these structures with such care and ensured that they are occupied with quality businesses and amenities is invaluable to the community.

THOUGHT INTO ACTION

Hamilton is committed to creating a culture of local entrepreneurship in the Village. With a lack of large employers in southern Madison County, we focus on supporting our local small

business community and empowering community members to start and grow successful businesses.

Over the past few years, PCD has worked with Thought Into Action, Colgate's student entrepreneurship program, to make entrepreneurship programming and opportunities available to local businesspeople. TIA is a rigorous yearlong entrepreneurship program designed to take a new business venture successfully from concept to launch. The program includes presentations, workshops, and one-on-one mentoring from Colgate alumni and parents from all over the country.

In 2011, TIA opened its program to Hamilton community members. So far, eight Hamilton business owners have participated, including four winners of PCD's 2017-18 Microenterprise Program. TIA also partners with PCD and the Mohawk Valley SBDC to host workshops on topics like developing your brand and understanding business financials. These partnerships provides easy access to resources that community members would otherwise have to travel to Syracuse or Utica to access.

HAMILTON ENTREPRENEURSHIP CENTER

Last year, TIA and PCD successfully collaborated to fully open TIA's student co-working space to the Hamilton community. For an affordable membership fee, local entrepreneurs get 24/7 access to the space at 20 Utica Street, which includes flexible workspaces, fiber-optic Internet and two computer stations with software like Microsoft Office and Adobe Suite, a bookable conference room, and, perhaps most importantly, the opportunity to meet and learn from a community of other like-minded entrepreneurs. Over the past year, Colgate has invested in making the space more appealing to non-students by upgrading the kitchen facilities and adding an enclosed conference room and phone booth. PCD also worked with the SBDC to bring a business advisor to Hamilton one day a month. When the space opened, it was met with enthusiasm by the community.

It quickly became apparent that in order to take the Hamilton Entrepreneurship Center to a level that could truly create significant benefits for our local entrepreneurial community, it needed additional capacity. For that reason, PCD and TIA successfully applied for a \$625,000 grant from Empire State Development's NYS Business Incubator program, which PCD will begin drawing from this year. The grant funding will be used to expand and develop the 20 Utica Street space and the community incubator program over the next five years, including the hiring of a full-time director who started in May. It also designates the Hamilton Entrepreneurship Center as an NYS Certified Business Incubator.

The five-year plan includes improvement to the space and its amenities and increased programming and local partnerships. In addition to expanding our slate of events and workshops, we will build our community of local mentors to support small businesses and foster partnerships with similar programs in Syracuse, Utica, Ithaca, Binghamton, and beyond. At the end of the grant period, we hope to have created a self-sustaining center of community entrepreneurship that will benefit new and expanding businesses in Hamilton and the greater region.

RECENT PRIVATE INVESTMENT

Hearth Financial Partners (38 Broad St.)	\$25,000
Manor on the Green (15 Broad St.)	\$280,000
Flour & Salt Bakery & mixed-use development (7 Maple Ave.)	\$1,500,000
Hamilton Eatery (41 Lebanon St.)	\$250,000
Community Memorial Hospital	\$17,000,000
Vantine Imaging	
Airpark	
Crush Wine & Spirits Retail & Tasting Room	\$30,000
Total	\$19,055,000

Individual developers and business owners have also poured significant investments into Hamilton in recent years. This is a foundation and testament to our conviction that supporting a diverse ecosystem of local entrepreneurs is the best way to continue strengthening Hamilton's economy and community.

Community Memorial Hospital employs nearly 400 people, and is a major economic force in Madison County, serving 45,000 people in 27 communities. They are an award-winning, anchor institution in Hamilton and dedicated to maintaining their quality and expanding their services and impact. Currently, they are making major capital investments to their facility to continue improving their high-quality care and expand their services. The existence of a rural hospital, especially one of the caliber of CMH, is an invaluable asset for Hamilton's quality of life and economic well-being.

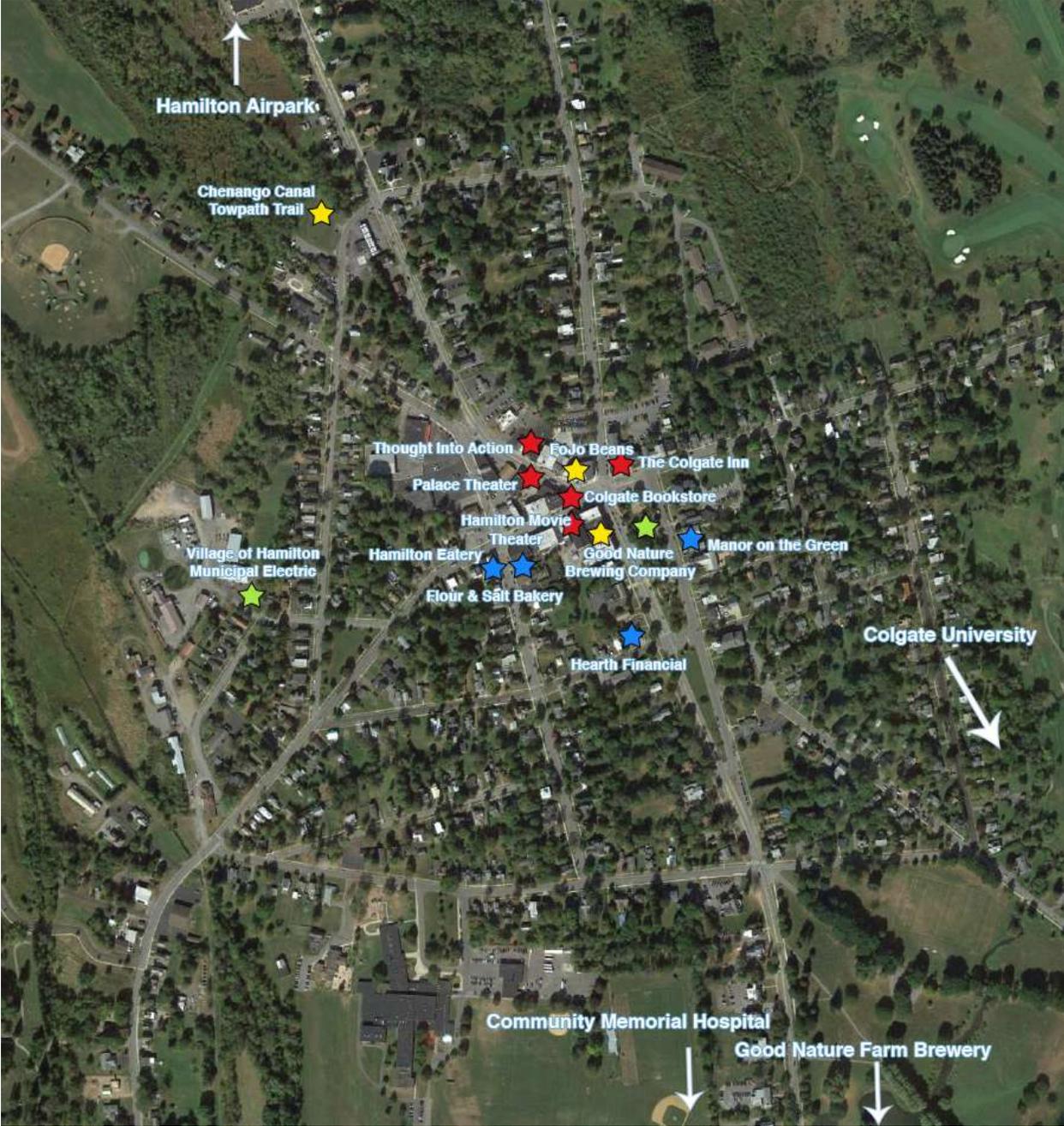


Several of Hamilton's beautiful 1800s homes have been restored as commercial or mixed-use buildings (pictured above). 15 Broad Street (left), built in 1825, is now Manor on the Green, a well-known bed-and-breakfast. 38 Broad Street (right), built in 1801, was formerly the site of the Hamilton Flower Shop and now contains the offices of Hearth Financial Partners, a local financial advising firm, who spent approximately \$25,000 to renovate the first floor.



Hamilton is full of local business owners that have invested hundreds of thousands of dollars into making their spaces as beautiful and welcoming as possible. Most of our downtown businesses are located in mixed-use buildings containing first-floor retail and upper-floor apartments and offices. In addition to the buildings owned by the Hamilton Initiative, private owners have made significant investments to make buildings like 7 Maple Avenue, which has Flour & Salt Bakery on the ground floor and apartments above, both physically attractive and active contributors to the vitality of our community.

RECENT PUBLIC & PRIVATE INVESTMENT IN HAMILTON



RECENT & IMPENDING JOB GROWTH



Over the past few years, Hamilton has seen a resurgence of growth for small business owners. In those four years, PCD has worked directly with over 150 businesses in the area and aided in the creation of at least 41 FTE positions through \$1.3 million in CDBG grants directly to businesses.

These positions do not count non-grant aided growth, such as helping businesses find space, connecting them to resources, and providing networking and training opportunities. Many business owners have stated they specifically chose Hamilton because of the existence of PCD and the resources available to entrepreneurs not available in many other communities, especially smaller communities.

Community Memorial Hospital is currently expanding their Family Health Center and will begin a hospital expansion this year. This will bring three new healthcare providers to the area as well as adding 10 new jobs.

Also, with the partnership of Colgate's Thought into Action (TIA) entrepreneurship program, which in recent years opened to local ventures, people looking to start businesses in the community have a power resource. High quality mentorship, access to TIA's facilities, and a rigorous program offer the chance for many local people to grow their ideas and create jobs. Part of the CDBG funds PCD awarded were microenterprise grants that went to six area businesses, three of which are woman and/or minority owned small manufacturing start-ups, all of which are enrolled in TIA's program. These three businesses are in the process of working with TIA and PCD to refine their products and take them to manufacturing scale and will eventually be moving from their current, temporary spaces in Hamilton to looking for permanent locations to manufacture their products. The employment and growth potential for these businesses is extremely high. Another microenterprise round is currently underway.

Hamilton's Airpark is seeing incredible growth. In May, 14 acres at the Hamilton Airpark were sold to expand manufacturing and warehouse facilities with plans to create 30 new manufacturing, warehousing and distribution jobs. **The sale of this acreage means that the non-aviation portions of the Airpark are nearly fully occupied.**

ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

Hamilton is a vibrant, compact village situated in the middle of southern Madison County's beautiful rural landscape. Our downtown commercial district is listed as a Historic District on the National Register of Historic Places because of its many well-preserved examples of late 1890s architecture. At the heart of the Village is the New-England style Village Green, which is filled with seating areas and shade trees to make it an attractive meeting place for residents and students. The Green is also a space for Village events, including summer concerts, the annual holiday tree lighting, and the Hamilton Farmers' Market.



Hamilton packs a wide array of arts and culture into the few blocks that make up our downtown. Our small local movie theater hosts the Hamilton International Film Festival every summer. The Palace Theater hosts a wide variety of visual and performing arts, including plays, concerts, and programs for children and teens. Many of Colgate University's guest lectures, exhibitions, and music and theater performances are also open to residents during the academic year.

Colgate University is a large presence in the Village and has brought with it many excellent resources, including the TIA incubator, and cultural activities, with the variety of performances at the Palace Theater being the most prominent. These amenities are a unique product of the strong relationship between Hamilton and Colgate and cannot be found anywhere else in southern Madison County.



Every small college town faces the danger of being subsumed by university interests and tastes, but Hamilton has been able to retain many small businesses that cater to locals as well as students and their families. Some of our unique locally owned businesses include Parry's

General Store, Curtis Lumber, The Hamilton Eatery, Flour & Salt Bakery, and Good Nature Brewing Company. Each of our many locally owned establishments brings Hamilton added vibrancy and distinct character.

While the Village of Hamilton has amenities worthy of a small city, just a few minutes' travel takes you into the heart of a quintessential rural landscape full of working farms, open space, and opportunities for recreation. Two entrances to the Chenango Canal Towpath Trail, a multi-use trail that follows the historic path of the Chenango Canal from Hamilton to the hamlet of Bouckville, are located directly in Hamilton within walking distance of the downtown core. At almost eight miles long, the Towpath Trail is the longest trail in the area. Having access to such a quality recreational amenity right within the Village is an attraction that helps draw people into Hamilton's downtown.



These two worlds combine in the Hamilton Farmers' Market, the largest farmers market in Madison County. It is held on the Village Green every Saturday morning from May to October and attracts more than eighty vendors selling a wide variety of products including local produce and meat, locally distilled spirits, baked goods, and handcrafts. The wide assortment of vendors and products draws in both visitors from out-of-town and regular customers from within the community. The Hamilton Farmers' Market attracts vendors from all over Madison and Chenango Counties, including women-owned and veteran-owned businesses, organic and grass-fed producers, and many others doing innovative work and expanding their market reach. Flour & Salt Bakery and FoJo Beans Coffee Roasters, two successful downtown businesses, both spent many years as staples of the market before opening their retail locations in Hamilton.



These attributes all contribute to the unique character that makes Hamilton a desirable place to live and work. The Village and its non-profit partners are now working harder than ever to ensure that Hamilton's many amenities are accessible to people of all ages and income levels.



QUALITY OF LIFE POLICIES

Much of Hamilton's revitalization has been the work of private partners and volunteer efforts. Twenty years ago, Hamilton's downtown was vacant and neglected, many of the buildings in complete disrepair. PCD, Colgate, and the Hamilton Initiative were instrumental to the rebirth of our downtown. In the years since, Hamilton's community partnerships have only grown stronger and our revitalized downtown has thrived.



While we are proud of all that our community has become, we are also aware of how easily those achievements can be erased by poor planning decisions and lack of momentum. As we move into a new phase of Hamilton's growth, focused on equity and accessibility, we are committing ourselves to protecting Hamilton's unique sense of place through codified policies.

PLANNING EFFORTS

- ◆ In 2017, the Town of Hamilton released their newest Comprehensive Plan. It was created through an extensive public participation process that identified the community priorities and goals that formed the basis of the plan.
- ◆ The Town of Hamilton is working on updating their zoning to reflect the community goals and priorities expressed in the Comprehensive Plan, including protecting farms and maintaining rural character. Although the Town and Village are separate entities, we are both keenly aware that the actions of one will inevitably affect the other. The appeal of the Village of Hamilton as a charming small town depends in large part on the preservation of the beautiful countryside surrounding it.
- ◆ The Village of Hamilton adopted new zoning in 2017 which allowed for increased density in the village core and eliminated parking minimums. The Village Trustees continue to refine the zoning and are currently working to update sections of it to create more opportunities for infill development and increased density.
- ◆ In summer 2018, PCD worked with Colgate's Upstate Institute internship program to conduct a walkability audit of both the Village and Town and put together a plan for increasing the community's pedestrian and bicycle friendliness. In the past decade PCD has also overseen the development of a plan to improve the five-way intersection at the center of the Village. The improved design would greatly increase pedestrian and bike accessibility in the Village core.

- ◆ The Hamilton Climate Preparedness Working Group is in the process of creating a joint Climate Action Plan for the Village and Town. Both the Village and Town have taken the pledge to become NYS Climate Smart Communities. Creating the plan will be a significant step on our road to achieving the CSC Certification. The plan will focus mainly on reducing CO2 emissions from transportation and home energy use, which were the largest emissions areas found by both the Town and Village's community greenhouse gas inventories. Hamilton is committed to creating a plan that will meaningfully impact all our future planning and land use decisions.

COMMUNITY COLLABORATION

- ◆ This past year the Hamilton Initiative invested in improving the facades of several of their buildings as part of a beautification project in the downtown.
- ◆ The Southern Madison Heritage Trust is a land trust dedicated to preserving open space and farmland in Hamilton and the surrounding communities. Currently, they have easements on nearly 120 acres of land just outside of the Village of Hamilton that are permanently protected and are seeking to acquire more land.
- ◆ The Hamilton Business Alliance is a member-based organization for businesses in the Hamilton area. They coordinate events for the downtown, perform marketing and outreach, and generally support the commercial district. Currently, they are working on expanding their marketing and social media presence and helping their members employ data-driven business planning. Starting this year, the Hamilton Business Alliance will include a sub-committee of Hamilton Farmers Market vendors. Vendors who join will receive the full benefits of HBA membership, as well as new marketing initiatives specifically aimed at promoting the farmers market. The market will also see new branding and advertising for its 2019 season, which began in May.
- ◆ The Colgate Cruiser, Colgate's student transportation, is free and available for anyone to use to get around the Village and nearby areas.
- ◆ The Partnership for Community Development has two trained planners on its staff and has a close working relationship with the Madison County Department of Planning. PCD has the capacity to work with the Village on developing a wide variety of plans and policies related to housing, multi-modal transportation, social equity, and other quality of life issues.
- ◆ Jennifer Marotto Lutter AICP, PCD's executive director, has experience working with housing funds and trusts through her work at Ithaca Neighborhood Housing Services. PCD has also established a relationship with Utica Neighborhood Housing Services and currently has a \$350,000 home improvement grant with UNHS.

PUBLIC SUPPORT

In 2019, PCD launched Hamilton 2030, a program of public engagement opportunities that focuses on two questions: “In 2030, what will an ideal Hamilton look like? What do we need to do to get there?” Hamilton 2030 is building on the momentum of years’ worth of past studies and public engagement. PCD is now working with its many community partners to bring all those initiatives and more together to form a unified, actionable vision. This is our time to create the roadmap that will guide Hamilton’s development over these next critical eleven years.



JANUARY 2019: HOUSING



PCD organized a forum to share the results of the 2018 housing study with the community and receive questions and feedback. The forum included spokespeople for the Village, Town, PCD, university, hospital, and school district, and was attended by over 100 residents. Housing has been a hot-button issue in Hamilton for some time now, with many people expressing the need for something to be done, and many attendees spoke up in agreement with the housing study's conclusions. We heard about issues such as housing affordability, concerns about the location and character of new development, and the

desire for aging residents to downsize within the community. Much of this was territory that has been trod many times already, but never before have we had such specific data and recommendations to guide our response.

FEBRUARY 2019: LOCAL FOOD & SMALL BUSINESS

In February PCD held two meetings with a focus on Hamilton's small business community. First was a meeting of farmers' market vendors, facilitated by PCD and the Hamilton Business Alliance (HBA). The vendors who attended were enthusiastic about HBA's increased inclusion of farmers' market vendors and have since created a working group to tackle new marketing and accessibility initiatives this year.



Later in the month PCD also hosted a coffee hour for local business owners. This was an opportunity for our local business community to share their needs and perspectives with us in a welcoming, informal setting. PCD has always worked extensively with the local business community as part of their mission to facilitate economic development in Hamilton, regularly hosting workshops and networking events and helping businesses access resources and apply for grant funds. This year's coffee hour put a special focus on large-scale investments in Hamilton's overall marketing and shared services among businesses.

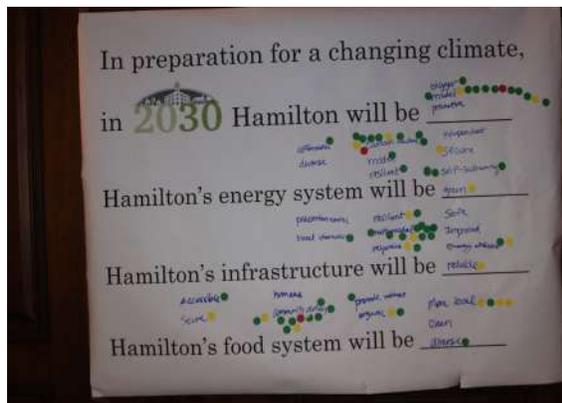
MARCH 2019: CLIMATE CHANGE



PCD and the Hamilton Climate Preparedness Working Group hosted a public meeting to present the HCPWG's work to date and receive community input about planning for climate change. In 2018, the HCPWG worked with various Colgate student teams to conduct community and municipal greenhouse gas inventories for the Town and Village. The group shared those results with the public in preparation for further public engagement as they prepare a climate action plan with strategies for emissions reduction

and increasing climate resilience.

After the presentations, PCD conducted a visioning exercise with the attendees, which created the following community vision for Hamilton:



"In preparation for a changing climate, in 2030 Hamilton will be **a model community**.

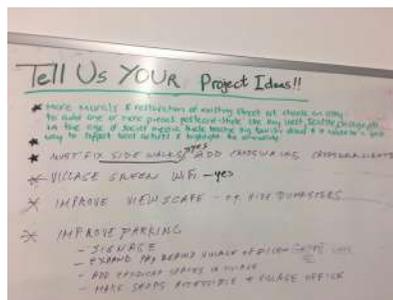
Hamilton's energy system will be **carbon neutral**.

Hamilton's infrastructure will be **multi-modal**.

Hamilton's food system will be **community driven**."

MAY 2019: DRI OPEN HOUSE

The community was overwhelmingly in favor of applying for the DRI grant again this year, and over the course of our Hamilton 2030 initiative we received numerous project suggestions and general enthusiasm. To tie our previous events together and finalize our project list and vision, the Village and PCD hosted an open house to specifically solicit the community's input on the focus of our DRI application.



Tell Us YOUR Project Ideas!!

- * HAVE IDEAS? A COLLECTION OF GREAT IDEAS ARE WELCOME TO SHARE ONE OF YOUR PROJECTS OR MORE. THE BIGGEST GOAL IS TO GET A FEEL FOR THE COMMUNITY'S INTERESTS AND PRIORITIES.
- * ANYTHING IS POSSIBLE! WE'LL BE HAPPY TO HELP YOU WITH ANY QUESTIONS OR CONCERNS.
- * VILLAGE SIDE WALKWAY - YES
- * IMPROVE VIEW SCAPE - AT THE DUMPSTERS
- * IMPROVE PARKING
 - SOURCE
 - EXISTING TRAIL BEHIND DUMPSTERS
 - ADD EXISTING SPACES IN VILLAGE
 - MAKE SEATS AVAILABLE + PLEASE OFFICE

Attendees could circulate around the room, leave feedback on proposed projects and make their own suggestions. As well as specific potential projects, there were also more general vision statements that people could choose from and rank to create the overall vision guiding our application. We asked participants to indicate which projects they considered priority projects for Hamilton, and have highlighted the most highly-prioritized ones in our project list. We also had space for attendees to contribute their own project ideas.

Through the PCD, the Village of Hamilton, Town of Hamilton, Colgate University, Community Memorial Hospital, Hamilton Central School, the Hamilton Initiative, the Hamilton Business Alliance, and local residents and business owners collaborate everyday. They hold seats on the PCD board, serve on committees, and perform projects together. Since 1998, PCD has been the entity that brings the entire community together to improve and grow Hamilton and the area. It also serves as a valuable entity for implementing DRI funds, as the areas stakeholders are already serving on the board together and from there we can reach the broader community.

PROJECT LIST

NEW RESIDENTIAL & MIXED-USE DEVELOPMENT

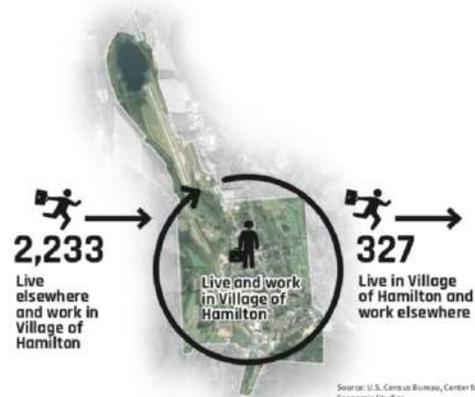
Our Goal: Infill Development & Housing for All

Housing has been voiced as the biggest concern by our community and housing projects are our biggest priority for DRI funds. The housing study completed in 2018 confirmed what many in Hamilton had already guessed -- that our housing market is “stuck” and without subsidy no new housing will be built. High development costs, lack of affordability, and lack of diverse housing options have caused our market to plateau and the Village to lose potential new residents. The strategy quantified Hamilton’s housing demand broken down by target market and identified key properties for development that would match and enhance Village character while diversifying our housing market. According to the study, **the Village can absorb 176 new units** over the next twelve years. The Village will use DRI funds to enable some of the developments currently in the works to finally be completed, while also bringing down the purchase price to a rate reasonable for our market.

5 WAYS THE MARKET IS NOT FUNCTIONING AS IT SHOULD

- 1 Hamilton workers, such as assistant Colgate coaches or small business employees just starting out, have both a need and desire to live in or very near to the Village but can only do so by overpaying or by living in less space and lower quality settings than they desire.
- 2 Colgate, the Community Hospital, the Central School District and other employers lose out on potential employees who will accept neither suboptimal housing choices (paying too much for too little) in or near Hamilton, nor the 30-45 minute commute required to compensate.
- 3 The Village, Town, and school district lose out on increased ad valorem that could be created if housing demand were captured locally instead of regionally. Every time a family lives in Canastota and commutes, Hamilton loses both financially and civically.
- 4 Hamilton is at risk of becoming less like the close-knit and vibrant community it hopes (and markets itself) to be, as many of the people who contribute to civic life during the week from 9-5 reserve their greatest energy for their home communities.
- 5 Like every single community in America where workers commute from somewhere else, there is an environmental impact that results from the increased use of fossil fuels.

Village of Hamilton Commuting Inflow/Outflow (2015)



Coleman Court Pocket Neighborhood

Location: 45 Madison Street

Owners: Stephen & Melissa Rock

Timeline: Begin building Spring 2020

Impact: 18 new housing units including single family, townhomes, and apartments

Project Readiness: Site Control, Final Site Design, Letter of Support

Partners: STREAM Collaborative

Total Budget: \$5,000,000

DRI Investment: \$1,500,000



The Coleman Court housing development will be located within 500 yards of Hamilton's main intersection and 250 yards of Hamilton's general store and pharmacy. The owners have partnered with STREAM Collaborative of Ithaca and Depot Engineering Services of Guilford to design a pocket neighborhood made of single family homes, townhomes and apartments. When completed, this development would generate over \$200K in tax revenue annually. As currently designed, this infill development will require nearly \$1M in infrastructure improvements before the first home is constructed.

Canal Terrace Neighborhood & Park

Location: Eaton Street

Owners: Todd Tomsen & Alice Brumbach

Timeline: Begin building Fall 2019

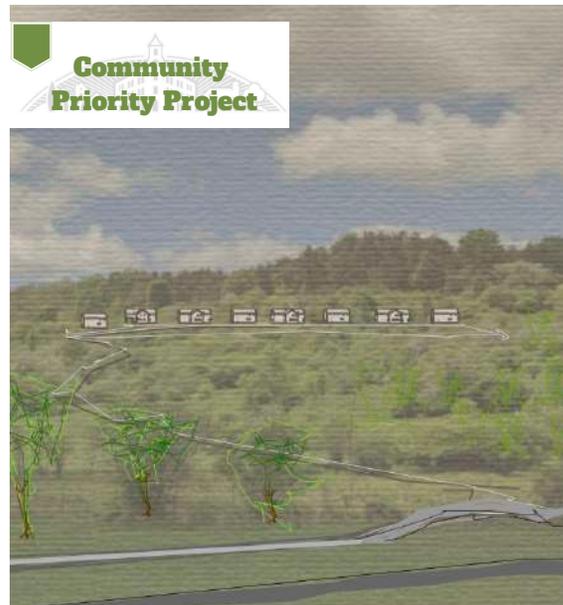
Impact: Phase 1 — 7 new housing units; Phase 2: 14 new housing units, 25 acres of parkland

Project Readiness: Site Control, Final Site Design, Letter of Support

Partners: Todd Tomsen Design & Construction, Southern Madison Heritage Trust (SMHT)

Total Budget: \$4,800,000

DRI Investment: \$1,500,000



Canal Terrace Park is a proposed development in the Village that includes 21 new homes and a new public park. The units will be affordable by including accessory apartments and duplexes. Phase 1 will provide 7 new residential units for the Village, totaling 10,000 square feet of new residential living space for the community. Phase 2 will provide an additional 20,000 square feet of new residential living space in 14 units, 25 acres of public park including hiking trails connecting to the Chenango Canal Towpath Trail, and public parking. The initial steps of Phase 1 of this project are underway: the land has been acquired, engineering of the utility extensions are being finalized, preliminary planning board approval has been granted.

Housing Fund & Community Housing Trust



Timeline: Ready to implement

Impact: 20 permanently affordable units

Project Readiness: Ready to implement

Partners: Partnership for Community Development

DRI Investment: \$1,000,000

Housing of all types is continually sited as our community's greatest need. Our 2018 housing strategy stated that any household under \$125,000 would need a subsidy to afford a home in Hamilton. With this in mind, we would like to seed-fund a housing fund that would enable per-unit subsidies for those serving low-moderate income households. The units that use the subsidy would then be added to a community housing trust, providing Hamilton with a growing number of permanently affordable units. Some of the DRI funds would be used for legal fees and other costs associated with establishing a Community Housing Trust for Hamilton. The Trust will hold the deed-restricted units created during development and allow us to create the local infrastructure needed to support this new mechanism, which PCD would oversee.

ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

Our Goal: Diverse & Energized Small Businesses

Our main goal with business development is to continue to evolve Hamilton's entrepreneurial ecosystem into a network of resources that can support local businesses at every stage of their formation and growth. We have made significant progress toward fulfilling this vision, but there are still large gaps that need to be filled. We have few accommodations for startups and growing businesses that are ready to move to their own space, but need something that accommodates their technical needs and cost constraints. The small manufacturing businesses that the PCD has worked with through our Microenterprise and other grant programs have all expressed difficulty finding affordable space to expand their operations locally. Agriculture is an essential component of our economy and sustainability — Madison County is 45% farmland and was one of the only counties in New York that showed a growing number of farms in the last agricultural census. Despite this, we have few development resources designed to assist farmers and other food ventures. This portion of our project list is focused on using DRI funds to close those gaps as well as to create new opportunities for local and regional business growth.

Rural Small Scale Manufacturing Center

Location: 44 Milford Street

Timeline: Fall 2019

Owner: Eddy Ray

Impact: 11 jobs and two start-ups initially

Project Readiness: Final Design, Letter of Support

Partners: PCD, Thought Into Action, Eddy Ray

Total Budget: \$416,000

DRI Investment: \$200,000



PCD and TIA have been working with a number of small-manufacturing start-ups to launch in Hamilton. Recently, two of these women-owned enterprises, Natural Beauty Breast Prosthesis and CA Fitness Apparel, have grown to the point where they need more space and need to hire more staff. For this project, PCD is starting a project with local entrepreneur, Eddy Ray, who is looking to use part of his historic train depot building to support emerging businesses. This project will provide much needed affordable, convenient space for our small-scale manufacturing start-ups. The first two occupants were funded through our Microenterprise program and are graduates of TIA. We will partner with Eddie Ray, the building owner and a long-time local business owner himself, to ready the space for the new manufacturers.

Highland Farms

Location: 7 Mill Street

Timeline: Fall 2020

Impact: 5-10 new housing units, enclosed market space

Partners: PCD, Highland Farms, Friends of the Market

Project Readiness: Preliminary Design

Total Budget: \$1,500,000

DRI Investment: \$750,000



Highland Farms is a 145-acre working farm that includes a horse barn, pole barn, greenhouses, woodlot, feeder canal, pond, stream, and foot trails. Having a working farm so close to downtown Hamilton gives us a unique opportunity for new investment that brings together the rural and urban aspects of our community. Our long-term goal for Highland Farms is to be able to purchase all or most of the property and create an agricultural innovation center to incubate young farmers doing innovative work in agriculture and value-added production. We plan to apply for Empire State Development funds during this year's Consolidated Funding Application period to further this goal. We have two immediate goals for the Highland Farms project. The first is to build tiny homes on a portion of the property. These will be geared towards emerging farmers, new Americans, and visitors too Hamilton. The second is to build a semi-enclosed farmers market space. According to current models, the progression of climate change means that central New York's climate will grow even wetter in the future, so a space where we can hold the farmers market even in inclement weather is a good investment. With the Friends of the Market working with the HBA to expand famers market marketing, we are also thinking about expanding the market to include events outside of the regular May-October market season, such as during the winter holidays.

Small Business Fund



Timeline: Fall 2019

Impact: 15-20 businesses served initially

Partners: PCD, HBA, IDA, Private lenders

Project Readiness: Ready to implement

Total Budget: \$400,000

DRI Investment: \$350,000

In a recent survey of small business owners in Hamilton, access to funding was identified as the biggest challenge. Many projects fail to get off the ground or grow at the rate they are capable of due to lack of funding. We'd like to use our DRI funds to creatively support our new and emerging business owners. PCD has a long history of small business grants and loans, including two recent rounds of CDBG Microenterprise grants. With this knowledge and our extensive relationship with the business community, we'll use our Microenterprise committee to fund small business projects in partnership with the Madison County IDA, private lenders, and the equity of the business owners.

Shared Delivery Service

Location: Village of Hamilton Business District

Timeline: Fall 2019

Impact: Serve more than 15,000 residents in and around Hamilton

Project Readiness: Business Plan, Support of business community

Partners: PCD, Hamilton Business Alliance, TIA

Total Budget: \$200,000

DRI Investment: \$150,000



Winters are hard in Central New York and mean limited mobility for senior citizens and a lack of interest in venturing from home for many students and others. Our small businesses feel this seasonal decline. One proposed solution has been a shared delivery service that would replace the need for individual restaurants to hire drivers and monitor delivery logistics themselves. Various non-restaurant businesses have also given a resounding “yes” to the development of a service that would allow people to order items directly from their mobile device to their home. Since the models of existing shared delivery services like GrubHub and UberEats are not feasible for our small community, PCD worked with the Mohawk Valley SBDC to create a rough business plan for a new shared delivery service for Hamilton and the surrounding area. We will use DRI funds to put this idea into practice by hosting a pitch competition inviting entrepreneurs to submit their proposals and ideas, with an award of seed money given to the winner.

MULTI-MODAL TRANSPORTATION

Our Goal: Enhanced Mobility and Alternative Transportation

Hamilton has a beautiful, interesting built environment, but there are aspects of our infrastructure that put a cramp in our ability to create a vibrant, lively atmosphere in our downtown and help our business district reach its full potential. In order for our downtown to truly thrive, it has to feel welcome to residents and visitors using all forms of transportation. It has to feel like a place anyone could walk to and spend time in. The large five-way intersection in the center of Hamilton has long crosswalks and traffic coming from multiple directions that can often be unpredictable, which makes it dangerous for both drivers and pedestrians, especially children and older adults. Many people are deterred from driving, biking, or walking through the center of Hamilton because of this dangerous and unfriendly intersection. The Chenango Canal Towpath Trail is another currently under-utilized opportunity to create an off-road network for navigating the Village. We will use DRI funding to help make our business district feel truly welcoming to residents and visitors using all forms of transportation.

Five-Way Intersection Redesign and Village-wide Walkability Improvements

Timeline: Spring 2020

Impact: Completely accessible and pedestrian-friendly downtown

Project Readiness: Final design, DOT approval

Partners: Village of Hamilton, NYS DOT, Upstate Institute, PCD

Total Budget: \$4,200,000

DRI Investment: \$4,000,000



The single most impactful thing we can do to improve walkability in our downtown is to redesign our central intersection. This will include shortening crosswalk lengths and making crosswalks more visible and realigning parts of Lebanon, Payne, and Broad Streets to create wider pedestrian sidewalks and reduce confusion for unfamiliar drivers. We will also add additional road crossings down Broad and East Broad Streets along the Village Green to make the lower part of the Green more accessible by foot.

Beyond the five-way intersection, last summer PCD also completed a walkability audit of the entire village. This included places where changes like adding a crosswalk or stretch of sidewalk would close walkability gaps in our community. We will use DRI funding to make the updates outlined in the audit that fall within our DRI area.

Trail Network and Wayfinding Upgrades

Timeline: Ready to implement

Owners: Village of Hamilton

Impact: 3 miles of improved trails and a complete wayfinding system

Project Readiness: Preliminary design for trail, Final design for signage system

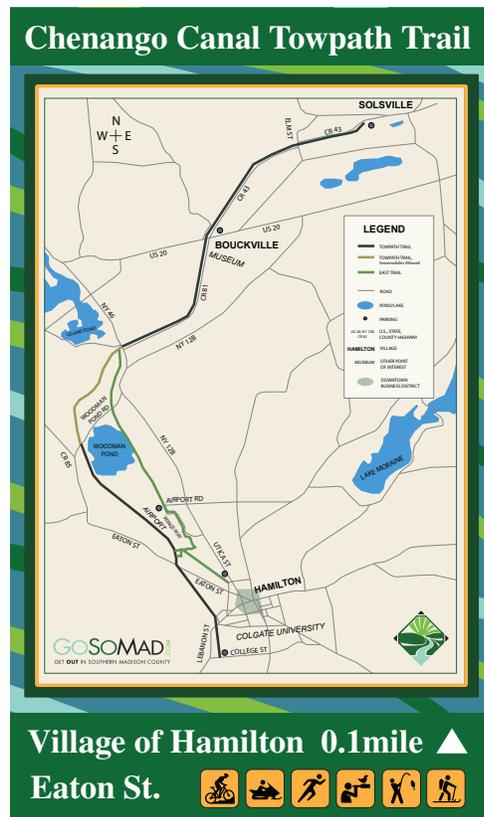
Partners: Village of Hamilton, Partnership for Community Development, Chenango Canal Association, Cornell University

Total Budget: \$250,000

DRI Investment: \$200,000



The Chenango Canal Towpath Trail follows the original path of the Chenango Canal Towpath, an important fixture in our local history. It runs for about eight miles from Hamilton to Madison, passing through the Village, the Hamilton Airpark, and the hamlet of Bouckville. We see the trail as not only an important recreational amenity, but an opportunity to link these local population and employment centers together with an entirely non-automobile transportation system.



In 2016, the PCD worked with Cornell University's DesignConnect Program to design the Chenango Canal Towpath Trail Improvement Plan. The current trail surface is mostly grass and packed dirt. The plan recommended resurfacing the trail with a crushed stone mixture that would make the trail more viable as a multi-use trail. In 2018, PCD worked with DesignConnect again, this time focusing specifically on designs for new information and wayfinding trail signage. PCD and the Chenango Canal Association currently have a grant to resurface a one mile section north of the Village.

DRI funding will be used to resurface the three-mile section in the Village using the multi-use, ADA accessible design completed by the DesignConnect Team. We will install the new signage system, which includes mile markers, wayfinding signage showing a complete map of the trail, and a large trailhead sign showing information about the trail's history. We will also install protected bike racks at the Montgomery Street Trailhead (pictured in the photo above).

PLACEMAKING

Our Goal: Community Vitality through Public Spaces & the Arts

Hamilton's most valuable asset in attracting visitors and residents is its unique character. Hamilton has a strong sense of place that is created by our distinctive buildings and streetscape and by the many groups and institutions that collaborate every day on projects, events, and initiatives to strengthen Hamilton's community life. We are incredibly fortunate to have so many active community partners in the Village, constantly coming up with new ideas to keep Hamilton a lively, friendly place to live and visit. However, because of our small size and isolation, many of Hamilton's cultural organizations have struggled to find funding for their ambitious community projects. We want to continue to enhance Hamilton's character by using DRI funding to create new spaces and programs focused on Hamilton's history, culture, and public life.

Hamilton Public Library Reading Garden & History Center

Location: Hamilton Public Library

Timeline: Fall 2019

Owners: Hamilton Public Library

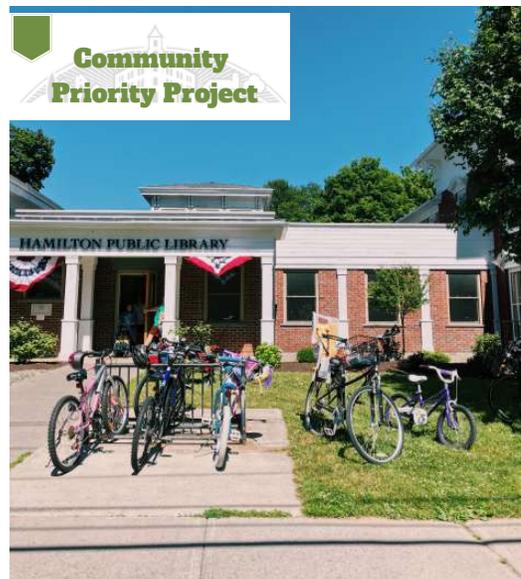
Impact: New public space ready for events and high usage

Project Readiness: Final design, Letter of Support

Partners: Morrisville State College

Total Budget: \$275,000

DRI Investment: \$250,000



The Hamilton Public Library worked with students from Morrisville State College to design a new public space on a currently vacant section of their property. The space will be geared toward young families, as well as being an attractive space for outdoor events. This will add a highly desirable public space to our downtown and promote use of the library, increasing livability.

The Village of Hamilton Historical Commission wants to make a space that celebrates Hamilton's long and rich history. They plan to open part of their space on the second floor of the Hamilton Public Library to the public. They currently have several dioramas and artifact displays on the first floor of the library building and space on the second floor that is being used for storage. Part of the second-floor space will be turned into a museum focusing on local history.

Southern Madison Family Outreach Center

Location: 50 W. Kendrick Ave

Timeline: Fall 2019

Impact: Serve 1000+ people monthly

Project Readiness: Ready to implement

Partners: Hamilton Food Cupboard, Carenet, Catholic Charities, Hamilton Area Coalition, Compassionate Friend, and a number of support groups

Total Budget: \$395,000

DRI Investment: \$325,000



The Family Outreach Center will be located on West Kendrick Ave directly across from Hamilton Central School, Chenango Nursery School and in walking distance to residents in the Village. The goal of the center is to provide a space for enrichment programs, mental health support, food programs, and educational programs in a neutral and safe environment that cultivates community engagement, learning and growth. This will provide a number of programs and groups a space in Hamilton and help reach a very underserved rural population. The space and staffing are provided, but the building needs to be readied for occupancy.

Alleyway Improvement Program

Location: Downtown Hamilton

Timeline: Fall 2020

Impact: Make use of all underutilized spaces in downtown

Project Readiness: Preliminary design

Partners: Private business owners, Hamilton Initiative

Total Budget: \$125,000

DRI Investment: \$100,000



Due to the dense urban environment in our business district, downtown Hamilton has a fairly large number of alleyways between our buildings. While these have a great deal of potential as small public spaces, most are vacant and highly unattractive. We would like to provide matching funding to building owners who make use of these spaces and turn them into a public amenity. We'll be using Lebanon Street Alley, a PCD initiative, as a model for these future projects.

Hamilton Community Dog Park

Location: College Street

Timeline: Spring 2019

Owners: Village of Hamilton

Impact: New public park on abandoned land

Project Readiness: Final design, resolution passed by Village to create park and provide land, fundraising underway

Partners: Hamilton Community Dog Park Group, Landscapes East, PCD

Total Budget: \$140,000

DRI Investment: \$130,000



The goals of the Hamilton Community Dog Park Project are to provide a healthy new opportunity for people to socialize outdoors in all seasons, build community bonds across diverse backgrounds and experiences, and to convert an unused and deteriorated recreation facility into an attractive, sustainable green space for everyone in the community to enjoy. This highly active group has completed a thorough research and design process, worked with the Village to finalize the plans, and is now fundraising. This walkable park would add to the vibrancy and attractiveness of our community, while making the best use of an abandoned tennis court.

Hamilton Marketing Initiative

Timeline: Fall 2020

Impact: Bring thousands of visitors to our area and attract new residents

Project Readiness: Branding initiatives completed and new websites launched

Partners: Hamilton Business Alliance, Madison County Tourism

Total Budget: \$40,000

DRI Investment: \$30,000

The Hamilton Business Alliance will put out an RFP for services from a firm to provide a marketing package to our community based on attracting visitors to Hamilton in every season. We will build off the This is Hamilton brand and new website, the Go So Mad recreational brand and new website, Taste NY, and I Love NY campaigns.

Arts & Culture Fund

Timeline: Fall 2020

Impact: Investment in at least 5 new community arts initiatives

Project Readiness: Final concept, Staffing ready

Partners: Hamilton Business Alliance, Arts at the Palace, Hamilton Movie Theater, Hamilton Central School

Total Budget: \$250,000

DRI Investment: \$200,000

As well as the many specific arts and culture initiatives we would like to put DRI funding toward, we will also set up a general fund to invest in community arts initiatives. Creative projects can be a vital catalyst for a community's revitalization and growth. The arts can be used to highlight a community's unique character, create interest in underutilized spaces, or amplify the voice of an under-represented community — as well as simply bringing joy to those who pass through our community.

As an example, one of the first initiatives we will consider will be the Access to the Arts Lending Program through the Hamilton Public Library. For many low income children and residents, the ability to learn a musical instrument or practice a new art form is not an option — expensive materials prohibit even the exploration. We will partner with the library to start a lending program for artistic materials, dedicated to making the arts accessible for everyone.

ADMINISTRATIVE CAPACITY

The Village of Hamilton has a strong administrative team including the mayor, administrator, clerk, treasurer, and a number of administrative assistants, all well-versed in grants and contract management.

The Partnership for Community Development regularly takes on community development projects on behalf of the Village. We work with representatives from our three partner organizations – the Village and Town of Hamilton and Colgate University – and with local business owners and community members. PCD has four staff members:

- ◆ **Jennifer Marotto Lutter, AICP, Executive Director**
- ◆ **Laura Caughlan, Economic Development Specialist**
- ◆ **Mary Galvez, Incubator Director**
- ◆ **Brigette Barker, Administrator**



The PCD has a long history of managing grants and has the support staff necessary to do this work. We are currently managing nearly \$2 million in grant funds from a variety of sources.

Additionally, we work closely with the Madison County Planning Department with a staff of six employees and the Madison County IDA.

Colgate's resources are also available for administrative support, ranging from assistance with human resources, construction management, grant management, and other assistance.

APPENDIX A
LETTERS OF SUPPORT



Madison County IDA
Industrial Development Agency

*Madison County Center
for Economic Development*



May 7, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless,

The Madison County Industrial Development Agency is happy to support the Village of Hamilton's application for Governor Cuomo's Downtown Revitalization Initiative. The potential to leverage \$10 million in state assistance in addition to private investments, would be a catalyst that would transform the greater Hamilton community and bolster the momentum that that has been building for many years.

Our organization has been proud of the partnership that we have had with the Village, Colgate University, and private businesses in the Village and Town of Hamilton. It is our commitment to continue to work with you and other public and private partners to maximize opportunities for the growth and development throughout Madison County.

Hamilton is a strong community poised to do innovative projects and continue to strengthen the Central New York region. We fully support the application, and stand ready to assist in any way possible.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kipp Hicks".

Kipp Hicks
Executive Director



Madison County
**DEPARTMENT OF PLANNING
AND
WORKFORCE DEVELOPMENT**



May 8, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Governor Cuomo's 2018 Downtown Revitalization Initiative. The investment of \$10 million into Hamilton's core would transform the community and continue the momentum that many in the Village are working hard to build.

As the Director of Planning and Workforce Development for Madison County, we work closely with the Village on a number of projects have collaborated on \$300,000 in grant funded economic development efforts in 2017-2018 alone. We look forward to continuing those projects and undertaking new efforts enhance and improve the Village of Hamilton.

I believe that Hamilton is a strong community with an active and engaged citizenry that are poised to undertake innovative projects that strengthen the Village and the region. We fully support their application and look forward to cooperating with them on it in the future.

Sincerely,

A handwritten signature in blue ink, appearing to read "Scott Ingmire".

Scott Ingmire

Scott Ingmire, Director
Jamie Kowalczk, Assistant Director
Department of Planning and Workforce Development
P.O. Box 606, Wampsville, NY 13163
(315) 366-2376 Voice (315) 366-2742 Fax
scott.ingmire@madisoncounty.ny.gov
jamie.kowalczk@madisoncounty.ny.gov

Tom Reichel, Workforce Development Supervisor
Madison County One-Stop Career Center
PO Box 609, Wampsville, NY 13163
(315) 363-2400 Voice (315) 367-1300 Fax
tom.reichel@madisoncounty.ny.gov



May 20, 2019

Mayor RuthAnn Loveless
3 Broad Street
Hamilton, NY 13346

Dear Mayor Loveless,

Madison County Tourism is pleased to fully support the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make Hamilton an even more accessible and equitable community through more diverse housing options, enhanced businesses and multi-modal transportation—each of which will increase Hamilton's draw as a tourism destination.

As I'm sure you know, Hamilton draws thousands of visitors each year. This business is crucial to the economic vitality of Madison County. In fact, according to statistics from *Tourism Economics*, visitors spent \$99.9 million in the county in 2017. This spending generated \$6.8 million in local taxes and \$5.5 million in state taxes, which saved the average household \$471 in taxes and sustained more than 2,200 jobs in the county. There is no question that a properly executed Downtown Revitalization Initiative plan has the potential to significantly enhance Hamilton as a tourism destination, which will increase economic growth for the village and county.

Governor Cuomo has made support of the tourism industry one of his highest priorities, primarily because tourism generates revenue and creates jobs. And the project outlined in this application will do exactly that. Yet without support from this grant the Village of Hamilton will not be able to close the gap between existing funding and the full cost of the proposal. For this reason and more, I am asking you to look favorably upon their application.

Sincerely,

Scott Flaherty
Executive Director

Hamilton Initiative, LLC

April 30, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the Executive Director of the Hamilton Initiative, LLC, we have already invested over \$30 million dollars into the community through the renovation and upkeep of 10 historic buildings in the Village of Hamilton. Currently, we have plans to continue to foster economic vitality through ongoing projects including painting, masonry, awning replacements, and carpentry in order to consistently revitalize the downtown area to provide a lasting impression. We are also slated to begin an extensive renovation of the Hamilton Theater to the tune of \$1.5 million dollars.

We believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Sincerely,



Liam McDevitt
Executive Director
Hamilton Initiative, LLC

Upstate Institute
Colgate University

May 23, 2019

Mayor RuthAnn Loveless
3 Broad Street
Hamilton, NY 13346

Dear Mayor Loveless:

We write on behalf of the Upstate Institute at Colgate University in support of the Village of Hamilton's application for Governor Cuomo's Downtown Revitalization Initiative.

The Upstate Institute at Colgate University has benefitted greatly from our long-standing partnership with the Village through the years. That partnership has led to a number of joint research projects. We have connected several students to the Village in past years to collect data and develop programs that add to the community's vitality. Most recently, students in Colgate's Environmental Studies program have worked with the Village on various issues of transportation and the built environment that affect walkability and ease of use for cyclists in the community. A group of students looked specifically at transportation needs for older community members, and others collected data about barriers that exist for those members of our community that prevent them from utilizing public transportation. We have also worked with a group of farmers who participate in the village farmers' market to determine how customers might be able to use EBT benefits.

In the Summer Field School program, Colgate students have organized archival material, and collected and reviewed data that will be used as the Village of Hamilton becomes a Climate Smart Community. This summer, a student will complete an economic impact analysis of air traffic at the Municipal Airport. During the semesters, Colgate students work with the village on a variety of emerging projects intended to strengthen the connections between the village, the town and Colgate University. This spring, students in our environmental geography program started an initiative to map the village cemetery to make data easier to access for residents and researchers alike.

Each Summer Fellowship is supported by the Upstate Institute at a cost of \$4,500. Given the number of students that have worked with the village in the past, we estimate that our investment in the partnership has been approximately \$50,000. We intend to continue with this partnership in future years at the same level or higher.

We believe that the Village of Hamilton is a strong community partner, and is poised to do innovative projects and continue to strengthen the community and the region, and as such, we fully support the Village's application and their forward-looking vision for our community.

Sincerely,



Julie Dudrick
Project Director, Upstate Institute



Lynn Schwarzer,
Faculty Director

HAMILTON

AREA COMMUNITY COALITION

May 16, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the program coordinator of Hamilton Area Community Coalition, we have already invested \$400,000 in the community by building infrastructure which supports positive youth development and a safe, healthy, drug free community. Currently, we have plans to implement sustainable initiatives which increase local youth access to support services and positive recreation options. Our goal is to create a positive, nurturing community environment which will allow all of our young people to reach their full potential and thrive.

We believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Sincerely,

Melissa Cassulis

Melissa Cassulis
Program Coordinator
Hamilton Area Community Coalition

7158 Bonney Hill Rd.
Hamilton, NY 13346

May 9, 2019

Mayor RuthAnn Loveless
3 Broad St.
Hamilton, NY 13346

Dear Mayor Loveless,

As an investor and homeowner in Hamilton, a graduate of Colgate University, the parent of two Colgate alumnae and a current Colgate student, I am proud to support the Village of Hamilton's application for the New York State Downtown Revitalization Initiative.

When I attended Colgate in the 1980's, I hoped to return someday. In 2010 I was able to fulfill my dream and we purchased a home in Hamilton. My family now spends significant time here and we have made significant investments in this community because of its unique character.

As you know, our focus is on housing in the village core. Good housing stock is an enabler of strong commerce, sense of community, and sense of place. As such, we are a family that has been willing to invest funds and time to make things happen. We have made more than \$400,000 in improvements to our two properties and we have secured land suitable for the construction of at least 15 additional homes in the downtown core. We have spent a significant sum on professional services to design this development, but we are finding that the investments in needed infrastructure threaten the project's viability.

My family envisions staying in Hamilton well past our daughters' time as students, but we also feel it is important for Hamilton to continue to build upon what it has become. The payback on our investments and our willingness to invest further needs further vitality. In particular, Hamilton needs a broader tax base that a project such as ours would provide. Hamilton truly needs the grant you are pursuing.

Beyond this letter, please let me know how we could continue to support your work on this effort.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen A. Rock". The signature is written in a cursive, flowing style.

Stephen A. Rock



Southern Madison Heritage Trust

P.O. Box 117
Hamilton, NY 13346
www.smht.org smht@smht.org

Harvey Kliman
President
Mike Boardman
Vice President
Debbie Kliman
Secretary
Deede van der Mandele
Treasurer
Greg Owens
VP for Land Conservation
John Novak
Adam Schoonmaker
Thomas Parish
Bill Todd
Carolyn Todd
Art Zimmer

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346
May 1, 2019

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

SMHT's all-volunteer board believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Here's why: Southern Madison Heritage Trust, the local land trust, has worked to protect critically important lands close to the Village and to provide recreational opportunities with public trails. These properties add to the overall experience of living and working in the Village. Hiking, dog walking, as well as winter snowshoeing or cross-country skiing opportunities all contribute to the overall health of the community.

As President of Southern Madison Heritage Trust, I can report that SMHT has invested in the community through the acquisition and development of three nearby open space properties with trails open to the public. SMHT has acquired these critical sites to protect them, and to provide recreational opportunities for Hamilton residents and visitors. All three sites are less than one mile from the village center, an easy walk. Over the last 15 years, SMHT has spent upwards of \$50,000 to acquire and transform these properties for public use. In addition, SMHT has set aside substantial stewardship funds to ensure a continued high quality experience at each property. Currently, we have plans to connect existing trails to enhance the recreational experience close to the village.

Sincerely yours,

A handwritten signature in black ink that reads "Harvey L. Kliman". The signature is written in a cursive style with a prominent initial 'H'.

Harvey L. Kliman, Ph.D., President



TANDA LLC

P.O. Box 304 / 20 Utica St. Suite 2
Hamilton, NY 13346
(315)825-5646
info@tanda.studio / www.tanda.studio

May 23, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. We have worked in the community of Hamilton for the past decade through our design/build firm and have lived in this community for the last two years. We believe the investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the owner/director of operations and coordinator-in-chief of TANDA LLC, we have already invested \$165,000 in the community on the preliminary steps of advancing our project, Canal Terrace Park, in the Village of Hamilton. To-date, we have:

- Purchased 32 acres of land (see fig: Phases + Location);
- Surveyed the property and received preliminary approval from the Village of Hamilton Planning Board to subdivide;
- Developed a two-phased plan to provide residential units and a park for the Village;
- Engaged an engineer to provide utility extension designs for the future residential units;
- Designed three models to best meet the residential needs of the Village.

Currently, we are working with the Village and our engineer to finalize the utility designs for Phase 1, which will allow the Phase 1 subdivision to be completed. Please see find more details about our Canal Terrace Park project on the attached document.

We believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Sincerely,

Todd Thomsen
Owner/Director of Operations

Alice Brumbach
Coordinator-in-chief

5/23/19

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Natural Beauty Breast Prosthesis, LLC and
Helping Hands Muscular Therapy
Jill A Nelson
54 Utica Street
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the owner of Natural Beauty Breast Prosthesis, LLC and Helping Hands Muscular Therapy we have already invested \$55,000 for NBBP and \$15,000 for HHMT in the community through business and job creation and equipment investment. Currently, we have plans to expand our NBBP production capacity, equipment, and improve on a current local historic space allowing us to create 11+ new local jobs over the next 3 years.

We believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Sincerely,

A handwritten signature in black ink that reads "Jill A Nelson". The signature is written in a cursive, flowing style.

May 23, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the co-owners of Scrap Paper Social, we handle marketing efforts with a focus on social media. Our goal is to champion the efforts of small businesses by curating an online presence that's engaging, creative and consistent. We have worked as the marketing team for the Hamilton Business Alliance for the past year, promoting local events, business news, professional development opportunities and more. We are proud to promote Hamilton as a first-rate locale for visitors and residents alike. Considering the amount of innovation in the area and the supportive opportunities for turning ideas into reality, we look forward to what the future holds for our community.

We believe Hamilton is ready for the transformation the DRI would provide. We fully support the application.

Sincerely,

Caitlin Pfohl and Aurora Roe



Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million into Hamilton's core would transform the community and continue the momentum that many in the Village are working hard to build.

As the owners of Flour and Salt Bakery, we have already invested approximately \$1.5 million in the community through the establishment of our small business. This investment is in the form of wages paid to employees, 100% of whom are local (currently 8 full time and 8 part time employees), significant exterior facade and interior structural improvements, product development, equipment upgrades that enable us to offer more to our patrons, the development of value added goods, and purchases of many goods from other local establishments, farms, and small businesses. In the past year we have grown our business to include a wholesale operation that is reaching into other nearby communities and has the promise to continue to grow.

We believe that Hamilton is a strong community poised to do innovative projects and can continue to strengthen the region. With the numerous institutions of higher education in the area producing future world leaders, we have an opportunity to greatly increase the intellectual capital of our community by finding ways for these graduates to stay here. We speak directly from experience as we are recent graduates of Colgate University who saw business opportunities that were worthwhile enough to invest our lives in. Grants of this type will enable Hamilton to foster even more businesses, further job development, and much needed local housing. Although we now have a staff of 16 people, only one of them

has been able to find a residence within the village. We are at a precipice of development and we are in need of real leadership and financial support that can help push Hamilton to become a regional economic powerhouse. We fully support the application.

Sincerely,

Britty and Brendan O'Connor

Town of Hamilton

38 Milford Street | Hamilton, NY 13346

(315) 824-3380 | Fax (315) 824-0246

www.TownofHamiltonNY.org

*Eve Ann Shwartz
Town Supervisor*

*Sue Reymers
Town Clerk*

May 30, 2019

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As a Member of Hamilton's Town Council I am dedicated to improving the community and providing better support for those living in Hamilton. The addition of a Family Outreach Center would provide much needed programs as well as space for children, teens and family members; thus, enhancing the quality of life and relationships of individuals living in the community.

I know that Hamilton is ready for the transformation the DRI would provide and fully support the application.

Sincerely,



Mary Lee Dinski
Town Council Member



HAMILTON CENTRAL SCHOOL

47 West Kendrick Avenue • Hamilton, New York 13346

(315) 824-6300 • (315) 824-6314 - Fax

www.hamiltoncentral.org

ADMINISTRATION

PETER PUNZO
Interim Superintendent of Schools

WILLIAM DOWSLAND
Secondary Principal

KEVIN P. ELLIS
Elementary Principal

5/30/19

Mayor RuthAnn Loveless
3 Broad St
Hamilton, NY 13346

BOARD OF EDUCATION

MICHELLE JACOBSEN
President

ELLEN LARSON
Vice-President

PAUL LEHMANN
HAROLD JARCHO
G. CORY DUCLOS

Dear Mayor Loveless:

Please accept this letter of support for the Village of Hamilton's application for Round 4 of Governor Cuomo's Downtown Revitalization Initiative. The investment of \$10 million will make our community a more accessible and equitable place through more diverse housing options, enhanced businesses, and multi-modal transportation.

As the Superintendent-elect of Hamilton Central School, I fully support the potential that a Family Outreach Center could provide our school community. This Center could provide neighborhood-based and in-school services designed to promote positive academic and social-emotional outcomes for children, youth, and families of the Hamilton Community.

I believe Hamilton is ready for the transformation the DRI would provide and fully support the application.

Sincerely,

William Dowland
Superintendent-elect

Aim High!