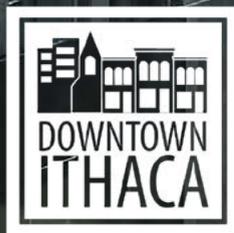


# DOWNTOWN ITHACA

BUILDING A NEXT  
GENERATION CITY

ROUND 4 DRI APPLICATION  
FOR THE SOUTHERN TIER REDC





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# EXECUTIVE SUMMARY

## BUILDING A NEXT GENERATION CITY

# OUR VISION FOR DOWNTOWN ITHACA

## A VISION WITH LEGACY

In 1997, a vision statement was created for Downtown Ithaca that has served the community for more than two decades. Created by the *Ithaca Downtown Partnership*, now known as the *Downtown Ithaca Alliance*, along with help from the City of Ithaca, this vision statement has been guiding redevelopment and revitalization and is reprinted below:

*“Downtown Ithaca is the economic, social, and cultural heart of Tompkins County. The Downtown Ithaca Alliance will strive to preserve and develop the central downtown core as the region’s center for banking and finance, business and professional offices, government and community services, downtown residences, and as a retail destination highlighted by unique specialty shops, restaurants, and arts and entertainment.*

*Downtown serves people who live and work Downtown, City and County residents, college communities, and visitors and tourists.”*

As our DRI planning committee worked on this grant application we wanted to acknowledge and affirm this longstanding vision and then suggest that the Ithaca community is prepared to go beyond ... to go to another level of downtown revitalization. This is a level that requires DRI support and assistance. The following represents our evolving Downtown vision, being clarified both for the 2019 DRI application and for our 2030 strategic planning work.

We want our revised vision to be aspirational... something that will not come easily and will succeed only with a partnership with the REDC and State of New York:

*We aspire for Ithaca, Tompkins County, and our Southern Tier region to be regarded as one of the most desirable places for people to live in America. To achieve this aspiration, we need to create and nurture our Downtown center, the place people look to judge and evaluate our attractiveness as a place to live, work, and visit.*

## WHILE AFFIRMING THE ORIGINAL, CORE VISION FROM 1997, WE SEEK A FUNDAMENTAL TRANSFORMATION OF DOWNTOWN THAT WILL MAKE ITHACA:

- A visibly diverse and inclusive place that welcomes all;
- An attractive and entertaining place that will serve as a magnet for prospective new residents and visitors alike;
- A regional neighborhood that provides housing options for all incomes;
- A place that businesses, especially technology and creative businesses, seek out to locate and grow;



- A place that draws people who love the Southern Tier and New York State back to the area, for opportunities, and to retire.
- A center that is fully and efficiently connected with other key destinations in Ithaca, such as Cornell University, Ithaca College, and the waterfront, and is likewise connected to the balance of Tompkins County as well as the surrounding counties that provide the broad workforce we need to sustain businesses;
- A place that graduating students and young professionals as well as alumni look to as a real and viable option for living and raising families; and
- A place that leads and inspires the continued economic resurgence of the Southern Tier and Upstate NY.



**AS WE SEEK TO MOVE TO A NEW AND HIGHER LEVEL OF REVITALIZATION, THE FOLLOWING APPLIES:**

*We want Downtown Ithaca to be a regionally significant, next generation city, a place that honors its history and culture while boldly anticipating and planning for the future.*

# OUR JUSTIFICATION

## BUILDING A NEXT GENERATION CITY

Like the Downtown Revitalization Initiative (DRI) itself, Downtown Ithaca is all about transformation. In recent years we have worked to build a Downtown that is welcoming, attractive and prosperous – a place that offers a high quality of life and serves as a magnet for Southern Tier tourism and innovative new businesses that spin out from our esteemed institutions of higher education. With the help of strong, collaborative public-private partnerships, we have worked to build a downtown environment and community that is frequently cited Statewide and nationally as a model for smart and successful urban redevelopment.

*We are now at a crossroads, a moment in our history when we will either take a major leap forward – a truly generational transformation – or we will stand still. We believe a major DRI investment in Downtown Ithaca is the key to unlocking our full potential and realizing the aspirational vision that we can see just ahead of us.*

Our DRI application for Round Four is a compelling template for transformational change in Downtown Ithaca. It outlines the critical infrastructure improvements, placemaking enhancements, and major economic development projects that represent the missing links along our path from being a good downtown to a great one. Individually, the projects proposed herein, would add new increments of strength, vitality and diversity to our downtown. Taken together, they represent a quantum leap, a catalyzing combination that will propel Downtown Ithaca to a new level of excellence while helping the Southern Tier soar as never before.

For the Southern Tier to reach its full potential, all regional partners must work in harmony to leverage every available asset, in the process creating a whole that is greater than the sum of its individual parts. We are indeed stronger together, especially when we work shoulder-to-shoulder to advance our shared interest in a growing, thriving Southern Tier. With bold and visionary leadership from the Southern Tier REDC, we are moving in the right direction, thanks in part to DRI strategic investments in Elmira, Watkins Glen and Owego in the first three rounds.

Yet achieving our lofty aspirations as a region depends on creating and sustaining a world-class symphony of cooperation and collaboration that includes every aspect of our region's unique character, from our charming small towns that serve as gateways to our extraordinary natural attractions, to our growing centers of education and knowledge economy, to our powerful engines of innovation in next-generation advanced manufacturing.

That's why the time is ripe to supercharge Downtown Ithaca, to put us on a transformational trajectory that unlocks our highest potential. The continued growth and success of Downtown Ithaca is inextricably linked with the Southern Tier's continued ascension as a State and national tourism destination, as a hotbed of innovation and entrepreneurial investment, and as a welcoming, inclusive place to call home for young professionals, families and seniors alike.

## OUR ABILITY TO REFINE, REFOCUS AND RECHARGE DOWNTOWN ITHACA'S MOMENTUM DEPENDS ON OUR SUCCESS IN OVERCOMING THREE KEY CHALLENGES:

- 1) Solving our long-simmering infrastructure limitations, especially parking availability, to support current and future business growth and to improve ease of access that enhances the Downtown Ithaca visitor experience;*
- 2) Ramping up key placemaking initiatives and Downtown infill developments, many of which are stalled and at risk of failure due to significant financing gaps that require public investment to move forward; and*
- 3) Expanding our available housing stock to include a more diverse mix of living options, especially in the affordable, workforce and middle market segments, to mitigate the effects of a growing trend toward gentrification that makes living and working in Downtown Ithaca an increasingly expensive proposition.*



*Ithaca Commons*



*Tompkins Center for History & Culture*



*State Theatre of Ithaca*

Overcoming these challenges through a partnership with DRI will indeed propel us from good to great, ushering in a new era of dynamic, transformational growth fueled by both public and leveraged private investment that will make Downtown Ithaca a Next Generation City and a key driver of regional prosperity for the Southern Tier.

### ABOUT DOWNTOWN ITHACA

Downtown Ithaca is one of the significant attractions of the Southern Tier. Nestled between Cornell University and Ithaca College, our downtown is home to an impressive variety of specialty shops, a diverse mix of fine dining and casual restaurants, extraordinary theaters, world-class lodging, and historic architecture.

Anchored by The Ithaca Commons, our car-free pedestrian mall, Downtown Ithaca hosts a multitude of year-round arts, cultural and entertainment events, including four annual festivals, monthly art gallery nights, culinary tours, free live music at our Summer Concert Series, and much more.

We define Downtown Ithaca as the walkable core of our community. If the Ithaca Commons is the central hub, the balance of downtown stretches a mere 3-6 blocks in any direction. Then our downtown is eminently walkable and compact. For the purpose of this application, our downtown area is identical to the city of Ithaca Downtown Comprehensive Plan study area (*see Part 1: Boundaries*).

We selected this area because it serves as the geographic footprint of the **Next Generation City** we aspire to build with the help of a transformational investment from the DRI.

**The Ithaca Commons** is a unique three-block pedestrian shopping area jam packed with more than 100 independently owned and operated shops and boutiques, restaurants, art galleries, service providers, street vendors, and entertainers. In addition, the Commons is lined with some of the city's most interesting and historic architectural facades, and features the beautifully designed Raimondo DeVincentis Water Fountain, the newly constructed Bernie Milton Pavilion, and a playground. The Commons is truly the centerpiece of Ithaca's engaging social and civic life.

**Tompkins Center for History and Culture**, which recently opened this month with REDC and NYS support, has already become a vibrant cultural destination on the Commons, delivering engaging multimedia exhibits and program experiences on local and regional history and on Tompkins County's impact on the world.

**Ithaca's Historic State Theatre** offers a calendar of events featuring performances of nationally recognized performers, outstanding regional groups, dance companies and theatre troupes. With the non-profit theatre's dedication to historic preservation, the building continues to be renovated while hosting dozens of events each year.

**Cinemapolis**, Ithaca's independent first-run movie theater, hosts evening movies, Saturday and Sunday matinees and an array of special events. A staple in Ithaca's downtown community for 25 years, Cinemapolis debuted a brand new, stadium seating theater in 2009. The combination of beautiful space and new programming has made it Ithaca's premier movie theater.

**Carl Sagan Planet Walk**, a scale model of the Solar System, is named in memory of Carl Sagan, a respected scientist and member of the Ithaca community for nearly 30 years. The Sagan Planet Walk seeks to inspire wonder about the immense scale of the cosmos and our precious and fragile relationship with it. The model, at 1 to 5-billion scale, just exactly fits in the 1,200-meter distance between the Ithaca Commons and the Sciencenter.

**The Cascadilla Gorge Trail** connects downtown Ithaca with the Cornell University campus among one of the most picturesque gorges in the Finger Lakes Region. Ascending over 400 feet, this historic set of stone trails and staircases was originally constructed in the late 1920's, and takes visitors through the gorge formed from ancient bedrock and past six waterfalls. At a leisurely pace, this 1/3-mile section of the trail takes less than an hour from the Treman Triangle Park in downtown to the upper entrance by the College Avenue Stone Arch Bridge.

**Dewitt Park Historic District**, Ithaca's first designated local historic district, consists of 45 contributing buildings and De Witt Park, which was known as Town Square until 1869. The district includes the area developed by one of Ithaca's founders, Simon De Witt, in the early 19th century. The district includes the historic Boardman House and the Second Tompkins County Courthouse.



*Cinemapolis*



*Carl Sagan Planet Walk*



*Cascadilla Gorge Trail*



*Dewitt Park Historic District*

# TEN STEPS TO TRANSFORMATION

*To achieve and sustain transformational change in Downtown Ithaca, we have identified our current limitations and charted a clear path to overcoming key obstacles. DRI investment will help catalyze transformational change in Downtown Ithaca in ten ways:*

## **1. IT IS NOT ENOUGH TO CONSTRUCT NEW BUILDINGS.**

We must curate a place that will be a magnet for people and business, one that is competitive on a national stage. Our proposal integrates placemaking, new community amenities, diverse housing opportunities and new economic development projects that together create just such a magnet.

## **2. DOWNTOWN RETAIL IS FRAGILE.**

Today's national retail economy makes it difficult for independent businesses. Changing shopping habits and the rise of Internet commerce has seized an important part of the brick and mortar retail marketplace. Today's retail must be all about experience. DRI investment will allow us to curate and create a holistic shopping & dining experience in our downtown.

## **3. RETAINING YOUNG PROFESSIONALS IS KEY TO OUR FUTURE PROSPERITY.**

Graduates from Cornell and Ithaca College have tickets to go almost anywhere, yet the great research and development generated at Cornell – and the associated spinoff entrepreneurial opportunities - doesn't have to migrate to China, India, Silicon Valley, Boston, and NYC. Young professionals want engaging career opportunities, a contemporary, experiential lifestyle, and the amenities of a large metropolitan area with the convenience of a small sized city. Do we provide them enough? We can do better, and we will with the help of DRI's investment.

## **4. LET'S NOT FORGET THE BABY BOOMERS, WHO REPRESENT A MAJOR SHARE OF OUR REGION'S WEALTH.**

Where is it written that when you turn 55 or 65, you leave New York and migrate to Florida or other southern locales? DRI investment will help us create a place that baby boomers appreciate and enjoy, a place they can feel comfortable, a place that allows them to experience big city amenities in a small city setting.

## **5. ATTRACTING MORE FOOT TRAFFIC IS KEY TO THE FUTURE GROWTH OF OUR DOWNTOWN.**

Downtowns live off foot traffic. Growing online purchasing opportunities have significantly reduced the time people spend shopping at local retail establishments. With DRI investment, many of our proposed projects will grow Downtown's foot traffic to benefit retailers, restaurants, entertainment venues, and services. A renovated Downtown without foot traffic is not a successful Downtown.

## **6. WE MUST CREATE A SUSTAINABLE, RESILIENT DOWNTOWN POISED FOR FUTURE GROWTH.**

In an ever-changing real estate and economic landscape, we must have the structure in place for Downtown Ithaca to sustain itself, even when times get tough, when the national economy sours, when the next new trend arrives, when suburban growth re-energizes. DRI investment will drive sustainability and resilience in our downtown.

## **7. WE MUST MEET THE DIVERSE HOUSING NEEDS OF OUR ENTIRE POPULATION.**

We cannot build housing for all who work in Ithaca/Tompkins County, yet we know that people are being forced out of our community due to the lack of housing opportunities. With funding from DRI, we will build new housing for key market segments – middle, workforce, and affordable – and overcome the funding hurdles that make this such a difficult task.

## **8. DOWNTOWN ITHACA MUST BE THE BACKBONE FOR OUR CITY'S GROWTH AND DEVELOPMENT.**

It is inefficient and costly to extend transportation services, sidewalks, police and fire protection, water and sewer to the edges of our community. Yet we do not have the adequate backbone facilities to accommodate

the growth we desire in Downtown Ithaca. DRI can provide critical funds to help Ithaca create a modern infrastructure backbone that will meet the needs of new growth and development for years to come.

## **9. DRI IS ALL ABOUT BUILDING GREAT PLACES WHERE PEOPLE WANT TO LIVE, WORK, AND VISIT.**

People want to live in Downtown Ithaca, businesses want to locate here, young professionals want to put down roots here, baby boomers desire to remain here, and tourists are poised to visit. DRI investment will help us attract all of these groups to Downtown Ithaca by creating the dynamic, inclusive place they want and expect.

## **10. UNLEASHING ENTREPRENEURIAL INNOVATION AND CREATIVITY IS VITAL.**

Cornell University is a world-class institution with global programs and groundbreaking research. Capturing more of the spin-off economic activity generated at Cornell is key to our future prosperity. Downtown innovation and creativity is driven by entrepreneurs who have stayed or returned from both Cornell and Ithaca College. With DRI investment, we will enhance our Downtown environment to improve the rate of retention and investment in these next-generation enterprises.

If we can accomplish these ten steps, we will indeed transform Downtown Ithaca. DRI can provide the funding that enables us to achieve this transformation.

# **OUR UNMET NEEDS**

*Downtown Ithaca faces five key challenges that must be overcome to become a Next Generation City:*

### **INSUFFICIENT HOUSING FOR ALL.**

Downtown Ithaca is chronically short of housing in key market segments. We struggle to build affordable, middle market and workforce housing due to financing gaps driven by the economics of these segments. Our challenge is not with student housing, which does not require subsidy. Without public support to fill financing gaps, the middle market, workforce and affordable sectors will continue to lag.

### **INSUFFICIENT INFRASTRUCTURE TO ACCOMMODATE FUTURE GROWTH AND DEVELOPMENT.**

It's simple: we have run out of parking in the urban core. Increasing our inventory of public parking is critical to the future growth and success of Downtown Ithaca.

### **INSUFFICIENT FOOT TRAFFIC TO SUPPORT COMMERCIAL GROWTH.**

We must continually seek to increase opportunities for foot traffic because retail, restaurants, and entertainment – the core of any successful downtown – live and die on foot traffic. The educated and younger demographics of Ithaca are online shoppers; we must provide them and others with experiential opportunities to patronize and enjoy downtown.

### **PLACEMAKING LACKS KEY ATTRIBUTES.**

It is not enough to build buildings. We must create a dynamic and diverse place that appeals to every demographic, from young professionals to seniors. In downtown revitalization, the “place” is key. DRI investment in our placemaking projects, from a new wayfinding system to downtown WiFi and enhanced recreational trails, will take Downtown Ithaca's sense of place to the next level.

### **DIVERSIFYING OUR BUSINESS BASE AND CREATING AN INCLUSIVE ENVIRONMENT FOR ALL IS A CORE VALUE.**

Our strength lies in our diversity and that diversity needs to be fully reflected in the Downtown experience. DRI funding will help us create a more diverse Downtown, both in the composition of its residents and our commercial offerings.

# WHY ITHACA?

*DRI's strategic investment in Downtown Ithaca will allow us to finally put in place the missing pieces of our prosperity puzzle: supercharging new private investments in affordable, workforce and middle-range housing, helping us finance the critical infrastructure that is the essential foundation of our future growth, and driving forward a series of placemaking and community-building initiatives that are vital to creating and connecting the spaces and experiences the next generation of talent demands of the place they call home.*

## **OUR VISION FOR DOWNTOWN ITHACA IS ASPIRATIONAL, TRANSFORMATIONAL AND ACHIEVABLE.**

We aspire to build a "Next Generation City" that caters to young professionals and families alike by preparing and building the infrastructure and amenities needed to attract, retain and service a diverse population in a livable, walkable, and bikeable community.

We aspire to be a growing regional center that is interconnected to the entire region and that continues to be a powerful engine of talent and business development.

We aspire to a future where diversity and inclusiveness are part of our community fabric and are viewed as compelling reasons to live and work here, with a vibrant downtown that is regarded as a dynamic, attractive, and experiential place.

*We can best achieve this vision with DRI assistance in fundamentally transforming Downtown Ithaca to meet these aspirations.*

# WE ARE READY.

The people of Ithaca and our community stakeholders are ready and fully engaged in developing our vision and strategic plan to become a **Next Generation City**. Our implementation team is deeply talented, creative and collaborative, with a proven track record of meticulous planning followed by incisive execution. For all these reasons and more, Downtown Ithaca should be awarded the Round Four DRI grant.

# DOWNTOWN ITHACA'S 2019 DRI APPROACH

**A SUMMARY OF POSSIBLE PROJECTS THAT WILL TRANSFORM DOWNTOWN INTO A NEXT GENERATION CITY.**

A complete description of each transformative project and its impact can be found in **Part 7**, starting on page 64.

## **A. PLACEMAKING/LIVEABILITY/WALKABILITY PROJECTS**

### **A MAJOR COMMUNITY CONFERENCE & MEETING CENTER**

A 49,000 SF facility with a 12,300 SF ballroom located in the heart of Downtown

### **COMMONS EXPANSION**

Making the 100 West State block an expansion block for the pedestrian mall

### **DOWNTOWN WAYFINDING SIGNAGE**

Building a wayfinding signage program that guides visitors to key destinations, including parking

### **BUS DEPOT IMPROVEMENTS**

Providing the intercity bus depot with amenities to serve the 100,000 annual travelers

## **B. SUPPORTIVE INFRASTRUCTURE PROJECTS**

### **REBUILD THE GREEN GARAGE**

Replace and expand this critical piece of downtown infrastructure that will have a 450 car garage

### **INTEGRATING PROJECTS INTO THE COMMONS SUPERBLOCK**

With 475 new housing units proposed for this block, we need the connecting infrastructure to support this tight urban development

### **REMOTE PARKING INFRASTRUCTURE**

Providing assistance to access up to 100 remote spaces for commuters and residents

### **NEW TRAVIS/HYDE GARAGE**

400 car garage that would be part of a new housing project at the Gateway complex

### **GREEN GARAGE EAST NEW PARKING**

130 car garage that would be part of a new housing project on the east end of the Green garage site

### **WINTER VILLAGE TRAIL (EAST AND WEST)**

Trail/walkway linking Downtown with the Six Mile Creek gorge to the west and the Southside neighborhood and Route 13 big box district to the east

### **DOWNTOWN UNIVERSAL WIFI**

Creating the infrastructure to provide universal free WIFI to our visitors and patrons of Downtown

## C. HOUSING PROJECTS & DOWNTOWN AMENITIES

### **GREEN GARAGE EAST- NEW HOUSING**

A new housing project creating 170 apartment units, along with garage parking

### **VECINO AFFORDABLE HOUSING PROJECT**

A new 209-unit affordable housing project, along with garage parking, a conference center, and retail

### **BUSINESS STOREFRONT GRANT/LOAN PROGRAM**

A fund to provide matching grants and/or reimbursed loans to storefront business for improvements and upgrades

### **SENECA/GREEN CORRIDOR AMENITIES**

Streetscape amenities for the two main vehicle arteries through Downtown Ithaca

### **TRAVIS/HYDE HOUSING PROJECT**

A new 150-unit housing project to be located in the Gateway complex, along with new garage parking

### **510 STATE STREET WORKFORCE HOUSING PROJECT**

A new 50-unit workforce housing project, along with corporate offices and retail

### **409 STATE/508 GREEN STREET WORKFORCE HOUSING PROJECT**

A new 50-unit workforce housing project spanning the State/Green block

### **333 STATE STREET WORKFORCE HOUSING PROJECT**

A new 50-unit workforce housing project with street retail

### **INNOVATION DISTRICT PLANNING**

A new City led initiative to create and market an Ithaca innovation district

### **RETAIL INCUBATOR/MAKER SPACE**

A new project to attract micro-retail in a retail incubator format

### **FOOD HALL (CENTER ITHACA)**

Creation of a new, contemporary food hall in the Center Ithaca project

### **WEST STATE STREET AMENITIES**

Streetscape amenities for the main shopping & commerce street in downtown

# PART ONE: BOUNDARIES OF OUR PROPOSED 2019 DRI

Geography and city planning help define Downtown Ithaca. Located at the base of East Hill (home to Cornell University) and South Hill (home to Ithaca College), Downtown Ithaca has traditionally been known as the flat, walkable area of the city bisected by State Street.

The target area for our DRI application consists of the BID (*Part 1, Fig. 1*) plus the West End/West Downtown. This is a walkable, flat, area that comprises the commercial properties up to 5 blocks west of the Commons. Moreover, the West State Street corridor has been rezoned as central business district (CBD) to better allow for the expansion of Downtown into this abutting area. CBD zoning eliminates parking requirements and allows for more height, land coverage, and density.

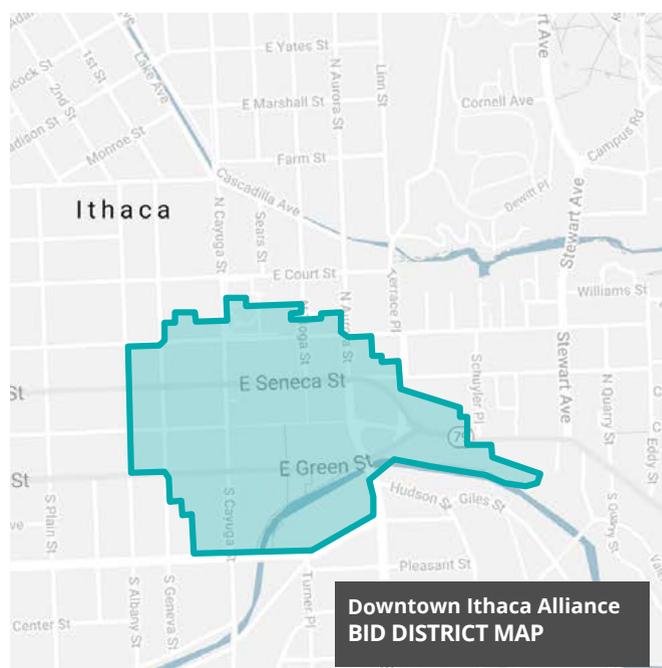
The Downtown area is projected to be the growth area for Downtown in the years ahead. At just half a mile distant, or a nine minute walk, from the Ithaca Commons, this area is close and directly connected to the Commons via State Street. The area hosts several large commercial lots in transition and underutilized areas and has been experiencing gradual redevelopment over the past several years. It is also the most heavily trafficked transportation corridor, and as such serves as a crucial gateway which is poised for investment and improvement.

The City adopted Phase I of the City's Comprehensive Plan, **Plan Ithaca**, in September 2015. The Phase I plan included a City-wide vision and broad goals for the entire community. Phase II of the plan includes the preparation of specific neighborhood and thematic plans.

In the spring of 2019, the City Department of Planning & Development and the Downtown Ithaca Alliance began working jointly to develop an updated strategic plan for Downtown. The result will be a new ten year **2030 Strategic Plan for Downtown Ithaca** which will also be the City's neighborhood plan for the Downtown area, as a Phase II component of Ithaca's Comprehensive Plan, **Plan Ithaca**. The boundaries for this Downtown strategy and our 2019 DRI application are congruent to align with the Comp Plan's definition of Downtown so that the efforts may be coordinated and mutually supportive.

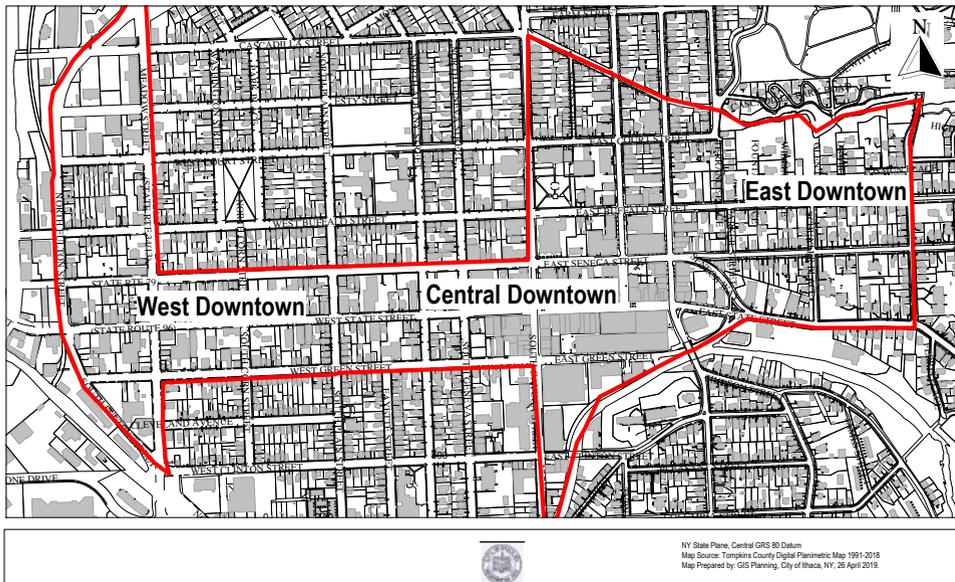
City planning policies reflect the small, compact characteristic of Downtown. Downtown zoning has been modified over time to allow for dense urban development and encourages in-fill, mixed-use development that is essential for a Downtown with limited geography. In-fill is difficult and expensive but extremely rewarding when done well. The Marriott Hotel is one such example. The 159-room, full service hotel sits on a mere 8,000 SF parcel abutting the Green Garage and the Commons. A former surface parking lot and vacant hillside has become a key part of Downtown Ithaca.

The existing land-use of our traditional Downtown area is linked to these forward thinking planning policies. Unlike many downtowns across America, there are relatively few open surface parking lots. The community has sought to promote development of surface parking, resulting in a downtown profile resembling a larger



Part 1, Fig. 1, DIA Business Improvement District Boundaries.

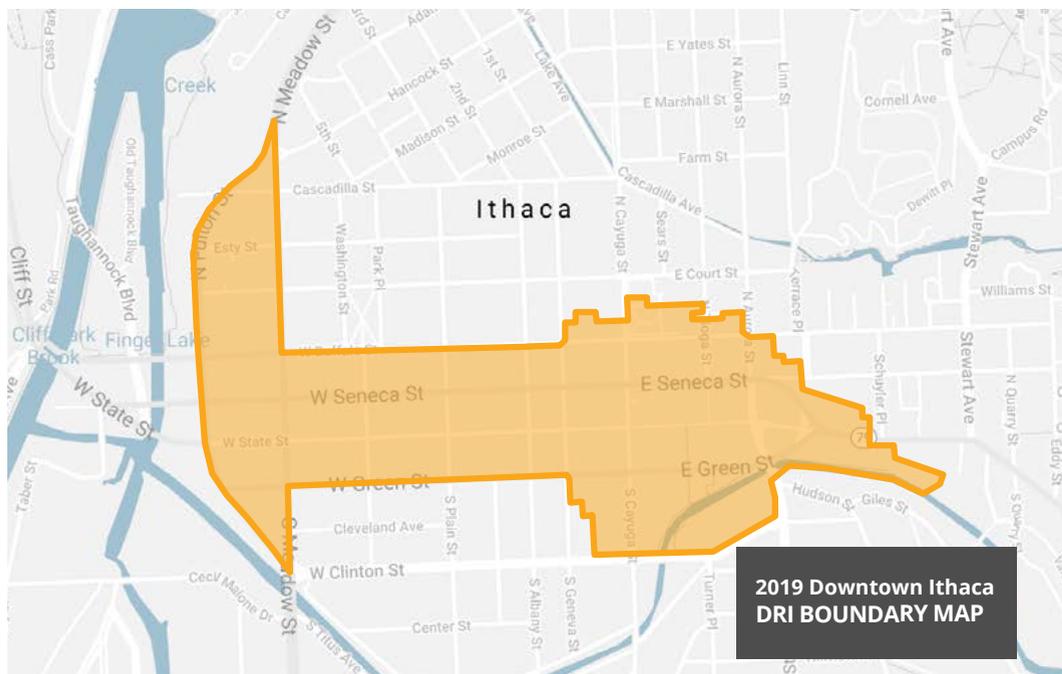
city --- taller buildings, reliance on public garage parking rather than expansive surface parking lots, and dense development that is set on the sidewalk. The result is a Downtown with strong ground floor and street level pedestrian experiences. With DRI support and continued planning, we expect the density and growth of commercial activity that have been hallmarks of the traditional Downtown area to continue and to expand to the western parts of Downtown.



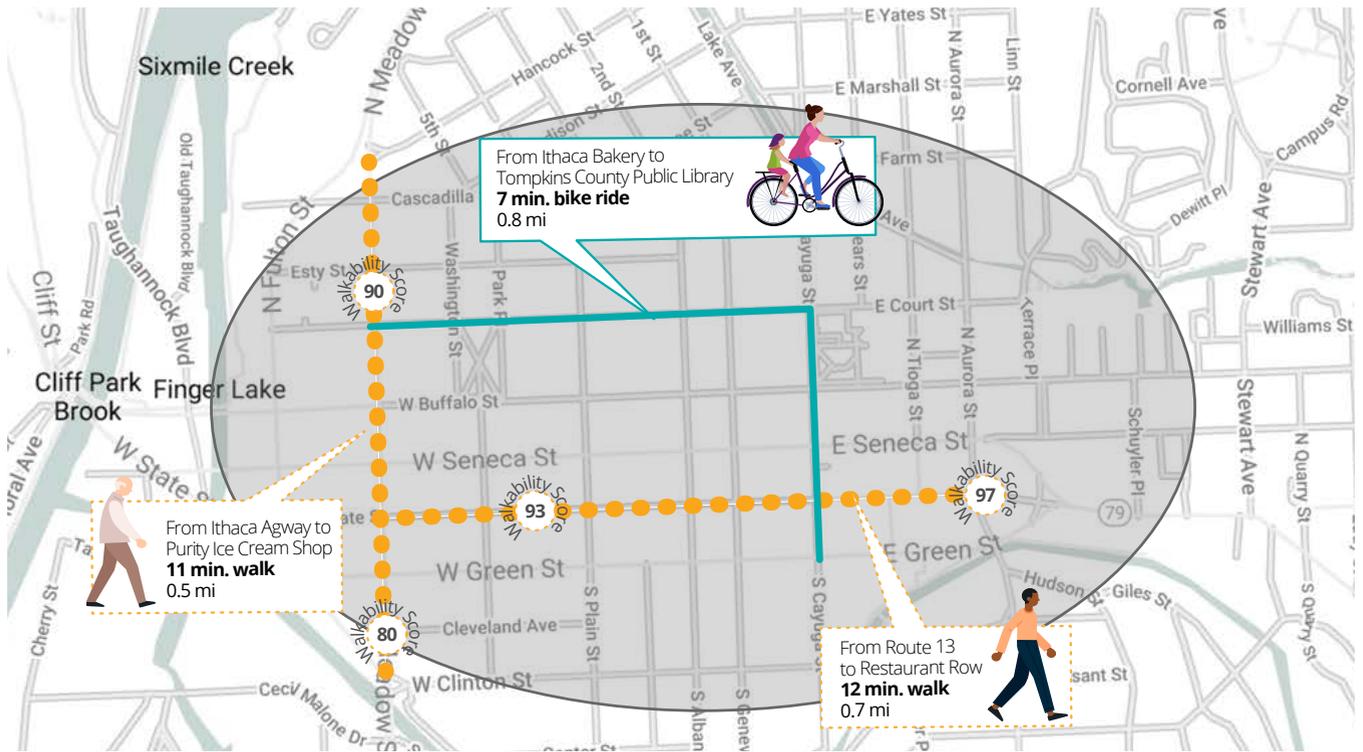
Part 1, Fig. 2, City Comprehensive Plan, Plan Ithaca - Downtown Sub Area boundaries map.

The City and the Downtown Ithaca Alliance carefully track sites conducive to development. Even with the extensive coverage by existing retail, office, entertainment, and housing properties, there still remain 14 candidate sites for development (or reuse) in the DRI target area. Our proposed projects list for the DRI application uses 6 of these 14 parcels.

The Downtown Ithaca DRI boundaries were created to facilitate new growth and development. Significant public investment is required to create strong physical and psychological connections between the West End and the Commons.



Part 1, Fig. 3, 2019 DRI Boundaries.



Part 1, Fig. 4, Approximate walking & biking distances within the 2019 Downtown Ithaca DRI Boundaries.

## A WALKABLE DOWNTOWN

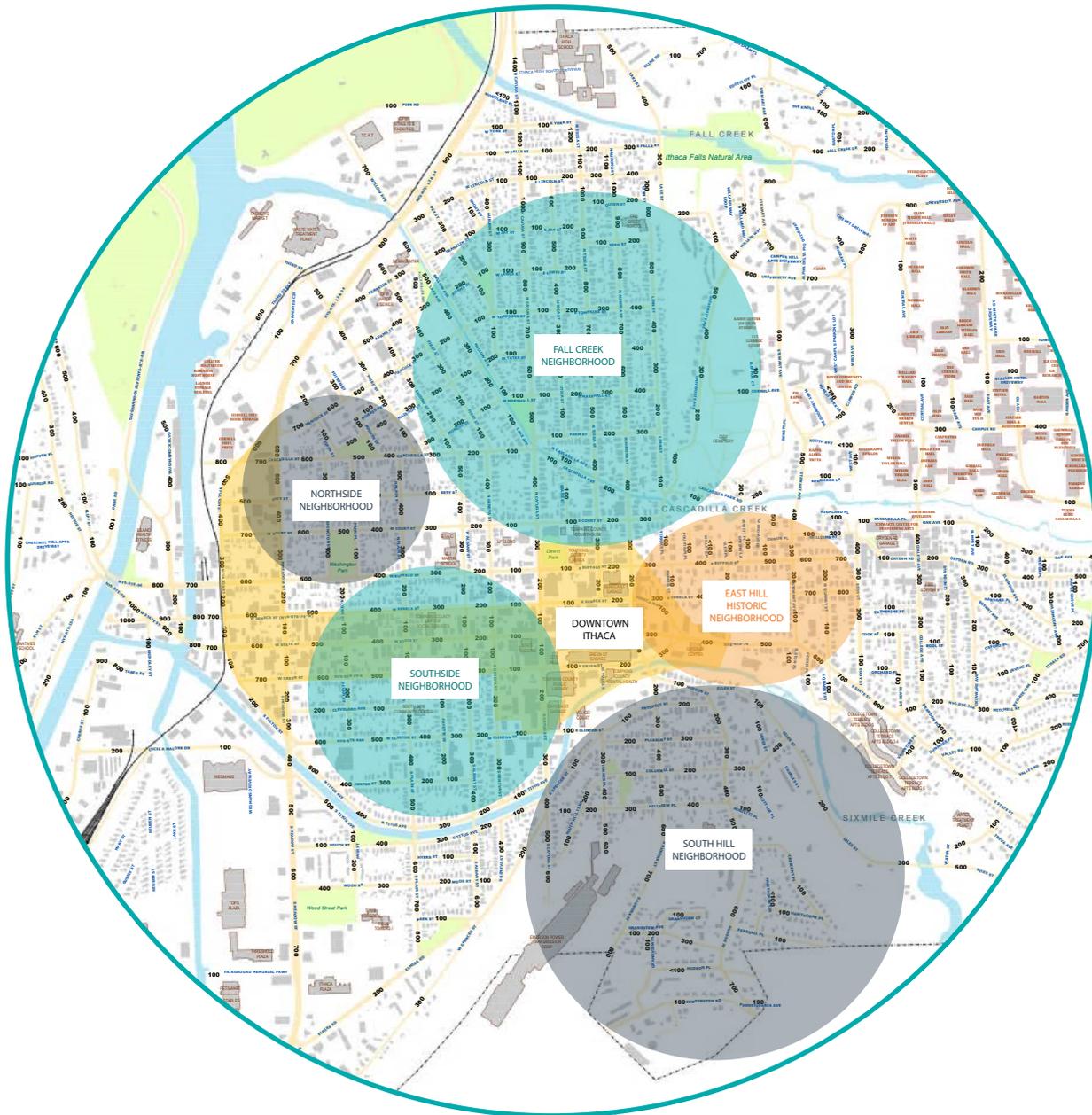
Even with our expanded boundaries, Downtown Ithaca remains a very walkable, pedestrian scale place. Our Walk Score is 97 (out of 100). One characteristic trait of Downtown Ithaca that facilitates walkability is the proximity and connectivity of Downtown with its surrounding neighborhoods. In many urban places, the downtown is often geographically separated from other residential areas. In Ithaca, the neighborhoods physically abut Downtown, creating the easy flow of residents into the Downtown core

This trait also exists in the West State Street corridor and West End area as well. **Figure 5** shows this relationship between our Downtown boundaries and the surrounding neighborhoods:

East Hill Historic District, Fall Creek, Northside, Southside, South Hill. The national walk score (walkscore.com) measures the level of walkability of places throughout the United States, utilizing such factors as availability of medical, groceries, transit, and food & beverage. At 97, Downtown Ithaca's score is one of the highest in the state.

**DOWNTOWN  
ITHACA'S  
WALKABILITY  
SCORE**

**97** *walkscore.com* is a national site that measures the level of walkability of places throughout the United States, utilizing such factors as availability of medical, groceries, transit, and food & beverage. At 97, Downtown Ithaca's score is one of the highest in New York State.



Part 1, Fig. 5: Neighborhoods that connect with Downtown Ithaca

## A CONNECTED DOWNTOWN

A downtown should be well connected to its nearby neighborhoods and other commercial districts. This DRI proposal is designed, in part, to help Downtown Ithaca better make these connections.

Two important connections are crucial to the future of Downtown Ithaca--- the connection with Cornell and Collegetown and the connection with the emerging waterfront area along Ithaca's flood control channel into Cayuga Lake. Linking this area to Downtown is a logical and essential need for the community in the years ahead. Those connections will happen through the expanded Downtown boundary that forms the basis of our Strategic Planning work and this DRI.

# PART TWO: PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

Downtown revitalization is all about investments, both public and private. It is about syncing these investments so that public investment can stimulate and leverage additional private investment. It is also about building upon the works of the past, using prior development as a foundation for future growth.

In Downtown Ithaca, we have a history of in-fill development, achieved slowly but steadily over the years. This investment has been private development catalyzed by strategic public investments which did indeed achieve their aims of encouraging private investment.

As we survey the past and look ahead to the future, we realize that this prior development has helped us overcome the historic losses and downturns that affected our community. They have helped to make Downtown Ithaca a relevant and resilient place once again in our community and region. But, if we aspire to be a great place and a powerful magnet for next generation young professionals and baby boomers deciding whether to remain in New York or depart for warmer climates, we realize that we must move to a higher level of development and investment. This is a level only accessible with the help of a transformational investment by DRI.

## SUMMARY OF DOWNTOWN GROWTH - PAST, PRESENT & FUTURE POTENTIAL

	NEW SF ADDED	NEW INVESTMENT (\$)	NEW HOUSING UNITS	NEW LODGING UNITS	NEW OFFICE SF
● PAST DOWNTOWN (2004 - 2018)	1,378,500	\$308,000,000	775	446	257,500
● CURRENTLY UNDER CONSTRUCTION	216,000	\$45,000,000	108	125	24,000
● FUTURE DOWNTOWN - IN THIS DRI	592,000	Up To \$212,000,000	735	-0-	20,000

## A. PAST INVESTMENTS: LEARNING FROM OUR PAST

Let's review the peaks and valley, successes and heartbreaks of past investment in Ithaca. For this application we have broken this discussion into topical sections based first on history and then on a sector-by-sector analysis.

# HISTORY OF DOWNTOWN ITHACA GROWTH & DEVELOPMENT

To understand Downtown Ithaca's needs and priorities, it is essential to comprehend our history of growth and development, challenges, and our efforts to overcome them.

## THE 1800s

### 1820'S — COMMERCIAL BEGINNINGS

The community of Ithaca was founded in 1804 when settlers arrived at the headwaters of Cayuga Lake and encamped in the area that would now be considered the eastern end of downtown at the base of East Hill. Early industry consisted of sawmills for lumber and hostelrys for overnight lodging. The remaining 1820 Clinton House is an example of development from that period. Mills lined Six Mile Creek, making use of its water power. At its founding, the physical location of the hamlet was on dry ground at the edge of the swampland at the southern tip of Cayuga lake.

POSITIVE STEPS  
FOR DOWNTOWN

NEGATIVE STEPS  
FOR DOWNTOWN



### 1800'S — FILLING IN OF THE FLATS

Throughout the early decades of the community, a massive reclamation project was undertaken to fill in the southern swamp land and create the area we know today as "the flats". This effort spanned several decades, and resulted in the developable land that today is home to the greater Downtown area, and surrounding Downtown residential neighborhoods of Southside, Northside, the West End, and Fall Creek.



### 1860's — CORNELL UNIVERSITY

Ithaca's big break as a community came in 1865 (opened 1868) when Ezra Cornell established Cornell University on East Hill overlooking the small city. The impact of the institution was immense and the University soon became a fixture of the community, providing jobs, leadership, and commerce.



### 1890'S — DEVELOPMENT WAVE

Throughout the 1800's the community added industry, aided first by the Erie Canal and access via Cayuga Lake and later from railroad spurs. In Downtown, a wave of commercial development occurred in the 1890's, with many of the storefronts on the Commons created at that time.



# THE 1900s

## POSITIVE STEPS FOR DOWNTOWN

## NEGATIVE STEPS FOR DOWNTOWN

### STREETCARS AND SUBURBAN/PARK DEVELOPMENT

At the turn of the century, streetcars were the mode of transportation, connecting downtown to new development plots on East Hill and along the lake. The trolley companies created Renwick Park at the southern base of Cayuga Lake, which was soon converted into the Wharton silent picture studios for several decades. The communities of Cornell Heights and Cayuga Heights were created during this period.



### 1920's – COMMERCIAL DEVELOPMENT WAVE

Another wave of commercial development occurred in Downtown Ithaca in the 1920's. Among the buildings constructed that remain today are the 202 The Commons Bank Building and the historic State Theatre.



### 1945 – 1950 – FIRST SHOPPING CENTER

Following World War II, the rise of the automobile gave way to the region's first shopping center- Ithaca Shopping Center, located south of Downtown on the Elmira Road. This was the apex of Downtown as a commercial hub, with numerous department stores.



### 1960 – RT. 13 BYPASS

Civic leaders, responding to the national trends, created a Downtown by-pass that moved the main entrance road from Downtown Cayuga Street to what is today known as Route 13. Even though it successfully moved people through the city, this bypass cut off Downtown from the waterfront.



### 1960's – ITHACA COLLEGE MOVES TO SOUTH HILL

Around the same time as the Rt. 13 bypass, the growing Ithaca Conservancy of Music (Ithaca College) opted to relocate out of Downtown and build new several miles away atop South Hill. The former campus area surrounding Dewitt Park was deactivated and later became a site for County government.



# THE 1900s

## POSITIVE STEPS FOR DOWNTOWN

## NEGATIVE STEPS FOR DOWNTOWN

### 1960/70's – URBAN RENEWAL

Following the national and federal funding opportunities, Ithaca embarked on its own urban renewal efforts. Nearly one third of the historic Downtown was razed, including all of the properties from Six Mile Creek to Green Street. Some suburban style infill did occur, but the last vacant parcels from urban renewal were not rebuilt until 2006.



### 1970's – REGIONAL MALL

Plans for Ithaca's regional mall were unveiled in the early 1970's with the mall opening on Route 13 on top of East Hill in the village of Lansing in 1976. Over the ensuing years, the Mall pulled retail commerce out of the Downtown core and the Northeast area land surrounding the Mall became the community's hottest growth hub, attracting new subdivisions, new strip retail, and new jobs.



### 1975 – ITHACA COMMONS

Recognizing the threat posed by the new regional mall, City leaders opted to create a car-free pedestrian mall in Downtown to compete with the new retail challenge. The three block Downtown attraction was called the Ithaca Commons and served as a hub of commerce and recreational activity for a generation.



### 1975 – 1980 – THE DEWITT MALL, ROTHSCHILD, CENTER ITHACA, PARKING GARAGES

Soon after the Commons was completed, work also was undertaken to produce other impactful Downtown projects that would serve to keep Downtown Ithaca strong up to 1990. Key new projects were Center Ithaca, the renovation of former Rothschild Department store, the rehabilitation of the former high school into Dewitt Mall, and the creation of two new parking garages to serve the needs of Downtown shoppers and workers.



# THE 1900s-00s

## POSITIVE STEPS FOR DOWNTOWN

## NEGATIVE STEPS FOR DOWNTOWN

### 1980'S — LOSS OF YMCA; LOSS OF DEPARTMENT STORES AND THEATERS

Just like elsewhere across New York as well as the nation, the 1980's and 1990's proved to be rough on Downtown Ithaca. The major department stores bolted from Downtown, preferring the modernity and convenience of the regional mall. At the same time, Downtown's seven historic theaters and movie houses began closing, as movie theatre complexes became suburban features. Today only one historic theater remains, the State Theatre.



### 1990'S — COUNTY INVESTMENT IN PUBLIC BUILDINGS; LOSS OF WOOLWORTHS

During the 1990's private sector Downtown investment slowed to a trickle, as the bulk of private investment occurred at the edges of the community. Tompkins County made a concerted effort to invest in the central core—building three new projects Downtown rather than moving them to suburban locations (Mental Health, Social Services, the County Library).



### 1997 — THE BUSINESS IMPROVEMENT DISTRICT WAS CREATED

Recognizing that Downtown was facing a precarious future, the city and business leadership agreed to create the Ithaca Downtown Partnership (now known as the Downtown Ithaca Alliance) to bolster retail vacancies, and market and promote Downtown.



### 2000 — SOUTHWEST ITHACA OPENED FOR BIG BOX RETAIL

In 2000, the City agreed to rezone a vast swath of southwest Ithaca bisected by Route 13 to accommodate big box retail. Over the next few years, over 1,000,000 SF of new strip and suburban retail was added to the community.



### 2001 — CIITAP TAX ABATEMENT PROGRAM

Recognizing that Downtown development had been shuttered for a generation, community leaders agreed to create a special Downtown tax incentive program to encourage private developers to invest in Downtown projects. The CIITAP program has proven to be a key catalyst for urban development since its inception.



# THE 2000s

POSITIVE STEPS FOR DOWNTOWN

NEGATIVE STEPS FOR DOWNTOWN

## 2004 – FIRST OF MODERN WAVE OF DEVELOPMENT

Beginning in 2004, the first new wave of development began in Downtown, with the development of Seneca Place, a project catalyzed by Cornell University pledging to occupy 70,000 SF of office space. The project included office, retail, and a new Hilton Garden Inn. Seneca Place was immediately followed by Gateway Center and Gateway Commons, projects that created new office and non-student housing.



## 2005 – CAYUGA GARAGE OPENED

The opening of Seneca Place was also accompanied by the creation of new Downtown garage, Cayuga Garage. Built to complement Seneca Place, this garage has served to provide much of the needed parking for Downtown projects for subsequent 15 years.



## 2008 – 2011 – THE GREAT RECESSION

The great recession of 2008 that struck the nation brought the wave of Downtown development to a screeching halt for over three years. A proposed Marriott Hotel stood idle for over 5 years as developers waited for financing opportunities to come back.



## 2013 – COMMONS REBUILD LAUNCHED

By 2010, it was clear that the 1975 Ithaca Commons had lost its luster. The physical aspects of the Mall were old and in need of replacement. In 2013, with the support of the Southern Tier REDC, the City embarked on a bold plan to rebuild the pedestrian mall. Scheduled to take 18 months, the construction lasted three years, causing stress and pain to Downtown businesses.



## 2015 – COMMONS REBUILD COMPLETED

The new Commons was completed and dedicated in Summer 2015 and the project sparked new interest in development from the private sector--- including Harold's Square, City Centre, and Tompkins Financial.



# THE 2000s

## POSITIVE STEPS FOR DOWNTOWN

## NEGATIVE STEPS FOR DOWNTOWN

### 2015 – DOWNTOWN REZONING

To help capitalize on the momentum created by the new Commons, the City undertook a major review of Downtown zoning and created new higher and denser zoning opportunities. Developers responded.



### 2012 – 2019 – 2ND WAVE OF MODERN DEVELOPMENT

The second wave of Downtown development benefited from this rezoning, the CIITAP incentive program, and the new Commons.



### 2018/2019 – THE LACK OF INFRASTRUCTURE

The aging parking infrastructure built in the 1970's is threatening to bring development to a halt. There is a need to take Downtown revitalization to a new level—to focus on place making, to create the environment that will encourage people to want to live, work, and visit Downtown.



# HISTORY OF HOUSING DOWNTOWN

Downtown Ithaca has historically had a connection with housing, thanks to the impact and presence of our higher education institutions. From its earliest days, Cornell adopted a principle that caused their students to seek housing in the community, creating a student housing market that has lasted to this day. Upper-class Ithaca College students are permitted to live off campus, creating additional demand. Downtown and the surrounding neighborhoods were recipients of these student boarders.

## PRE 2004

Prior to 2004, Downtown Ithaca was estimated to have 643 units of rental housing, with little new activity or investment. Using the metric 1.5 people/unit, we estimated 965 people lived in the DRI target area prior to 2004.

## 2004 -2008

Between 2004 and 2008, Downtown Ithaca experienced its first substantial growth in residential units in a generation. Spurred by the CIITAP incentive program and by a residential market study by the Danter Company commissioned by the Downtown Ithaca Alliance, several new projects were added during this time period:

- Gateway Commons 35 units
- Seneca Way 38 units
- Cayuga Place 64 units

<b>TOTAL:</b>	<b>137 units</b>
<b>ADDITIONAL NEW RESIDENTS:</b>	<b>206</b>

## 2012- 2019

Following the lull created by the 2008 great recession, another wave of residential development occurred. This development occurred thanks to several factors: the availability of Downtown parking in the new Cayuga Garage, the CIITAP tax abatement program, the new denser zoning opportunities, and additional market study updates commissioned by the Downtown Ithaca Alliance. During this time period, several additional projects were added:

- Breckenridge Place 50 units
  - City Centre 192 units
  - Harold's Square 80 units
- Harold's Square is under construction
- Press Bay Court 4 units
  - Carey Building 20 units
  - Lofts @ Six Mile Creek 45 units

<b>TOTAL:</b>	<b>391 units</b>
<b>EST. ADDITIONAL NEW RESIDENTS WHEN HAROLD'S SQUARE IS COMPLETED:</b>	<b>587*</b>

*\*1.5 people/unit*



## DOWNTOWN ITHACA: HISTORY OF HOUSING GROWTH

While new student housing development had been occurring in the Collegetown commercial district adjacent to Cornell, little new development had spread into the balance of the community, including Downtown.

## IMPACT OF HIGHER EDUCATION & RECENT SHORTFALLS

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When students and the general public compete for residential spaces, the result is often higher prices and unmet demand, particularly for community housing. For the longest time, local developers and landlords logically focused on this transient student demand, resulting in chronic shortages of housing for other segments of the marketplace. In recent years, concerted efforts have been made to encourage new housing to be developed for non-student populations.

## DANTER STUDIES

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In 2017, the DIA and the County contracted with the Danter Company to look yet again at the housing market to inventory supply and determine demand and need. The firm examined both the urban/Downtown market and the overall County market. The results, shown below, clearly show our community shortfall at all price points and types. Even with the new units created over the past decade, the need for more housing remains disproportionately high.

## HOUSING DEVELOPMENT CHALLENGES

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*Looking forward, Downtown housing opportunities face the following steep and very real challenges:*

1. Land prices are high, making assembly costly and difficult. This almost always results in a project funding gap that requires some public assistance/support. As Downtown grows westward down the West State Street corridor, less expensive land can be found. But, prices are already rising in this part of Downtown, resulting in continued need for gap filling financial assistance.
2. Urban development in Ithaca is expensive. Vertical development requires elevators, steel construction, and significant foundations and footers.
3. The high cost of developing urban housing has pushed developers to the higher ends of the marketplace, seeking rents to cover their costs. This has resulted in few, if any middle market units being built. The Danter study pointed out this significant gap in the marketplace. With no federal or state housing incentives aimed at the middle income market, it has become challenging to produce units for this key workforce market segment. Projects in this DRI proposal are intended to address this underserved middle market.
4. While funding programs for affordable housing exist, the cost of urban high rise development for affordable units results in funding gaps. We want a mix of housing types in our Downtown- high, middle, and affordable. But, without gap filling help from programs like DRI, they are challenging to pencil out. This DRI proposal features a major affordable housing project on the City's Green Garage site—209 units to be undertaken by the Vecino Group. When combined with the need to rebuild the parking garage and create commercial space (conference center and retail), this project requires DRI and other state support to move forward.

# HISTORY OF RETAIL

*Like most upstate communities, Ithaca's downtown was once the solitary regional center for retail commerce. As regional shopping malls and strip highway centers appeared on the landscape, downtown retailing was affected. Don't judge Ithaca based on other cities. We have been building housing because we desperately need it, and we continue struggling to build workforce & affordable units.*

## PRE- 1999

Before the impact of the Business Improvement District and the new wave private investment, Downtown Ithaca had the following retail capacity:

- **AS OF 1994: 403,800 SF OF RETAIL -- 20% OF THE COUNTY'S RETAIL\***
- **BETWEEN 1994-1999: DOWNTOWN LOST 135,000 SF OF RETAIL-- MCCURDY'S AND WOOLWORTH'S**

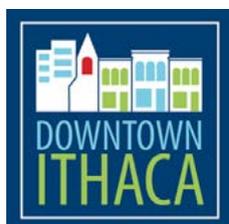
*\*from RKG Associates report*

By the turn of the century, however, vacancy rates had begun to take a toll. By the late 1990's retail vacancies had grown to over 25% and the pall of disinvestment hung over Downtown. The sector of the City opening up the Southwest corridor of the community for big box development further depressed optimism about Downtown.

That concern about the Southwest corridor proved to be valid. Within five years of approval for development, approximately 1,000,000 SF of new big box and national strip retail was added to the local economy.

## THE ROLE OF THE BID & NEW ATTENTION TO DOWNTOWN

Since its creation in 1997, the Downtown Ithaca Alliance, the community's business improvement district (BID), has been aggressively and actively working to fill vacancies, stimulate development and investment and working to retain and support businesses in the Downtown district.



### SUMMARY OF DOWNTOWN ITHACA BID INVESTMENT 2008 - 2018

BID ASSESSMENTS COLLECTED	\$3,873,352
TOTAL BID EXPENSES	\$8,230,118
OTHER REVENUES & PASS THROUGH GRANTS	\$6,194,200

In conjunction with the BID, the City has likewise made policy decisions and moves to strengthen and support Downtown. Among these are:

- Creating a retail loan fund at the IURA to support Downtown retailers (now exhausted);
- Creating, with the County IDA, an innovative tax incentive program to promote and encourage development-CIITAP;
- Building a new parking garage with the assistance of the National Development Council (NDC) to serve new & future development (now filling up)
- Rebuilding West State Street with brick pavers to encourage new investment;
- Rebuilding the Ithaca Commons to encourage new development;

Ithaca has been able to hold onto its independent retail. While national stores have tended to shy away, Downtown Ithaca has worked to retain and replace its stock of independent retail businesses. Today the composition of the retail sector remains diverse and interesting:

Key Downtown Ithaca retail sectors include: gifts and giftware, jewelry, apparel, and home items. Food and beverage remains the largest retail sector in Downtown.

## **DOWNTOWN ITHACA HOSTS ONLY A HANDFUL OF NATIONALS**

One might think a college town would attract national businesses, but the Ithaca experience has been that only a handful of nationals are represented. Prominent in this group is Urban Outfitters, serving a decidedly young demographic.

We have found that nationals remain wary of our size and population relative to other markets opportunities. Ithaca is a city of 31,000 and Tompkins County has 105,000 people. This represents a small market for nationals and remains a key reason we continue to focus on small independent, home-grown businesses.



*Independently owned, local store: 15 Steps*



*National Retail Chain: Urban Outfitters*

## **GROWTH IN RETAIL SPACE: 2004 -2019**

While retail is clearly our slowest sector in terms of growth, we have seen some modest additions to Downtown's retail footprint in the past several years. Today, there are 330,000 SF of retail in Downtown Ithaca.

## **TRENDS - FOOD & BEVERAGE REPLACING RETAIL**

A national trend that is affecting Downtown Ithaca is the replacement of traditional retail with food and beverage. As existing retailers age out or opt out of the retail business, they tend to be replaced, not by other retailers, but by food and beverage enterprises. While food and beverage is a desirable Downtown use, we remain concerned about this conversion and the loss of retail critical mass. Food and beverage can often pay higher rents. The industry has also been less affected by online internet sales.



*Local coffee shop, Press Cafe*

## **TRENDS- INTERNET SALES**

The retail world is in a wild state of flux nationwide due to the changing landscape driven by internet and online sales and an oversupply of retail in most markets, including Ithaca. Online sales have become a challenge for retailers of all types – national, regional, or independent. In Ithaca, we work with our retailers to assist them in becoming more internet and social media fluent. The future of retailing will intersect with the internet and those businesses who can navigate this new world will be most likely to survive and thrive.



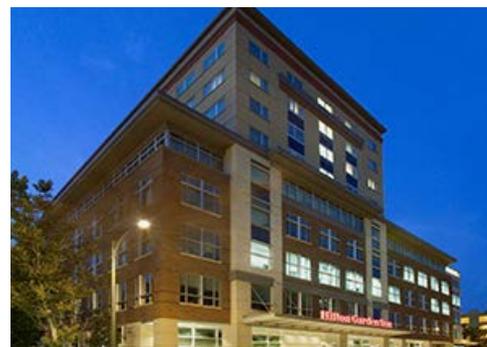
*Outdoor dining at Viva Taqueria*

Our DRI application features several projects that will help Downtown Ithaca bolster its retail sector—a food hall for Center Ithaca, wayfinding signage to assist patrons and shoppers, a retail loan fund, and a Downtown business assistance program to assist with conforming to accessibility.

# HISTORY OF LODGING

*The private investment over the past decade has been driven predominately by two sectors: housing and lodging. Ithaca has been seen by the regional and national marketplace as a strong lodging market, based on Smith Travel (STR) data. Historically, Ithaca has commanded high ADRs and REVPARs, factors that attract developer attention.*

*The Ithaca lodging market is driven by higher education and tourism. Cornell is the primary driver of business- with its families of prospective students, families visiting students, and the constant stream of people coming to do business and interact with the campus. Tourism provides a healthy secondary market of demand. Business travel for the various companies in the community is a distant third in priority.*



Hilton Garden Inn



Ithaca Marriott Downtown

## PRE-2004

Up to 2004-2005, Downtown Ithaca was served by only one hotel, the former Holiday Inn, which has since become the Hotel Ithaca. While this hotel featured 181 rooms, it was the only lodging product in Downtown. In 2001, we explored the notion of adding a conference center to Downtown, but the lack of hotel rooms was a key detriment for moving forward.

## ADDING THE HILTON GARDEN

One component of the landmark Seneca Place project organized by Cornell University was the inclusion of another Downtown hotel. Opened in 2005, the Hilton Garden Inn is an urban format hotel built atop a five story office complex. The hotel has 105 rooms.



Hotel Ithaca

## ADDING THE MARRIOTT HOTEL

After nearly ten years of effort, the Downtown Marriott Hotel opened in 2016. This 159 room full-service property anchors the east end of the Commons and sits adjacent to the Green Garage.

## RE-BUILDING HOTEL ITHACA

Hotel Ithaca has undergone a complete refurbishing and expansion. Former older two story facilities were demolished and a new urban five story addition was created. The tower was completely gutted and rehabbed, resulting in 171 net units.



Coming Soon - Canopy by Hilton

## **ADDING THE CANOPY HOTEL**

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In July 2019 we open the new Canopy by Hilton Hotel. This 131 room specialty boutique hotel is one of 11 such products in the world, and has been designed to reflect the distinct flavor of its host community.

## **IMPACT OF AIRBNB AND OTHER INTERNET LODGING SERVICES**

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Ithaca has proven to be a magnet for people enrolling their properties in Airbnb, VBRO, and other internet driven hosting services. Records show that Tompkins County has over 306 Airbnb properties alone. The County has negotiated an agreement with Airbnb to pay County room tax, but not with other providers. These products appear to have had a noticeable impact on hotel occupancy and remain a policy concern for a community interested in both patron safety and equity in tax payment.

## **NEED TO INCREASE DEMAND**

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The four Downtown hotels provide an incredible asset for the community and can help drive visitor traffic in Downtown. The impacts of increased supply from new suburban products as well as Airbnb related business has softened the marketplace. Business tends to be weekend driven. Week day volumes remain lower than desired. This DRI proposal seeks to address this issue with its proposed Downtown community conference center.

## **LACK OF MEETING SPACE**

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These new hotel products plus the two Downtown Inns (Argos and William Henry Miller Inn), totaling 589 rooms, were built with a minimum of meeting space and no major conference facility. Ithaca routinely loses business to NYC and other national venues because we lack a community conference facility. A key priority project for this DRI is a community conference center that will assist these major hotels to meet their occupancy goals and provide Downtown with additional foot traffic for commerce. We have attached portions of the consultant work being provided to us from Hunden Strategic Partners, a national Chicago based conference center consulting firm.

# **HISTORY OF OFFICE**

*Since its inception, Downtown Ithaca has been a center for office space and office businesses serving our community and region.*

## **PRE-2004**

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Prior to 2004, the Downtown office market was primarily driven by City and County governmental functions. Little had changed the market since 1980 when Center Ithaca and Dewitt Mall were built. During the 1990's much of the new office product in Tompkins County was being built in suburban locations. A refurbishing of the formerly vacant NCR plant on South Hill in the Town of Ithaca added several hundred thousand square feet of space to the market, and shifted some Downtown tenants to the new space. Likewise, expansions and growth at the airport tech park also lured away some Downtown offices.

## **NATURE OF ITHACA OFFICE MARKET**

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Unlike larger cities, Ithaca's office growth is generally attributable to internal market growth. This means expansions of existing firms, new local start-ups, or relocations within the marketplace. Most national firms tend to cluster in the larger upstate cities of Rochester, Syracuse or Albany. Spec office space was a rarity in Ithaca until recently, due this market dynamic.

## RISE OF TECH BUSINESSES

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The strong efforts of Tompkins County Area Development, coupled with attention from Cornell University, has resulted in an emerging tech business sector in Ithaca/Tompkins County. The sector emanates primarily from Cornell research. While larger production oriented firms end up in the airport tech park, our Downtown has served as a breeding ground for smaller start-ups. This trend has been accelerated due to the presence and success of REV, the Cornell led business incubator program.

## STATIC SUPPLY

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For a time, we were merely trading space, as some office space (such as Terrace Hill) was converted to housing, while we introduced new product at Seneca Place and Gateway Plaza.

## RECENT ADDITIONS

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In recent years, we have been adding to the Downtown supply of office space. Projects at the Tompkins Financial Center, the renovation of the 202 The Commons building, and Harold's Square have added about 184,000 SF of new net office space. This space will be crucial in our efforts to attract and retain young professional talent and entrepreneurs. Harold's Square our current project will add 33,833 SF of office space, and 16,241 SF retail space.

## THE CONSTRAINTS OF PARKING

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A huge problem confronting of Downtown office sector is an emerging shortfall of parking. Since the Cayuga Garage was put online in 2005, there has been no other parking added to Downtown. In fact, as new properties are built, they typically displace surface parking, adding more demand yet reducing supply. Our DRI proposal directly addresses this challenge with four possible projects—a rebuild of the Green Garage, Green Garage East site, the creation of a new private parking garage at the Gateway office complex, and the proposal for a Downtown remote parking project.

# HISTORY OF PARKING AND TRANSPORTATION INFRASTRUCTURE

*Like most other cities, Downtown Ithaca works and functions because of its backbone infrastructure that makes living, working, and visiting all possible. This infrastructure backbone is embedded in history and change and is reflected in this DRI application.*

## THE 1970'S: GREEN AND SENECA GARAGES

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The development initiatives of the 1970's include two very important projects: The Green and Seneca parking garages. Each was built on either side of the Commons, within a block of the pedestrian mall. They were a valuable community investment that provided for the parking demands of the Downtown community for nearly 30 years.

## ONE-WAY STREET PAIRS

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Any visitor to Ithaca knows first hand the complexity of our street system due to the one-way pairs introduced when the Commons was built. Originally constructed to ensure smooth and efficient traffic flow through the City, these pairs repeatedly come up in community meetings as impediments to navigating Downtown. Though these pairs are not addressed in this DRI application, they are being assessed as part of our 2030 strategic planning.

## TCAT, DOWNTOWN HUBS, AND THE COMMONS

Bus/transit infrastructure is very important to the lifeblood of Downtown. The community's TCAT transit system hubs in Downtown, with major bus stops/stations on the Seneca and Green blocks closest to the Commons. Nearly all community buses travel through Downtown, stopping at these hubs. When the Commons was rebuilt, it was pitched as a hub itself, serving as the pedestrian way connecting these two major bus stops.

## THE ADDITION OF THE CAYUGA GARAGE

In 2014, the City opened the Cayuga Garage, a new 700 car state-of-the-art garage located two blocks from the Commons. The garage was part of the Cornell Seneca Place project and funded with the help of the National Development Council. For years, the garage remained only partially full and received constant public complaints about not being necessary. Yet, over the past decade, this garage has served as a key reason development has been able to occur in Downtown. The excess parking capacity provided the parking safety net needed by developers for their projects. Today, this garage is approaching capacity.

## INTERCITY BUS DEPOT

In fall 2018, the long standing privately run intercity bus depot closed, leaving the City struggling to find a convenient and operational location in the center of the city for our large intercity bus business. Currently there are four different carriers serving Downtown Ithaca, connecting it with NYC and other points east and west. We estimate nearly 100,000 passengers use the intercity bus depot on an annual basis.

The City and DIA collaborated on siting a new bus depot on Green Street adjacent to the major TCAT local bus stop. Access to the intercity buses improved substantially, as patrons can now utilize TCAT to access the intercity buses. But this location is in the heart of Downtown and has significant infrastructure deficiencies. This DRI includes a project to help improve these problems.



*Intercity Bus Depot created in fall 2018.*

## GROWING PARKING DEMAND & GARAGE AGING

Since 2004, Downtown Ithaca has experienced the tandem impact of decreasing surface parking and increasing demand from new development. Even with the addition of the Cayuga Garage in 2015, the constant demand for parking has consumed available spaces. Coupled with this demand is the aging out of the Green and Seneca garages, now over 45 years old and well past their planned, useful lives. Currently 45 spaces in the Green Garage are permanently offline due to issues with deteriorating garage infrastructure. The Green Garage is in immediate need of replacement and the City issued an RFP to developers seeking to use the airspace over the garage and rebuild a parking facility for the future. The Vecino Group was chosen from four finalists to undertake this project. This complicated and expensive project will only proceed with public subsidy and grant support and is included in this DRI application.

## ALTERNATIVES TO PARKING: TDM

Recognizing the chokehold that a lack of parking can create, both the City and DIA have embarked on a program to incentivize Downtown residents and commuters to seek alternatives to parking in the three garages. The program, known as transportation demand management, and branded as Golthaca, attempts to match residents and commuters with options that match their schedules and life styles. This includes remote parking in the lots near Downtown with connecting shuttles, use of Lime bikes and Lime scooters, use of Uber and Lyft, and use of a backup ride home program recently put into operation. One of our proposed DRI projects assists in the development of a remote parking initiative.

## B. FUTURE GROWTH: THE NEED TO JUMP TO ANOTHER LEVEL OF REVITALIZATION

*Ithaca has succeeded in attracting new private investment, thanks to the CIITAP program, the construction of the Cayuga Garage, the decision to rezone for density, and strategic investments such as the rebuilding of the Commons, thanks to support from the REDC. But this application suggests that buildings are not enough; there is another level of revitalization that Ithaca must attain if it is to achieve its goals and objectives and if it is to be successful and sustainable in the years to come. This next level of revitalization consists of the following elements:*

### PLACEMAKING

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Buildings do not by themselves create a place that people want to enjoy. Placemaking is a larger holistic practice of integrating and weaving together projects and buildings. It is creating the dynamism and vitality people associate with successful places. All of the projects in this DRI proposal are selected to forward Downtown placemaking.

### FOOT TRAFFIC AND TRAFFIC GENERATORS

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In the age of the internet, virtual shopping, food ordering and gaming can keep people fixed to their homes and apartments. Foot traffic has dropped and Downtown businesses feel the impact. Traffic generators are an essential part of a next level revitalization plan and this DRI application has a number of key projects that are designed to bolster and increase foot traffic in our Downtown.

### INVESTMENT IN A NEW INFRASTRUCTURE BACKBONE

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The backbone of any downtown is its infrastructure and Ithaca's infrastructure is tired and in need of renewal and upgrading. This includes parking and transportation. But it also includes WIFI. It includes meeting and conferencing facilities. It includes shared dumpsters and recycling facilities, without which, a city cannot function. This DRI proposal contains projects to address these chronic issues that prevent us from move to the next level of revitalization.

### NEEDS OF THE MILLENNIALS AND THE NEXT GENERATIONS

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The history of development in Downtown Ithaca shows that it was built by and for previous generations. Today, we need to reinvest to insure that our Downtown can be home to our next generations—millennials, Gen Z, and others. These users expect certain amenities that previously never existed- WIFI is a perfect example. If we are to succeed and jump to the next level of revitalization, we must make sure our downtowns are equipped to serve the generations we seek to attract.

### NEEDS OF BABY BOOMERS

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The largest demographic cohort remains baby boomers, who are now retiring and deciding whether to remain in our community or move elsewhere in the country. While we clearly want next generations, we also covet retaining our baby boomers and giving them an opportunity age out in our Downtown. To do this we need to make sure the amenities they need are in place, particularly the connectivity that makes moving about the city and Downtown easy and possible. Again, our DRI application offers projects designed to accomplish this.

## HOUSING FOR ALL

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We have built downtown housing. We now need help to build the much more difficult and expensive housing for all—for middle market workforce folks and for affordable housing residents. This DRI application has project that will help us address this need.

## DEFINING THE NEXT LEVEL OF REVITALIZATION

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To summarize, to attain the next level of revitalization, Downtown Ithaca will need a comprehensive effort that addresses these issues:

- 21st century infrastructure
- Ability to grow
- Ability to handle tech
- Ability to attract foot traffic
- Housing for all
- Connectivity with other areas

## FUTURE GROWTH / INVESTMENTS

Based on community input from DRI planning process, our 2030 strategic planning steps, and other ongoing outreach initiatives, we have identified the following broad categories of future investments, by specific sectors. The highlighted items in the list below are included as possible projects in our list of transformative project in Part 7.

### PUBLIC INVESTMENTS

- **Garages**
- **WiFi**
- **Transportation and Physical Connections**
- **Conference center**
- Trails
- Shuttle
- **Bus Depot/multi-modal**
- **Building accessibility program**

### PRIVATE INVESTMENTS

- **Housing**
- **Building Improvements**
- **New Technology & 21st Century Businesses**
- **Entertainment options**

### AUGMENTNG FOOT TRAFFIC

- **Enhancing current traffic generators**
- **The need for more new traffic**
- **Solidifying the role of Downtown as a regional center**

## ARE THERE DEVELOPMENT OPPORTUNITIES? IS THERE POTENTIAL FOR GROWTH?

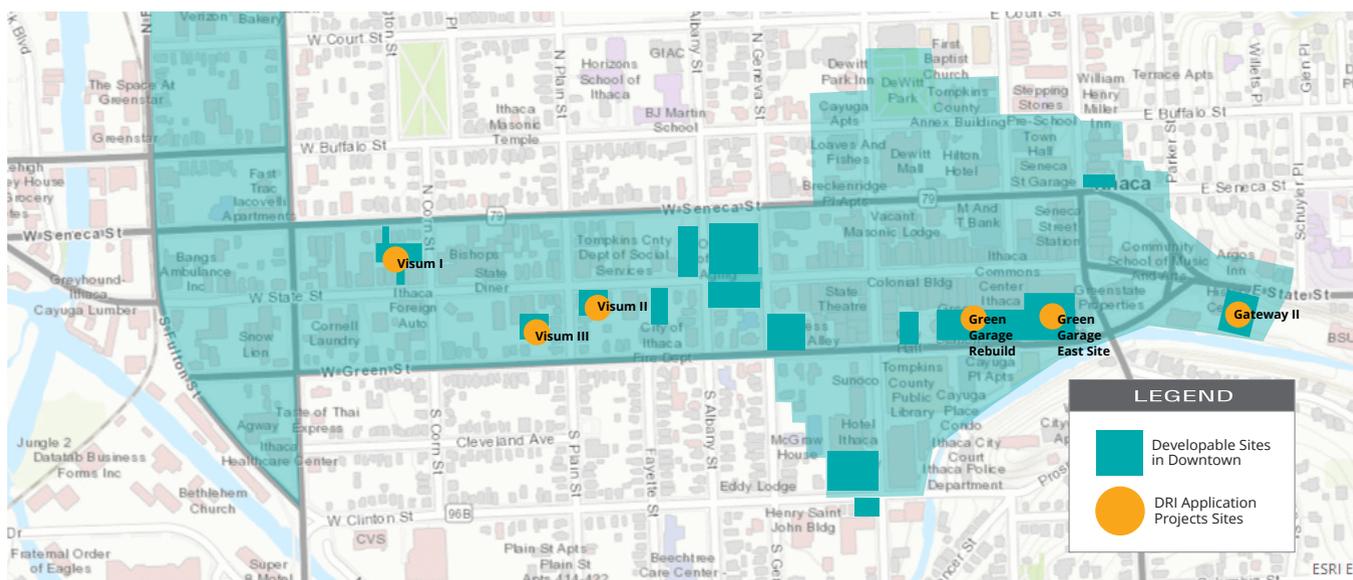
Downtown Ithaca blk continues to have sites available for in-fill development opportunities. Our approach to future development is to utilize in-fill development sites, and resist the temptation to engage in broad brush block clearing redevelopment. Our zoning has been scaled to appropriately fit the context of each development opportunity, to minimize public concern about massing and scale of projects. In the center of Downtown, CBD zoning allows 140 feet. At the edges of owntown adjacent to our urban neighborhoods, the scale drops to 50 and 60 feet.

Below is a chart and map outlining the available sites for infill development as of May 1, 2019. This is an exhaustive list and is not intended imply that all sites will be redeveloped as part of the DRI process or even as part of the 2030 strategic plan. But rather, these sites are able to accommodate projects, should the will and the resources come together.

DRI Target Area Developable Sites			
Site	Location	SF Capacity	Status
Gateway II	400 blk E. State St.	210,000	In DRI application
Pritchard Auto	Cayuga @ Clinton	40,921	
Hotel Ithaca Corner	Cayuga @ Clinton	109,058	
Ithaca Journal Lot	Geneva @ Green	24,948	
Green Garage Rebuild	100 blk E. Green St.	282,844	In DRI application
Green Garage East Site	100 blk E. Green St.	150,000	In DRI Application
CTB Corner	Seneca @ Aurora	66,070	
City Hall Rehab	108 E. Green St.	30,000	
Visum I West State	510 W. State St.	75,000	In DRI application
Visum II West State	333 W. State St.	50,000	In DRI application
Visum III West State	409 W. State St. & 508 Green St.	60,000	In DRI application
City Health Club site	402 W. Green St.	50,000	
Block 14	402 W. State between Geneva St. & Albany St.	100,000	
Family Medicine blk	W. State @ Geneva	35,000	
Salvation Army site	W. State @ Albany St.	35,000	
<b>Total SF Capacity</b>		<b>1,318,841</b>	

The map below superimposes the locations of the projects proposed in our DRI application.

Part 2B, Figure 1 - List of Developable Sites & DRI Project Sites



Part 2B, Figure 2-Map of Developable Sites & DRI project sites

## KEY PLANNING PRINCIPLES THAT DRIVE FUTURE DEVELOPMENT

When planning for the future, the City has compiled a tool kit of key planning principles that guide all Downtown development. These principles are reflected in The City's new comprehensive plan and are also part of the DIA strategic plans.

### Mixed Use

Single uses can segregate and separate people. Mixed-use creates a cacophony of interactions and synergies that are crucial for successful downtowns.

### In-fill

Rather than raze entire blocks or areas and start fresh, in-fill development calls for integrating new development into the existing fabric of the neighborhood or street. In Ithaca, in-fill is the development process of choice.

### Density

There are only certain places in a community where it is appropriate and suitable for dense development. Downtown cores tend to be one of these places. Density calls for optimal utilization of the site, allowing maximal heights and massing. This is a core principle of the City comprehensive plan for Downtown.

### Historic Character

Building for the future does not mean forsaking the past. In Ithaca, we value the historic fabric of our buildings passed down to us. We seek to integrate new development and historic properties so as to give presence and respect to both. Most of Downtown falls within a national registry of historic buildings. Portions are also local historic districts.

### Design Standards

The City has passed and is now using Downtown Design Guidelines to help ensure that projects will meet basic standards and reflect the character of the surroundings.

### Street Level Character

We seek density while striving for great street level character. It is not enough to build a project. The street level, whether the project be new or historic, needs to promote walkability and needs to promote and complement retailing. To this end, The City has passed a ground floor active use ordinance that is in place in much of Downtown Ithaca.

### Walkability

Walkability is a pillar of a good downtown. In Ithaca, we ask our projects to consider and reflect walkability. We seek to cluster activities and attractions within a walkable zone. The results--- our national walk score is 97 (out of 100).

### Connectivity

Downtown projects and development need to complement and facilitate connectivity.

### PlaceMaking

Place making is all about making dynamic, exciting, and sensory stimulating places. We try to work with developers to ensure that place making is part their core planning.

## KEY PUBLIC & PUBLIC/PRIVATE PARTNERSHIP INTERVENTIONS AFFECTING FUTURE DEVELOPMENT

The Downtown Ithaca Alliance is the community's Downtown Business Improvement District. The organization, formed in 1997, undertakes a comprehensive approach to Downtown revitalization. It's annual operating budget of \$1 million funds work in five key areas:

- **Business Attraction & Retention**
- **Downtown Operations**
- **Marketing**
- **Special events**
- **Transportation**

Some communities have chosen to only use their IDA capacity for industrial projects. In Ithaca and Tompkins County, we have purposefully opted to include Downtown projects that contribute to urban density. The City of Ithaca, Tompkins County, DIA and the IDA all collaborated on the effort to create a special Downtown incentive program known as CIITAP, the Community Investment Incentive Tax Abatement Program. Over the years CIITAP has helped fill gaps in more than a dozen Downtown projects, helping to make nearly all of Downtown's major project more feasible.

## SMART GROWTH PRINCIPLES GUIDING FUTURE DEVELOPMENT

Along with key planning principles, Ithaca also embraces the importance and significance of smart growth policies and principles. Downtown revitalization is viewed by the community as important precisely because it is itself an essential part of smart growth. There are several other important aspects of Ithaca's smart growth portfolio:

### Complete Streets

Wherever possible, Ithaca now looks to create complete streets when they undertake street and road restorations.

### Density

By advocating for density, Ithaca is able to concentrate more people in its central core than might otherwise be the case, improving usage of public transportation, biking, and walking.

### Transit & TDM

TCAT, the community's public transit system, is an essential part of the Downtown environment. Nearly all community trips cycle through the Downtown Seneca and Green Street bus stations. In addition, the DIA has taken the lead in initiating an ongoing transportation demand management (TDM) program to help encourage people to move from single occupancy vehicles to alternative modes of travel. TDM is considered an important tool in addressing our chronic parking shortage.

## WE ARE SERIOUS ABOUT ENERGY EFFICIENCY AND SUSTAINABILITY

In Ithaca and Tompkins County, people genuinely care about energy policy and energy efficiency. This passion is evidenced in local policy at both the City and County level. These policies affect all development, including downtown development.

### CIITAP Incentives

The Downtown CIITAP tax incentive program provides for an extra three years of incentives for projects that commit to meeting 140% of the State's current energy code. For example, the City Centre housing/retail project utilized heat pumps rather than natural gas, saving the project and helping it meet the 140% target.

### Green Building Policy

The City of Ithaca has prepared a Green Building Policy that will be required of all new and renovation projects within the City. Requirements for energy savings will become more stringent over time. The goal of the policy is to help the City meet its energy reduction goals, by working with the built environment.

### **New Green Deal**

Mayor Myrick recently announced a New Green Deal plan for Ithaca which sets a goal of making Ithaca a carbon neutral city by the year 2030. Included in this policy is having the City meet all of its government operation electricity needs with renewable energy by 2025; adopted the green building policy for new buildings by 2019 and for existing buildings by 2021.

### **2030 District**

Ithaca and Downtown participate in a 2030 District dedicated to energy reduction goals and sharing best practice information.

## **ANCHOR INSTITUTIONS AND THEIR COMMITMENT TO DOWNTOWN**

Communities look to their anchor institutions to provide leadership in Downtown revitalization. This has truly happened in Ithaca. Our anchor institutions are our institutions of higher education.... Cornell, Ithaca College, and TC3.

*Cornell University has already served as a catalyst for Downtown revitalization by investing in Seneca Place, a mixed use project that helped demonstrate the viability of investing in Downtown. Cornell also serves as managing partner in REV, the community's business incubator located in Downtown.*

*Tompkins Cortland Community College has purchased a former bank building, creating a Downtown Ithaca extension center for the community college. TC3 also has located Coltivare into Downtown. Coltivare is a center featuring a culinary arts program complete with a working restaurant, a hospitality training program, and a wine marketing program. TC3 is also a partner in REV Startup Works.*

*Ithaca College partners in the REV project and has rented spaces in Downtown for specific programmatic topics. They currently host a film editing studio in Downtown.*

As we look to the future, all three entities participate in the planning and discussion on future plans and concepts for Downtown.

# PART THREE: RECENT OR IMPENDING JOB GROWTH

## RETAINING & ATTRACTING CREATIVES

Investing in Ithaca through the DRI means investing in new jobs for the Southern Tier. Ithaca has experienced new job growth that is emanating from the education sector and from spin off businesses that are associated with our higher education institutions and that are attracted to the high quality of life and culture Downtown.

Investing in Downtown Ithaca means providing an environment for creatives, young professionals, millennials, and students who prefer to remain here in Ithaca to launch their own businesses. A vibrant Downtown Ithaca is important to their decision to work and live in Ithaca and the Southern Tier region.

## DOWNTOWN EMPLOYMENT PROFILE

There are roughly 9,000 people who work in the greater Downtown Ithaca area. Accommodations, Food Services and Retail Trade make up a quarter of these jobs, with Public Administration (18.5%), Health Care and Assistance (15.2%), and Professional, Scientific and Technical Services (8.1%) as the next largest Downtown job sectors. Countywide, employment has grown 1.2% within the past year, with Downtown contributing significantly to this growth.

The largest private employer in Downtown Ithaca is Tompkins Financial at 300 jobs. The company recently completed construction of a new 110,000 SF corporate headquarters building on East Seneca Street. The commitment of Tompkins Financial to remain and grow Downtown is significant. The firm examined scenarios to move to suburban green field sites, but felt compelled to participate in the Downtown revitalization occurring here in Ithaca. In addition to Tompkins Financial, CFCU will imminently complete renovation of the first two floors of 202 The Commons (also known as Bank Tower), establishing a new Downtown credit union branch, adding 20 jobs related to the new branch and relocating

TOP 15 Downtown Ithaca Employers	
Employer	Type of Business
City of Ithaca	Government
Tompkins Financial Corp.	Financial/Banking
Tompkins County	Government
Cornell University (Seneca Place)	Education
Marriott on The Commons	Hospitality
Hilton Garden Inn	Hospitality
Hotel Ithaca	Hospitality
Tompkins County Library	Library
New Roots Charter School	Education
URSA	Tech
Miller Mayer	Law Firm
Rosie App	Grocery Store Mobile App
Insero	Accounting Firm
Give Gab	Fundraising Mobile App
CFCU Community Credit Union	Financial/Banking

TOP 15 TOMPKINS COUNTY EMPLOYERS		
Employer	Type of Business	Apprx. Employmen
Cornell University	Educational Facility	10,132
Ithaca College	Educational Facility	1,733
BorgWarner	Auto Parts Manufacturer	1,500
Ithaca City School District	Educational Facility	1,448
Cayuga Medical Group	Healthcare	1,385
Tompkins County	Government	756
Franziska Racker Center	Children's Center	526
Wegmans Food Markets Inc.	Commercial Foods	518
Tompkins Cortland Community	Educational Facility	425
William George Agency	Educational Facility	428
Maguire Family Dealerships	Motor Vehicle Dealer	426
City of Ithaca	Government	400
Tompkins Financial Corp.	Financial/Banking	368
Dryden School District	Educational Facility	363
Tompkins Seneca Tioga Boces	Educational Facility	360

SOURCE: Tompkins County Area Development (TCAD)

20 administrative jobs to the Downtown, for a total of 40 new jobs Downtown. Floors three through seven will also soon be complete and will provide additional opportunities for businesses to locate up to 140 additional employees in newly renovated space in this historic building in the heart of Downtown. Downtown Ithaca also has a growing presence of creative and technology based jobs

## A REGIONAL JOB CENTER

At the County level, education is the primary driver of employment, with 12,456 jobs attributable directly to Cornell University, Ithaca College and Tompkins Cortland Community College. Education is followed by health care, with 3,714 jobs, a majority of those jobs are offered through Cayuga Health Systems. BorgWarner Morse Systems, a global automotive parts manufacturing business, employs 1,500. The technology sector is growing in Tompkins County, with 2,462 jobs.

### REV STARTUP WORKS



Part of the Southern Tier Start-Up Alliance, REV has proven to be an important tool for economic growth in Downtown Ithaca and the region. REV is currently working with 31 start-up businesses, and several have already spun-off into the Downtown community.

### COLTIVARE



Occupying nearly 15,000 SF of space in Downtown Ithaca, Coltivare serves as an important magnet for young people looking to hone their skills in culinary arts, the hospitality industry, and wine marketing. The facility also features a public restaurant and reception space.

Tompkins County unemployment is low, last recorded at 3.4% compared to 4.0% for New York and 3.8% nationally. This low rate means businesses routinely seek candidates from a wide geographic range far beyond County boundaries. In fact, the Tompkins County MPO has found that there are over 15,000 people who commute into Ithaca from beyond Tompkins County.

HIGHER EDUCATION STATISTICS			
Institution	Enrollment	Employees	Operating Budget
Cornell University	23,600	10,132	\$2.3 billion
Ithaca College	6,517	1,733	\$235.5 million
Tompkins Cortland Community	5,559	430	\$40.75 Million

Part 3, Fig. 3 - Higher Education Data

Many of these commuters live in other Southern Tier communities. Two of the largest concentrations of jobs in Tompkins County are at Cornell University and Downtown Ithaca. These are the destinations of many of the commuters each day.

## ITHACA'S PRIMARY INDUSTRY IS EDUCATION

Ithaca's primary industry is education. This industry sector imports young minds, adds value through training and the imparting of knowledge, and then exports the finished product to places around the globe. In the process, education produces a considerable amount of research that can be commercialized. Professors and advanced degree holders also seek opportunities to utilize their expertise beyond the classroom, opening up additional economic development options.

The education sector permeates much of the Ithaca economy. The chart on the previous page shows both student enrollment and direct employment from the three institutions of higher education in Ithaca/Tompkins County. There are an estimated 30,000 students enrolled at these institutions here in Ithaca, with Cornell leading the way with 23,600. According to data from the colleges, the three institutions directly employ 12,295 workers. All three institutions are participants in the Downtown revitalization process. As a major stakeholder in the community, Cornell has invested commensurately in Downtown Ithaca. Cornell's Downtown projects include Seneca Place, which provides off-campus office space for the University and REV, the community business incubator; and a branch of the Cornell Store, which was launched in 2016. TC3, Ithaca's community college, has likewise made significant investments in the future of Downtown: Tioga Place, home to their Ithaca Extension Center; and Coltivare, the institution's center for culinary arts, hospitality training, and wine marketing. Ithaca College participates in REV and has also opened a video production studio in Center Ithaca. These investments demonstrate confidence in the Downtown community and a commitment to its continued success.

## THE TECH SPIN-OFF EFFECT AND DOWNTOWN

Higher education has helped to spinoff additional community benefits in the form of new business ventures. Two locations in Ithaca/Tompkins County have been the largest beneficiaries of this spin-off development --- the airport research park and Downtown Ithaca. Downtown Ithaca has the ambience and the energy many creative entrepreneurs and their employees seek. There are a variety of space options at varying price points. Start-ups can find small suites and upper floor walk-up units that provide excellent business launching pads. The recent relocation of Tompkins Trust Company into their new corporate headquarters building has helped to open up more office space opportunities. Coupled with the construction of additional office space in the Harold's Square project and Bank Tower project, we see this extra, open inventory as an opportunity for attracting and accommodating more creative and technology businesses--- provided the requisite infrastructure and amenities can be provided.

### GIVEGAB



*Founded in 2011 by Cornell MBA grads Charlie Mulligan and Aaron Gobert, GiveGab specializes in producing and managing modern and robust software for nonprofits, institutions of higher education, and community foundations. They reside in the Gateway Commons, currently employ 38 people, and work with organizations nationwide.*

### URSA SPACE SYSTEMS



*Founded in 2014, Ursa Space Systems is a Space 3.0 company specializing in satellite technology analytics as a service for businesses and industry worldwide. Located in the Seneca Place building, Ursa currently has openings nationwide for 23 new positions, including 8 additional here in Ithaca. CEO Adam Maher is a MA graduate in mechanical engineering from Cornell.*

Tompkins County Area Development (TCAD) serves as the County's leader in strategic economic development. Its values and goals are well aligned with this DRI application. In its 2015- 2020 Tompkins County Economic Development Summary, TCAD listed core values that guide its economic development efforts:

**CREATE INCLUSIVE PROSPERITY**

**SUPPORT SUSTAINED ECONOMIC VITALITY**

**LEVERAGE INNOVATION**

**RETAIN WEALTH LOCALLY**

**ENHANCE QUALITY OF LIFE**

**BE COLLABORATIVE AND TRANSPARENT**

These same values permeate this 2019 DRI application. One of TCAD's three principal goals forms the basis for Downtown revitalization and growth:

*Strategically invest in community infrastructure and district development to attract private investment.*

**ROSIE APP**

*Rosie Applications is a young startup making a big impact in Downtown Ithaca. Founded in 2012, Rosie has become an industry-leading grocery shopping platform for mobile and web by allowing independent grocery stores to sell online. Rosie is cofounded by Nick Nickitas, CEO, and Jon Ambrose, COO, who both graduated with an MBA from Cornell University in 2014.*



**SINGLEBROOK TECHNOLOGIES**

*Tucked in a second floor walk-up at 119 S. Cayuga Street in Downtown Ithaca, Singlebrook Technologies is a custom digital products and web app development and design firm. Founded in 2006 by Elisa Miller-Out and her husband Leon, the firm has a national client base drawn from the corporate, higher education, and national non-profit world. Singlebrook Technologies is also a certified woman owned business.*



This goal provides the foundation and essence for our Downtown Ithaca DRI application—to grow and develop Ithaca's Downtown district to become a hub for business innovation and job growth, a place where people want to live, work, and play, and a place that, with the right infrastructure, can attract continued private investment.

**DOWNTOWN TECH FIRMS**

Tech firms appreciate the proximity of Downtown Ithaca to the Cornell campus. They value the broad array of food options, shops, and business services all within walking distance. They are increasingly valuing the transportation options to help their employees navigate the community, including excellent transit, Carshare and now bike sharing. They value that there are other firms just like themselves nearby and value the resources of REV. While primarily focused on high-growth-potential firms, Ithaca's Downtown Business Incubator and its highly flexible and successful 'entrepreneur in residence' model has provided start up and business development assistance to a variety of types of companies. In 2018, Rev members generated \$12.6 million in revenues, raised more than \$44 million in capital to continue expansion, scaled up production and hired

more employees in 2019, creating 106 new jobs and contributing to a total of 222 employees at Rev member companies. While establishing Rev in 2014, the Cornell Center for Regional Economic Advancement (CREA) made a deliberate choice to locate Downtown so that member businesses could benefit from the services and entrepreneurial ecosystem Downtown. It is this type of growth in entrepreneurship that has led to accolades such as Ithaca landing at number 13 on USA today's list of the 25 Most Innovative Cities in November of last year.

The Ithaca 2018 DRI application is intended to help this important sector of the regional economy grow and multiply. New housing, at varying price points, and new infrastructure and amenities designed to enliven Downtown and make it a model small City for entrepreneurs to locate will make Downtown Ithaca more hospitable to the tech and creative firms of the future.



### **ACCESSIBILITY WILL DRIVE FUTURE GROWTH**

Downtown is highly accessible to jobs across the greater Ithaca area both by foot and by transit, although we recognize that more investment is needed to make transportation work more seamlessly for all modes. Ithaca enjoys one of the highest 'walk-to-work' rates in the entire County (more than 40%), and its transit system TCAT is rated one of the best in North America, with its primary hub directly in the Downtown on Green and Seneca Streets. Bike sharing was introduced to the Downtown in April of 2018, with more than 70,000 rides taken in the first several months alone. We have also recognized a need to further enhance our Transportation Demand Management efforts and as such are now launching a three year effort to develop a comprehensive and sustained TDM program for the Downtown with the support of the DEC's Climate Smart Communities program.



To become a next generation City, ensuring that car free options are enhanced is critical. 82% of millennials feel it is important that their city offer opportunities to live and work without relying on a car. Further, 50% of Americans aged over 55 want a bus stop within a mile of where they live and drivers over 55 ranked making streets more pedestrian-friendly' as one of the top five community priorities, according to a 2014 AARP survey.

### **DIVERSITY OF JOBS**

The best description of Downtown Ithaca's job base is "diverse". According to DIA reports, there are approximately 3,500 people working in the 22 block BID district. This number grows when we look at jobs located within a one mile walking radius of the Ithaca Commons. According to 2018 Claritas data, there are 9,198 people employed in this one mile downtown area. Job types vary, from specialized high tech positions to entry level hospitality jobs. This blend of job types is beneficial for the community and helps to provide both diversity and dynamism for Downtown Ithaca. Job mobility within and across industries is supported by the work of the Tompkins County Workforce Investment Board and Tompkins Workforce NY which provide a variety of job placement and training services and workforce development for targeted industries and populations. In addition, the regional Small Business Development Center recently expanded services in Ithaca by committing a staff person to be based out of Ithaca and operate out of TC3 Tioga Place on the Ithaca Commons three days per week, which will provided enhanced access to business counseling services for small businesses of all types.

## **TOURISM AND THE ARTS SUPPORT ECONOMIC DEVELOPMENT BROADLY**

# **TOURISM = VISIBILITY = INVESTMENT = JOBS & GROWTH**

Local tourism spending has been growing steadily – at a rate of 5% a year on average for over a decade. In addition to adding to the diversity and availability of employment options Downtown in the past few years, tourism helps support the arts, vibrant retail offerings and other amenities that are directly aligned with and supportive of attracting tech firms, export-base industrial growth, high-mobility digital firms.

Downtown Ithaca will soon have four major Downtown hotels: the Marriott Hotel, the Hilton Garden Inn, Hotel Ithaca, and the soon to open Canopy Hotel. These institutions collectively employ over 200 workers and many travel from outside Tompkins County to take these jobs. Critical to the continued growth and success of lodging Downtown will be the addition of a Downtown conference center – a new demand generator driving occupancy in the mid-week and during shoulder periods.

Not-for-Profit Organizations also add job diversity and vibrancy to Downtown. The not-for-profit arts & culture sector is thriving. One example is the Tompkins Center for History and Culture. Recently opened with State and REDC support, this transformative new Center serves as a hub of community activity and new pedestrian traffic generator for the Ithaca Commons. In addition, the Center is home to offices for a dozen not-for profit organizations, many of which are new to the Downtown. It is envisioned that the Center will serve as a not-for-profit incubator for the partners as well as other organizations that may affiliate with the Center in the future.

# PART FOUR:

# ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

## HOW WE STRIVE TO ATTRACT YOUNG PROFESSIONALS & RETAIN AGING BOOMERS

### WHAT YOUNG PROFESSIONALS SEEK

In a 2015 report entitled “America in 2015”, Stockton Williams, Executive Director of ULI’s Terwilliger Center for Housing, noted that nationwide millennials had a high level of dissatisfaction with their communities and local housing options. This ULI study noted that millennial dissatisfaction reflected a lack of access to outdoor amenities and was strongly associated with a lack of housing affordability. However, 60% still wanted to live in areas where they did not need to be as dependent on a car.

Another ULI report by Deborah Brett, “Generation Y and Housing” (2015), examined the housing preferences and issues raised by millennials. The report noted that while nationwide only 13% of millennials live in downtowns, there is a pent up demand for millennials to seek their own housing, to live independently and apart from roommates, and to eventually buy housing.



The ULI reports collectively suggest that millennials are excellent candidates for Downtown urban living, with its alternative travel options and its experiential amenities, but are constrained by affordability.



Downtown Ithaca has positioned itself to be a landing site for young professionals interested in the beauty of our natural landscape and yet drawn to an authentic urban experience replete with coffee shops, music clubs, a worldwide collection of food establishments, and new, modern urban living. We have experienced some success attracting young professionals, but we face strong and serious challenges that this DRI proposal seeks to address.

### HOUSING NEED AND GROWTH

Every five years or so Downtown Ithaca has hired the Danter Company (Columbus, OH) to undertake an area wide analysis of the urban Ithaca housing market. As we work with and encourage developers to invest in Downtown housing, we need to understand the depth and scope of the marketplace and the latent demand for housing in our community.

In 2016/17, the Danter Company conducted two studies—one for the Downtown Ithaca Alliance and one for the Tompkins County Planning Department. Both confirmed the continued need for more new housing units,

some 4,000 total units. While demand was present at all price levels, the medium (middle income) range was especially lacking.

The Danter studies also examined commuter preferences and noted that there was a subset of regional commuters who would choose to live in Ithaca, if they could find and afford appropriate housing. The 4,000-unit gap in housing did not include this additional demand opportunity.

Last year, Cornell University announced plans to expand their undergraduate population by 2,000 students. They also announced plans to build some on campus housing to offset the chronic shortage that would be created by the addition of these new students. Graduate student housing at Maplewood would be rebuilt and new undergraduate housing would be constructed on North Campus. While helpful, the expansion still acts to stress the existing housing stock. The need for housing remains as strong as ever.

In the last ten years Downtown Ithaca has made great strides adding to the regional housing supply. From 2006 to date, Downtown alone has added 775 new units. Yet, housing need remains at all price points, and serves as a hurdle to retaining young professionals and retirees.

## PROJECTED RENTAL AND HOUSING DEMAND FOR DOWNTOWN ITHACA

Project Type	Annual Demand Total # of units	5 Year Demand Total # of units
Rental	80 - 225	900 - 1,050
For Sale (Condos)	60 - 70	300 - 500
Student Purpose Housing	200	1000

## PROJECTED RENTAL AND HOUSING DEMAND FOR TOMPKINS COUNTY

Project Type	Annual Demand Total # of units	5 Year Demand Total # of units
Rental	180 - 225	900 - 1,050
For Sale (Condos)	80	400
Single Family Homes	313	1,565
Senior Housing	233	741
Student Purpose Housing	329	1,644

Part 4, Fig. 1 - Housing Demand Study, Danter Report. Appendix B

## THE CHALLENGES OF HOUSING DEVELOPMENT- AFFORDABLE AND MIDDLE

In Ithaca we face two challenges pertaining to housing: building new supply to offset the demand and building housing units that are in the affordable and middle ranges. As the ULI study noted, housing affordability is a major concern among millennials. The cost of housing development continues to be a significant hurdle--- for developers, the community, and local government.

## MICRO APARTMENTS



*Travis/Hyde Properties experimented with the concept of micro apartments. The recently completed Carey Building had 20 new housing units--- 16 were micros. Units averaged some 400 SF and contained some built-in furnishings. The units were well received by the market; the smaller square footage translated in low prices as well. Harold Square will be featuring another 40 micro apartments as part of their portfolio of new housing.*

## VISUM DEVELOPMENT



*Visum Development was created by Todd Fox, a Ithaca based developer who had started his company focusing on student housing and has graduated up to community housing. Visum has assembled a series of four properties in the DRI Downtown target area that can be redeveloped into affordable/middle market projects.*

The costs of building urban housing varies only a little bit, regardless of price point. The major factors affecting unit costs tend to be land acquisition and assembly, staging, vertical construction (i.e. elevators), steel and fabrication, and the building envelope. The unit finishes that distinguish between luxury and workforce housing – are actually a small proportion of the overall project cost. Hence, developers tend to price at the higher end of the market.

There are State and Federal funds to assist with affordable housing. Low income housing tax credits are the most common funding tool, but they are very competitive and a community like Ithaca can only expect to receive up to one award in any given year. Ithaca’s track record for affordable housing development is very strong. Ithaca Neighborhood Housing Services (INHS), our local nonprofit housing development organization, has built major projects in the greater Downtown area at Breckenridge Place, Stone Quarry, and 201 Hancock... totaling over 150 new units. The “Asteri “ housing project proposed by The Vecino Group, as part of this DRI application would more than double that number adding 209 units.

The middle market, however, is a very different story. Without any State or Federal program subsidies, developers in Ithaca have no incentives to build to the middle of the market. According to the Danter studies, this segment represents the largest unmet need in our community. Our 2019 DRI application seeks to address this challenge. Visum Development has proposed three Downtown housing projects that could target this middle income (80-100% AMI) group, but only if we can provide DRI funds to assist as project subsidies. With the contribution of State funding, these projects can become a significant part of our effort to provide more affordable housing to young professionals and millennials.

## THE RETAIL & COMMERCIAL SECTOR

The retail world has changed before our eyes. Internet commerce has upended how Americans shop and Ithaca, like all other communities, is experiencing this evolution. While independent Downtown retailers seem to be faring better than strip center and national chains, our retailers report a drop in foot traffic and resulting sales, which can be attributed, in part, to increased

Downtown Ithaca Retail & Dining	
Retail Store Type	Total
Art Galleries	5
Antiques	4
Book Stores	5
Childrens Clothing	3
Toys/Games	5
Furniture & Home Decor	4
Electronics	2
Grocery	4
Mens Clothing	6
Womens Clothing	10
Electronics	2
Beer, Wine, and Spirits	3
Gift Shops	13
Gourmet Foods	2
Jewelers	2
Music Shops	3
Pharmacy and Drug Stores	4
Smoke Shops	3
Salons, Barbers, skincare	18
Sporting Goods	2
Gas Stations	1
Stationary	1
Packing & Shipping	1
Bars/Taverns/NightClubs	9
Florist	1
Fabric and Yard	1
Full Service Restaurants	21
Limited Service Restaurants	33
Used Merchandise	3
Optimal Goods	2
Specialty Foods	2
<b>Total Retail &amp; Dining</b>	<b>175</b>

### HOMEGROWN SKATESHOP

*Andrew Douglas was 18 when, with the help of his parents and an interested landlord, he opened a skateboard and shoe store on the Ithaca Commons.*

*Ten years later Homegrown has become a regional destination store for board shoes and apparel. Douglas even designed a Nike shoe for their SB series, attracting collectors from the entire east coast to purchase his shoe both in store and online. Andrew specializes in internet sales and social media promotion, which has become a key part of his business. Homegrown is an example of success millennial retailing.*



online shopping.

For a long time, downtowns have had to focus on unique, one-of-a-kind boutiques and shops. Today, that portfolio matches up better with this new marketplace. Downtown are also experiential by nature and Ithaca works hard to make its Downtown an “experiential place”. Consumers are seeking experiential opportunities--- including shopping and dining. Downtown Ithaca continues to work on positioning itself to respond to this experience economy.

While the local regional shopping mall struggles, Downtown has been slowly trying to build its retail output. New projects will help add needed ground floor square footage.

Our 2019 DRI application seeks to continue to build up the experiential nature of Downtown Ithaca, adding projects that provide hiking trails from the heart of Downtown nearby waterfalls and Six Mile Creek gorge, to creating a new food hall project in Center Ithaca.

## THE ISSUES OF RETAIL

Beyond the challenge of surviving in an evolving retail world, Ithaca’s retail community also faces other challenges. One significant hurdle is the aging out of proprietors. Many of Ithaca’s business were launched in the 1970s and 1980s, during a previous wave of redevelopment. (This was when the Ithaca Commons and Center Ithaca were built.) Today, these business owners are reaching or nearing retirement. The challenge of succession planning is one that the DIA has recognized and organized a program with the Binghamton based SBDC. Over the past year alone, four retail businesses have successfully transferred ownership to new, younger proprietors.

## FOOD & BEVERAGE & GROCERIES

The Downtown experience is not complete without a robust food and beverage scene. Downtown Ithaca has such an experience. Currently there are 70 food and beverage businesses in the DRI target area. These businesses serve as the primary generator of foot traffic for Downtown, attracting well over a million patrons annually. Young professionals appreciate the sheer variety and eclectic mix of food and drink offerings. Our creative/tech businesses routinely reference the food and beverage scene as a key reason for wanting to locate Downtown.

## INDIGO ROSE



*One example of a business successfully transitioning is the women’s clothing store Lindsey Layne. Founded by New Hartford entrepreneur Lindsey Barone, the 90 minute commute to the successful store became too great a hurdle with her growing family.*

*Lindsey sold the store to her Ithaca based manager, Crystal Ward, who has reopened the boutique under the new name Indigo Rose.*

## GEE JUNE BRIDAL



*Winner of the 2018 DIA Race for the Space new business competition, Gee June Bridal is a custom bridal salon founded by Layne Dann.*

*Located in Press Bay Court in Downtown, Gee June seeks to attract customers from throughout the entire upstate region. A former NYC fashion district designer, Dann has traded NYC for a bricks and mortar store in Downtown Ithaca.*

## HALAL GROCERY STORE



*Dr. Abdul Jalal was a researcher at Cornell before he came upon a new avocation... providing halal meat and groceries to the substantial Islamic population living in and around Ithaca. This population has had to travel to New York City and elsewhere to satisfy their dietary requirements. Dr. Jalal’s new corner grocery store serves this population plus provides for the many others living in and around Downtown.*

with an initial goal of removing 100 vehicles from the Downtown parking garages. The TDM program was funded by a grant from NYSERDA and was designed to show how smaller cities can create and sustain TDM into the future. Based on this effort, the City and DIA received a State DEC Climate Communities grant to expand the TDM program for three years and create an ongoing entity for promoting and directing TDM activities citywide.

## PARKING: A NECESSITY AND SO MUCH MORE

When parking is working as it should, it is invisible to the user. It is available when needed, and at a price that is acceptable and seemingly fair. It is well kept and attractive. Parking is the first and last experience of downtown a patron will have. If it is performing well, the patron will give little or no thought to it. It is expected to be available, reasonably priced, neat and clean, well lit, safe and secure.

When it does not function well, people remember their poor parking experience... the time and difficulty finding a space, the cost coupled with the aggravation, the unkempt facility, and the dangerous look and feel. To achieve our desired next level of downtown performance, we need our parking infrastructure to do its job.

Today, Ithaca has substantial parking issues that affect all aspects of Downtown utilization. Our existing parking facilities are dated and deteriorating. Parts of garages have been shuttered due to failure of tendons and other structural elements. Garage decks have potholes and exposed beams. Our product is in poor condition and we lack sufficient quantity to meet our current needs. City estimates suggest that we are short 500 spaces in order to meet existing or under construction buildings.

This DRI proposal recognizes the key role parking plays in the life of Downtown. Four separate projects have been identified which collectively can add over 1,000 spaces. The life of Downtown depends on us solving this expensive challenge--and DRI can pay a significant role in addressing this hurdle.

*How do you forestall or reduce the need for new parking?  
One option is transportation demand management(TDM).*

*The idea of TDM is to get auto commuters who have ability and the inclination into alternative modes of travel. Through a series of incentives and programs, we hope move 100 people out of the garages--- saving millions of dollars in the process.*

## WALKABILITY: GOALS OF ACTIVE STREETS

An attractive downtown is walkable... and Ithaca has been designed and planned with walkability in mind. City policies help to reinforce this walkability. The City has an ordinance that requires ground floor street front units to be active uses – to promote the pedestrian experience. As Downtown Ithaca grows, we continue to seek to maintain and even further enhance the street level.



## BIKES & SCOOTER SHARING

*In 2018, the national firm Lime Bikes dropped over 200 dockless bikes all with GPS instrumentation into the community. Over the ensuing year, utilization was extraordinary. Lime reported 73,373 rides were purchased in The City. The City will be voting in June on moving forward with a pilot project to introduce electric scooters to the Downtown area. These personal mobility devices have had a discernable impact on the way people move about. Millennials and young professionals are particularly drawn to these forms of travel. They are part of our downtown amenity package.*

Stand in the geographic center of Downtown (the Ithaca Commons) and downtown is easily walkable in every direction. Downtown Ithaca is actually one of New York State's smallest downtowns, by land size. In many cities that have lost populations, their downtowns spread out for many blocks and are not easily walkable. Ithaca is the opposite. Our downtown is small and compact. Our expanded boundaries now include the West State Street corridor, but even this addition is small and compact. Any part of Downtown can be readily accessed by a 10-12 minute walk from the center- the Ithaca Commons. At the end of this section, revisit the chart outlining the approximate walking and biking times from key parts of our DRI boundaries as well as see the walkscore.com rating for each of the areas.

Our DRI aims to improve the current walkability and continue to factor it into every potential project. Projects like connecting trails that better link Downtown with nearby neighborhoods and with the large commercial strip retail along Route 13.

### ACCESSIBLE RECREATION

The ULI studies of millennial preferences cite a desire to have access to outdoor experiences. Downtown Ithaca offers a living package that can blend the best of urban life with access to nature, all within walking distance.

Currently, people can walk a short four blocks to the entrance of Cascadilla Gorge and hike a gorge trail that links Downtown with Collegetown and Cornell, roughly half a mile hike. With 2019 DRI funding we would expand the Six Mile Creek "Winter Village" gorge trail, which leaves from Downtown and connects to the Mulholland Wildflower Preserve offering residents direct access to nature from their urban environment.

### HEALTH AND WELLNESS

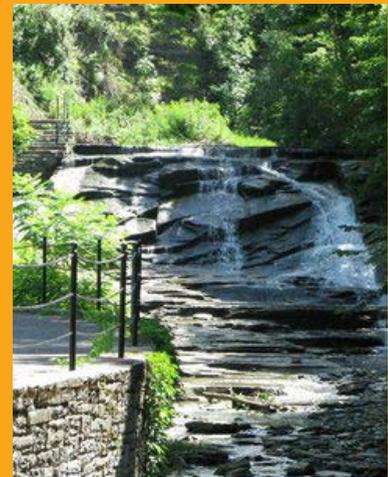
Downtown Ithaca has become center for alternative health and wellness businesses. While much of the community's major health care facilities are located on West and East Hills, the Downtown has been the place where alternative medicine, massage, acupuncture, and numerous small private practitioners can be found. The Ithaca Free Clinic, provider of no cost health services for people in need, is located on the West Seneca Street.

As large medical facilities are developed throughout the City, it is crucial that Downtown be well connected to these facilities. Whether it be by public transit, personal mobility, or walking, residents and workers in Downtown need to have options to reach their health and wellness facilities.

### ITHACA IS A COMMUNITY WITH DIVERSITY OF PEOPLE & BUSINESSES

Downtown Ithaca is one of the Southern Tier's most diverse cities with a diverse population. In the city proper according to Claritas data, 21% are Asian, 6% are African American, and 7.5% of the population in the city of Ithaca is Hispanic or Latino. This diversity calls for a diverse selection of businesses that sell specific goods and services these ethnicities cannot find in more traditional American shops.

### ACCESSIBLE RECREATION



*Few places exist like Cascadilla Gorge and trail. Owned by Cornell University, Cascadilla Gorge is a three quarter mile long classic Finger Lake region gorge, complete with numerous waterfalls, that links Downtown with the Cornell campus. An oasis and an attraction, it is free and open to the public.*



*Whereas Cascadilla Gorge trail is developed, there is no real trail into and up the beautiful Six-Mile Creek Gorge. The creek meanders through Downtown and portions have already received urban hardscape. But they are not connected and they end at the Gateway complex. The DRI project proposes to complete the trail system, expanding access and connectivity*

In Downtown Ithaca, you will find a variety of restaurants serving Ethiopian, Moroccan, Tibetan, Indian, South American, and Korean food. The significant number of international students at Cornell has attracted trailing parents and family members who open up shops serving the basic needs of these students, providing regional comfort food cuisine.

Downtown Ithaca also has salons and barbershops that cater to black, white, and Islamic hair. It is a place where Downtown businesses proudly share welcome stickers greeting the LGBTQ community. Recently, with Downtown Ithaca and the Chamber of Commerce's support, **Ithaca is Love** launched a campaign to help embrace and support LGBTQIA community in the region. Not only do these businesses serve the needs of our diverse population, but provide significant breadth of dining and shopping for visitors and our residents. Diversity is one of Ithaca's greatest appeals to young professionals and baby boomers alike living Downtown.

For more information about Ithaca's diverse population, please see the Claritas demographic data in *Appendix D*.

## ACCESS TO ARTS & CULTURE

Another key measure of a successful and vibrant downtown is its collection of arts and cultural entities that are clustered inside the district. In Ithaca, we have a special passion for the arts, resulting in a large number of institutions and opportunities for people to engage with both culture and art.

The State Theatre and the Kitchen Theatre are two live performance theaters in the DRI target area. In addition, the offices of the Hanger Theater and Cayuga Chamber Orchestra are located Downtown. There is the Community School for Music and Arts, the Tompkins Center for History and Culture, Coltivare (TC3's Center for Culinary Arts), Cinemapolis (a five screen independent art film house), plus a number of art galleries.

## PUBLIC ART

Downtown Ithaca is a living, breathing gallery of art at every turn. It has long been decorated with art on buildings, residing in greenspaces and on street corners and even affixed to buildings. The public art on display provides a window into the cultural identity of Ithaca, celebrates our rich cultural heritage, the diversity and the minorities in our local population. Over the years a number of programs have added permanent public art for people to enjoy throughout their day.

### Art in the Heart

Art in the Heart was a public initiative started in the early 2000s to add permanent art around our community. Each summer, 3-6 temporary art installations would decorate the Downtown. DIA provided a walking map of the art on display and took a vote for the favorite piece. At the end of the season, the most popular sculpture or mural was sometimes selected for permanent installation. This program ran for nearly 15 years, until 2016, we lost the ability to fund Art in the Heart and remain competitive with larger cities who could offer significantly more stipends to artists, thus weakening our pool of art opportunities. 2019 DRI funding could renew programs such as Art in the Heart in Ithaca as it would help fund public art amenities as part of our two streetscape initiatives in this DRI.

## HAWI ETHIOPIAN RESTAURANT



*For many years, the Ithaca community craved an Ethiopian Restaurant. Hawi has met and exceeded those expectations. Located at 113 S. Cayuga Street, Hawi was selected as the Downtown 2015 Emerging Business of the Year. The grand opening and ribbon cutting was a day to remember—joining in the festivities was the Ethiopian Ambassador to the United Nations.*



## COMMONS KITCHEN

*One of Downtown's newest restaurants is the Commons Kitchen. Owned and operated by a family from Morocco, the Commons Kitchen features both American breakfast and lunch fare plus authentic Moroccan specialties.*

### Art In the Air, a public art project

Started in 2016, each summer during tourism season, the DIA organizes a public art competition to decorate 12 vinyl banners that hang from lightpoles on the Commons. Artists and community members alike can submit art inspired by the year's designated theme. Themes have included: water, land, and this year, people. A jury votes for their favorite art and the top 12 designs are selected for reproduction on vinyl. DIA receives well over 200 submissions each round. The art comes from elementary school student art classes to professional artists and graphic designers in the area.



### Electric & utility box murals

Ithaca prefers the sight of art to functional metal boxes encasing electric components, and so in 2014 the city undertook a project charging local artists with the challenge of decorating electric and utility boxes all over the community with their art. These boxes are throughout the county with the bulk of them stationed around Downtown. The initiative was so positively received, murals have expanded onto newspaper kiosks and parking garage walls.

Additionally, a walking map for people to seek out every mural in Ithaca was created to help promote the public art.



### Ithaca Art Bike Racks

Downtown Ithaca was in need of more bike racks to accommodate the growing amount of parked bicycles around the area. Last year, in partnership with the City, County, and private funding, the Downtown Ithaca Alliance initiated a community-wide art competition to design 12 unique bike racks representative of Ithaca. They received many drawings and a committee was convened to select the 12 winning designs. These functional art installations providing a whimsical public art enhancement to a simple community necessity.



# NEW DEVELOPMENT: ATTENTION TO ATTRACTIVENESS

## A CASE EXAMPLE- THE VECINO PROJECT - “ASTERI”



By integrating Ithaca’s urban, natural and cultural touches, the Asteri development would connect the Downtown core and the Six Mile Creek watershed as well as create a transformative impact on the greater community.

Landscape, art, and sustainability features will highlight Downtown Ithaca as a world-class cultural destination seated within its watershed of natural beauty. Asteri is an opportunity to embody the ideals of thoughtfully designed public open space by connecting all who live, work, and visit Ithaca to the best of what Downtown Ithaca has to offer.

The design of the project responds to the both the function of Asteri as residence, marketplace, meeting space, and gateway—as well as to the surrounding Downtown context.

Immediate neighbors include the Tompkins County Library; a primary hub for Tompkins County Area Transit bus services; the Ithaca Commons; and Ithaca City Hall. The development’s relationship to its surroundings perfectly supports a resident community of both workforce and young professionals—two groups key to Ithaca’s further growth and success.

The treatment of walkways underfoot and “living” facade treatments overhead will create an environment of texture and depth, a perfect merger of Downtown Ithaca and its natural surroundings that is both interesting and exciting. Public art installations—both permanent and rotating—will inspire both visitors and residents alike.

# PART FIVE: QUALITY OF LIFE POLICIES

*If you build it, will they come? If you build housing, will people be happy living there? If you refurbish a park, will people use it? If you build tourist and visitor attractions, will they make the trip? These are the questions of quality of life.*

*Quality of life is at the core of rebuilding our upstate communities and so policies and operational procedures ensure our accomplishments are utilized and embraced within the community fabric. Ithaca has taken often difficult steps of approving public policies to enhance and ensure a quality of life in our Downtown.*

People need to feel like Downtown is a fun and vibrant place to spend time. Otherwise, they will not choose to live here, work here or even to visit here.

How do we assure that people will find a quality of life that meets or exceeds their expectation? We need to understand what people's expectations are for a downtown experience, be it living, working or simply visiting. What do they want? What do they complain about and ask us to fix? What gets people excited about downtown?

## IN ITHACA, WE HAVE IDENTIFIED THE FOLLOWING DIMENSIONS OF QUALITY OF LIFE:

### EXPERIENCE

Downtown needs to be experiential. Retailers and restaurants need to be experiential. The outdoor environment need to be experiential. These experiences need to be memorable and positive.

### SAFETY

People need to feel secure and perceive the downtown environment to be safe.

### CLEANLINESS

This is a requisite. People expect an area to be clean and neat and when it is not, it results in a negative impression.

### ACCESSIBLE

Downtowns need to be designed to allow for accessibility for all.

### ATTRACTIVENESS

People want to spend time in attraction places. They want ambience. They want their "places" to feel and look special.

### AUTHENTICITY

People want their downtown place to be real, not some artificial version of somewhere else.

### EVENTS

People love events. They appreciate the community that is felt and communicated by both great and small special events.

### DISCOVERY

People value discovery, stumbling upon something unexpected; a find that makes you feel special.

### FUN

People definitely seek places that are fun and entertaining, places they can share and enjoy with friends and family.

### DIVERSITY

Most people enjoy and value experiencing diversity, stretching our everyday norms. Downtowns can provide people with diversity.

These are the components of a quality of life that will attract and retain people. These are values we strive to attain in Downtown Ithaca.

## CITY POLICIES THAT AFFECT THE DOWNTOWN ITHACA QUALITY OF LIFE

To help the community strive toward these quality of life goals, Ithaca has enacted and utilized a number of policies that enhance quality of life in downtown. These policies include:

### PLANNING & DEVELOPMENT POLICIES:

**CBD Zoning:** Ithaca's CBD zoning allows multiple uses, hence helping to create a melting pot of different uses all in close proximity to each other. This sometime requires careful management, but the result is always exciting and dynamic. CBD zoning also has no parking requirement, hence freeing downtown from an abundance of surface parking. CBD zoning also requires buildings to be built at the front lot line—resulting in strong, character laden buildings that hug the sidewalk.

**Height Up-zoning:** Ithaca has up-zoned Downtown, to allow for taller buildings. This enables us to pack more activity into a smaller area, again increasing vibrancy.

**Active Ground Floor Use:** Ithaca has adopted an ordinance for key parts of Downtown that require building to have active street level uses--- retail, restaurants, or some other traffic generating business. Offices and ground floor housing are prohibited. We want the street to be active and alive.

**Design guidelines:** Density with character is one of our key concepts. Design guidelines allow Downtown to retain and enhance the character of its built environment.

**CIITAP:** The Downtown tax abatement program is a key policy that provides an important tool for helping to fill financial gaps in projects. Rather than watch development gravitate to the suburbs, the CIITAP program enables us to provide some form of funding assistance to level the playing field with green field development.



### ENVIRONMENTAL & PLACE-MAKING POLICIES:

**Commons Rules:** The pedestrian mall has its own set of codified rules and regulations, all designed to make the Commons a place people will find safe, secure, and welcome. Rules govern everything from sidewalk vendors, to street performers, to signage and store displays.

**Parking Policy:** The City's parking policies are designed to strike a balance between revenue generation and providing needed support and assistance to the businesses of Downtown. Weekends, the busiest shopping days, remain free for all parking.

**No Smoking zones:** Significant portions of Downtown Ithaca are designated by code as smoke free zones, providing places where people will be free from second-hand smoke.

**Shared compactors:** The City has worked to provide shared trash and recycling compactor service, reducing the number of dumpsters, hence beautifying the downtown landscape.



**Aggressive panhandling ordinance:** Laws are in place to regulate how people are allowed to solicit and panhandle. Aggressive panhandling is defined and prohibited.

**Community Outreach Worker Program:** The City, County, DIA, and the regional hospital (CHS) collaborate on a novel program designed to help provide referrals and supportive direct services to people who are on the street—homeless, folks battling substance abuse, youth, and folks with mental disabilities. The outreach worker meets these people on the street, reducing police calls, defusing possible problem situations, and improving outcomes.

**Pay It Forward:** The DIA manages a novel program that helps people in need receive emergency food, drink, and personal items from participating Downtown stores at no costs and with no paperwork or judgment.

## ENERGY CONSERVATION POLICIES

**Green Building Policy:** This soon to be adopted policy will require both new and existing buildings to meet prescribed energy saving goals as part of the City’s drive toward energy self-sufficiency.

**CIITAP Developer Incentives:** The community’s CIITAP tax incentive program for Downtown also provides a special three-year extra incentive for projects that commit to meet 140% of the State’s energy code.

## THE DOWNTOWN ITHACA ALLIANCE BID & QUALITY OF LIFE

Making Downtown a place that is attractive, vibrant, and economically viable is the day to day assignment of the Downtown Ithaca Alliance, the business improvement district (BID) for Downtown Ithaca. The organization has been designated a 501(c)3 tax exempt charitable nonprofit and is governed by a board of 27 Downtown and community representatives. The DIA operates a “comprehensive” Downtown program utilizing a network of five topical committees that engage some 50 + stakeholders on a regular basis. The five principal committees are: business retention and development; downtown operations; marketing; special events; and transportation.

The DIA prepares ten-year strategic plans for Downtown development and revitalization and is about to begin its third such plan – a Downtown 2030 Strategic Plan. Each year the organization creates annual work plans that enumerate the many programs and tasks that to be addressed. A typical annual work plan will contain between 100 and 110 separate programs and tasks.

The DIA’s programs are all designed to enhance and improve the quality of life in Downtown Ithaca. The organization is the major presenter of special events in the County, managing events that annually attract in excess of 130,000 people

These events include: **Chili Cook-Off in February, Summer Concert Series from June through September, Apple Harvest Festival at the end of September, Winter Light Festival, and Chowder Cook-Off in December.**

## THE DOWNTOWN CIITAP PROGRAM: COMMUNITY BENEFITS

Quality of life considerations also find their way into the development support program for Downtown known as the Community Investment Incentive Tax Abatement Program or CIITAP. This gap funding program is designed to help downtown projects bridge the often large funding gaps that need to be overcome for projects to move forward.

The CIITAP program has been modified over time to provide additional community benefits, as well as benefits that directly affect the developer. Community benefits include the requirement to hire local labor, a requirement to undertake a diversity plan for the project, a green energy option that enables projects to receive extra incentives for achieving 140% of state code energy requirements, and an evolving policy to encourage and promote the inclusion of affordable housing. Several projects have also committed to providing living and enhanced wages for specific workers. Such community benefits further improve the quality of life for the residents of Ithaca.

# PART SIX: PUBLIC SUPPORT

The Ithaca/Tompkins County community is squarely aligned behind this effort to secure a DRI grant for Downtown Ithaca. Public support is evidenced from the following six steps the community has undertaken to prepare for this DRI grant application:

1. Planning/grant writing core group
2. Creation of a stakeholder advisory group
3. Public meeting at City Hall
4. Integration of the DRI application planning into the City/DIA strategic planning effort
5. DIA Board of Directors
6. Letters of Support

## PLANNING/GRANT WRITING CORE GROUP

Even at the planning, drafting and writing of the DRI application level, this is a broad based community effort. Five different organizations have been actively involved in the planning and drafting of the Ithaca DRI application: The City of Ithaca, The Downtown Ithaca Alliance, TCAD, Vecino Development, and the Washington, D.C. based Sustainable Strategies organization.

- Gary Ferguson, Downtown Ithaca Alliance
- Allison Graffin, Downtown Ithaca Alliance
- Darlene Wilber, Downtown Ithaca Alliance
- Tom Knipe, City of Ithaca Economic Development Director
- Molly Chiang, The Vecino Group
- Andy Seth, Sustainable Strategies
- Randy Hannan, Sustainable Strategies
- Margaret Frank, TCAD



*DRI Stakeholder Advisory Group met on Thursday, May 16, 2019 in the DIA Conference Room.*

This reflects the interest on the part of the community at all levels (County, City, BID, and private sector) to prepare, submit and receive a DRI award.

## CREATION OF A STAKEHOLDER ADVISORY GROUP

To help the DRI working group better frame a revised downtown vision and to help develop a theme and strategy for creating transformational change in DFDowntown, a stakeholder advisory group was assembled and met during the application planning process. This advisory group consisted of key community and economic development leaders who were tasked with:

- Defining a downtown vision to take us to a new and higher level of prosperity and success
- Creating preliminary theme(s) and strategies that would respond to and address our vision.

The advisory group included representatives from the City of Ithaca, Tompkins County, the County Tourism Program, TCAD

(our county-wide economic development program), the arts and entertainment sectors, the Downtown Ithaca Alliance, the lodging sector, the retail sector, Cornell University and REV, Ithaca College, TC3 (our community college), developers and property owners, the Chamber of Commerce, and the Convention and Visitor Bureau.

## INVITED MEMBERS WERE:

Elements of this group can be mobilized at a moment's notice to create a local planning committee (LPC).

- Thomas Knipe: TKnipe@cityofithaca.org
- Jennifer Kuszniir: jkusznir@cityofithaca.org
- JoAnn Cornish: jcornish@cityofithaca.org
- Peter Messmer: pmessmer@cityofithaca.org
- Nick Helmholdt: NHelmholdt@tompkins-co.org
- Katie Borgella: kborgella@tompkins-co.org
- Jennifer Tavares: jtavares@tompkinschamber.org
- Peggy Coleman: peggy@visitithaca.com
- Martha Armstrong: marthaa@tcad.org
- Heather D. McDaniel: heatherm@tcad.org
- Tom Schryver: tps1@cornell.edu
- Susan Riley: sfr4@cornell.edu
- Paula Younger: pyounger@ithaca.edu
- Deborah Mohlenhoff: MohlenD@tompkinscortland.edu
- John Guttridge: john@brightworks.cc
- Frost Travis: ftravis@travishyde.com
- Molly Chiang: mollyc@vecinogroup.com
- Brett Bossard: brett@cinemapolis.org
- Ken Jupiter: jupiter13068@gmail.com
- Teri Tarshus: teri.tarshus@hilton.com

## PUBLIC MEETING AT CITY HALL

In an effort to expand the planning and receive input from the entire community, the working group hosted a public input session on Monday, May 20 at City Hall Common Council Chambers. Members of the public were briefed on the DRI application process, including a review of the instructions regarding eligible and ineligible projects.

## PUBLIC PARTICIPANTS WERE ASKED TO PROVIDE FEEDBACK ON THREE CORE QUESTIONS

- What needs to be improved here in Downtown? What currently is lacking or lackluster and could benefit from assistance/help?
- Come up with a wish list of ideas or projects that might improve our Downtown. Please refer to the page listing eligible and ineligible activities.
- What is your own vision for Downtown in the next 10/15 years? What will it look like? How will/should it work? What will we see or not see?



*DRI Grant Public Meeting held May 20, 2019 @4:30PM in Council Chambers of City Hall.*

Feedback was provided both in writing and verbally. Facilitators from the City and DIA assisted. Community participants in attendance included retailers, office businesses, Common Council members, City commission members, hoteliers, and Downtown property owners.

## THE FOLLOWING SUMMARIZES THE INPUT RECEIVED FOR THESE THREE QUESTIONS

### 1. What needs to be improved here in downtown? What currently is lacking or lackluster and could benefit from assistance/help?

- Affordable housing
- Retail foot traffic
- Insufficient parking in poor condition
- Alternatives to parking for employees
- Dewitt Park improvements
- Multi-modal transportation center
- Intercity bus depot
- Connectivity to other part of the City
- Better commuter options for people commuting from outside the county
- Streetscape improvements on West State corridor and Cayuga Streets
- Directional & Wayfinding signage
- Small business loan pool
- Revolving loan fund for downtown businesses and properties
- Flex office space for start-ups
- An anchor spark to bring more people downtown
- Businesses that attract students to downtown and off of campus
- Community conference center
- Family entertainment options
- Child care services
- Public transit connectivity
- Resident amenities for downtown living
- Small town mobility options

### 2. Come up with a wish list of ideas or projects that might improve our downtown. Please refer to the page listing eligible and ineligible activities.

- Conference center
- Parking garage- new
- Build deteriorating garage
- Wayfinding signage for pedestrian, vehicles, and parking
- Bus depot or multi-modal center
- Bicycle connections between downtown and the waterfront
- Downtown entrance improvements
- DeWitt Mall entrances and signage
- Bike/scooter infrastructure
- Lifestyle retail businesses- bowling alley, food hall
- Housing for middle income people
- Trader Joe's or other retail to serve downtown residents
- Connectivity with CU, IC, and waterfront with shuttles, trolleys, other
- Diverse housing options
- Program to incentivize CU, IC, City, and County workers to live downtown
- Weather protection features for the Commons
- Green road features--- complete streets for Seneca, Green, Cayuga, & Aurora

### 3. What is your own vision for downtown in the next 10/15 years? What will it look like? How will/should it work? What will we see or not see?

*\*Each list includes unique responses. There were numerous multiple responses for the same item(s).*

- Downtown will have great and frequent transit connections with Cornell, Ithaca College, and the Waterfront.
- There will be more entertainment downtown, especially family entertainment.
- There will be more housing at all levels.
- There will be vibrant retail, restaurants, and entertainment.
- There will be light rail, a dedicated bus lane, and/or a trolley
- DeWitt park will be refurbished.
- The Six Mile Creek area will become a public trail/park.
- We need to better connect the urban portions of our city.
- There will be a multi-modal transportation center, with easy access to the airport as well.
- There will be more national retail.
- There will be WIFI for all.
- Parking for commuters on the outskirts of downtown.
- There will be amenities for the people who live here, including health care, child care, entertainment, & groceries.
- There will be fewer cars, because more people will use alternative modes and services.
- There will be more walking trails connecting downtown to other parts of the city.
- There will be more city, county, and Cornell people living downtown.
- There will be much more personal and micro transportation options integrated into our city.
- Downtown will be smart and experiential.

## INTEGRATION OF DRI APPLICATION INTO THE CITY/DIA DOWNTOWN 2030 STRATEGIC PLANNING PROCESS

This DRI process has been integrated into the City/DIA 2030 Strategic Plan process that began earlier this year. *Please see Appendix A for a more detailed explanation of our plan process.* The DRI will utilize the same boundaries identified by the City and DIA for the 2030 planning and input from this 2030 process has been and will continue to inform and help guide our DRI application and implementation planning, if selected.



The 2030 planning process is being undertaken to achieve two important outcomes (besides this DRI process) .... (1) to create a new City sub-area comprehensive plan for the greater Downtown area (the BID plus the West State downtown growth corridor), and (2) to create a new DIA/City 2030 Downtown Strategic Plan to guide growth and development and to assist in both policy formulation and resource allocation.



This 2030 planning process is rich in public outreach, which is being shared with our DRI application process. There has been a major public stakeholder visioning session, the start of outreach sessions with over 30 different neighborhoods, groups, and organizations, and hands-on charrettes with underdeveloped portions of downtown. Data and findings from all of these sessions has been used in the creation and formulation of this application document.



*2 of 3 planned charrettes for the 2030 Plan have taken place on April 26, & 29, 2019.*

This planning process will continue through the year and the availability of DRI consultant assistance would be invaluable to the process. We are undertaking most of this work with local staff, since we are unable to afford consultants. The DRI planning process dove-tails perfectly into our 2030 outreach and planning, augmenting, strengthening, and validating our efforts to “take downtown to another level” and “to create a next generation city”.

## INVOLVING THE DIA BOARD OF DIRECTORS

The DRI application planning process also involved engaging the Downtown Ithaca Alliance (DIA) Board of Directors. This publicly elected representative body represents Downtown stakeholders and effectively serves as the “neighborhood association” for Downtown. The 27-member board includes property owners, retail and business tenants, residential tenants, City officials, County officials, and representatives from the Chamber of Commerce/CVB, Cornell University, Ithaca College, and TC3.

The DIA Board was asked to weigh in on the vision and themes for this DRI application and their comments and input has been incorporated into this proposed plan.

## COMMUNITY LETTERS OF SUPPORT

Our letters of support reflect the broad community interest and enthusiasm for undertaking a DRI grant. A total of 35 letters of support are attached in Section 9. These letters come from a wide range of community leaders who welcome an opportunity to help take downtown to another level and who stand prepared to participate in a DRI planning process. The letters represent 14 different community sectors.

### A LIST OF LETTERS OF SUPPORT FOLLOWS:

NAME	AFFILIATION	TITLE
● Mayor Svante Myrick	City of Ithaca	Mayor
● JoAnn Cornish	City of Ithaca	Dir. of Planning & Development
● Pete Messmer	City of Ithaca	Parking Director
● Seph Murtagh	City of Ithaca	City Council
● Michael Thorne	City of Ithaca	Superintendent of Public Works
● Martha Robertson	Tompkins County	Chair, County Legislature
● Anna Kelles	Tompkins County	County Legislature
● Katherine Borgella	Tompkins County	Commissioner of Planning
● Nick Helmholdt	Tompkins County	Director, Tourism Program
● Larry Baum	TCAD	Chair of the Board
● Jennifer Tavares	Chamber of Commerce	President & CEO
● Ken Rother	REV Startup Works	Director
● Tom Schryver	REV Startup Works	Executive Director
● Gary Stewart	Cornell University	Associate Vice-Pres., Community Relations
● Susan Riley	Cornell University	Deputy Director, Community Relations
● Paula Younger	Ithaca College	Exec. Director, Gov't & Community Relations
● Dr. Orinthia Montague	TC3	President
● Teri Tarshus	Hilton Garden Inn	General Manager
● Sonny Karimi	Hotel Ithaca	General Manager
● Rick Manzardo	The Vecino Group	President
● Todd Fox	Visum Development Group	President
● Ken Jupiter	15 Steps (Retail)	Co-Owner
● Nick Nickitas	Rosie Apps	President
● Brett Bossard	Cinemapolis	Executive Director
● Doug Levine	State Theatre	Executive Director
● Steven Headrick	Downtown Ithaca Alliance	President

A large construction crane is silhouetted against a clear blue sky with a few wispy clouds. The crane's long jib extends from the top left towards the right. A vertical yellow rectangular box is positioned in the lower half of the image, containing the text. The background transitions from a bright blue at the top to a warm orange and yellow at the bottom, suggesting a sunset or sunrise. In the bottom left corner, a small dark silhouette of a building's spire is visible.

**PART SEVEN**  
**TRANSFORMATIVE**  
**OPPORTUNITIES**  
**IN DOWNTOWN**

# SUMMARY OF OPPORTUNITIES

## POSSIBLE 2019 DRI PROJECTS FOR DOWNTOWN ITHACA

	JOB	PRIVATE INVESTMENT DOLLARS	PARKING [Spaces]	HOUSING [UNITS]	FOOT TRAFFIC	PUBLIC DOLLARS
<b>PLACEMAKING/LIVEABILITY/WALKABILITY</b>						
● Community Conference/Meeting Ctr.	20	13M			60,000	12M
● Commons expansion- 100 W. State						0.25M
● Downtown Wayfinding signage						0.35M
● Bus Depot Improvement- Green St.					100,000	0.5M

### SUPPORTING INFRASTRUCTURE

● Green Garage Redevelopment			450			11M
● Integrating projects into the Commons Superblock						1M
● Remote parking infrastructure			100			0.25M
● New Travis-Hyde garage	2	10M	400			
● Winter Village Trail- East						1M
● Winter Village Trail- West						1M
● DT Universal WiFi						0.25M

### CREATING THE AMENITY PACKAGE TO ATTRACT BUSINESSES, RESIDENTS & VISITORS

● Rimland Housing Project - Green Garage East	3	60M	130	170			
● Vecino affordable housing project		75M		209			
● Travis-Hyde housing	2	20M		150			
● 510 State Street workforce housing, retail & corporate offices	20	15M		76			
● 409 State/508 Green Street workforce, housing & retail	5	12M		80			
● 333 State St. workforce housing & retail	5	12M		50			
● Storefront reimbursable grant program		0.5M				0.5M	
● Seneca/Green corridor amenities						0.5M	
● Innovation District Planning	up to 100					0.25M	
● Retail incubator/makers space	5					1M	
● Food Hall (Center Ithaca)	20	1M			35,000		
● West State amenities package						0.25M	
● Downtown Storefront Accessibility Program		0.5M				0.5M	
<b>Totals</b>	<b>up to 192</b>	<b>2</b>	<b>12.5M</b>	<b>1070</b>	<b>735</b>	<b>195,000</b>	<b>30.85M</b>

# PROJECTS THAT WILL DEMONSTRABLY IMPROVE PLACEMAKING, LIVEABILITY, AND WALKABILITY

## TRANSFORMATIVE PROJECT - 1

### COMMUNITY CONFERENCE & MEETING CENTER



After several years of research and feasibility analysis, Ithaca is ready to move forward with a transformational community project — construction of a new downtown Community Conference and Meeting Center. Built by The Vecino Group as part of the Green Street Garage Rebuild project, the 49,000 SF Center will be the only facility of its size in the Southern Tier and the seventh largest facility in upstate New York. The development of a new conference center in downtown Ithaca is projected to generate more than \$148 million in net new spending, more than \$46 million in earnings supporting, an average of 105 ongoing jobs, and a net fiscal impact of \$5.5 million to Ithaca and Tompkins County in its first 20 years of operations. Easily accessible from Ithaca Commons and adjacent to both local and intercity bus connections, this project addresses several key needs by:

- Generating additional 3,300 room nights annually for the Ithaca/Tompkins County lodging industry, providing mid-week business for an industry that has stagnated and needs increased tourism demand;
- Generating up to 50,000 in new pedestrian foot traffic annually for the downtown community;
- Providing 30 direct new jobs for our workforce;
- Providing a training ground for both hospitality workers and students;
- Attracting and retaining related businesses from Cornell University that are leaving the Southern Tier and NYS.

## IMPACT

**Estimated price:** \$25 Million  
**Permanent jobs:** 20  
**Foot traffic generated:** 50,000/yr.

**Downtown Need(s) Addressed:** Foot traffic; meeting space; job creation & retention; diversity; business support

## TRANSFORMATIVE PROJECT - 2

# COMMONS EXPANSION: THE 100 WEST STATE BLOCK



## IMPACT

Estimated price: \$250,000

**Downtown Need(s) Addressed:** Foot traffic, amenities, business support

The Commons pedestrian mall is one of Ithaca's most popular and well-known icons. According to high tech pedestrian counters installed a year ago, the Commons currently attracts 1.547 million foot falls per year. The block immediately west of the Commons has expressed interest in becoming part of the Commons environment. Rather than spend millions of dollars on expensive infrastructure, we are suggesting this additional block be equipped with traffic calming and unique streetscape features such as retractable bollards to create a street that can easily be converted to public use on weekends or special events

and activities related to the State Theatre. This project would:

- Increase walkability, adding a cost effective new block to the car-free Commons;
- Provide staging and promotional opportunities for the numerous businesses on the block, including the State Theatre and the State of the Art Gallery.
- Entice visitors to the Ithaca Commons to explore further West down State Street.

## TRANSFORMATIVE PROJECT - 3

# DOWNTOWN WAYFINDING SIGNAGE



## IMPACT

Estimated price: \$350,000

**Downtown Need(s) Addressed:** Amenities, business support

One of the most persistent recommendations from our visitors is a downtown wayfinding signage package/program. Downtown Ithaca can be complicated to navigate, with our collection of one-way streets, three parking garages, and multiple attractions. We seek to utilize a por-

tion of the already prepared county-wide wayfinding signage plan, and begin that countywide process here in downtown with a wayfinding package that will guide and direct both vehicles and pedestrians.

## TRANSFORMATIVE PROJECT - 4

# INTERCITY BUS DEPOT IMPROVEMENTS



## IMPACT

**Estimated price:** \$500,000  
**Foot traffic generated:** 100,000  
**# of buses served/week:** 62

**Downtown Need(s) Addressed:** Foot traffic, amenities, business support, diversity

A Downtown intercity bus depot was created on East Green Street in the heart of downtown Ithaca to accommodate the 62 intercity bus trips by five separate bus companies that happen each week. The current location, while very conveniently located, lacks amenities that have come to be expected by travelers. The bus depot is and

can be a significant traffic generator — producing an estimated 100,000 pedestrians per year, and adds to the vitality and inter-modality of transportation networks downtown. Funds are needed to provide streetside and waiting room amenities.

## TRANSFORMATIVE PROJECT - 5

# VECINO PROJECT - GREEN GARAGE PARKING REBUILD



## IMPACT

**Estimated price:** up to \$11 million  
**Parking spaces created/rebuilt:** 525

**Downtown Need(s) Addressed:** Parking, foot traffic, business support

A crucial project for Downtown Ithaca's future, the Green Garage serves as the primary parking structure serving seven major buildings, and more than 70 different retail, restaurant, and street level businesses. According to DIA parking research, this parking garage serves as the primary parking venue for short-term customers and patrons. The Green Garage is at the end of its useful life. Already, the City Building Department has closed 41 space due to safety concerns. At a time when additional parking is seen

as a necessity, it is unthinkable to lose this garage to public use due to further closure or condemnation.

The City has reached an agreement with The Vecino Group to rebuild this garage and in the process add an additional 150 net new spaces. The project is also envisioned to add 200+ units of affordable housing and to the site of the new Downtown Conference Center. This project, however, cannot proceed without public subsidy and support.

## TRANSFORMATIVE PROJECT - 6

# INTEGRATING PROJECTS INTO COMMONS SUPERBLOCK



## IMPACT

**Estimated price:** \$1 million  
**Properties served:** 50+  
**Businesses served:** 100+

**Downtown Need(s) Addressed:** Amenities, business support

The heart of Downtown Ithaca, the Ithaca Commons is a “superblock” created when the pedestrian mall was built. This double block contains much of the new downtown development—the Marriott Hotel, the proposed Rimland Housing project (Project 12), the proposed Vecino project (Project 13), and Harold’s Square. It also contains the existing large Center Ithaca and Rothschild buildings, along with numerous smaller buildings fronting onto the Commons without rear loading/servicing capacity.

This project seeks to provide additional shared infrastructure for this key downtown superblock. Previous shared services were disrupted by construction, requiring a new initiative, to be spearheaded by the City and private landlords, to provide efficient and effective shared trash compacting, recycling, loading, and servicing for this dense urban block.

## TRANSFORMATIVE PROJECT - 7

# REMOTE PARKING INFRASTRUCTURE



## IMPACT

**Estimated price:** \$250,000  
**Parking spaces created/rebuilt:** 100

**Downtown Need(s) Addressed:** Parking; business support; amenities

Not all parking needs to be located in the city center. The DIA and City are working on a special program to enable downtown residents and selected commuters to park in remote lots for significantly reduced cost and receive

shuttle service from these lots to downtown. By moving forward with this project, we free up badly-needed spaces for short term consumer parking. This project will provide funds to help with the infrastructure.

# NEW TRAVIS-HYDE PARKING GARAGE



It is not sufficient for Downtown Ithaca to simply rebuild the spaces it already has. Given projected growth in demand due to projects scheduled to be completed in the next 1-12 months, the City has estimated that the Downtown District will fall nearly 500 spaces short when the current projects under construction are complete, leaving no new parking to support future projects in this proposal and those expected in the new 2030 Strategic Plan.

Travis-Hyde Properties, an Ithaca-based developer, owns a parcel in East Downtown next to their Gateway Plaza building. With public support, the firm proposes to construct a new 400-car parking garage to accommodate parking demand from the Gateway area and to provide badly-needed supplemental parking to nearby projects, such as City Centre and the Canopy Hotel. The project would also be connected to a 150-unit housing project and the building of an important memorial to the Alpha Phi Alpha black fraternity, founded here in Ithaca.

**IMPACT**

**Estimated price:** \$10 million  
**Parking Spaces Created/Rebuilt:** 400

**Downtown Need(s) Addressed:** Parking; business support; diversity

## SUMMARY OF PARKING SPACES CREATED BY DRI PROJECTS

● REBUILT SPACES	450
● NEW SPACES	520
● REMOTE SPACES	100
● <b>TOTAL SPACES</b>	<b>1070</b>

# WINTER VILLAGE TRAIL- EAST & WEST



The southern boundary of Downtown Ithaca is Six Mile Creek. The Creek runs through Downtown on its way to the flood control channel near Route 13 at Wegmans before continuing onto Cayuga Lake. A hundred years ago, the community utilized this waterway and adjacent land for parks and recreation. When floods displaced these facilities, they were never rebuilt. Today, the City has been working on a plan to bring its trail system to Six Mile Creek, creating a walking and biking trail that would be an urban amenity for downtown residents and workers. It would also serve as a visitor attraction for guests interested in walking from downtown to a gorge to see waterfalls. Named Winter Village Trail after the Native American encampments that populated the area in years past, the trail would travel both east and west.

The easterly direction would take people up the gorge to the Mulholland wildflower preserve, past falls, and natural attractions. The easterly direction would also provide connections with the South Hill and the East Hill neighborhoods. The westerly direction follows the Creek to the flood control channel, connecting Downtown to the Southside neighborhood and to the Route 13 commercial district. This westerly direction would also connect the Winter Village Trail with the existing Black Diamond trail system.

## IMPACT

**Estimated price:** \$2 Million  
**Neighborhoods connected to Downtown:** 3 --Southside, South Hill, and East Hill  
**Linear Feet of Trail:** 5,280 feet

**Downtown Need(s) Addressed:** Amenities, transportation, tourism

# DOWNTOWN UNIVERSAL WIFI



Employees and businesses both have asked for Downtown Ithaca to provide universal WIFI. Currently, the service is available indoors and only at a handful of select places where the indoor service bleeds to the outside. Universal WIFI allows people sitting on the Commons, or enjoying the downtown to be able to connect and receive service. This service is available in other comparative cities Ithaca monitors. Plans call for investment in a robust network that will enable WIFI to be accessible to all, 24/7.

**IMPACT**

**Estimated Price:** \$250,000  
**Blocks to be served:** 8

**Downtown Need(s) Addressed:** Amenities, business support, diversity, tourism

# PROJECTS THAT WILL DEMONSTRABLY CREATE AND ENHANCE THE AMENITY PACKAGE NEEDED TO ATTRACT BUSINESSES, RESIDENTS & VISITORS

## TRANSFORMATIVE PROJECT - 12

### RIMLAND HOUSING PROJECT - GREEN GARAGE EAST



The massive Green Garage parking structure occupies most of the front footage of Downtown Ithaca’s superblock. The garage is split into thirds. Two-thirds is owned by the City and proposed to be redeveloped by The Vecino Group. The remaining third is owned by private developer Jeff Rimland, who has proposed developing 170 units of market-rate housing, complementing the 100% affordable project planned by Vecino. The building would be constructed atop the previously described Green Garage East new parking facility and would utilize the 140-foot development zoning envelope already in place for the parcel. Combined with the Vecino project, 379 new housing units would be added to this central core downtown block, addressing a critical need for enhanced living opportunities in Downtown Ithaca.

#### IMPACT

**Estimated Price:** \$56 million  
**Number of Units:** 170

**Downtown Need(s) Addressed:** Housing, foot traffic, business support

# THE GREEN GARAGE REDEVELOPMENT



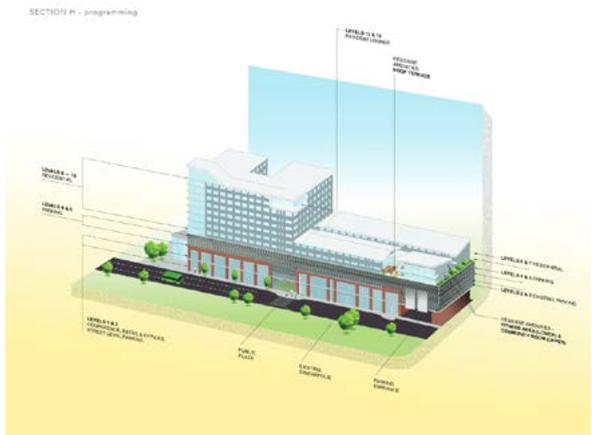
Winner of the City of Ithaca Green Garage redevelopment competition, The Vecino Group was selected by the City to undertake the rebuilding of the garage and the redevelopment of this key downtown site. The Vecino project has three elements — a conference center, parking, and a major affordable housing initiative. Vecino proposes to build 209 units of affordable housing, funded by a 4% Low-Income Housing Tax Credit (LIHTC).

The units will be affordable to people or families making between 50 percent and 80 percent of area median income. This is a significant undertaking for Ithaca; prior affordable housing projects in and around Downtown have only been up to 50 units. This project will more than double the total number of affordable housing units in the greater downtown area.

**IMPACT**

**Estimated price:** \$75 million  
**Number of units:** 209

**Downtown Need(s) Addressed:** Housing, foot traffic, business support



TRANSFORMATIVE PROJECT - 14

# TRAVIS-HYDE NEW DOWNTOWN HOUSING PROJECT



**IMPACT**

**Estimated price:** \$20 Million  
**Number of units:** 150

**Downtown Need(s)  
Addressed:** Housing, foot traffic, business support

The new Travis-Hyde downtown housing project is planned for the Gateway area of east Downtown, just two blocks east of the Commons. This project is likewise linked to a parking garage and would be built atop the garage. The project would feature 150 units of new hous-

ing, including both market-rate and affordable units. Travis/Hyde proposed this project in 2018 but was forced to delay its progress due to a lack of funding support. DRI funding would help jumpstart this stalled project.

TRANSFORMATIVE PROJECT - 15

# 510 W. STATE ST. WORKFORCE HOUSING & CORPORATE OFFICES PROJECT



**IMPACT**

**Estimated price:** \$15 million  
**Number of units:** 76  
**Number of permanent jobs:** 20

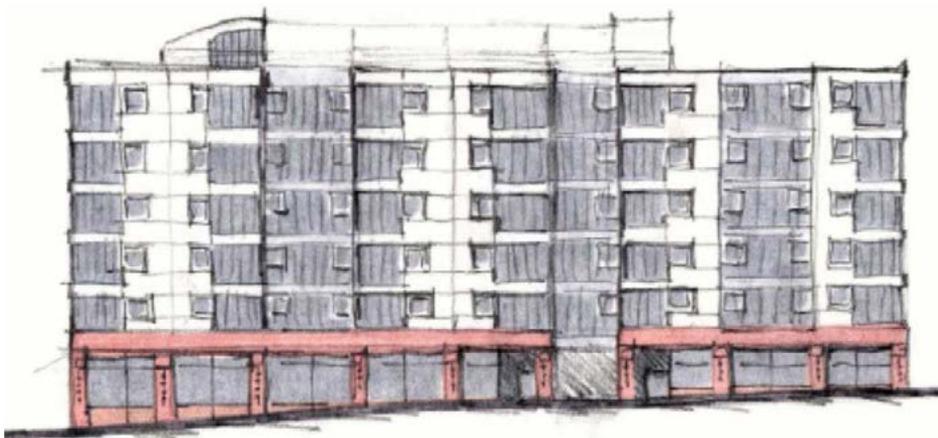
**Downtown Need(s)  
Addressed:** Housing, foot traffic, jobs, business support

Another housing project that reaches a hard to address population segment is the 510 West State Street project proposed by Visum Development. The project would consist of three parts: 50 units of workforce housing, ground floor retail, and new corporate offices for Visum and its

growing employee base, now projected to be 20 employees. This project also targets workforce housing (90 -110% AMI), one of the more challenging market segments to provide in Ithaca.

## TRANSFORMATIVE PROJECT - 16

# 409 STATE/508 GREEN ST. WORKFORCE HOUSING & RETAIL PROJECT



## IMPACT

**Estimated price:** \$12 Million

**Number of units:** 80

**Number of permanent Jobs:** 5

**Downtown Need(s)**

**Addressed:** Housing, foot traffic, jobs, business support

Also proposed by Visum Development five blocks west of the Commons in the West State Street corridor, this 50-unit housing with ground floor retail would also be targeted to the workforce market segment (90- 110% AMI).

## TRANSFORMATIVE PROJECT - 17

# 333 W. STATE ST. WORKFORCE HOUSING & RETAIL PROJECT



## IMPACT

**Estimated price:** \$12 million

**Number of units:** 50

**Number of permanent Jobs:** 5

**Downtown Need(s)**

**Addressed:** Housing, foot traffic, jobs, business support

Visum Development is also proposing a third workforce housing development, located at 333 West State Street, three blocks from the Ithaca Commons. This project would replace substandard existing properties and create an in-fill project with 50 units of additional workforce housing (90-110% AMI) along with ground floor retail. Both the

previously noted 409 State/508 Green Street projects and this proposed project are contingent on receiving public financial assistance from DRI. Several projects proposed by Visum for the 2018 DRI application were mothballed due to a lack of funding support.

## TOTAL 2019 DRI PROPOSED HOUSING SUMMARY

● MARKET RATE UNITS	299
● WORKFORCE UNITS	206
● AFFORDABLE UNITS	230
● <b>TOTAL SPACES</b>	<b>735</b>

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### TRANSFORMATIVE PROJECT - 18

# STOREFRONT & BUSINESS IMPROVEMENT MATCHING GRANT PROGRAM



## IMPACT

**Estimated Price:** \$500,000  
**Project # of Businesses Served:** 10

**Downtown Need(s) Addressed:** Jobs, business support

Business owners have asked the DIA and City to help fund a matching grant program for storefront and other business improvements that will strengthen street level businesses. An existing IURA loan program for downtown business is currently out of funds. This fund would enable

businesses to make much-needed improvements to their exterior storefronts and/or interior premise enhancements to make them more competitive in the current retail marketplace.

# SENECA/GREEN STREETS CORRIDOR AMENITIES PROJECT



**IMPACT**

**Estimated price:** \$500,000  
**Blocks served:** 4  
**Businesses served:** 43

**Downtown Need(s)  
Addressed:** Amenities, foot traffic, business support

The Green and Seneca Street corridors are predominantly automobile-oriented streets, accented by their one-way orientations. Both streets serve to carry cars around the Commons pedestrian mall. They have received little or no attention and amenities over the years, yet are crucial parts of our Downtown landscape. This project would

provide a suite of street and sidewalk amenities for both Green and Seneca Streets. Targeting the 100 North and South blocks of both streets, amenities would include bump outs, pedestrian scale lighting, trash and recycling receptacles, benches, and information kiosks.

# INNOVATION DISTRICT PLANNING & IMPLEMENTATION PROJECT



**IMPACT**

**Estimated Price:** \$250,000  
**Business project to be assisted:** 10  
**Jobs to be created:** 100

**Downtown Need(s)  
Addressed:** Jobs, business support

The 2030 Strategic Plan is likely to advocate for a downtown/community innovation district initiative that will help to highlight and promote Ithaca's technology and creative potential. Downtown Ithaca already has a high concentration of innovators, creatives and entrepreneurs across a number of different sectors. The goal of the Innovation District would be to leverage existing strengths and add both anchor initiatives and small investments to create an ecosystem where creativity of all types will take root and thrive. An end goal will be to create up to 10 new businesses and 100 new jobs in creative industries over a 5-year period. The district planning and implementation project would be managed by City Economic Development staff, with support and assistance from the DIA and TCAD, and will seek to create market tools and opportunities, along with providing support to private sector leasing and market efforts.

## TRANSFORMATIVE PROJECT - 21

# RETAIL INCUBATOR & MAKER SPACE PROJECT



### IMPACT

**Estimated price:** \$1 million  
**Number of retail entrepreneurs served:** 25+  
**Number of jobs created:** 5

**Downtown Need(s) Addressed:** Foot traffic, jobs, business support

Downtown Ithaca proposes to undertake a retail incubation project that is designed to help nurture and launch small scale retail entrepreneurs. The project would identify and contract for master leasing a downtown retail site that will be subdivided into small micro units for retail

startup entrepreneurs. This projects borrows from the concept used by the Akron, Ohio Northside retail incubation project. The project would be managed by the Downtown Ithaca Alliance, in conjunction with the selected private landlord.

## TRANSFORMATIVE PROJECT - 22

# CREATING A DOWNTOWN FOOD HALL AT CENTER ITHACA



### IMPACT

**Estimated Price:** \$1 Million  
**Estimated jobs created:** 20  
**Estimated businesses assisted:** 7  
**Foot Traffic:** 35,000  
**Downtown Need(s) Addressed:** Foot traffic, jobs, business support

Food halls are the growing trend in downtowns across the country. Ithaca's interior food court in Center Ithaca pre-dates this trend and is now tired and in need of change. With support from DRI funds, this project would help the owners of Center Ithaca redesign the existing food court into a new state-of-the-art food hall which will attract

thousands of new visitors downtown for experiential retail and authentic, sophisticated dining experiences. A new food hall in the heart of downtown will become a key part of downtown's culture and a destination for visitors and locals alike for years to come.

## TRANSFORMATIVE PROJECT - 23

# WEST STATE STREET AMENITIES PROJECT



## IMPACT

**Estimated price:** \$250,000  
**Number of businesses affected:** 20

**Downtown Need(s) Addressed:** Business support, amenities

Initially improved by the City of Ithaca in 2001, the West State Street corridor was rebricked from the Commons to Route 13 (Meadow Street), catalyzing a wave of new investment along the corridor, including new businesses such as the **Kitchen Theater, Gimme Coffee, Saigon**

**Kitchen, Quilters Corner, Franco's Pizza, and Liquid State Brewing Company.** Today, the street needs additional sidewalk and streetscape amenities to take the next step forward. Plans call for street banners, benches, public art, and pedestrian scale lighting.

## TRANSFORMATIVE PROJECT - 24

# DOWNTOWN STOREFRONT ACCESSIBILITY PROGRAM



## IMPACT

**Estimated Price:** \$0.5 Million  
**Number of Storefronts Likely to be Assisted:** 5-10

**Downtown Need(s) Addressed:** Accessibility, foot traffic, business support

When Downtown and Commons storefronts were built, little consideration was given to accessibility. Today, accessibility is an important concern. Managed by the City IURA, this project would create a DRI storefront accessibility matching grant fund to assist downtown property

owners and businesses overcome the expensive and difficult task of correcting inappropriate and nonconforming storefronts that currently deter and prevent accessibility by all.

# TRANSFORMATIONAL PROJECTS WITH IMPACT, BY NUMBERS

## SUMMARY OF DRI PROJECT RELATED JOB CREATION

● RETAIL JOBS	35
● HOSPITALITY JOBS	30
● OFFICE JOBS	20
● TECH JOBS	100
● OTHER JOBS	12
● <b>ESTIMATED TOTAL # OF JOBS</b>	<b>197</b>

## SUMMARY OF PROJECTED ANNUAL FOOT TRAFFIC GENERATED FROM DRI PROJECTS

● CONFERENCE/MEETING CENTER	60,000
● BUS DEPOT RETENTION/EXPANSION	100,000
● FOOD HALL TRAFFIC	35,000
● <b>TOTAL NEW FOOT TRAFFIC</b>	<b>195,000</b>

# PART EIGHT: ADMINISTRATIVE CAPACITY

*We can do this. We have the staffing, the procedures and processes, and experience to make DRI work here in Ithaca.*

## A TEAM APPROACH

Our 2019 DRI planning committee will form the basis for a DRI local planning committee (LPC). Core partners for this effort will be: **The City of Ithaca**, led by the Department of Planning and Economic Development; **IURA**, **TCAD**, and the **Downtown Ithaca Alliance**.

### JOANN CORNISH

City of Ithaca, Director of Planning & Development

### TOM KNIPE

City of Ithaca, Deputy Director for Economic Development

### NELS BOHN

Ithaca Urban Renewal Agency, Executive Director

### HEATHER MCDANIEL

Tompkins County Area Development, President

### GARY FERGUSON

Downtown Ithaca Alliance, Executive Director

### KRIS LEWIS

Downtown Ithaca Alliance, Director of Operations

### ALLISON GRAFFIN

Downtown Ithaca Alliance, Director of Marketing



## CITY OF ITHACA

The City of Ithaca will serve as the lead entity for this grant and process. The City team is led by Mayor Svante Myrick, Director of Planning and Development JoAnn Cornish, Ithaca Urban Renewal Agency Executive Director Nels Bohn, and Deputy Director for Economic Development Tom Knipe. Other City staff who will play key roles in the implementation of a DRI program include: Senior Economic Development Planner Jennifer Kuszniir, Superintendent of Public Works Michael Thorne, City Engineer Tim Logue, and City Clerk/Public Information Officer Julie Holcomb.

The City of Ithaca Department of Planning and Development has experience planning for and managing grants of varying sizes and complexities. These range from the large \$15 million Commons rebuild project to smaller streetscape projects. Currently, the City Planning & Development Department oversees a DEC Climate Smart Communities grant devoted to Transportation Demand Management. Fiscal oversight systems are in place to ensure funds are appropriately managed and accounted for.

The City also has the capacity to work with developers, landlords, businesses, and organizations on the various projects that will be part of a DRI Implementation Plan. The City routinely works with private sector parties on a variety of initiatives and can be an effective facilitator and convener.

## DOWNTOWN ITHACA ALLIANCE

The Downtown Ithaca Alliance(DIA) will also serve as a key partner in the DIA planning and implementation process. Created in 1997, the DIA serves as the formal business improvement district for 22 blocks of downtown. The organization has technical capabilities in development facilitation, business retention and recruitment, transportation planning, marketing, downtown operations & management, and special events. The DIA is governed by a 27-member board of directors representing a broad cross section of stakeholder interests in downtown. Elections are contested as downtown property owners, businesses, and residents seek to help shape the future of Downtown.

The DIA itself has extensive history and experience in grant administration and facilitation. The organization has been the recipient of multiple New York Main Street awards and is just completing a two year NYSERDA transportation demand management grant. The DIA is also the contractor implementing a DEC Climate Smart communities grant in conjunction with the City.

## TOMPKINS COUNTY AREA DEVELOPMENT

Rounding out the oversight team will be representatives from TCAD, our County's economic development services provider. TCAD is the administrator of the County Industrial Development Agency (IDA) and has extensive background and expertise in grant management and facilitation. TCAD has helped champion the CIITAP tax incentive program that has been so essential for downtown projects. Heather McDaniel serves as TCAD President and will be closely working with the DRI implementation process.

## KEY STAKEHOLDER PARTNERS

- City of Ithaca IURA
- City of Ithaca:
  - Planning & Economic Development Department
  - Department of Public Works
- Tompkins County
- Tompkins County Area Development [TCAD]
- Tompkins Consolidated Area Transit [TCAT]
- Tompkins County Chamber of Commerce
- Tompkins County Convention & Visitors Bureau
- Cornell University
- REV Startup Works
- Ithaca College
- Tompkins Cortland Community College [TC3]
- Community Arts Partnership [CAP]
- State Theatre of Ithaca
- Cinemapolis

## LINKING DRI AND THE DOWNTOWN 2030 PLANNING PROCESS

The City and DIA are working collaboratively on a two-part downtown planning process that can merge and link nicely with the DRI planning process. Currently, the City and DIA are working on the creation of a 2030 Downtown Strategic Plan and a Downtown/West End sub-area comprehensive plan. This process just gotten underway and can provide a great platform and base for engaging the community. Indeed, the 2030 Planning process calls for some 35 different community outreach sessions with different stakeholders and constituent groups. Given the DRI's strong emphasis on planning and engagement, this is an excellent opportunity to link together the 2030 planning and the DRI planning process.

# PART NINE: LETTERS OF SUPPORT

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**1. SVANTE MYRICK**

Mayor, City of Ithaca

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**2. JOANN CORNISH**

Director of Planning & Development, City of Ithaca

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**3. PETE MESSMER**

Director of Parking, City of Ithaca

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**4. SEPH MURTAGH**

Ithaca Common Council, City of Ithaca

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**5. MICHAEL THORNE**

Superintendent of Public Works, City of Ithaca

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**6. MARTHA ROBERTSON**

Chair, County Legislature, Tompkins County

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**7. ANNA KELLES**

County Legislature, Tompkins County

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**8. KATHARINE BORGELLA**

Commissioner of Planning, Tompkins County

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**9. NICK HELMHOLDT**

Director Tourism Planning, Tompkins County

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**10. LARRY BAUM**

Chair of the Board, Tompkins County Area Development

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**11. JENNIFER TAVARES**

President & CEO, Chamber of Commerce

---

**12. KEN ROTHER**

Director, REV Startup Works

---

**TOM SCHRYVER**

Executive Director, REV Startup Works

---

**13. GARY STEWART**

Associate Vice President for Community Relations, Cornell University

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**SUSAN RILEY**

Deputy Director for Community Relations, Cornell University

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**14. PAULA YOUNGER**

Executive Director, Gov't & Community Relations, Ithaca College

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**15. DR. ORINTHIA MONTAGUE**

President, Tompkins Cortland Community College

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**16. TERI TARSHUS**

General Manager, Hilton Garden Inn

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**17. SONNY KARIMI**

General Manager, Hotel Ithaca

---

**18. RICK MANZARDO**

President, The Vecino Group

---

**19. TODD FOX**

President, Visum Development Group

---

**20. KEN JUPITER**

Co-Owner, 15 Steps (Retail Store)

---

**21. NICK NICKITAS**

President, Rosie App

---

**22. BRETT BOSSARD**

Executive Director, Cinemapolis

---

**23. DOUG LEVINE**

Executive Director, State Theatre

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**24. STEVE HEADRICK**

President, Downtown Ithaca Alliance



## CITY OF ITHACA

108 East Green Street Ithaca, New York 14850

OFFICE OF THE MAYOR • SVANTE L. MYRICK

Telephone: 607/274-6501 Fax: 607/274-6526

May 22, 2019

Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of the City of Ithaca to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program. The City has taken the hard and often times politically challenging steps to make our downtown strong. We have a tax abatement plan in place, a retail street level ordinance and we have up-zoned our urban core.

Now, we have assembled over 20 different projects that collectively will have a transformational impact on the economy and viability of downtown Ithaca. We have a ten step action plan that will transform our downtown. We need to take the next step in downtown revitalization and move to the next level. We need to support our retail environment. We need to retain our young professionals. We need to retain our baby boomers. We need to attract more foot traffic. We need to set up Ithaca to sustain itself and continue to grow. We need to meet the needs of our entire population for housing. We need to build the backbone for growth and development. We need to make a place where people want to live, work, and visit. We need to provide the environment for entrepreneurial innovation and creativity.

The DRI can provide Ithaca with the critical infrastructure and backbone needed for private investment to step forward and flourish. The DRI can help Ithaca to serve the region as an employment center, an arts and entertainment center, and a center of learning and technology transfer. The DRI is a great opportunity for us to build on the foundation that has been laid in the area of downtown redevelopment, housing, transportation and other amenities.

We are working hard to create a next generation downtown. We look forward to working with the DRI Planning Committee to bring the vision to fruition. Thank you for your consideration.

Sincerely,

Svante L. Myrick  
Mayor





**CITY OF ITHACA**  
**108 E. Green Street — 3rd Floor Ithaca, New York 14850-5690**

**DEPARTMENT OF PLANNING and DEVELOPMENT**

**JoAnn Cornish, Director of Planning and Development**

Phone: 607-274-6550

Fax: 607-274-6559

Email: [dgrunder@cityofithaca.org](mailto:dgrunder@cityofithaca.org)

May 24, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am again taking this opportunity to write on behalf of the City of Ithaca Department of Planning and Development to offer our strong support for the application of the Downtown Ithaca Alliance to the Downtown Revitalization Initiative Grant program.

In my position as of Director of Planning and Development and as a lifelong resident of the City of Ithaca, I have been committed to our City's revitalization efforts for nearly 30 years. Unlike other upstate areas in New York, Ithaca has seen a significant increase in major development projects in the last few years and development interests are holding strong. We continue to see numerous large construction projects in the core of the city as well as in our Collegetown.

Recognizing how fortunate we are, we also realize it is not enough to just construct buildings. The need to curate Ithaca as a place that will be a magnet for people and business must be ongoing. Ithaca is on the precipice of becoming one of the premier upstate economic engines through quality, affordable housing options, employment, innovative business opportunities, education, and tourism. A successful bid for a DRI grant would catapult Ithaca into the forefront of the upstate economy and result in a win for the entire region

The City of Ithaca is known as a place of great natural beauty, rich heritage, diverse and vibrant community life, small-city character, and steadfast pursuit of social equity, physical accessibility, livability, and environmental sustainability. With an increasing older population, nearly 30,000 college and university students, and one of the top school districts in the country, we are seeking to attract retirees, homegrown, and graduating millennials, to our Downtown. Drawn by the walkable environment, the shopping, dining, and entertainment amenities, and the convenient public transit that connects Downtown to other key employment centers (such as Cornell, Ithaca College and Cayuga Medical Center), we are confident, with the assistance of a DRI, we will move successfully towards that goal.

Thank you for your consideration.

JoAnn Cornish

Director of Planning and Development  
City of Ithaca  
108 East Green Street  
Ithaca, NY 14850



## CITY OF ITHACA PARKING DIVISION

c/o 108 E. Green Street  
Ithaca, New York 14850-6590

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PARKING DIVISION LOCATION

202 E. Seneca Street

Telephone: 607/882-2351

Fax: 607/72-1026

May 28, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell,

I am writing this letter to offer my support for the application of the Downtown Ithaca Alliance to the Downtown Revitalization Initiative Grant program.

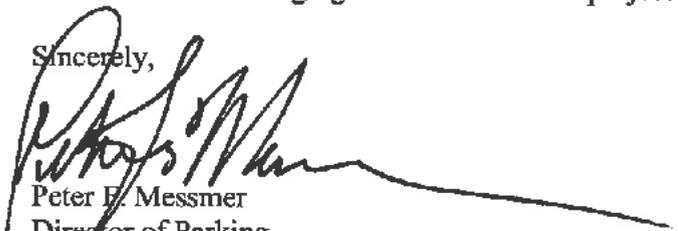
The DRI is a great opportunity for the City to build on the foundation that has been laid in the areas of downtown redevelopment, housing, transportation and other amenities. More specifically from my purview, award of this grant opportunity to the City would provide the ability to enhance parking infrastructure facilities to accommodate the growth we desire. Some of the most strategic parking projects envisioned include the following:

- A new state-of-the-art parking garage for visitors, tourists, and workforce commuters
- Deployment and operation of a transportation demand management program
- Park and Ride services
- A public-private flat lot parking system in the downtown area
- Way finding signage throughout the City

The City would like to accomplish the above projects to help achieve broader goals such as: providing sufficient parking supply commensurate with downtown development; promotion of alternative travel modes that will help reduce downtown traffic congestion; and parking opportunities outside of the downtown core.

The City of Ithaca Parking Division works collaboratively with the DRI Planning Committee and looks forward to bringing the vision for such projects to fruition.

Sincerely,



Peter E. Messmer  
Director of Parking  
City of Ithaca



CITY OF ITHACA  
108 East Green Street — 3rd Floor Ithaca, New York 14850-5690

COMMON COUNCIL

Joseph "Seph" Murtagh, Alderperson, 2<sup>nd</sup> ward

May 30, 2019

Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, #1508  
Binghamton, NY 13901

Dear Director Howell,

I'm writing in my capacity as an Ithaca Common Council member representing downtown Ithaca and chair of the Council's Planning and Economic Development committee to express my enthusiastic support for Ithaca's application for a DRI grant.

Downtown Ithaca has seen some positive growth in recent years, but the urban core faces many challenges, including deteriorating infrastructure, aging parking facilities, transportation issues, a business environment that continues to struggle with competition from online retailers, and a major demand for affordable housing.

While we've taken steps to address these challenges – including investments in affordable housing and a major rebuild of our downtown pedestrian mall – a DRI award will help take these efforts to the next level, allowing our community to leverage private investment that supports housing, business, arts, and cultural growth and creates a sustainable year-round downtown.

Ithaca is truly a jewel of upstate New York, with so much to offer visitors and locals alike, from our great neighborhoods to our beautiful natural scenery to our amazing hospitality sector. A DRI award will help us reach our full potential by transforming our downtown into a world-class hub for people, the businesses, and the arts.

Sincerely,

Seph Murtagh  
Chair, PEDC  
Alderperson, 2<sup>nd</sup> Ward  
Ithaca Common Council



## CITY OF ITHACA

108 East Green Street, Ithaca, New York 14850-6590

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DEPARTMENT OF PUBLIC WORKS

Michael J. Thorne, P.E., Superintendent

Telephone: 607/274-6531

Fax: 607/274-6587

May 30, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley St., Room 1508  
Binghamton, NY 13901

Dear Ms. Howell;

I am writing to express my strong support for the Downtown Ithaca Alliance's application for the Downtown Revitalization grant.

We support growth and development in the central core of the community as it is more cost efficient than extending infrastructure and emergency services to the edges of community. However, we are currently lacking adequate facilities to accommodate the growth we desire. The DRI funds will help provide essential upgrades to core infrastructure that will help to drive private investment in the City, ultimately creating jobs, housing opportunities, amenities, and new tax revenue.

On behalf of the City's Department of Public Works, I fully support the Downtown Ithaca Alliance's application for DRI funding.

Sincerely,

Michael Thorne, P.E.  
Superintendent of Public Works  
City of Ithaca



## Tompkins County Legislature

Governor Daniel D. Tompkins Building

121 East Court Street, 2<sup>nd</sup> Floor

Ithaca, N.Y. 14850

Telephone (607) 274-5434

Fax (607) 274-5430

[www.tompkinscountyny.gov/legislature](http://www.tompkinscountyny.gov/legislature)

May 30, 2019

Donna Howell, Regional Director  
Southern Tier Regional Office, Empire State Development  
44 Hawley St., Room 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am pleased to offer my strong support to the Ithaca community's application to the 2019 Downtown Revitalization Initiative (DRI) program. The theme of the application is "Creating a Next Generation Downtown—Moving to the Next Level of Revitalization."

This proposal features a variety of project options which collectively will make a remarkable and transformational difference to our community. It is being prepared by the Downtown Ithaca Alliance and the City of Ithaca, with help and collaboration from other community organizations and entities, including representatives from Tompkins County.

The 2019 Downtown Ithaca DRI application proposes to undertake a thorough and sweeping transformation of Downtown Ithaca. The application is designed to address the key obstacles and hurdles facing Downtown today and in the years ahead. These are:

- Creating housing opportunities for all (especially middle income and affordable housing);
- Bolstering foot traffic to our businesses, especially our hotels and our diverse retail, restaurant, and entertainment businesses;
- Creating the amenity package that will help Downtown Ithaca to thrive in the 21<sup>st</sup> century and to attract and retain both our young professionals and our senior citizens; and
- Overcoming costly and difficult infrastructure constraints (e.g., the need for additional parking).

The application contains specific projects that address each of these community hurdles: over 200 units of new affordable housing, 150 units of workforce housing, a new community conference center, and up to 1,000 parking spaces, just to name a few of the 24 different projects identified. Nearly all of these important projects require grant support to move forward. County and City government, the local private sector, and the Downtown Ithaca Alliance can only do so much.

This is the fourth year our community is seeking the support of STREDC for a DRI. Now, more than ever, we need the assistance that the DRI program can provide. We will do our part; we will provide great and transformational projects. We will provide local gap filling support. We will work closely with and benefit from the consultants and planners that come with the DRI program. But we need the help and support of STREDC and the DRI program.

I urge STREDC members to support Downtown Ithaca's proposal. I deeply appreciate your consideration.

Sincerely,



Martha Robertson  
Chair, Tompkins County Legislature



*Inclusion through Diversity*



**Tompkins County Legislature**

**Governor Daniel D. Tompkins Building**

**121 East Court Street, 2<sup>nd</sup> Floor**

**Ithaca, N.Y. 14850**

**\* Telephone (607) 274-5434**

**Fax (607) 274-5430**

**[www.tompkinscountyny.gov/legislature](http://www.tompkinscountyny.gov/legislature)**

May 30, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell;

I am writing to you in my capacity as a Tompkins County legislator and a member of the Board of the Downtown Ithaca Alliance to express my enthusiastic support of the Downtown Ithaca Alliance and the City's application for the Downtown Revitalization Initiative grant program.

In an ever changing real estate and economic landscape, downtown Ithaca needs to have the structure in place to sustain itself - when times get tough, when the national economy sours, when the next new trend arrives, when suburban growth re-energizes. The DRI can help us meet this challenge.

DRI funding can also help us to meet the needs of our entire population with housing for all including affordable and workforce. While we know we cannot build housing for all who work in Ithaca/Tompkins County, we also know there are people who are being forced out of our community due to lack of housing opportunities. The DRI can help us overcome the funding hurdles that make building housing for all such a difficult task.

The benefits of receiving DRI funding for the City of Ithaca are far reaching. The revitalization would bring along with it the vibrancy and renewed energy that is so necessary to keep a community viable. The potential economic opportunities in attracting new businesses and increasing tourism would provide the Ithaca-Tompkins County metropolitan area with a sustainable means of continuing development into future years.

Please do not hesitate to reach out if I can be of assistance.

Sincerely,



Anna Kelles, PhD  
Legislator, Tompkins County – District 2



*Inclusion through Diversity*

**Tompkins County**  
**DEPARTMENT OF PLANNING AND SUSTAINABILITY**

121 East Court Street  
Ithaca, New York 14850

Katherine Borgella, AICP  
Commissioner of Planning and Sustainability

Telephone (607) 274-5560  
[www.tompkinscountyny.gov/planning](http://www.tompkinscountyny.gov/planning)

May 29, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley St., Room 1508  
Binghamton, NY 13901

RE: Application for Downtown Revitalization Initiative Grant

Dear Ms. Howell:

I am writing to express my strong support for the Downtown Ithaca Alliance's application for grant funding under New York State's Downtown Revitalization Initiative.

The vision outlined in the DRI proposal will transform Ithaca into a regionally significant next generation city that appeals to long-time residents, as well as Generation Z and Millennials looking to start their first jobs or settle down with their families. The DRI will provide funds to help the City create an expanded infrastructure backbone that will be able to meet the needs of new growth and development for years to come.

Ithaca is a very livable community, unique in its ties with higher-education and abundance of natural beauty and recreational opportunities. As the County seat, Ithaca is an integral component of efforts to position Tompkins County as a premier place to live, work, and visit.

This proposal aligns well with the principles and policies outlined in the Tompkins County Comprehensive Plan, most significantly, that "Tompkins County should be a place where new development is focused in compact, walkable, mixed-use communities" and "where economic prosperity is accessible to all."

In addition, there is a strong sense of collaboration and cooperation within Tompkins County that sets us apart, with public, not for profit and private interests all working in tandem to bring projects to fruition. Having State funds available to our community to re-imagine the revitalize Ithaca would be a very strong investment in the future of Ithaca and the Southern Tier region of New York State. For these reasons, I urge you to please give this proposal your full consideration and support.

Sincerely,



Katherine Borgella, AICP  
Commissioner of Planning and Sustainability

**Tompkins County**  
**DEPARTMENT OF PLANNING AND SUSTAINABILITY**

121 East Court Street  
Ithaca, New York 14850

Katherine Borgella, AICP  
Commissioner of Planning and Sustainability

Telephone (607) 274-5560  
[www.tompkinscountyny.gov/planning](http://www.tompkinscountyny.gov/planning)

May 30, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley St., Room 1508  
Binghamton, NY 13901

RE: Application for Downtown Revitalization Initiative Grant

Dear Ms. Howell:

I am writing to express strong support for the Downtown Ithaca Alliance's application for Downtown Revitalization Initiative funding.

The Tompkins County Tourism Program recognizes the critical importance of downtown Ithaca to sustaining and growing tourism. The County's *2020 Strategic Tourism Plan* defines downtown Ithaca as a focus area for visitors and aims to "enhance downtown Ithaca as a hub of visitor activity." Results from an online Visitor Profile Survey conducted last summer revealed that over 40% of our county's visitors stroll the Ithaca Commons.

The vision of a next generation city as defined in the grant application aligns with the County's aspirations. A healthy pedestrian environment, mix of retail and restaurant experiences, transportation options, and workforce housing are all essential elements for a downtown that serves visitors, residents, and workers. In addition, projects such as a conference center, a new gorge trail, wayfinding signage, and a bus depot would improve the appeal of downtown as a destination for visitors and the quality of life for residents.

I am enthusiastic that this grant will have a transformative and beneficial impact on the community.

Sincerely,



Nick Helmholtz, AICP  
Principal Planner / Tourism Program Director

CC: Katherine Borgella, Commissioner of Planning & Sustainability;  
Kelli Cartmill, Chair of Strategic Tourism Planning Board



**15 Thornwood Drive, Ithaca, NY 14850 -- 607-257-3524**

May 23, 2019

Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, #1508  
Binghamton, NY 13901

Dear Ms. Howell;

I am pleased to support Ithaca's application for the Downtown Revitalization Initiative Grant program. Many years of planning and substantial private and successful public and private investment has positioned our community as the shining star in Upstate New York. Ithaca is increasingly seen as the place to be. However, the reality is that every recent major project in downtown Ithaca has ONLY happened because of some public sector investment.

This award will allow our community to leverage significant private investment to continue the growth of business, housing, as well as arts and cultural projects which all will work toward creating a sustainable year round downtown. Right now, there are nearly 20 projects in the planning stages that if supported through the DRI, could leverage over \$200 million in private investment. We need that additional public investment.

I grew up in Ithaca, founded and grew our company, The Computing Center in our community. As board chair of Tompkins County Area Development (TCAD), I recognize that downtown Ithaca is a key attribute in retaining and attracting the next generation of knowledge workers. We are well on our way to having the right mix of jobs, housing and cultural activities that will retain and attract dynamic innovative companies and their well-paid employees.

Ithaca is a regional job center that provides employment to over 15,000 in-commuters each work day. I believe that increased public and private investment targeted to our downtown will strengthen the entire region, improving the regional economy and making connections with many people who live in the Southern Tier of New York State.

Sincerely,

Larry F. Baum, Chair of the Board  
Tompkins County Area Development



T O M P K I N S  
C H A M B E R



May 23, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of the Tompkins County Chamber of Commerce and the Ithaca/Tompkins County Convention & Visitors Bureau to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program.

Downtown Ithaca's Downtown Revitalization Initiative application seeks to implement important infrastructure projects which will support our efforts to attract and grow a suitable workforce, sustain our vibrant tourism economy, and continue to enhance our quality of life. These projects include rebuilding the Green Street Garage, building a Downtown Conference Center, completing the Six Mile Creek-Winter Village trail and improvements to Dewitt Park, among other projects.

These infrastructure projects are essential to the continued growth and development of Downtown Ithaca and our region as a whole. As Governor Cuomo and other NYS economic development leaders have made clear, attracting and retaining young professionals and millennials/Gen Z is key to maintaining a vibrant region and to stabilize New York's declining population.

Ithaca and Tompkins County are a gateway for millennials and Gen Z, and we have the opportunity to persuade far more college students to stay in the region and work after they complete their education at Ithaca College, Cornell University, TC3, Binghamton University, SUNY Broome, SUNY Cortland, or Wells College. Millennials are drawn to Downtown Ithaca by the walkable environment, the shopping, dining, and entertainment amenities, and the convenient public transit that connect Downtown to other key employment centers.

Our area is also very popular for retirees to move to, and we boast a higher than average percentage of our population that chooses to continue living here in retirement. The fifty plus cohort represents people downsizing their homes and seeking a walkable urban experience—but we struggle to have adequate living choices and urban infrastructure to support this population.

Yet we lack the housing stock necessary to place potential residents where they'd like to live, and to do so affordably. We are currently an employment hub, but not a housing hub—our continued investment in Ithaca as a great place to live, work, and play will be vital to retaining and growing our workforce—as substantial portion of which comes from the counties in elsewhere in the Southern Tier. We desperately



T O M P K I N S  
C H A M B E R



need to build a conference center meeting space downtown, or our mid-week room nights will continue to be a challenge to fill.

Ithaca is special. Downtown Ithaca, and specifically the pedestrian mall—the Commons—is often cited as one of the single biggest drivers of our annual tourist and visitor traffic, which heavily impacts our local economy and whether our business thrive. Downtown Ithaca—and the businesses, restaurants, theatres, and arts venues that call it home—is part of the wonderful quality of life we offer that attracts new residents.

We have the opportunity to leverage our past successes, continue to attract new investment, and to further grow our residential and visitor bases—an opportunity that not every community has. Our community of businesses, organizations, and elected officials have come together to do our part in enhancing our efforts to attract tomorrow's workforce, support residents and transplants alike in finding what they need in our community and region. We now need the state's investment to make our vision a reality. This DRI application will help solidify and maximize this opportunity for Ithaca and benefit our neighbors in the Southern Tier as well.

I strongly support this application, and would suggest once again that Ithaca is the best place in the Southern Tier Region to make this important grant investment. As an economic developer; as Chamber President; as Industrial Development Agency board member, and with many other hats I wear regularly—I can tell you that while Ithaca has had many successes and is well positioned for growth, we also need critical support from New York State in order to capture and maximize our growth opportunities to the benefit of the entire Southern Tier Region.

Please do not hesitate to reach out if I can be of assistance.

Sincerely,

Jennifer Tavares, CECD  
President & CEO  
Tompkins County Chamber of Commerce & CVB



May 23, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell,

I am writing on behalf of Rev: Ithaca Startup Works to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program.

Rev: Ithaca Startup Works is a partnership between Cornell University, Ithaca College, and Tompkins Cortland Community College. When planning the incubator, we deliberately chose a site in the heart of downtown Ithaca – our home. We are committed to helping grow the economy of the area and region, and rooting ourselves in downtown is a critical part of helping support a vibrant and thriving economy. Our experience working with startups has shown that the attractiveness and livability of Ithaca play a critical role in their choosing to locate their business and remain in the region.

By providing Downtown Revitalization Initiative funding to downtown Ithaca, New York state can help Ithaca become a beacon for innovation and quality of life, drawing visitors from around the United States and beyond, and attracting them to all that upstate New York has to offer. I hope that you will recommend this proposal for support.

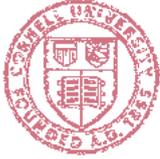
Sincerely,

A handwritten signature in black ink, appearing to read "Ken Rother".

Ken Rother  
Director

A handwritten signature in black ink, appearing to read "Tom Schryver".

Tom Schryver  
Executive Director



Cornell University

**University Relations**  
Gary Stewart  
Associate Vice President  
Community Relations  
110 Day Hall  
Ithaca, NY 14853-2801  
t. 607.255.5348 c. 607.227.5531  
[gjs28@cornell.edu](mailto:gjs28@cornell.edu)  
[www.cornell.edu](http://www.cornell.edu)

May 29, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell,

We are writing on behalf of Cornell University's Office of Community Relations in support of the Downtown Ithaca Alliance's application for a Downtown Revitalization Initiative grant.

As active board members with the Tompkins County Chamber of Commerce, the Alliance and related organizations, our office is steadily engaged in the health and well-being of downtown's present and future.

Cornell has invested heavily in downtown Ithaca in recent years, relocating hundreds of professional staff to Seneca Place on The Commons, and choosing downtown as the site for the successful business incubator REV: Ithaca Startup Works. The incubator has been a draw for recent graduates to remain in Ithaca, as young professionals increasingly seek engaging career opportunities and a metro-like lifestyle, and a DRI grant can help address the latter.

Cornell's commitment to downtown Ithaca was also illustrated with the 2016 opening of a Cornell Store annex on The Commons. This popular attraction for residents and visitors is on the local tax rolls – as is REV - and has experienced steady growth since opening.

Downtown Ithaca reflects the increasing diversity of Cornell and Ithaca, where students, staff and faculty from 70 nations make their home on campus and in the community, with downtown at the center. The DRI will help Ithaca provide an environment to further motivate recent graduates to stay in the area and lend their skills, creativity and talent to the region.

Our great university would not prosper if downtown Ithaca wasn't vibrant and progressive, and as is the case on both East Hill and in downtown, there will

always be shared challenges and opportunities. We are proud that Downtown Ithaca and all its diverse components are essential, collaborative partners.

It is our hope to see Downtown Ithaca supported through this important program, not because it is treading water, but because its leaders and supporters think big, and take chances, for the benefit and future of Upstate New York.

Cordially,

A handwritten signature in black ink, appearing to read 'G. Stewart', written in a cursive style.

Gary Stewart  
Associate Vice President for University Relations  
Cornell University  
Ithaca, NY 14850

A handwritten signature in black ink, appearing to read 'S. Riley', written in a cursive style.

Susan Riley  
Deputy Director for Community Relations  
Cornell University  
Ithaca, NY 14850

CC/cc



# ITHACA COLLEGE

Office of the President

May 30, 2019

Donna Howell  
Southern Tier Regional Director  
Empire State Development  
44 Hawley Street, Room 1508  
Binghamton, NY 13901

Dear Ms. Howell:

As a local anchor institution and a long-time community partner, Ithaca College proudly supports the grant application and proposal submitted by the Downtown Ithaca Alliance (DIA) for Round 4 Downtown Revitalization Initiative (DRI) funding.

The DIA offers a “next generation city” vision for our downtown and is ready to move forward with thoughtful, transformative projects that will entice visitors and investors, and that will attract and retain residents and businesses. The DRI offers the funding potential to propel this vision forward, accelerate the momentum that has been built over the last decade, and further benefit a budding downtown.

Since the fall of 2018, Ithaca College has been involved in an extensive strategic planning process, creating an expansive vision of what it means to be an innovative and sustainable institution in a vibrant and inclusive community. The promise of Ithaca College is not only central to its academic mission, but is significant to the success of the people who live and learn in our community. Our five-year plan demonstrates an unwavering commitment to the excellence of the Ithaca College student experience, the success of which assumes viable local partnerships and a thriving local economy. Our plan also recognizes the potential of encouraging our young adults to stay in our community—working, raising families, and cultivating businesses.

Continuing the revitalization efforts for our downtown ensures a beautiful, active “next generation” environment in which to live, work, and grow. The Round 4 DRI funding opportunity would enhance and expand local community assets and development efforts, encourage entrepreneurship, augment our collective ability to be a regional connector for outlying communities, and improve economic prosperity for all.

We are excited about the future of our downtown and fully support the DIA’s revitalization proposal.

Sincerely,

A handwritten signature in blue ink that reads "Paula E.F. Younger".

Paula E.F. Younger  
Executive Director  
Government and Community Relations



May 22, 2019

Ms. Donna Howell  
Regional Director, Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell,

I am writing on behalf of Tompkins Cortland Community College in support of the Downtown Ithaca Alliance application to the Downtown Revitalization Initiative grant program.

In addition to our main campus in Dryden, NY, we operate an extension center in downtown Ithaca as well as a farm-to-table restaurant and culinary center, Coltivare. Our extension center at Tioga Place on the Commons also provides space for commercial lease to many local businesses, including our anchor tenants M&T Bank and Empire State College.

Supplementing the educational offerings of the College, Coltivare houses the college's Hotel and Restaurant Management, Culinary Arts, and Wine Marketing degree programs. Our 17,000 square-foot culinary center downtown includes a full-service restaurant, culinary lab, amphitheater, wine cellar and special event space.

Our College has recently initiated a strategic planning process and through the early results, we know we want to strengthen our ties to the local community. We need a vibrant and thriving downtown that continues to support our efforts in workforce development as a crucial part of our community engagement plan.

Ithaca is poised to be the upstate NY city that's ready for our incoming workforce. Our initiatives to train and retain new professionals need to be matched with engaging career opportunities and contemporary housing choices if they are to succeed. By keeping our city current, we can prevent newly trained professionals from leaving the upstate area.

Our innovative culinary center is not only producing high quality employees for our local tourism industry, but providing unique dining experiences like wine-pairing dinners and high-end cooking classes that thrive when we have an active downtown environment.

It is my hope that we see downtown Ithaca supported through this funding initiative. When we all work together to retain talent and promote economic development, we all win.

Sincerely,

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

Dr. Orinthia Montague, President

P.O. Box 139, 170 North Street | Dryden, NY 13053-0139 | Phone 607.844.8211 | [tompkinscortland.edu](http://tompkinscortland.edu)

The State University of **New York** | *Tompkins Cortland Community College is an Equal Opportunity Employer*



May 22, 2019

Ms. Donna Howell  
Regional Director, Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

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Sincerely,

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Dr. Orinthia Montague, President

P.O. Box 139, 170 North Street | Dryden, NY 13053-0139 | Phone 607.844.8211 | [tompkinscortland.edu](http://tompkinscortland.edu)

The State University of **New York** | *Tompkins Cortland Community College is an Equal Opportunity Employer*



May 28, 2019

Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, #1508  
Binghamton, NY 13901

Hilton Garden Inn-Downtown Ithaca is pleased to write and share our support of Ithaca's application for the Downtown Revitalization funding being offered through the NYS Regional Economic Development Councils.

Ithaca needs to take the next step in downtown revitalization. We need to curate a place that will be a magnet for people and business. We seek to grow downtown's foot traffic, to benefit retailers, restaurants, entertainment venues, and services. The plans for a downtown conference center have been in discussion for several years now and we are finally at the point where the conversations are moving into a reality. As a downtown hotelier I participate daily in helping to support the economic growth of our city and county; having the increase in funding from this grant our city would be able to continue to grow and optimize the caliber of our downtown.

I strongly support the application for this grant and I am confident this funding will be a catalyst for our community leaders as we work collaboratively to develop a plan for sustainable growth and continuous improvement as a means of meeting future challenges.

Your support and acknowledgment of our application is greatly appreciated.

Warm Regards,

A handwritten signature in blue ink, appearing to read "Teri Tarshus".

Teri Tarshus, CHA  
General Manager



## THE HOTEL ITHACA

On behalf of The Hotel Ithaca, I am writing this letter in full support of the Downtown Ithaca grant application for the Downtown Revitalization Initiative (DRI). Ithaca has seen significant private investment in the region over the past five years, approximately over 19 Million dollars invested in The Hotel Ithaca in renovation and expansion projects over the past 3 years alone. The DRI can drive the additional investment necessary to carry this momentum forward.

One of the key aspects of the grant revolves around place making/liveability/walkability projects. These would include Downtown Wayfinding signage and building a Community Conference/Meeting Center. The idea of a downtown community conference center has been part of the Ithaca development discussion for many years. The catalytic impact of the conference center should not be underestimated. Our hotel would benefit immensely from the center, improving occupancies and adding additional jobs.

Downtown revitalization, with the help of the DRI, can help to grow downtown's foot traffic, to benefit retailers, restaurants, entertainment venues, and services. Downtowns live off foot traffic. The DRI program is all about building places great places for people who want to live, work, and visit.

I strongly support application for this grant and am confident this funding can be a catalyst for our community leaders as we work collaboratively to develop a plan for sustainable growth and continuous improvement as a means of meeting future challenges.

Sincerely,

Sonny Karimi  
General Manager  
The Hotel Ithaca  
222 South Cayuga Street  
T- 607-272-1000



**THE VECINO GROUP**  
Housing for the greater good.

State of New York  
Governor Andrew M. Cuomo  
NYS State Capitol Building  
Albany, NY 12224

Re: Downtown Revitalization Initiative, City of Ithaca

Dear Governor Cuomo and Staff,

We're writing to thank you for your support of downtown revitalization. As developers, we are drawn to downtown areas because they have something that cannot be replicated or reproduced. The synergy and history of downtowns is what makes communities unique.

Ithaca is a prime example. Downtown Ithaca is a destination spot—a place where historic buildings and new businesses, iconic institutions and hopeful startups, residents and students, all come together in one location.

The Vecino Group is undertaking a \$112-million dollar investment project in downtown Ithaca. The Green Street Redevelopment will include a conference center, retail, a parking garage, and 216 new units of affordable housing. Designed to meet both present and future needs, Green Street Redevelopment is an effort to keep people—all people—at the center of Ithaca.

We urge you to grant Ithaca DRI funding. State support will allow for necessary infrastructure improvements, a major tool in attracting private investments. The partnership of public, private, and municipal funds and efforts is a winning strategy for downtown Ithaca. Together, we can continue to build a hub that will generate prosperity for generations.

In working on the Green Street Redevelopment proposal, we have had the opportunity to work with Ithaca City staff, elected officials, and downtown business owners. It's clear that the City of Ithaca is united in their initiative. They have the leadership and participation to provide the State of New York with a best practice example of maximizing DRI investment.

We are proud to invest in Downtown Ithaca. Thank you again for your leadership in championing downtowns across New York. We sincerely hope you'll invest in downtown Ithaca.

Sincerely,

Rick Manzardo  
President  
The Vecino Group



Thursday, May 30, 2019

119 S Cayuga St, Suite 301  
Ithaca, NY 14850

### **Support for Ithaca DRI Application**

Change has been the defining characteristic of Ithaca's urban history. Over the course of its existence, Ithaca has experienced prolonged periods of industrial and agricultural expansion, some years of disinvestment in downtown residential neighborhoods, and now a period of great optimism about the city's economic stability and potential for future growth. Ithaca is a diverse, dynamic, and creative community that continues to attract new residents, entrepreneurs, and people from all walks of life.

No city operates in an institutional vacuum, however; county-level and state-level policy have a tremendous impact on what the private sector will endeavor to build in Ithaca. Indeed, it is at these higher levels of government that policy can step in to support private investment that will have lasting and tangible public benefits. For all our successes, downtown Ithaca still faces its share of challenges, in part as a byproduct of our success. With high land prices and construction costs as a result of both market and regulatory forces, there is effectively no workforce housing under construction in the city of Ithaca. With support from the State of New York, we can help prevent displacement of long-time families and help more households take part in our rising tides. Visum Development Group therefore continues strongly supporting the application by the Downtown Ithaca Alliance to the Downtown Revitalization Initiative program.

#### *What we love about Ithaca*

Walkability defines the experience of downtown Ithaca, and it is a feature that attracts and retains so many newcomers. Easy access on foot is wonderful for local businesses that rely both on spontaneity and convenient, nearby access, and living an active lifestyle becomes easier when active mobility is built into everyday routines. For Ithaca to remain a walkable place that is open to newcomers and long-time residents alike, new development and investment becomes a core part of the equation. Over the past few years, Ithaca has seen the wide-reaching benefits of a growing population and tax base: new local businesses, maintenance and repair of older buildings, and more cultural activities to engage in.

Downtown Ithaca residents span a wide range of backgrounds, family structures, and lifestyles. For instance, downtown and its adjacent neighborhoods have housing options for young professionals, traditional nuclear families, other intergenerational families, and empty-nesters. This heterogeneity contributes to the liveliness of age ranges walking on streets, the kinds of businesses established downtown, and individuals' focus for visiting, living, and moving around Ithaca. A crucial component of this diversity is how artistic expression is built into the core of Ithaca's urban culture. Iconic sculptures and murals by local artists contribute to making different corners and spaces more identifiable.

#### *What Ithaca needs*

Middle-income households comprise the largest demographic in Ithaca and Tompkins County, and though private developers have expressed interest in meeting their housing needs, labor and land costs are too high to make standard bank financing feasible. Yet while job and population growth have increased demand for housing at all income levels, while regulatory pressures limit where new housing can be built in proximity to transit and walkable destinations. In the meanwhile, families who have lived in Ithaca for generations can no longer afford to live here, and have been displaced.

This is why it is so crucial for Ithaca to receive support from the DRI program – by seeking to build workforce housing, we are trying to serve a demographic that the current housing market simply has not reached. Families are being displaced: middle- income households earning between 80% and 90% of the area median income are increasingly squeezed out of living centrally. A dearth of small units also generates competition for two- and three-bedroom apartments which young professionals share, generating higher rents for property owners than if young families or downsizing empty-nesters moved in. And we experience a daily net gain of 10,000 people traveling into Tompkins County for work. Ithaca need thousands of units of workforce housing in the city, and that is the scale of the impact that the DRI funds can help enable.

Great challenges require great visions to address them, and this is what we are trying to do. We cannot do it without support, though. Ithaca's housing crisis is a very real experience for too many families, which is why we want to take the necessary steps to make Ithaca an increasingly welcoming environment for families and individuals at all income levels. DRI funding can help make this vision a reality.

– Visum Development Group

May 30, 2019

Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell,

I am writing to you in support of the DRI grant application for Ithaca, NY. from two different perspectives.

First I have owned and operated a retail store in Ithaca for 37 years. As I am sure you know there is a sea change happening for locally owned bricks and mortar stores. Retailers are affected by the vast array of online buying opportunities, the generational shift taking place as boomers age out of the market and the decline of the middle class.

Secondly I have been on the board of Tompkins County's Strategic Tourism Planning Board for more than a dozen years. Disruption is also taking place in the hotel industry. The advent of AirBnB has weakened the market for hotels that are forced to compete on an uneven playing field. This leads to lower room rates and unsold rooms.

The projects in the current application seek to mitigate some of the negative effects of our changing landscape. The some of the parts in the proposal will help to shore up our downtown community and lead the way to growth.

Of prime importance in the application is support for a conference center.

The community has confirmed through a market study that there is a market for a new conference center here in Ithaca. We are well on the way to fleshing out the specifics of the center and the City of Ithaca has included a conference center in the plans for a new mixed use building that includes worker housing.

The addition of such a center can be a game changer for both the hotel industry and downtown retail.

Such a project can only be realized with help from outside the community.

Sincerely,

Ken Jupiter  
15 STEPS



Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, #1508  
Binghamton, NY 13901

Dear Ms. Howell;

I am writing on behalf of Rosie ([www.rosieapp.com](http://www.rosieapp.com)) to offer our support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program.

Rosie very purposely chose to locate our world headquarters in the Ithaca Commons pedestrian mall in Ithaca, New York. With a big city feel, the 'Commons' hosts about a dozen festivals each year and is home to some of the finest restaurants in NY State. Ithaca has independent theaters, a year-round farmers market, and dozens of venues for live music, comedy, and educational presentations and workshops. With easy access to the wonder of the Finger Lakes, Rosie has grown to 30 employees serving hundreds of retailers across the US in over 44 states.

In order to continue to attract and retain a high performing, state-of-the-art work force, we need to go to the next level. The DRI award will allow our community to leverage private investment to keep up with the demand for housing, business, and arts and cultural growth that will transform our community into a sustainable year round downtown. The DRI will help us make downtown a place where people want to live, work and visit. With the DRI, we can create the dynamic place our people want and expect.

I look forward to working with the community, DRI Planning Committee, and the State of New York, to bring this vision to fruition.

Best Regards,  
Nick Nickitas

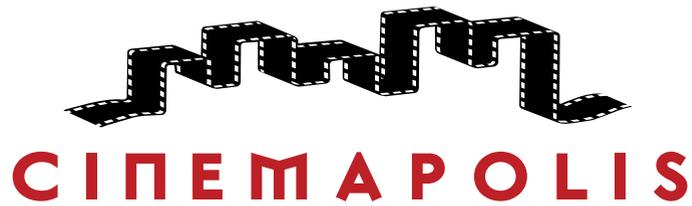
A handwritten signature in black ink, appearing to read "Nick Nickitas", with a stylized flourish at the end.

CEO  
Rosie Applications Inc.

102 N. Tioga Street  
1-855-767-4366

Rosie Applications Inc.  
2<sup>nd</sup> Floor  
[info@rosieapp.com](mailto:info@rosieapp.com)

Ithaca, NY 14850  
[www.rosieapp.com](http://www.rosieapp.com)



May 30, 2019

Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am very pleased to express my support for the DRI application being submitted by the Downtown Ithaca Alliance. As a business operator in Ithaca's urban core, I can attest that our downtown is poised to be a model for the next generation of upstate communities—a walkable destination with abundant housing opportunities and easy access to retail, restaurants, entertainment, and services. With the support of the DRI award, Ithaca has the opportunity to create a dynamic downtown that will not only attract new businesses and tourists, but retain current residents looking to retire in a vibrant hub of arts and culture.

We operate a five-screen art house cinema adjacent to our pedestrian mall, the Ithaca Commons. Businesses like ours depend on a thriving downtown environment with active pedestrian traffic. The plans set out in the Ithaca DRI application will grow that foot traffic, creating exciting new opportunities for business development and cultural amenities in the downtown neighborhood.

I'm excited to be part of the downtown Ithaca envisioned in the proposal, and I look forward to seeing this award be used to leverage the private investment that will transform our community into a sustainable year-round downtown. Should you need any further information or words of support, please feel free to contact me.

Sincerely,

Brett Bossard, Executive Director

May 29, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901



Dear Ms. Howell:

I am writing on behalf of The State Theatre of Ithaca to offer our support for the application of downtown Ithaca to the Downtown Revitalization Initiative Grant program. State Theatre of Ithaca, Inc. is the 501c(3) not-for-profit organization that owns and operates downtown Ithaca's last remaining historic theatre. With just over 1,600 seats, The State Theatre currently hosts over 80 events each year, including concerts, theatrical productions, comedy shows, dance performances, lectures and classic movies.

In addition to my role as Executive Director of The State Theatre of Ithaca, I have also served as the Secretary on the Executive Committee of the Downtown Ithaca Alliance's Board of Directors. I have assisted the committee that is helping the Downtown Ithaca Alliance apply for the Downtown Revitalization Initiative Grant and would be more than happy to continue should Ithaca be declared the winning applicant.

The State Theatre of Ithaca's mission is to enhance the cultural life of Ithaca and the Finger Lakes by preserving, operating and promoting the historic State Theatre as an active venue for national, international and community performances and programming. We are committed to being this community's center of performing arts activity, as well as a cornerstone of downtown Ithaca's economic revitalization, drawing over 55,000 people each season.

The State Theatre has the potential to be one of the best venues for music in all of New York State. Visiting artists and audience members alike often remark on the theater's excellent acoustics. All of our seats have a clear view of the stage. The State has been gaining a reputation among headline artists as a new highlight on their tours, enabling us to attract first-rank performers to downtown Ithaca. The theatre boasts a large and active volunteer usher corps and with its broad spectrum of both commercial and community programming, the State draws patrons from all walks of life within Tompkins County and attracts visitors from across the greater Finger Lakes Region and beyond. 40% of our audience this season traveled from outside Tompkins County to attend shows at The State Theatre, and 13% came from more than 90 miles away. According to The Americans for the Arts 2018 Economic Calculator, The State Theatre currently generates over \$3.3 million in additional spending in Tompkins County businesses due to the theatre's programming.

**S  
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**BOARD OF DIRECTORS**

**PRESIDENT:**  
Rob Gearhart

**VICE PRESIDENT:**  
Fred Bonn

**SECRETARY:**  
Ethan Ash

**TREASURER:**  
Kim Veoh

**PAST PRESIDENT:**  
Chet Osadchey

**DIRECTORS:**

Phil Blackman  
Amy Dickinson  
Gary Ferguson  
Kathryn Foley  
Kristin Gutenberger  
John Guttridge  
Wendy Marsh  
Natalie E. Matychak  
Ellen McCollister  
Mack Travis

**EXECUTIVE DIRECTOR:**

Doug Levine

**EXCLUSIVE TALENT BUYER:**  
DSP SHOWS

**STATE THEATRE OF ITHACA, INC.**

105 WEST STATE ST / MLK JR ST » ITHACA, NY 14850 » 607-277-8283 » STATEOFITHACA.ORG



The State Theatre is where we “bring the world to Ithaca” for outstanding musical, cultural and artistic performances. The 90-year-old building has largely remained in its original form, and seeks to make much needed enhancements to ensure its success and viability for the next 100 years. Should downtown Ithaca win this Downtown Revitalization Initiative Grant, some of this investment will be used to make some much needed renovations that will substantially improve the functionality of The State Theatre’s existing space and expand our goal of inclusiveness for the arts. We have a project lined up that will more than triple the size of our lobby and add improvements that will make this building much more accessible to all populations. These renovations will greatly enhance the overall visitor experience and allow us to increase concessions generated revenue, an income stream that many non-profit theatre like us rely upon.

When people attend shows at the State Theatre of Ithaca, they aren’t just purchasing tickets to an event here. They’re visiting our restaurants, shopping in our stores, staying in our hotels and grabbing drinks with friends after a performance. Once we draw patrons to downtown Ithaca, they’re likely to visit our beautiful waterfalls, State Parks and other lakeside attractions, such as the dozens of wineries and microbreweries that line this region. Ithaca is a unique and special place. I’m confident that with increased investment on the state level, Ithaca will be positioned as an even more attractive destination for visitors and residents alike, providing a stable environment for continued economic development in Central New York.

Thank you for your consideration.

Sincerely,

Doug Levine  
Executive Director

**BOARD OF DIRECTORS**

**PRESIDENT:**  
Rob Gearhart

**VICE PRESIDENT:**  
Fred Bonn

**SECRETARY:**  
Ethan Ash

**TREASURER:**  
Kim Yeoh

**PAST PRESIDENT:**  
Chet Osadchey

**DIRECTORS:**

Phil Blackman

Amy Dickinson

Gary Ferguson

Kathryn Foley

Kristin Gutenberger

John Guttridge

Wendy Marsh

Natalie E. Matychak

Ellen McCollister

Mack Travis

**EXECUTIVE DIRECTOR:**

Doug Levine

**EXCLUSIVE TALENT BUYER:**

DSP SHOWS

**STATE THEATRE OF ITHACA, INC.**

105 WEST STATE ST / MLK JR ST » ITHACA, NY 14850 » 607-277-8283 » STATEOFITHACA.ORG

Wealth Management  
130 E. Seneca St, Suite 500  
Ithaca, NY 14850  
tel 607 273 1190  
fax 607 274 8555  
toll free 800 633 6336

Morgan Stanley

May 22, 2019

Ms. Donna Howell  
Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

I am writing on behalf of Morgan Stanley and the Downtown Ithaca Alliance Board of Directors to offer support for the application of Downtown Ithaca to the Downtown Revitalization Initiative Grant program. I have participated on Ithaca's DRI committee and am willing to continue this participation if the grant is awarded to Ithaca.

Morgan Stanley has had an office in Downtown Ithaca for over 30 years and plans to stay in Downtown Ithaca for the foreseeable future. Additionally, Morgan Stanley has supported Downtown Ithaca over the years through both financial donations and volunteer hours. I have served on the board of directors of the Downtown Ithaca Alliance for the past 8 years, and have been president of the board for the past 5 years. The Downtown Ithaca Alliance Board of Directors agrees that the Downtown Ithaca Alliance is committed to the administration of the grant.

Downtown Ithaca is critical to our metropolitan area and to the greater Southern Tier region. It is the central hub of community activity in Tompkins County and the urban core of the largest city in the county. This grant would be instrumental in funding the additional growth and development needed for Ithaca to continue to be an ideal community for people to live, work, and play.

Sincerely,



Steven D. Headrick  
Associate Vice President  
Financial Advisor  
The Prybyl-Farr Group  
Morgan Stanley Wealth Management  
130 East Seneca Street / Suite 500  
Ithaca, New York 14850  
(800) 633-6336 Toll Free  
(607) 274-8525 Direct  
(607) 274-8555 Fax  
NMLS # 579920  
Steven.Headrick@morganstanley.com

# **APPENDIX A.**

# **DOWNTOWN ITHACA**

# **2030 STRATEGIC PLAN**

## **GREATER DOWNTOWN 2030 COMPREHENSIVE AND STRATEGIC PLAN A PROCESS SUMMARY**

May 14, 2019

The City of Ithaca and the Downtown Ithaca Alliance have joined together to launch a 12-18 month process to prepare a greater downtown 2030 comprehensive and strategic plan. To fully and effectively utilize a State of New York DRI grant and achieve the fundamental transformation that we, the Southern Tier REDC, and the State desire, we need to understand what we want to be and what we want to look like a decade from now. We seek to understand;

- what our community wants and needs;
- what will make us diverse and inclusive;
- what will attract new businesses, investment and jobs;
- what will help our retail sector to grow and thrive;
- what will attract graduating students and young professionals to use Ithaca as their base for business and household growth;
- what will help downtown Ithaca become sustainable in the future;
- how to effectively connect and link downtown Ithaca with Cornell, Ithaca College, and the waterfront/west end areas.
- How to make downtown a place that is attractive to young professionals, families, and seniors;
- How to make downtown a place that is attractive to technology and creative businesses; and
- what changes to land use and zoning will help achieve these objectives.

To meet these objectives, the City Planning and Development Department and the Downtown Ithaca Alliance has created a 2030 Plan Advisory Committee and a 2030 Plan working group. These entities have met and come up with a game plan for moving forward with a 2030 Plan. Key components of this game plan include:

### **1. Outreach**

We want to understand how the various stakeholders and constituent groups in our community think about downtown and what they would like to see downtown become. To collect this input, City and DIA staff, working with members of the advisory committee are conducting outreach visits to neighborhoods, groups, organizations, and major stakeholder affinity groups. At these meetings, a short 10 minute power point presentation provides context and background and then attendees are asked to participate in the brainstorming on key questions relating to the future of downtown. Input is catalogued and will be used to help frame and guide the 2030 Plan. A list of over 30 meetings are being scheduled, including-

- Neighborhood associations;
- Cultural and civic groups;
- Ethnic and racially oriented groups;
- Historic preservation;
- The regional Chamber of Commerce;
- Nearby towns and communities;
- Tourism advocates, including the County DMO;
- Downtown retail and service businesses;
- Downtown office, professional, and tech businesses;

- West end businesses;
- Downtown property owners;
- West End property owners;
- Arts organizations;
- Transportation organizations;
- Workers and commuters;
- Local and regional economic development organizations;
- Youth and school groups;
- Cornell University;
- Ithaca College;
- Tompkins Cortland Community College;
- Senior citizen groups;
- Accessibility groups;
- Downtown residents
- Broader community and general public

Outreach visits have commenced and will continue over the next several months.

## **2. Surveys**

We will be collecting new data to help us better understand people's thoughts and actions. Surveys include:

- a. Preparation and disseminate downtown retail survey
- b. Preparation and disseminate west end retail survey
- c. Preparation and disseminate downtown/west end office business survey
- d. Preparation and posting of a community survey

A retail survey has been prepared. A community/resident survey is also nearly readiness for distribution.

## **3. Charrettes**

There are several areas of downtown that have not received a lot of attention over the past several decades. The areas have been targeted to receive working stakeholder charrettes. Charrettes are organized by the City and DIA and feature 2-3 practicing architects who lend their drawing and design skills to the event.

- a. Two charrettes have already been completed:
  - West State corridor between Plain and Fulton
  - West State corridor between Cayuga and Plain
- b. A third charrette has been scheduled for June for East Downtown (eastern gateway).

## **4. Speakers/Resource People**

The DIA and City are collaborating on bringing topical experts and speakers to the community to help with specific planning topics. These include the following:

- a. Engaging Larissa Ortiz (Larissa Ortiz Associates/ Commissioner on the NYUC Planning Board) to conduct a downtown audit and high level evaluation. This assignment was completed earlier this year.
- b. Engage a national firm to come to Ithaca to evaluate BID expansion and/or creation of additional/new BIDs for the greater downtown area.
- c. Engaging a nationally renowned transportation planner and visionary for a video presentation to the community regarding future trends for downtown mobility.
- d. Engaging a retail specialist for a community visit to conduct a high level assessment of Ithaca retailing and to discuss national trends.
- e. Conduct a walking tour of a greater downtown with City and DIA staff to record and highlight issues/opportunities.

#### **5. Conduct 2030 Plan research**

During 2019 the DIA will obtain selected data and research findings pertaining to key downtown metrics and trends that will be used to help craft the 2030 Plan. Several consultants will be used for this process. Data will be collected from Claritas, the Census (American City surveys), the International Downtown Association, selected comparative downtowns, and from the consultants and speakers invited to the community.

#### **6. Integrate the Downtown Mobility Plan into the 2030 Plan**

The DIA is working on Downtown mobility plan in 2019. The City of Ithaca will be hiring a consultant to undertake a comprehensive Ithaca parking analysis and study. These studies will be incorporated into the 2030 Plan.

#### **7. Integrate the entrances to downtown report into the 2030 Plan**

The DIA is working in its Operations Committee on a review of downtown entrances and a report will be produced. The report will also be integrated into the 2030 Plan.

#### **8. Draft the Sub-Area Comprehensive Plan and Downtown 2030 Strategic Plan**

The 2030 Plan will be drafted in late 2019 for review and approval in 2020.

# **APPENDIX B**

# **DANTER HOUSING REPORT**

# **A Residential Analysis in Downtown Ithaca, New York**

**Prepared For:  
Mr. Gary Ferguson  
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171 E. State Street  
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**Project Number D2064KD  
September 1, 2016**



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# I. INTRODUCTION

## A. OBJECTIVES

The objective of this analysis is to identify multifamily residential development opportunities and strategies in Ithaca, New York. After fully discussing the scope and area of survey with Mr. Gary Ferguson of the Downtown Ithaca Alliance, the Danter Company, LLC undertook the analysis. This analysis was undertaken concurrently with the development of the Tompkins County, New York Housing Needs Assessment Model, also completed by The Danter Company.

## B. METHODOLOGY

The methodology we use in our studies is centered on three analytical techniques: the Effective Market Area (EMA)<sup>SM</sup> principle, a 100% data base, and the application of data generated from supplemental proprietary research.

The Effective Market Area (EMA) Principle—The EMA principle is a concept developed by the Danter Company, LLC to delineate the support that can be expected for a proposed development. An EMA is the smallest specific geographic area that will generate the most support for that development. This methodology has significant advantages in that it considers existing natural and manmade boundaries and socioeconomic conditions.

Survey Data Base—Our surveys employ a 100% data base. In the course of a study, our field analysts survey not only the developments within a given range of price, amenities, or facilities, but all conventional developments within the EMA.

Proprietary Research—In addition to site-specific analyses, Danter Company, LLC conducts a number of ongoing studies, the results of which are used as support data for our conclusions. Danter Company, LLC maintains a 100% data base of more than 1,500 communities, with each development cross-analyzed by rents, unit and project amenities, occupancy levels, rate of absorption, and rent/value relationships.

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<sup>SM</sup> Service mark of Danter Company, LLC

## **C. DATA ANALYSIS**

This study represents a compilation of data gathered from various sources, including the properties surveyed, local records, and interviews with local officials, real estate professionals, and major employers, as well as secondary demographic material. Although we judge these sources to be reliable, it is impossible to authenticate all data. The analyst does not guarantee the data and assumes no liability for any errors in fact, analysis, or judgment.

The secondary data used in this study are the most recent available at the time of the report preparation.

In Section VI—Field Survey, we have attempted to survey 100% of all units. Since this is not always possible, we have also compared the number of units surveyed with the number of multifamily housing starts to establish acceptable levels of representation. All developments included in the study are personally inspected by a field analyst directly employed by the Danter Company, LLC.

The objective of this report is to gather, analyze, and present as many market components as reasonably possible within the time constraints agreed upon. The conclusions contained in this report are based on the best judgments of the analysts; we make no guarantees or assurances that the projections or conclusions will be realized as stated. It is our function to provide our best effort in data aggregation, and to express opinions based on our evaluation.

## **D. USES AND APPLICATIONS**

Although this report represents the best available attempt to identify the current market status and future market trends, note that most markets are continually affected by demographic, economic, and developmental changes. Further, this analysis has been conducted with respect to a particular client's development objectives, and consequently has been developed to determine the current market's ability to support those particular objectives. For these reasons, the conclusions and recommendations in this study are applicable only to the proposed site identified herein, and only for the potential uses for that site as described to us by our client. Use of the conclusions and recommendations in this study by any other party or for any other purpose compromises our analysis and is strictly prohibited, unless otherwise specified in writing by the Danter Company, LLC.

## II. SCOPE OF SURVEY

A complete analysis of a rental market requires the following considerations: a field survey of conventional apartments; an analysis of area housing; an analysis of the area economy; a demographic analysis; and recommendations for development.

Field Survey—Our survey of conventional apartments includes a cross-analysis of vacancies by rents, a survey of unit and project amenities, and a rent/value analysis.

Area Housing Analysis—We have conducted an analysis of housing demand that includes a study of support by both growth and internal mobility. Further, we have analyzed existing housing using the most recent census material.

Economic Analysis—Major employers, utilities, banks, savings and loans, and media that serve the area are listed in the study. The information gathered has been used to create a Community Services map showing school, shopping, and employment areas in relation to the proposed site.

Demographic Analysis—The study includes an analysis of social and demographic characteristics of the area, and a description of the area economy that includes income and employment trends.

Key Interviews—Interviews regarding the perception of housing, recent development trends, planned and proposed developments and local conditions were conducted with city and county officials, area property owners and developers, major employers and human resource directors, major institutions such as schools and hospitals and real estate professionals.

# III. CONCLUSIONS

## A. INTRODUCTION

The primary purpose of this report is to identify potential support levels for new market-rate, Tax Credit and purpose-built student apartments, as well as condominium development, in downtown Ithaca, New York.

This analysis focuses on the core part of downtown Ithaca, which is generally bounded by Buffalo Street to the North, Aurora Street to the east, Clinton Street to the south, and Albany Street to the west. This area is referred to as downtown Ithaca or the Central Business District (CBD) throughout this report.

This analysis was undertaken concurrently with the development of the Tompkins County, New York Housing Needs Assessment Model, also completed by The Danter Company.

It should be emphasized that while the two reports were conducted concurrently, there were two separate objectives.

1. The Tompkins County Housing Needs Assessment Model was provided in order to identify the parameters of a well-balanced housing market in Tompkins County and what housing types are needed to bring the market into balance. It provides a model to adjust overall needs as changes occur in the market over time.
2. The Downtown Ithaca assignment was to identify what housing types could be supported by the market even though they may be in conflict with an overall demand model.

Conclusions for the identification of multifamily housing potential in downtown Ithaca are based on analyses of the area including the existing and anticipated rental and condominium housing market, demographics, the economy, the appropriateness of the area for the development, and housing demand. The study evaluates past, current, and future trends in the area; the impact of those trends on rental housing alternatives; current rental housing alternatives; need and market support for additional rental housing; and any proposed additions to the area rental base.

Recommendations include support by product type and price range. In addition, general guidelines for unit and project amenities are identified for each price range. The data presented in this report may be used as a base to conduct future site specific analyses.

The analysis of the existing rental housing market is based on the establishment and analysis of an Effective Market Area (EMA) for the proposed project. EMA refers to a methodology developed by the Danter Company, LLC to describe areas of similar economic and demographic characteristics. EMAs are bounded by both "hard" and "soft" boundaries. Hard boundaries are marked by rivers, freeways, railroad rights of way, and other physical boundaries. Soft boundaries are changes in the socioeconomic makeup of neighborhoods.

The Effective Market Area (EMA) is defined as the smallest geographic area that will contribute 60% to 70% of support for new development. An EMA has been defined for both the apartment component and the condominium component that includes all of Ithaca, Ithaca Town and the adjacent surrounding communities.

Based on the characteristics of the EMA, a field survey of existing rental housing development, an analysis of the appropriateness of the area for the proposed development, and a demographic analysis of the EMA, support levels can be established for additional multifamily rental development. It should be noted that no specific sites have been identified for this report. Recommendations for an individual site may differ based on the specific attributes.

This analysis focuses on the core part of downtown Ithaca, which is generally bounded by Buffalo Street to the North, Aurora Street to the east, Clinton Street to the south, and Albany Street to the west. The Effective Market Area for downtown Ithaca includes Ithaca, Lansing and the surrounding area.

Recommendations include support by product type and price range. In addition, general guidelines for unit and project amenities are identified for each price range. The data presented in this report may be used as a base to conduct future site specific analyses.

Development potential identified in this report is as of spring 2016. There are several properties in the pipeline and while it is highly likely both will be constructed they have not assumed to be part of the existing inventory and, thus, must be accounted for within the estimated development potential. The ultimate number of units, the mix and rents has not been established at the time of this report.

The following analyses have been conducted to identify market potential market-rate apartment and/or condominium development in the downtown area:

- Analysis of the overall EMA rental housing and condominium market
- Historical housing trends
- Current market conditions based on 100% field survey of modern apartments
- A field survey of smaller apartment properties in Ithaca
- A field survey of condominium developments
- A condominium and rental housing demand analysis
- Appropriateness of downtown Ithaca for potential development
- Current and expected economic and household growth conditions
- Area housing demand factors, including:
  - Income-appropriate households
  - Support from existing multifamily renters (step-up/down support)
  - Floor plan analysis and comparison with comparable product
- A trend line analysis, based on a "rent by comparability index" evaluation of all conventional developments within the residential EMA, is used to evaluate rents for the recommended development(s).

We recommend that the rents for new developments include water, sewer and trash removal. As such, the rents among the market-rate properties (when necessary) have been adjusted to represent a utility package similar to what will be included at new developments in order to complete an even rent comparison. These will be referred to as collected rents throughout this analysis.

## **B. SUMMARY OF FIVE-YEAR HOUSING PROJECTIONS**

Because of the historic housing shortage in Ithaca, as well as the overall cost of construction and development, downtown Ithaca has an overabundance of high-end rental housing. Further, student housing is in relatively short supply and much of the existing inventory of market-rate apartments has been historically occupied by students. We have identified rental housing potential in five separate development categories.

1. Upscale and luxury priced market-rate apartments.
2. Market-rate apartments oriented to the Tompkins County workforce. While this is generally difficult to achieve in areas with high student demand, there are some policies that can mitigate student dominance.
  - a. Build primarily one- and two-bedroom units.
  - b. Require all prospective tenants to be income qualified, individually, for the entire unit, as opposed to individual leases in which the tenant is only responsible for his, or her, share of the lease.
  - c. Do not accept outside co-signers to the lease.
3. Affordable housing in the form of Low Income Housing Tax Credit (LIHTC) development. LIHTC housing, when offered at the 50% or 60% of median income, requires a household income of at least \$29,400 for a two-person occupant in a two-bedroom unit.
4. Purpose-built student housing, defined as market-rate, privately developed apartment properties rented by the bedroom with individual leases. Units are usually furnished and rents often include all utilities and services.
5. Condominiums

Downtown Ithaca has historically added rental housing product at relatively high rents due primarily to:

1. High land costs
2. A long and often contentious entitlement process
3. Building restrictions that preclude maximizing full site potential
4. Increasing construction costs

Further, downtown Ithaca is a popular residential area for students, professionals and seniors in the market. The overall shortage of rental housing has served to support ever higher rents. However, a benefit of continued development has been to create a base of supporting rental housing with a continuum of rents from upscale to luxury, supporting higher rents with only modest increases as residents move upward through the rent continuum.

Tompkins County has an unmet demand for over 1,800 non-student market-rate apartments, primarily one- and two-bedroom units. Deficits for one-bedroom units are for product under \$1,000 per month and under \$1,800 per month for two-bedroom units. Because of the disparity between the one- and two-bedroom rents (more affordable one-bedroom units have been offered in the market) likely development will contain mostly two-bedroom units. However, rents could be “pushed” in a limited number of one-bedroom units in order to balance the offerings of a specific development.

Over the next 5 years there is overall housing demand for up to 1,350 units in the downtown EMA consisting of up to 350 for-sale housing units and up to 1,000 rental housing units.

<b>MULTIFAMILY HOUSING DEMAND                      ITHACA DOWNTOWN EMA                      2016 THROUGH 2021</b>		
<b>DEVELOPMENT TYPE</b>	<b>ANNUAL DEMAND                      TOTAL UNITS</b>	<b>5-YEAR DEMAND TOTAL                      UNITS</b>
For-Sale Housing Units	60 - 70	300 - 350
Rental Housing	180 - 200	900 - 1,000
Total	240 - 270	1,200 - 1,350

A distribution of market demand for each of these development types by price point follows.

**RENTAL HOUSING SUMMARY**

The demand potential for apartments in the downtown EMA has yet to be realized as evidenced by the area’s low vacancy rate, extremely high rents and ability to readily absorb new units in the marketplace.

Students are and will continue to be a dominate factor in the Ithaca rental housing market and they are important for the success of residential housing, as well as, the retail and commercial economy in downtown Ithaca. In addition, colleges and universities add daytime and evening population to the neighborhood and bring vibrancy to any area, epically a downtown. Academic hours may extend beyond the traditional 8 to 5 of other businesses, and evenings and weekends bring athletic, social, academic and cultural events.

The demand for purpose built student housing is a separate component of this report (Section III-D).



<b>ANNUAL UNITS OF SUPPORT – RENTAL HOUSING DOWNTOWN EMA</b>			
<b>RENTAL PRODUCT TYPES</b>	<b>AVERAGE MONTHLY RENTS*</b>	<b>ANNUAL DEMAND TOTAL UNITS</b>	<b>5-YEAR DEMAND TOTAL UNITS</b>
Luxury	\$1,800+	20 - 25	100 - 125
Upscale	\$1,400 - \$1,700	35 - 45	175 - 225
Affordable-Moderate	\$1,000 - \$1,300	60 - 70	300 - 350
Tax Credit (50% - 60%) Family And/Or Senior	\$800 - \$1,000	60 - 70	300 - 350
<i>Overall Support</i>		<i>180 - 225</i>	<i>900 - 1,050</i>
*Based on a two-bedroom unit net rent (includes water, sewer, and trash removal only) The overall mix would include other unit types at proportional rents.			

It is unlikely that the either the affordable rental product (or affordable condominium development) can be developed in the immediate downtown area without some public assistance because of land and development costs associated with such development. There may; however, be land on the periphery suited for such development.

While purpose-built student housing has not been specifically identified in this section of the report, it is anticipated that students will be a significant factor in the support for rental housing (excluding Tax Credit development). Currently, students comprise approximately 40% of the Central Business District market-rate apartments and 49% in the EMA. This should diminish, somewhat, in the Central Business District as future student housing development occurs elsewhere in the market.

### **CONDOMINIUM SUMMARY**

The market demand for for-sale housing in the downtown Ithaca EMA is distributed among three sales price ranges: under \$250,000, \$250,000 to \$399,999, and \$400,000 and higher.

<b>PROJECTED FOR-SALE HOUSING DEMAND BY SALES PRICE ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA</b>		
<b>SALES PRICE</b>	<b>ANNUAL DEMAND TOTAL UNITS</b>	<b>5-YEAR DEMAND TOTAL UNITS</b>
Under \$250,000	40 - 44	200 - 220
\$250,000 - \$399,999	16 - 20	80 - 100
\$400,000 And Higher	4 - 6	20 - 30
<i>Overall Support</i>	<i>60 - 70</i>	<i>300 - 350</i>

## **C. MARKET-RATE AND TAX CREDIT RENTAL HOUSING**

### **1. INTRODUCTION**

Following are guidelines for several prototypical developments in downtown Ithaca. However, this report is not intended to be a site specific market study. We recognize that individual developers may have development concepts other than those presented here offering product that may supersede market expectations. Further, specific sites may have attributes, or limitations that may not provide the best fit of product.

Most of the apartment projects inside the downtown Ithaca EMA include landlord-paid water, sewer, and trash collection in the rents, while tenants are typically responsible for the remaining utilities (gas, electricity, cable television, and high-speed Internet). The rents for prototypical recommended developments will include water, sewer, and trash removal. As such, the rents among the market-rate and Tax Credit properties (when necessary) have been adjusted to represent a utility package similar to what will be included in the recommended rents in order to complete an even rent comparison. These will be referred to as collected rents throughout this analysis.

	<b>MARKET-RATE AND TAX CREDIT PROJECTS*</b>	
	<b>TENANT</b>	<b>LANDLORD</b>
Heat	37	54
Hot Water	35	56
Electricity	80	11
Water/Sewer	9	82
Trash	14	77
Cable TV	85	6
Internet	71	20
*Includes properties currently under construction		

## **2. RECOMMENDED DEVELOPMENT GUIDELINES BY PRODUCT TYPE**

It is our opinion that a market exists for the development of several types of rental housing in Ithaca, New York. While we are well aware that individual developers will have their own plans and concepts, here are our general guidelines for development.

<b>LUXURY APARTMENTS</b>			
<b>UNIT DESCRIPTION</b>	<b>SQUARE FEET</b>	<b>RENTS AT OPENING*</b>	<b>RENT PER SQUARE FOOT</b>
Studio (Micro)	350	\$1,400	\$4.00
One-Bedroom/ 1.0 Bath Garden (Micro)	500	\$1,650	\$3.30
One-Bedroom/ 1.0 Bath Garden	700	\$1,800	\$2.57
Two-Bedroom/ 2.0 Bath Garden	1,050	\$2,400	\$2.29
*Average net rent (includes water, sewer, and trash removal)			

<b>UPSCALE APARTMENTS</b>			
<b>UNIT DESCRIPTION</b>	<b>SQUARE FEET</b>	<b>RENTS AT OPENING*</b>	<b>RENT PER SQUARE FOOT</b>
Studio (Micro)	300	\$1,200	\$4.00
One-Bedroom/ 1.0 Bath Garden (Micro)	450	\$1,350	\$3.00
One-Bedroom/ 1.0 Bath Garden	600	\$1,600	\$2.67
Two-Bedroom/ 2.0 Bath Garden	950	\$2,200	\$2.32
*Average net rent (includes water, sewer, and trash removal)			

<b>AFFORDABLE-MODERATE APARTMENTS</b>			
<b>UNIT DESCRIPTION</b>	<b>SQUARE FEET</b>	<b>RENTS AT OPENING*</b>	<b>RENT PER SQUARE FOOT</b>
Studio (Micro)	250	\$1,050	\$4.20
One-Bedroom/ 1.0 Bath Garden (Micro)	400	\$1,150	\$2.88
One-Bedroom/ 1.0 Bath Garden	550	\$1,400	\$2.55
Two-Bedroom/ 2.0 Bath Garden	875	\$1,900	\$2.17
*Average net rent (includes water, sewer, and trash removal)			

<b>TAX CREDIT APARTMENTS</b>			
<b>UNIT DESCRIPTION</b>	<b>SQUARE FEET</b>	<b>RENTS AT OPENING*</b>	<b>RENT PER SQUARE FOOT</b>
One-Bedroom/ 1.0 Bath Garden	650	\$689 (50%)	\$1.06
	650	\$827 (60%)	\$1.27
Two-Bedroom/ 2.0 Bath Garden	900	\$826 (50%)	\$0.92
	900	\$992 (60%)	\$1.10
Three-Bedroom/ 2.0 Bath Garden	1,150	\$954 (50%)	\$0.83
	1,150	\$1,145 (60%)	\$1.00
*Average net rent (includes water, sewer, and trash removal only)			

The square feet listed for all unit types are a guideline. Actual square feet will vary. Effective use of space within any new units is more important than actual square feet.

Generally, in well-developed urban markets, the unit mix differs from suburban markets. Urban markets typically include 10% studio units, 50% to 55% one-bedroom units, and 40% to 45% two-bedroom units. A modest number of three-bedroom units can be considered, however they will most likely be occupied by students.

Generally, most urban development consists of garden style apartments; however, urban townhomes are becoming a popular product line especially in the immediate periphery to the Central Business District.

**a. Unit Amenities**

Each unit in the recommended developments should include the following amenities:

- Range
- (Frost-free) Refrigerator
- Dishwasher
- Disposal
- Central air conditioning
- Washer/dryer hookups
- 9 Foot ceilings
- Balcony or patio
- Carpet
- Window coverings
- Intercom entry
- Ceiling fan
- Extra storage

Amenities at the luxury and upscale developments should also include a refrigerator with an ice maker, a microwave oven, washer and dryer in each unit, vaulted ceilings on the upper floors, and a security system.

**Floor Plan Considerations**

Prospective residents respond to three principal factors when selecting specific units:

- Perception of space often based on the entry into the unit
- Bedroom size
- Closets are especially important. Large closets are immediately noticed by prospective tenants. Further, having the largest closets in the market facilitate rent increases since it is virtually impossible for a tenant to move into another unit with less storage than they already have.

General guidelines for bedroom sizes (in square feet), closet space these projects are listed as follows:

**Bedrooms**

BEDROOM TYPE	BEDROOM TYPE			
	LUXURY	UPSCALE	MODERATE	TAX CREDIT
Master Bedroom	160+	150+	150+	140+
Second Bedroom	140+	140+	130+	130+
Third Bedroom	130+	130+	120+	120+



## Closets

BEDROOM TYPE	CLOSET LINEAL FEET			
	LUXURY	UPSCALE	MODERATE	TAX CREDIT
Studio	12	10	7	-
One-Bedroom	16	14	12	12
Two-Bedroom	26	22	20	18
Three-Bedroom				24

Recommended bedroom and closet sizes are based on an analysis of existing units in the EMA as well as surveys and case studies conducted by the Danter Company.

## Entry

The entry into the units should be open and airy. Entry should be directly into the great room with a view of the opposing windows if possible. Views should be maximized. It should be noted that competitive properties have, generally, relatively poor entryways. As is often the case in urban properties, existing building dimensions (or lot size) sometimes compromise the ability to provide optimum entry ways. Also, it is common for corner units to have very difficult entries; however, this is usually mitigated by outstanding views once inside.

### **b. Project Amenities**

Guidelines for project amenities are as follows:

- Community room
- Fitness center
- Secured entry
- On-site management
- Business center

Each new project should include an office with a manager available during business hours.

It is important to note that smaller projects do not generally include project amenities because of the cost associated with providing project amenities. Exceptions would be projects that have the ability to charge rents above existing market rents.

Amenities such as a fitness center or community room need not be extensive unless in significantly larger projects than currently exists in the Central Business District. Such features are defined as “rent up” amenities as opposed to “retention” amenities such as large closets, washer/dryers, etc.

### **c. Absorption**

Prior studies have shown that absorption tends to be seasonal, with up to 64% of annual absorption taking place in the peak summer months (May through August). The shoulder season (the two months on either side of the peak season) generally accounts for approximately 24% of annual absorption. The off season, November through February, typically accounts for the remaining 12% of absorption. While these percentages do not hold true in all markets, they give a good indication of the potential seasonal variations in absorption. However, because of the large student population impacting the Central Business District, absorption is influenced by the academic year with many units being preleased in the spring preceding the fall start at Cornell and Ithaca College.

Factors that affect absorption include (but are not limited to) the following: area mobility patterns; availability of new product; age, quality, and rent of existing rental properties in the EMA; area growth; area median income; product variety; proposed product development; and date of opening.

## **3. RENTAL HOUSING DEVELOPMENT**

### **a. Field Survey of Apartments**

A total of 6,628 conventional apartment units in 95 existing projects were surveyed in the downtown Ithaca EMA. A total of 6,001 of these units are in 87 market-rate and Tax Credit developments. There are 5,164 units within 78 existing market-rate developments and 837 units within 9 Tax Credit developments.

An additional 424 units were under construction as of February 2016 at 4 new market-rate properties and 2 existing market-rate properties (Village Solars I, Map Code 98 and Collegetown Terrace, Map Code 89).

The remaining 627 units are located in 8 subsidized developments. Subsidized units have been excluded from our analysis.

The focus on student housing in the Ithaca rental market has created a highly disproportionate share of rental housing. The home ownership rate in Tompkins County is only 54.1% and only 26.4% in the City of Ithaca. Between 2000 and 2010, Tompkins County added 2,950 new housing units; 59.4% were single-family and 40.6% were multifamily. Virtually all of the multifamily units were rental with few condominiums.

Following is a distribution of market-rate and Tax Credit units surveyed by unit type and vacancy rate:

<b>DISTRIBUTION OF CONVENTIONAL MARKET-RATE AND TAX CREDIT APARTMENTS AND VACANCY RATE ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>			
<b>UNIT TYPE</b>	<b>UNITS</b>		<b>VACANCY RATE</b>
	<b>NUMBER</b>	<b>PERCENT</b>	
Studio	886	14.8%	0.8%
One-Bedroom	1,986	33.1%	1.3%
Two-Bedroom	2,117	35.3%	1.8%
Three-Bedroom	793	13.2%	2.5%
Four-Bedroom	219	3.6%	0.5%
Total	6,001	100.0%	1.5%

The overall vacancy rate in the market is only 1.5%. Vacancies are extremely low in the market area, and the market is limited by supply rather than demand.

Among 87 market-rate and Tax Credit projects, 63 (72.4%) report no vacancies, accounting for 59.6% of the total units. Only 2 (2.3%) of all existing projects had occupancies below 98%.

In an analysis of tenant profiles, 44 of the 87 market-rate properties in the EMA contain over 80% student residents (graduate and undergraduate). These properties account for 58.3% of the total market rate units in the EMA. Among the 5,164 market-rate units in the EMA, approximately 67% are occupied by students. It should be noted that a large share of the student housing are graduate students. The second largest tenant category is Cornell faculty and staff. Interviews with owners and managers indicate that an increasing number of seniors and empty nesters are impacting the market; however, it is estimated to be only 6% to 8% of the total market. Nationally, we have seen an increasing number of seniors and empty nesters responding to a more urban lifestyle. However, this component is most responsive to larger complexes with a full amenity package, not unlike the typical suburban developments. Seniors are least likely to respond to smaller, "urban pioneer" style developments. We would expect a greater share of the senior market once such properties impact the Ithaca downtown.

The downtown Ithaca EMA apartment base contains a disproportionately high percentage (when compared to conventional apartment markets) of three- and four-bedroom units, 16.8% of the total. This is not uncommon in markets with a large percentage of college students.

Median rents are high, as are upper-quartile rents.

A comparison of median and upper-quartile rents and vacancies by each unit type follows:

<b>MEDIAN AND UPPER-QUARTILE RENTS AND VACANCIES ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>					
UNIT TYPE	MEDIAN RENTS	OVERALL VACANCY RATE	UPPER-QUARTILE		
			RENT RANGE	NUMBER OF UNITS	VACANCY RATE
Studio	\$967	0.8%	\$1,300 - \$1,701	222	0.0%
One-Bedroom	\$1,025	1.3%	\$1,170 - \$2,182	497	0.8%
Two-Bedroom	\$1,285	1.8%	\$1,575 - \$3,860	529	1.7%
Three-Bedroom	\$1,472	2.5%	\$1,965 - \$6,260	198	0.5%
Four-Bedroom	\$2,920	0.5%	\$3,393 - \$3,900	37	0.0%

While rents are relatively high, the median does not reflect the entire picture. Higher rents do not reflect higher quality product in the Ithaca market. The median Comparability Rating for apartments at median rent (\$1,285 for a two-bedroom unit) is only 16.5, which is considered below average.

To place this in perspective, the rent at a Comparability Index of 16.5 in several university markets is shown below:

CITY	SCHOOL	RENT AT 16.5 COMPARABILITY RATING	NUMBER OF PROJECTS AT 30.0 COMPARABILITY RATING OR HIGHER
East Lansing, MI	Michigan State University	\$690	8
Syracuse, NY	Syracuse University	\$900	4
Madison, WI	University of Wisconsin	\$820	3
Ann Arbor, MI	University of Michigan	\$1,050	7
Providence, RI	Brown University	\$1,050	2
Cleveland, OH	Cleveland State University	\$860	5
Tempe, AZ	Arizona State University	\$750	12
Rochester, NY	University of Rochester	\$905	2
State College, PA	Penn State University	\$890	6
Columbia, SC	University of South Carolina	\$805	6
Ithaca, NY	Cornell University	\$1,335	0

While the rents in Ithaca generally represent a typical distribution with a greater number of affordable units at the bottom of the market and less at the top, albeit, with a somewhat higher concentration at the top of the market, there is a lack of product at what would, under normal conditions, be classified as the “middle of the market”. In most conventional student dominated markets, a Comparability Index of 16.5 would represent generally “affordable housing” at the bottom of the market, even as represented above in other university communities. In Ithaca, there are only 586 market-rate and/or Tax Credit two-bedroom rental units renting for under \$1,000 per month. It should be noted that a \$1,000 rent requires an income of over \$23 per hour (\$48,000 per year) to qualify under most rental management criteria. Ithaca is missing the middle of the market – ALL rents have moved well beyond what would usually be considered “the middle.”

Clearly, there is a shortage of rental housing serving Ithaca and Tompkins County at all rent levels. It is especially important to recognize that every market is impacted by a housing continuum. Permanent residents move up through a series of housing choices and price points. A void in any specific portion of the market impacts those product lines above. The lack of middle market rental product for the non-student market eventually impacts the home ownership market. Given the potential for a weakening resale market, it is important to provide step up alternatives in order to continually “recharge” the single-family resale market.

A strategy encouraging non-student rental housing development at moderate rents (\$700 to \$900 for a two-bedroom unit) should be considered. In all likelihood this would

not be located in the center city area. This price point generally would require lower land and construction costs than usually encountered in urban neighborhoods. A strategy of encouraging such development in the peripheral neighborhoods within walking of the Central Business District would continue to strengthen the area.

Based on past studies conducted by The Danter Company, as well as interviews with property owners and managers, recent median rents in the EMA have increased by as much as 5.0%. However, median rents are impacted by the addition of new product, usually added to the top of the market. In an analysis of rents within same properties, rents have increased 2.0% to 2.2% annually. This is somewhat lower than the historic trend of 3.0% to 3.5%.

It is significant that 72.6% of the market-rate units surveyed were constructed and opened before 1990. These older developments contain a combined total of 3,748 units with 56 vacancies, a 1.5% vacancy rate.

Following is a distribution of units and vacancies by year of construction:

<b>DISTRIBUTION OF UNIT AND VACANCIES BY YEAR BUILT ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>			
<b>PERIOD</b>	<b>PROJECTS BUILT</b>	<b>UNITS BUILT</b>	<b>CURRENT VACANCY RATE</b>
Before 1970	17	1,101	1.5%
1970-1979	20	1,709	2.3%
1980-1989	20	1,173	1.5%
1990-1999	7	383	0.0%
2000-2009	15	899	0.3%
2010	0	0	-
2011	0	0	-
2012	1	16	0.0%
2013	1	24	0.0%
2014	2	88	0.0%
2015	4	608	2.5%
2016*	0	0	-
Total	87	6,001	1.5%
*Through February Does not include 4 projects under construction and not yet open as of February.			

Projects in the area range in size from 8 to 456 units. The average area project includes 69 units. The following table provides a distribution of units by the size of the project:

<b>DISTRIBUTION OF UNITS AND PROJECTS BY PROJECT SIZE ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>					
<b>TOTAL UNITS IN PROJECTS</b>	<b>PROJECTS</b>		<b>UNITS</b>		<b>VACANCY RATE</b>
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>	
Less Than 25	20	23.0%	331	5.5%	1.2%
25 To 49	25	28.7%	900	15.0%	2.3%
50 To 99	28	32.2%	1,934	32.2%	0.9%
100 To 199	8	9.2%	1,113	18.5%	1.4%
200 To 299	5	5.7%	1,267	21.1%	2.7%
300 Or Greater	1	1.1%	456	7.6%	0.0%
Total	87	100.0%	6,001	100.0%	1.5%

This does not include 4 projects under construction as of February.

The area apartment market has been evaluated by the comparability rating of each property. Comparability ratings are based on a rating system that awards points to each project based on its unit amenities, project amenities, and aesthetic amenities (curbside appeal). The median comparability rating in the EMA is only 17.0. The following table identifies units and vacancies by comparability rating:

<b>DISTRIBUTION OF UNITS AND PROJECTS BY COMPARABILITY RATING ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>			
<b>COMPARABILITY RATING RANGE</b>	<b>NUMBER OF PROJECTS</b>	<b>NUMBER OF UNITS</b>	<b>VACANCY RATE</b>
Less Than 15.0	25	1,511	2.0%
15.0 To 17.5	26	1,139	1.8%
18.0 To 20.5	20	1,731	1.6%
21.0 To 22.5	7	676	0.7%
23.0 Or Greater	9	944	1.1%
Total	87	6,001	1.5%

A total of 78 (89.7%) of the apartment properties surveyed have comparability ratings below 23.0. The highest-rated conventional project in the area is the 121-unit 312 College Avenue (Map Code 30), which opened in 1999 and has a rating of 27.5.

Overall, the EMA is typified by smaller properties with high rents and few amenities.

The following chart illustrated the potential comparability ratings of new rental housing based on our recommendation guidelines for development:

<b>ANTICIPATED COMPARABILITY RATINGS</b>	
<b>PROJECT TYPE</b>	<b>COMPARABILITY RATING</b>
Luxury	28.0
Upscale	25.0
Moderate-Affordable	22.0
Tax Credit	22.0

The standard amenities featured in at least 60% of the apartments in the downtown EMA include a refrigerator, range, carpeting, air conditioning, disposal, window coverings, laundry, and dishwasher. Washer and dryer and/or hookups are relatively uncommon, which explains the high number of developments with a laundry.

A distribution of amenities for market-rate and Tax Credit projects, including the 4 projects under construction, follows:

<b>DISTRIBUTION OF AMENITIES BY PROJECT ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA FEBRUARY 2016</b>			
<b>AMENITY</b>	<b>RECOMMENDED GUIDELINES</b>	<b>TOTAL NUMBER OF PROJECTS* (OUT OF 91)</b>	<b>SHARE OF PROJECTS WITH AMENITY</b>
Refrigerator	L, U, M, TC	91	100.0%
Range	L, U, M, TC	89	97.8%
Window Coverings	L, U, M, TC	87	95.6%
Carpet	L, U, M, TC	83	91.2%
Laundry		75	82.4%
Air Conditioning	L, U, M, TC	73	80.2%
Dishwasher	L, U, M, TC	70	76.9%
Disposal	L, U, M, TC	55	60.4%
Balcony/Patio	L, U, M, TC	53	58.2%
Microwave	L, U	46	50.5%
On-Site Management	L, U, M, TC	44	48.4%
Intercom Security	L, U, M, TC	35	38.5%
Washer/Dryer Hookups	L, U, M, TC	30	33.0%
Elevator	L,U,M	28	30.8%
Community Building/Room	L, U, M, TC	25	27.5%
Garage	L, U	22	24.2%
Exercise Room	L, U, M, TC	22	24.2%
Washer/Dryer	L, U	20	22.0%
Playground		17	18.7%
Vaulted/9' Ceilings	L, U, M, TC	16	17.6%
Fireplace		13	14.3%
Picnic Area	L, U, M, TC	12	13.2%
Ceiling Fan	L, U, M, TC	9	9.9%
Business Center	L, U, M, TC	9	9.9%
Carport		8	8.8%
Pool		6	6.6%
Basement		4	4.4%
Security System	L,U	4	4.4%
Security Gate		3	3.3%
Tennis Court		2	2.2%
Lake		2	2.2%
Sauna		1	1.1%
*Includes properties in which some or all of the units contain the amenity. L – Luxury units U – Upscale units M – Moderate-Affordable TC – Tax Credit			

**b. Analysis of Tax Credit Apartment Supply**

There are a total of 9 existing Tax Credit developments in the downtown Ithaca EMA. These 9 developments contain a total of 837 Tax Credit units. The overall occupancy rate among the Tax Credit units is 97.4%. Following is a summary of the existing Tax Credit units in the market:

MAP CODE	NAME	YEAR OPENED/ RENOVATED	TOTAL UNITS	RENT LEVELS				OCCUPANCY RATE
				ONE-BR.	TWO-BR.	THREE-BR.	FOUR-BR.	
-	<b>Recommended</b>	-	-	<b>\$689-\$827</b>	<b>\$826-\$992</b>	<b>\$954-\$1,145</b>	-	-
29	West Village	1972/2008	235	\$698	\$763	\$980	\$1,032	92.3%
31	Cayuga View	2005	24	-	\$860-\$1,000	-	-	100.0%
57	Linderman Creek Phase I	2000	56	\$706	\$706-\$796	\$814	-	100.0%
58	Linderman Creek Phase II	2004	72	\$747	\$831	\$1,010	-	98.6%
69	Conifer Village	2008	70	\$625-\$811	\$732-\$908	-	-	100.0%
71	Cedar Creek	2009	39	\$268-\$530	\$310-\$628	\$350-\$715	-	100.0%
79	Breckenridge Place	2014	50	\$588-\$857	\$696-\$1,020	-	-	100.0%
83	Stone Quarry	2015	35	\$316-\$616	\$721-\$1,021	\$802-\$1,152	-	91.4%
96	Overlook at West Hill	2006	256	\$365-\$809	\$426-\$959	\$485-\$1,100	-	100.0%

Conifer Village is restricted to older adults (age 55 or older).

**c. Geographic Origin of Support**

A comparison of typical versus anticipated geographic support for the recommended projects is as follows:

	TYPICAL SUPPORT	ANTICIPATED SUPPORT
Internal Mobility		
Apartment	50%	40%
Other	20%	20%
External Mobility	30%	40%
Total	100%	100%

Because Ithaca is significantly impacted by in-migration and in-commuters, we have noted a higher share of residents originating from outside the market.



#### **d. Competitive Analysis**

The following competitive analysis is meant at a guideline for development potential. Because we are not evaluating a specific project that has been proposed to be built, we have used the projects used as a guideline within this study.

There are two sets of criteria which can be used to identify comparable properties. A project can be comparable conceptually and/or economically.

Conceptually comparable properties are those properties that have a similar comparability index. A similar comparability index indicates that properties will likely have similar unit and project amenities and a similar aesthetic rating. They may or may not have similar rents.

Economically comparable properties are those properties with similar net rent levels. These properties may or may not have a similar comparability index.

Following summary of the properties that would be considered conceptually competitive with the recommended project types based on the guidelines presented within this report. These conceptually competitive properties have comparability ratings within plus or minus 2.0 points of the recommended properties. Typically, properties more than 10 years old and properties in poor condition are not considered competitive. Some properties are conceptually competitive with more than one of the recommended project types.

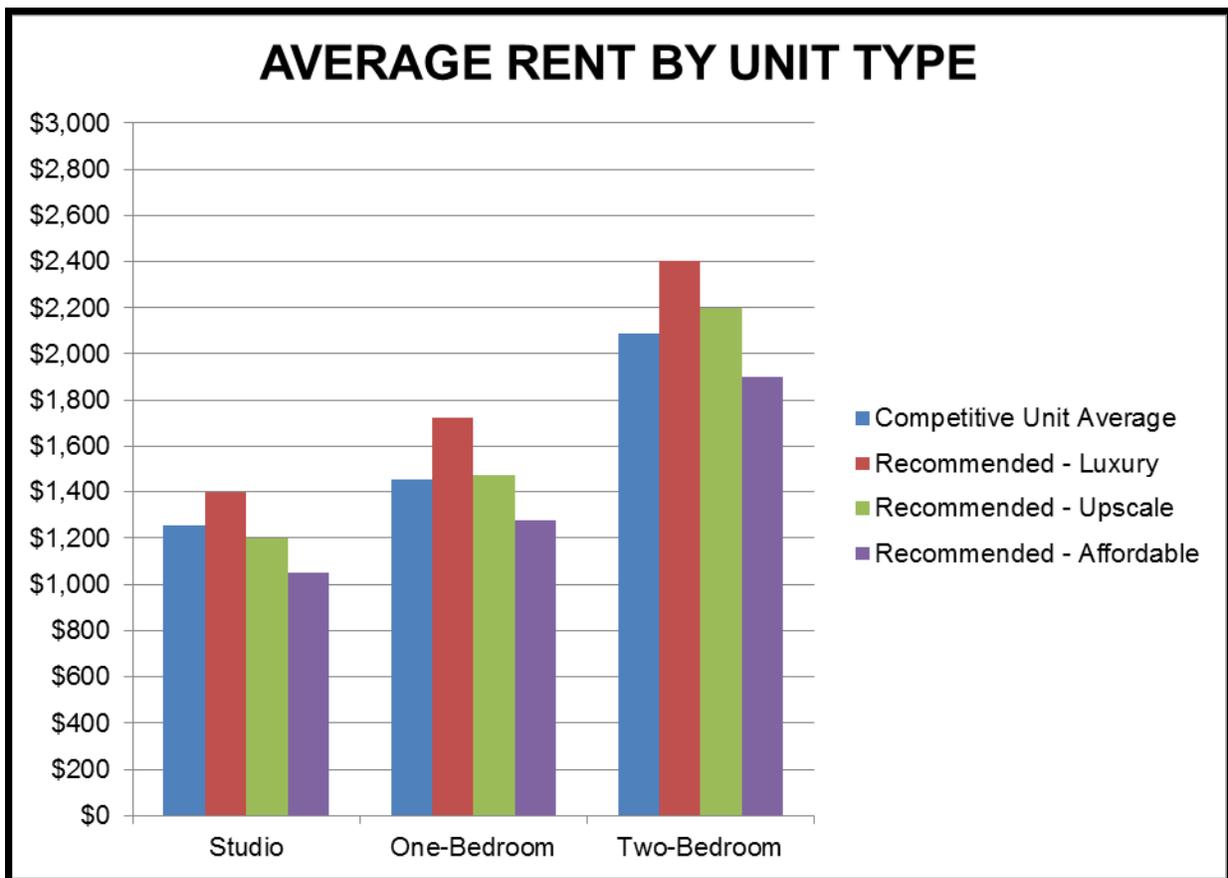
		Conceptually Competitive With Recommendations			
Name	Comparability Rating	Luxury	Upscale	Affordable/ Moderate	Tax Credit
312 College Avenue	27.5	X			
Collegetown Terrace	26.5	X	X		
Dryden South	26.0	X	X		
Casa Roma	25.0		X		
Horizon Villages On The Horizon*	24.5		X		
140 Seneca Way	24.5		X		
Collegetown Crossing	24.0		X	X	X
Cayuga View (TC)	23.5		X	X	X
Gateway Commons	23.0		X	X	X
Lofts at Six Mile Creek	23.0		X	X	X
Dryden Eddy	23.0		X	X	X
The Carey Building	22.5			X	X
Overlook at West Hill (TC)	22.5			X	X
Boiler Works	21.5			X	X
Conifer Village (TC)	21.5			X	X
Village Solars I	20.0			X	X
Breckenridge Place (TC)	20.0			X	X
The Coalyard	19.5			X	X
Sanctuary Homes	19.5			X	X
Stone Quarry (TC)	19.5			X	X
Cayuga Place	19.0			X	X
(TC) – Tax Credit property					
*Seniors 55+					

Prospective residents respond to three principal factors when selecting specific units:

- Perception of space often based on the entry into the unit
- Bedroom size
- Closets are especially important. Large closets are immediately noticed by prospective tenants. Further, having the largest closets in the market facilitate rent increases since it is virtually impossible for a tenant to move into another unit with less storage than they already have.

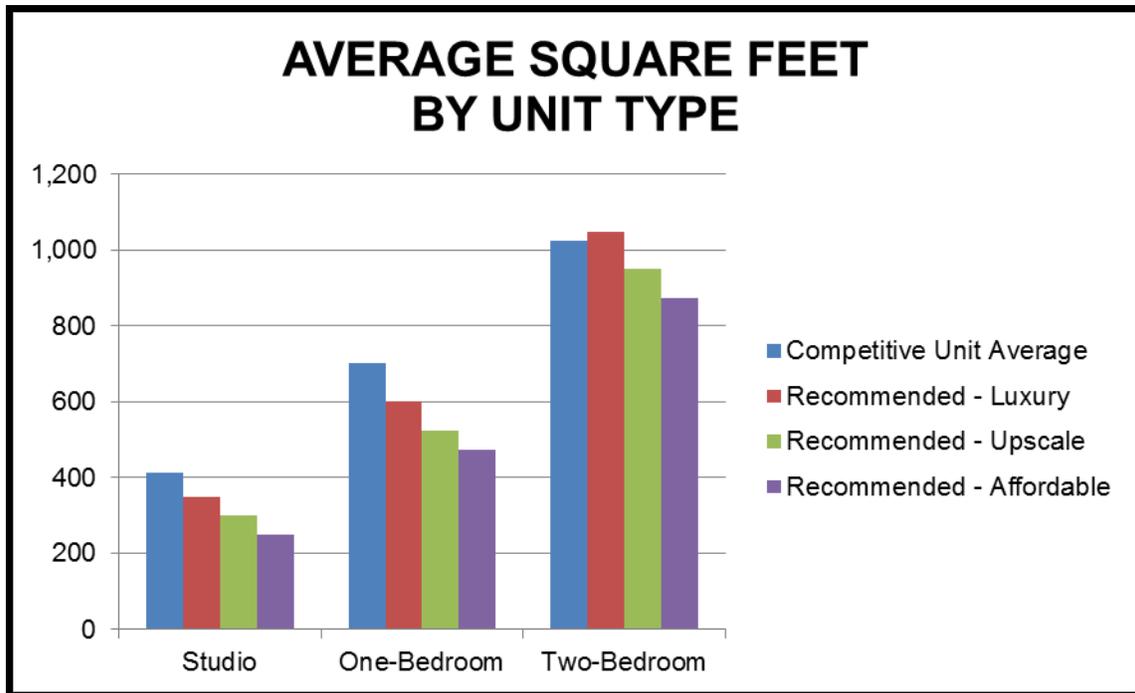
A total of 84 studio, one- and two-bedroom floorplans from competitive market-rate properties were analyzed. Purpose-built student housing properties were excluded from this analysis. Floorplans for Map Code 70, Sanctuary Homes, were not available.

The charts on the following pages summarize the average rent, unit size, and other features of the competitive market-rate units.



The recommended rents for the project types listed in the development guidelines above are either on par with or below the average competitive unit, with the exception of the luxury units and the upscale two-bedroom units. It is worth noting that the majority of the competitive units have a Comparability Rating well below 25.0, the rating for the recommended upscale project type.

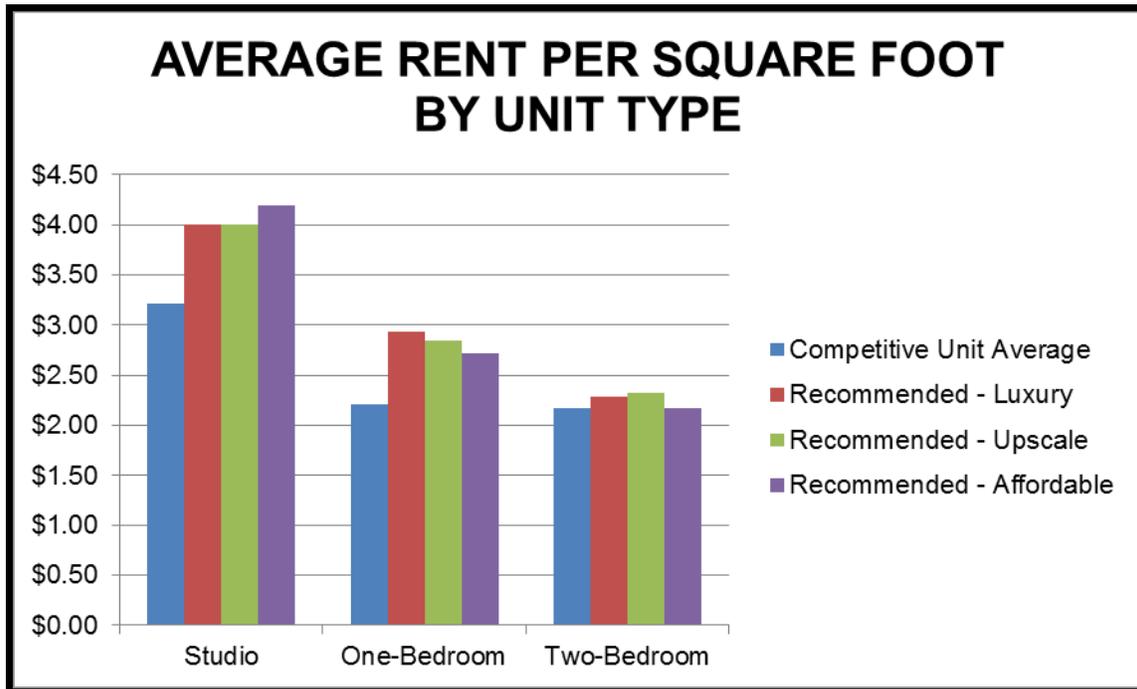
The following chart summarizes unit sizes for the average competitive unit and the average recommended unit.



The recommended studio and one-bedroom micro units are smaller than the average competitive unit; however they are still comparable to the typical competitive unit size ranges, as detailed in the following table.

Competitive Unit Sizes		
Unit Type	Lowest Square Footage	Highest Square Footage
Studio	255	644
One-Bedroom	420	938
Two-Bedroom	500	1,673

The following chart summarizes rent per square foot at the average competitive unit compared to the rent per square foot for the recommended development types.



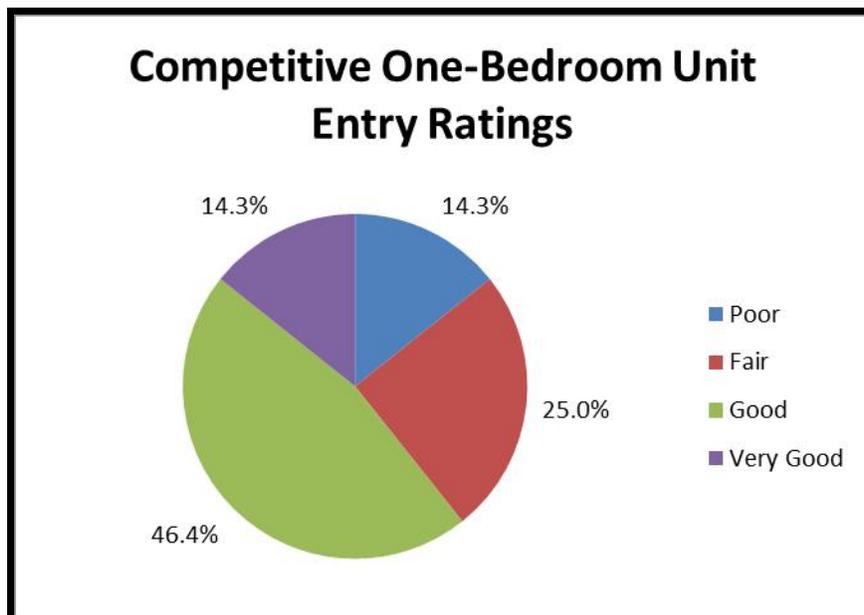
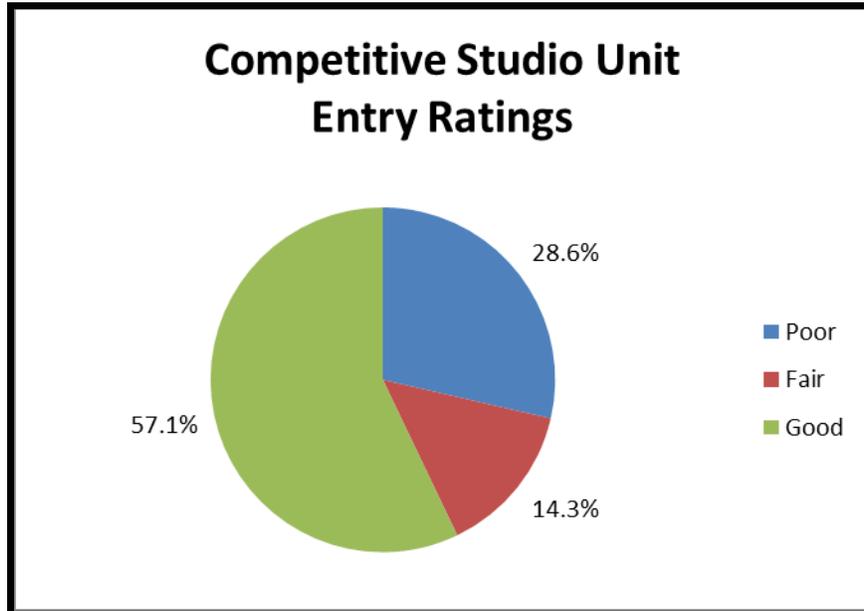
The following charts summarize bedroom sizes at the average competitive unit compared to the recommended development guidelines.

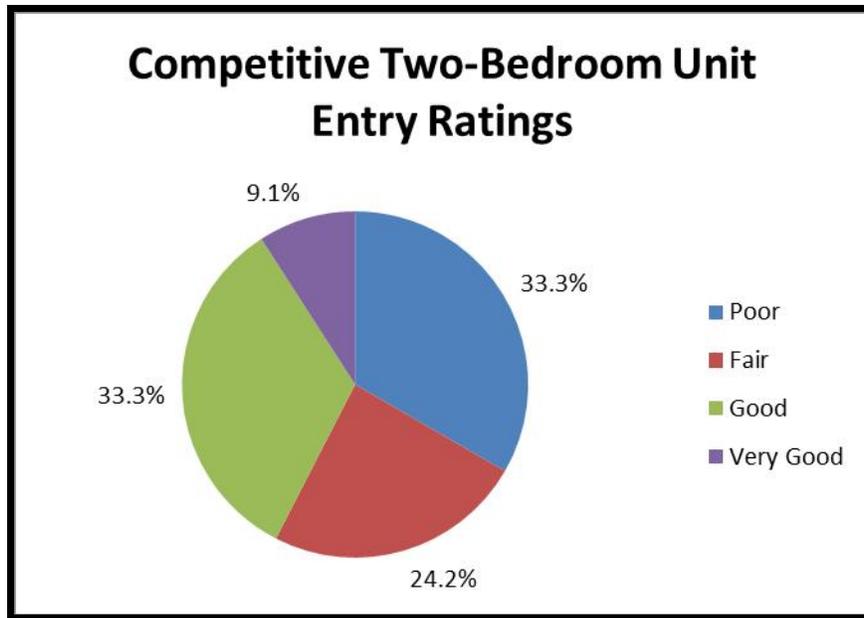
<b>BEDROOM SIZE (ONE-BEDROOM UNITS)</b>	
Competitive Unit Average	149
Recommended - Luxury	160
Recommended - Upscale	150
Recommended - Affordable	150

<b>BEDROOM SIZE (TWO-BEDROOM UNITS)</b>		
	<b>MASTER BEDROOM</b>	<b>SECOND BEDROOM</b>
Competitive Unit Average	157	126
Recommended - Luxury	160	140
Recommended - Upscale	150	140
Recommended - Affordable	150	130

Bedrooms in competitive one-bedroom units range in size from 89 to 220 square feet. Master bedrooms in competitive two-bedroom units range in size from 92 to 220 square feet, and second bedrooms in competitive two-bedroom units range in size from 80 to 190 square feet.

The entry for each competitive floorplan was evaluated and rated, and the following charts summarize the results of this analysis.





As the preceding charts illustrate, a significant number of competitive units, especially studio and two-bedroom units, have entries classified as “Poor”, meaning that upon entry to the unit, there is an impression of a small, closed-off space. A poor entry, for example, would be an entrance that leads into a long hallway, with no direct view of windows and/or no straight path into an open living room area.

Very few of the competitive units have floorplans with entries rated “Very Good,” which describes the sort of open, airy entry that is recommended in the development guidelines.

The following table summarizes the average lineal feet of closet space offered at the competitive units as compared to the lineal feet of closet space recommended in the development guidelines.

LINEAL FEET OF CLOSET SPACE			
UNIT TYPE	STUDIO	ONE-BEDROOM	TWO-BEDROOM
Comparable Unit Average	7.7	12.2	19.0
Recommended - Luxury	12	16.0	26.0
Recommended - Upscale	10	14.0	22.0
Recommended - Affordable	7	12.0	20.0

The recommended developments should meet or exceed the lineal feet of closet space offered at the average competitive unit.

## **4. APARTMENT SUPPORT COMPONENTS**

### **a. Step-Up/Down Support**

Previous studies performed by the Danter Company, LLC indicate that 60% of the support for new apartment development will typically be generated from the existing apartment base in the EMA, especially from those tenants paying rent within an appropriate step-up range of any new project.

The 100% database field survey methodology allows us to accurately measure potential support from conventional renters. Our studies indicate that, at the recommended luxury rent range, tenants are willing to incur rental increases up to \$175 per month for a rental alternative when it is perceived as a value. At the upscale rent range, tenants are willing to incur rental increases of up to \$150 per month for a rental alternative when it is perceived as a value. At the recommended moderate-affordable rent range, tenants would be willing to pay up to \$125 for a rental alternative when it is perceived as a value. And at the recommended Tax Credit rent range, tenants would be willing to pay up to \$60 for a rental alternative when it is perceived as a value. This is the step-up support base. Step-up support is not limited to only similar unit types. For example, the one-bedroom step-up support includes both studio and one-bedroom units.

In addition, the existing units in the market with rents higher than those recommended for the various product types and with project comparability ratings equal to or lower than the recommended product types represent potential step-down support.

Step-up/down support is a critical factor in projecting absorption because it directly measures the depth of potential support *from the households most likely to move to a new development*. Step-up/down support is best expressed as a ratio of proposed units to potential support. A lower ratio indicates a deeper level of market support and that any new project will have to capture fewer of these households in order to achieve successful initial absorption. A higher ratio indicates a lower level of potential support from conventional renters and that any new project will have to attract a higher level of support from outside this group, potentially slowing absorption.

Step-down support represents existing renters within the EMA who should perceive the recommended developments as offering a greater value at a rent lower than or equivalent to their current rent. Typically, this value results from renters who would perceive the recommended projects as a higher-quality project at an equal or lower rent, or as a project of quality similar to their current unit but at a lower rent.

The step-down base includes all units with higher rents than the recommended projects, but lower or equivalent comparability index ratings within the EMA.

<b>DISTRIBUTION OF STEP-DOWN SUPPORT LUXURY DEVELOPMENT</b>			
	<b>STEP-UP SUPPORT</b>	<b>STEP-DOWN SUPPORT</b>	<b>TOTAL</b>
Studio	160	151	311
One-Bedroom	120	268	388
Two-Bedroom	114	74	188
Total	394	493	887
Total Step-Up/Step-Down Support Base	887		
Annual Units Recommended	20 - 25		
Ratio Of Recommended Units To Potential Step-Up/Step-Down Support Base	2.3% - 2.8%		

A development of 20 to 25 luxury units (with rents based on development guidelines) per year would represent 2.3% to 2.8% of the total step-up/step-down support base, an excellent ratio.

<b>DISTRIBUTION OF STEP-DOWN SUPPORT UPSCALE DEVELOPMENT</b>			
	<b>STEP-UP SUPPORT</b>	<b>STEP-DOWN SUPPORT</b>	<b>TOTAL</b>
Studio	56	195	251
One-Bedroom	238	204	442
Two-Bedroom	58	93	151
Total	352	492	844
Total Step-Up/Step-Down Support Base	844		
Annual Units Recommended	40 – 45		
Ratio Of Recommended Units To Potential Step-Up/Step-Down Support Base	4.7% - 5.3%		

A development of 40 to 45 upscale units (with rents based on development guidelines) per year would represent 4.7% to 5.3% of the total step-up/step-down support base, an excellent ratio.

<b>DISTRIBUTION OF STEP-DOWN SUPPORT MODERATE/AFFORDABLE DEVELOPMENT</b>			
	<b>STEP-UP SUPPORT</b>	<b>STEP-DOWN SUPPORT</b>	<b>TOTAL</b>
Studio	121	114	235
One-Bedroom	506	340	846
Two-Bedroom	41	124	165
Total	668	578	1,246
Total Step-Up/Step-Down Support Base	1,246		
Annual Units Recommended	60		
Ratio Of Recommended Units To Potential Step-Up/Step-Down Support Base	4.8%		

A development of 60 moderate/affordable units (with rents based on development guidelines) per year would represent 4.8% of the total step-up/step-down support base, an excellent ratio.

<b>DISTRIBUTION OF STEP-DOWN SUPPORT TAX CREDIT DEVELOPMENT</b>			
	<b>STEP-UP SUPPORT</b>	<b>STEP-DOWN SUPPORT</b>	<b>TOTAL</b>
One-Bedroom	16	1,202	1,218
Two-Bedroom	75	1,198	1,273
Three-Bedroom	33	439	472
Total	124	2,839	2,963
Total Step-Up/Step-Down Support Base	2,963		
Annual Units Recommended	60 – 65		
Ratio Of Recommended Units To Potential Step-Up/Step-Down Support Base	2.0% - 2.2%		

A development of 60 to 65 Tax Credit units (with rents based on development guidelines) per year would represent 2.0% to 2.2% of the total step-up/step-down support base, an excellent ratio.

## **b. Comparable Market Rent Analysis**

Comparable market rent analysis establishes the rent potential renters would expect to pay for new apartment units in the open market. Comparable market rent is based on a trend line analysis for the area apartment market. For each unit type, the trend line analysis compares net rent by comparability index for all market-rate developments. This evaluation provides a comparison of existing market rents to those recommended for new development. A variety of factors influence a property's ability to actually achieve the comparable market rent, including the number of units at that comparable market rent, the step-up support base at that rent range, and the age and condition of competitive units.

Considering the guidelines for potential new apartment development in the Ithaca area, any new developments would be anticipated to have an overall comparability rating of approximately 28.0 for luxury units, 25.0 for upscale units and 22.0 for the moderate/affordable units and the Tax Credit units.

Based on the current rent structure of studio units, present-day comparable market rents are

- \$1,500 per month for the luxury units
- \$1,330 for the upscale units
- \$1,170 for the moderate/affordable units

Based on the current rent structure of one-bedroom units, present-day comparable market rents are

- \$1,825 per month for the luxury units
- \$1,625 for the upscale units
- \$1,425 for the moderate/affordable and Tax Credit developments

Based on the current rent structure of two-bedroom units, present-day comparable market rents are

- \$2,620 per month for the luxury units
- \$2,300 for the upscale units
- \$1,980 for the moderate/affordable units and Tax Credit units

Based on the current rent structure of three-bedroom units, present-day comparable market rents are

- \$2,450 for the Tax Credit units

The following tables compare the market rent with the recommended rents for studio, one-, two- and three-bedroom units. Rents are net, including only water/sewer and trash removal.

UNIT TYPE	PROJECT TYPE	COMPARABILITY RATING	MARKET-RENT	RECOMMENDED RENT	RENT AS A PERCENT OF MARKET RENT
Studio	Luxury	28.0	\$1,500	\$1,400	98.6%
	Upscale	25.0	\$1,330	\$1,200	90.2%
	Moderate	22.0	\$1,170	\$1,050	89.7%
One-Bedroom	Luxury	28.0	\$1,825	\$1,800	93.5%
	Upscale	25.0	\$1,625	\$1,600	98.5%
	Moderate	22.0	\$1,425	\$1,400	98.2%
	Tax Credit	22.0	\$1,425	\$689 - \$827	48.4% - 58.0%
Two-Bedroom	Luxury	28.0	\$2,620	\$2,400	91.6%
	Upscale	25.0	\$2,300	\$2,200	95.7%
	Moderate	22.0	\$1,980	\$1,900	96.0%
	Tax Credit		\$1,980	\$826 - \$992	41.7% - 50.1%
Three-Bedroom	Tax Credit	22.0	\$2,450	\$954 - \$1,145	38.9% - 46.7%

As the previous table illustrates, the rents used as a guideline for new development of luxury, upscale, and moderate/affordable units range from 89.7% to 98.6% of the market-driven rents and would be perceived as an excellent value within the market (exclusive of the Tax Credit units).

Micro units have also been recommended within the mix of product. It should be noted that the Ithaca apartment market already has a considerable number of “micro” units, that is, units with a very small square footage. Nearly one-third of the model types would qualify as “micro” with studio under 300 square feet, one-bedroom units under 500 square feet and two-bedroom units under 700 square feet. Micro units in the recommendations reflect the appropriate rent.

It is important to note that the Ithaca apartment market is dominated by college students. Half of all units in the market are occupied by college students. Because of this fact, as well as the fact that the market is 98.5% occupied, the rents in the Ithaca area are much higher than rents in similar market and are out of reach for many renters in the Ithaca area. Although the rents used as a guideline for development in this report are well below the market-driven rents, they will respond well to non-student renters.

The recommended Tax Credit rents range from 38.9% to 46.7% of the market-driven rents and would be perceived as an excellent value within the market.

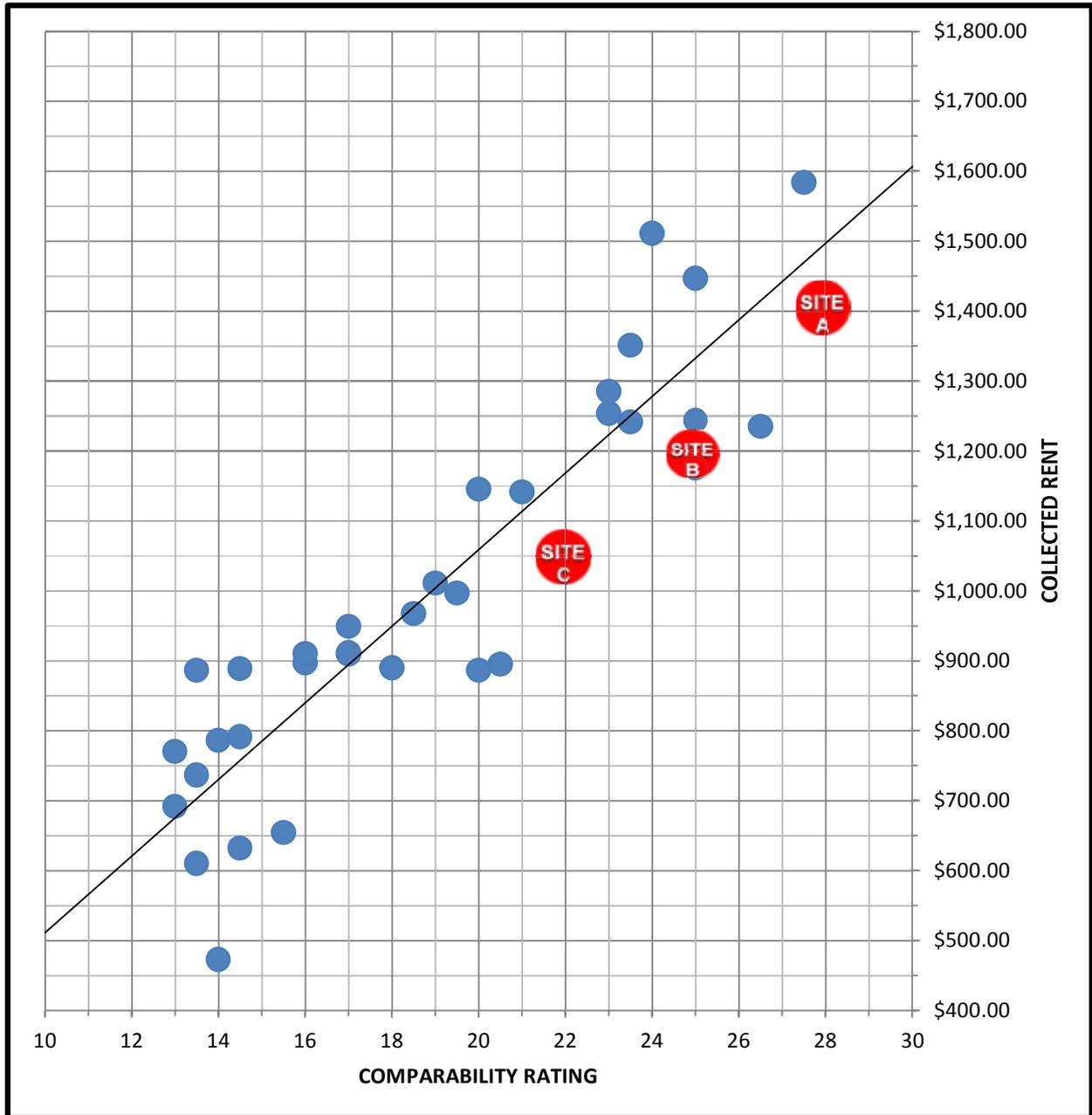
The number of any new units proposed for any new development in Ithaca must be considered relative to the project’s ability to achieve a given rent level.

Previous research conducted by Danter Company, LLC indicates that all other factors being equal, larger properties must be a better value in the marketplace than smaller properties due to the higher number of units that must be rented each month. To generate a sufficient number of potential renters, larger properties typically need to set rents below comparable market rent. Smaller projects provide the best opportunity to increase rents after stabilized rent up.

It is important to note that we have taken a conservative approach in determining the recommended rents for new development. Although our recommended rents range from 89.7% to 98.5% of the market rents, the high end properties are dominated by smaller projects that are able to achieve higher rents due to the number of units at those projects.

The relative value the recommended rents represent in the market is further illustrated by the following trend line analyses.

# STUDIO UNITS BY COLLECTED RENT AND COMPARABILITY INDEX

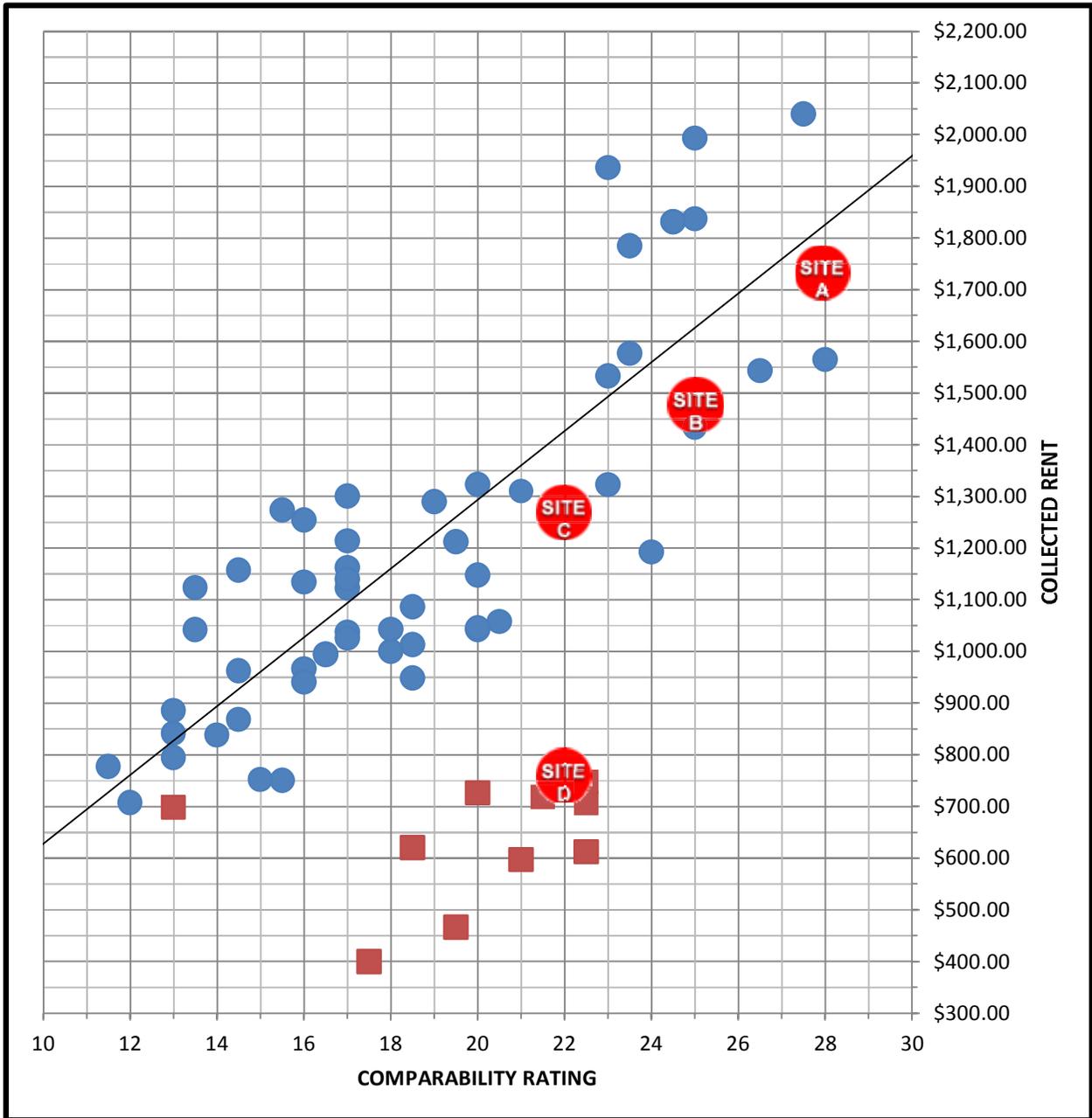


**Legend:**

- Market-Rate Properties
- Tax Credit Properties
- Market-Driven Rent
- SITE A Site - Luxury (average)
- SITE B Site - Upscale (average)
- SITE C Site - Affordable/Moderate (average)



# ONE-BEDROOM UNITS BY COLLECTED RENT AND COMPARABILITY INDEX

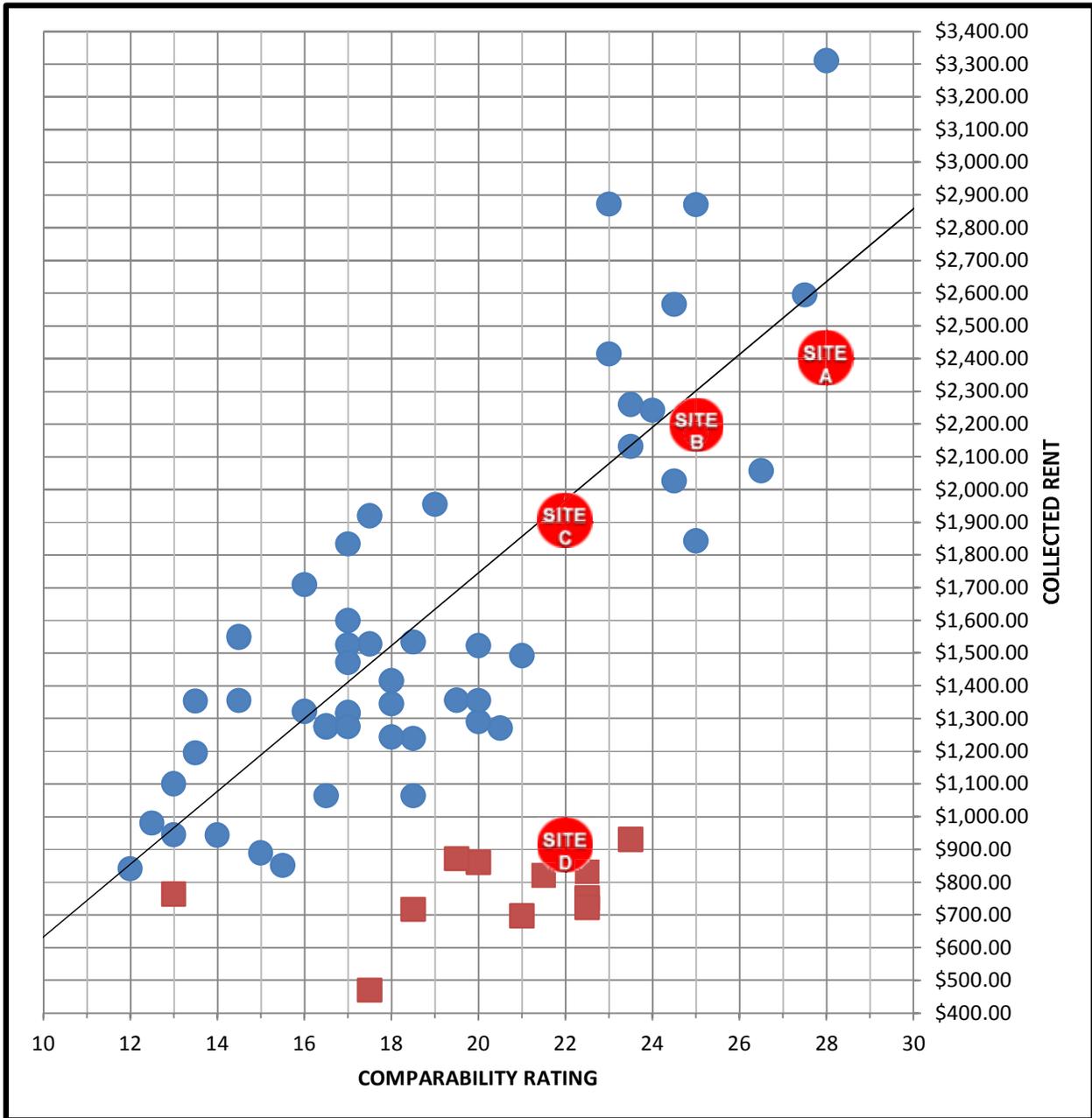


**Legend:**

- Market-Rate Properties
- Tax Credit Properties
- Market-Driven Rent
- SITE A Site - Luxury (average)
- SITE B Site - Upscale (average)
- SITE C Site - Affordable/Moderate (average)
- SITE D Site - Tax Credit (average)



## TWO-BEDROOM UNITS BY COLLECTED RENT AND COMPARABILITY INDEX

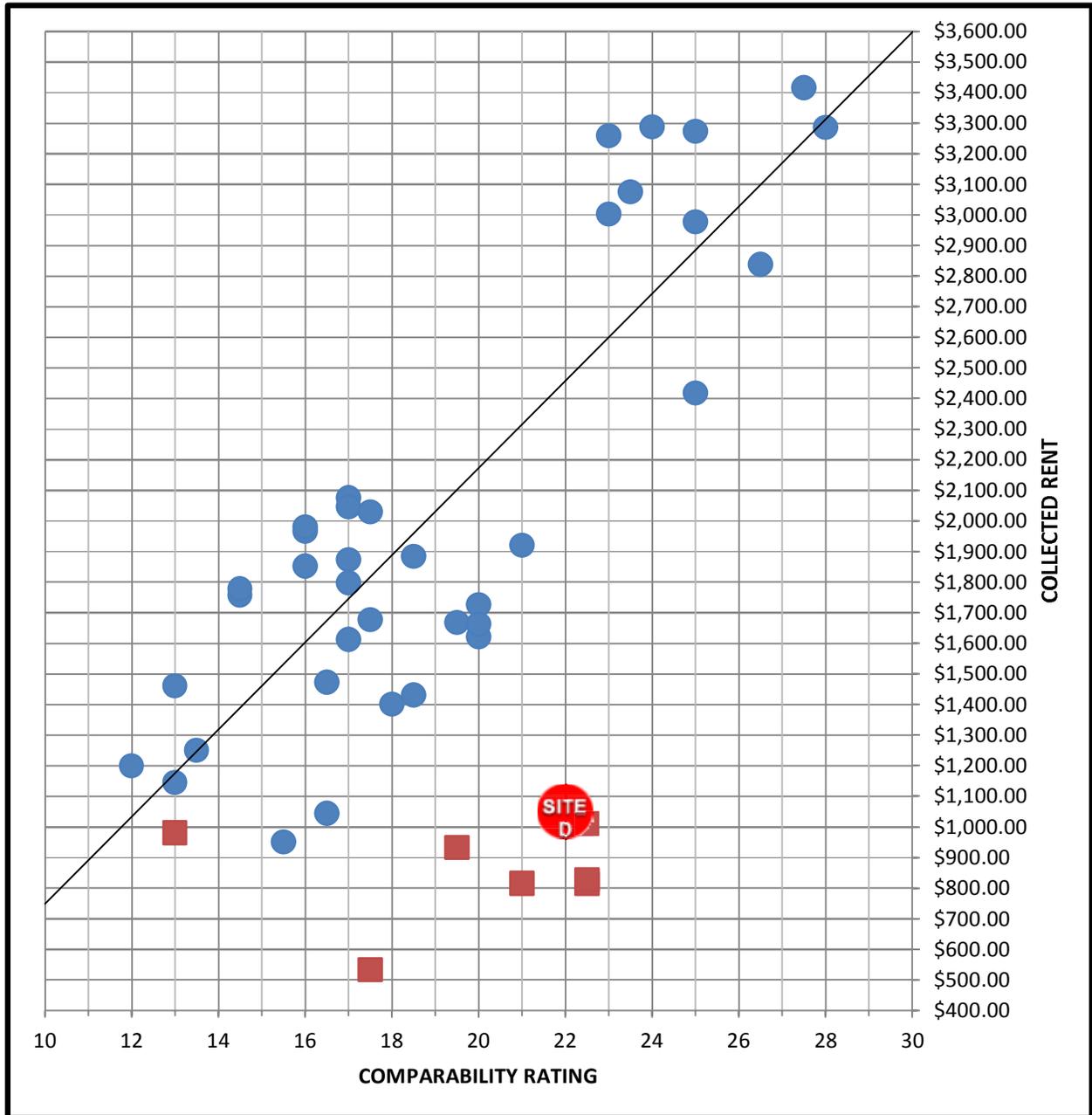


**Legend:**

- Market-Rate Properties
- Tax Credit Properties
- Market-Driven Rent
- SITE A Site - Luxury
- SITE B Site - Upscale
- SITE C Site - Affordable/Moderate
- SITE D Site - Tax Credit (average)



# THREE-BEDROOM UNITS BY COLLECTED RENT AND COMPARABILITY INDEX



**Legend:**

- Site - Tax Credit (average)
- Market-Rate Properties
- Tax Credit Properties
- Market-Driven Rent



### **c. Rent Gap**

Absorption at any new development should be closely monitored. Rent adjustments may be necessary in order to maintain an even absorption of all units. An absorption rate proportionate to unit mix can be maintained by establishing appropriate rent gaps (price differences) between unit types.

Proper rent gaps between all unit types will be important in order to ensure an even absorption of all units. Rent gaps must be monitored by mix, comparability differences, and location/view premiums. Suggested rents are responsive to absorption and can only be fine-tuned after product is available.

In the Effective Market Area, the rent gaps between one- and two-bedroom and two- and three-bedroom units are as follows:

	<b>STUDIO TO ONE- BEDROOM RENT GAP</b>	<b>ONE- TO TWO- BEDROOM RENT GAP</b>	<b>TWO- TO THREE- BEDROOM RENT GAP</b>
Rent at 28.0 Comparability Rating	\$425	\$695	
Rent at 25.0 Comparability Rating	\$295	\$675	
Rent at 22.0 Comparability Rating	\$255	\$555	
Recommended Rent			
Luxury Units	\$400	\$600	
Upscale Units	\$400	\$600	
Moderate Units	\$350	\$500	
Tax Credit Units		\$137 / \$165	\$128 / \$166

The rent gaps for the recommended units closely mirror the market driven rents in the EMA.

### **d. Apartment Demand**

#### **Market-Rate**

Based on findings from the Danter Company's nationwide telephone survey, we anticipate that the recommended studio, one-, and two- bedroom market rate units will predominantly house one- to two-person households. Leasing industry standards for market-rate projects typically require households to have net rent-to-income ratios of 30%. The recommended net rents (includes water, sewer, and trash pickup) range from \$1,400 to \$2,400 per month for the luxury units, from \$1,200 to \$2,200 for the upscale units, and from \$1,050 to \$1,900 for the moderate/affordable units.

With the lowest recommended net monthly rent of \$1,400 for the luxury units, the minimum annual housing cost is \$16,800. Applying the 30% rent-to-income ratios requires a minimal annual household income of \$56,000.

With the lowest recommended net monthly rent of \$1,200 for the upscale units, the minimum annual housing cost is \$14,400. Applying the 30% rent-to-income ratios requires a minimal annual household income of \$48,000.

With the lowest recommended net monthly rent of \$1,050 for the moderate/affordable units, the minimum annual housing cost is \$12,600. Applying the 30% rent-to-income ratios requires a minimal annual household income of \$42,000.

There are no income restrictions for market-rate units. Further, more and more households are “renters by choice”, often not opting for home ownership until their family status changes. Therefore, household incomes are not limited at the top end.

### All Income-Qualified Households

The 2010 Census reported that 61.4% of the EMA households were renters, down from 66.2% in 2000. However, the reality is that this percentage varies depending on the income levels of the households. For example, at lower income levels, a higher ratio of renters is likely compared to the higher income levels.

### Luxury Units

Considering the renter to total households’ ratio established for households with higher incomes, the estimated number of renter households within the EMA that are income-appropriate for the recommended luxury units (above \$67,200) is estimated at 2,055 renter households in 2016. The recommended luxury units (up to 125 units) would represent 6.1% of their potential income-appropriate renter base. This is an excellent ratio of units to potential income-appropriate renter households.

### Upscale Units

Considering the renter to total households’ ratio established for households with higher incomes, the estimated number of renter households within the EMA that are income-appropriate for the recommended upscale units (above \$57,600) is estimated at 2,546 renter households in 2016. The recommended upscale units (up to 225 units) would represent 8.8% of their potential income-appropriate renter base. This is an excellent ratio of units to potential income-appropriate renter households.

### Moderate/Affordable Units

Considering the renter to total households' ratio established for households with higher incomes, the estimated number of renter households within the EMA that are income-appropriate for the recommended moderate/affordable units (above \$50,400) is estimated at 2,914 renter households in 2016. The recommended moderate units (up to 350 units) would represent 12.0% of their potential income-appropriate renter base. This is an excellent ratio of units to potential income-appropriate renter households.

The following table summarizes the total income qualified households for the recommended market-rate developments:

<b>PROJECT TYPE</b>	<b>MINIMUM INCOME</b>	<b>INCOME QUALIFIED RENTER HOUSEHOLDS</b>	<b>RATIO OF UNITS</b>
Luxury	\$67,200	2,055	6.1%
Upscale	\$57,600	2,546	8.8%
Moderate/Affordable	\$50,400	2,914	12.0%

### Renter Households

The 2010 Census indicated that 61.4% of the area households were rentals. The reality is that at lower income levels, a higher ratio of renters is likely compared to the overall market. Within the downtown Ithaca EMA, this is reflected.

Considering the renter to total households' ratio established for households with lower incomes, the estimated number of renter households within the EMA that are income-qualified for the recommended Tax Credit units (\$25,700 to \$47,580) is estimated at 4,165. The (up to 350 units) Tax Credit units recommended represent 18.4% of their potential income-qualified renter base. This is an excellent ratio of units to potential income-qualified renter households.

As noted earlier, there are 837 existing Tax Credit units within the downtown Ithaca EMA. Combined with the (up to 350 units) recommended units, these properties total 1,187 Tax Credit units. When the existing Tax Credit units in the EMA are also considered, the appropriate household income range is \$10,740 to \$47,580. This range is wider than the range for just the recommended development due to the variety of units and range of rents. The number of renter households within this income range is estimated to be 7,520. The 1,187 combined Tax Credit units (existing and recommended) represent 15.8% of the income-qualified renter base. This is considered a very good ratio of units to income-qualified renter households.

## Housing Choice Vouchers

It is anticipated that additional support for a new Tax Credit project would come from tenants with Housing Choice Vouchers. The current Fair Market Rents for the area as well as the recommended gross rents are as follows:

UNIT TYPE	FAIR MARKET RENTS	RECOMMENDED GROSS RENTS	
		50%	60%
One-Bedroom	\$937	\$689	\$827
Two-Bedroom	\$1,084	\$826	\$992
Three-Bedroom	\$1,406	\$954	\$1,145

Source: US Department of Housing and Urban Development  
Effective 2016  
Note: The Fair Market Rents have been established by the Department of Housing and Urban Development and are gross rents including all utilities.

As the above table indicates, the gross Tax Credit rents for the one-, two-, and three-bedroom units at the 50% and 60% income levels are below the Fair Market Rents. These units will be available to renters with Housing Choice Vouchers.

## Tax Credit

### Program Limitations and Qualifications

The recommended Tax Credit units include one-, two-, and three-bedroom garden units with rents based on 50% and 60% of the area median household income.

Rents for units operating within the Tax Credit program are based on income limits by household size. The gross rent charged for an eligible unit to a tenant cannot exceed 30% of the tenant income limitation (50% or 60% of area median income adjusted for household size).

Median incomes are established by the United States Department of Housing and Urban Development (HUD). Ithaca is located in Tompkins County, New York. For 2016, the median household income for Tompkins County is \$69,000.

The following chart illustrates the maximum income allowed per household size at the 50% and 60% levels, based on the 2016 median income for the Tompkins County:

HOUSEHOLD SIZE	MAXIMUM ALLOWABLE INCOME	
	50%	60%
One-Person	\$25,700	\$30,840
Two-Person	\$29,400	\$35,280
Three-Person	\$33,050	\$39,660
Four-Person	\$36,700	\$44,040
Five-Person	\$39,650	\$47,580

Current guidelines establish maximum rents based on the probable household size by number of bedrooms, with one-bedroom units at 1.5, two-bedroom units at 3.0, and three-bedroom units at 4.5 people per household (regardless of the actual number of people occupying the unit). Maximum rent by number of bedrooms is as follows:

UNIT TYPE	MAXIMUM GROSS RENT	
	50%	60%
One-Bedroom (1.5)	\$666	\$799
Two-Bedroom (3.0)	\$826	\$992
Three-Bedroom (4.5)	\$1,010	\$1,212

Utility cost estimates have been applied to the maximum gross rents in order to estimate maximum net rents. (Net rents are used to more easily compare with existing market rents in the area.)

UNIT TYPE	PERCENT OF MEDIAN HOUSEHOLD INCOME	MAXIMUM GROSS MONTHLY RENT	ESTIMATED UTILITY COST*	ESTIMATED MAXIMUM NET RENT	RECOMMENDED NET RENT
One-Bedroom	50%	\$666	\$185	\$851	\$850
	60%	\$799	\$185	\$984	\$975
Two-Bedroom	50%	\$826	\$229	\$1,055	\$1,050
	60%	\$992	\$229	\$1,221	\$1,220
Three-Bedroom	50%	\$1,010	\$273	\$1,283	\$1,275
	60%	\$1,212	\$273	\$1,486	\$1,475

\*Source: Ithaca Housing Authority

The recommended rents are set slightly below to the current (2016) maximum allowable. The maximum allowable net rents at opening may increase (or decrease) based on the median income and utility rates at the time.

### Income-Appropriate Households

Under the Section 42 Tax Credit program, a household may live in any unit type, regardless of size, as long as the household income does not exceed the maximum allowable for that household size.

Based on findings from The Danter Company's nationwide telephone survey, we anticipate that any new one-, two-, and three-bedroom Tax Credit units will predominantly house one- to four-person households. In addition, any Tax Credit units are recommended to include units available at rents based on 50% and 60% of the area median household income. For 2016, the maximum allowable income for a one-person household at the 50% income level is \$25,700 and the maximum allowable income for a four-person household at the 60% income level is \$44,040.

### All Income-Qualified Households

In 2016, there are an estimated 1,633 total households within the downtown Ithaca EMA with incomes between \$25,700 and \$47,580. The 350 Tax Credit units recommended account of 21.4% of that total.

These are excellent ratios and indicate a good supply of potential household support. These ratios have been considered in establishing anticipated absorption rates.

There are 9 existing Tax Credit properties with a total of 837 units within the downtown Ithaca EMA. The existing Tax Credit units range from one- to four-bedroom units:

- The 235-unit West Village project
- The 24-unit Cayuga View project
- The 56-unit Linderman Creek Phase I project
- The 72- unit Linderman Creek Phase II project
- The 70-unit Conifer Village project that is restricted to older adults 55 or older
- The 39-unit Cedar Creek project
- The 50-unit Breckenridge Place project
- The 35-unit Stone Quarry project
- The 256-unit Overlook at West Hill project

## **5. PLANNED, PROPOSED AND UNDER CONSTRUCTION PROJECTS**

According to planning and zoning officials with the City of Ithaca, the Town of Ithaca, and Tompkins County, there are several residential developments planned in the downtown Ithaca EMA. These planned projects are summarized as follows:

- Developer John Novarr (Novarr-MacKeseey Group) is proposing 50-60 units of rental townhouses to be located on the site of 3 existing structures at 119, 121 and 125 College Avenue. The project would also include first-floor retail, and the apartments would be marketed to Cornell faculty. If plans are approved Novarr hopes to open the project in spring 2018.
- Harold's Square is an 11-story mixed-use development that is being planned on the south side of the "Ithaca Commons" in downtown Ithaca. This development is expected to offer 108 apartment units (studio, one- and two-bedroom). Construction is expected to begin in spring 2017.
- 210 Hancock is a mixed-use development being developed by Ithaca Neighborhood Housing Services that will consist of 59 affordable rental housing units (54 garden units and 5 townhomes), commercial development, 7 for-sale townhomes, and a daycare center. This project will be in the northwest quadrant of the Hancock Street/Lake Avenue intersection and is expected to open in August 2017.
- Travis Hyde Properties is proposing DeWitt House, which will be a 60-unit mixed-income, senior-designated (age 55 and over) rental housing project on land that is occupied by the former Tompkins County library at 310 North Cayuga Street. This property will feature 39 one-bedroom units and 21 two-bedroom units and 60% of these units will be affordable, while the remaining 40% of the units will have market-rate rents. Construction is anticipated to begin in spring 2017.
- Newman Development Group is proposing City Centre, a 9-story mixed-use project that would be located at the corner of East State Street and Aurora Street. The project may include up to 250 apartment units and if it is approved developers would like to open in summer 2018.
- IRF Development, which is an affiliate of Travis Hyde Properties, is proposing 45 townhouse units at the site of the former Ithaca Gun Factory. This property is off of Lake Street, near the Ithaca Falls. According to the developer, it is currently undetermined whether these units will be available as rentals or will be for sale. Both the City of Ithaca and the developer are financially responsible for the continued removal of lead contaminated soil at the site, which has delayed progress on this development.

- Rampart Real is proposing a 21-unit (16 one-bedroom, 5 two-bedroom) mixed-use development at 323 Taughannock Boulevard along the Cayuga Inlet in the western portion of downtown Ithaca. Plans have been approved but the construction start date is unknown as of August 2016.
- UnChained Properties, LLC has obtained a 95-acre parcel of land that was once occupied by the Emerson Power Transmission plant in the southern portion of Ithaca, along South Aurora Street. The developer is proposing an urban “live, work, play” mixed-use development known as Chain Works District that will include up to 915 apartments, office space, small business incubator and flex space, gardens and park, as well as areas devoted to manufacturing. This project is expected to remain in planning stages for some time.
- Edward Cope is constructing 12 condominium units at 215-221 West Spencer Street in the southern portion of Ithaca. The project is expected to be complete in late 2017.
- Cornell University owns East Hill Plaza, a 110,000-square foot shopping center, as well as land behind the neighborhood shopping center. There have been discussions regarding a mixed-use development on the vacant land behind the center to include residential and office development. This project is not yet in planning stages.
- Cornell University is partnering with student housing developer EdR on the Maplewood Park redevelopment project. This will involve demolishing the existing 337-bed Maplewood Park Apartments on campus and constructing a new project that is expected to open in 2018 and add 887 beds (453 units) for students and their families. The project is still in planning review (as of August 2016) but it is expected to go forward on schedule.
- Cayuga View is a 60-unit (48 two-bedroom, 12 one-bedroom) mixed-use project for older adults (age 55+) currently under construction on the west side of North Triphammer Road in Lansing. The project, from developer CU Suites, is expected to open in fall 2016.
- New Earth Living, LLC is constructing Amabel, a “pocket neighborhood” consisting of 30 environmentally friendly single-family homes at 619 Five Mile Drive. Construction has not yet started but sales began in July 2016.
- Conifer, LLC is constructing Cayuga Meadows, a 3-story, 68-unit Tax Credit project for older adults, west of Trumansburg Road near the Cayuga Medical Center. The project will contain 59 one-bedroom units and 9 two-bedroom units for seniors with incomes 60% or less the Area Median Income (AMI). The project is expected to be complete in late 2017.

- Modern Living Rentals, LLC is proposing an 87-unit (all studios) purpose-built student housing project at 815 South Aurora Street. The developer hopes to open in 2017.
- Avramis Real Estate is proposing Avenue 102, a 102-unit purpose-built student housing project located at 302-306 College Avenue. This project is not yet in planning stages and the houses currently located on the site are rented through 2018.
- WB Asset Management is proposing Cayuga Farms, a 102-unit rental townhouse project located on the west side of North Triphammer Road between Hillcrest Road and Asbury Road. This project is still in planning stages due to difficulty getting approval for the septic system, and no construction date has been set.
- Developer Todd Fox (Visum Development Group) is proposing a 5-story, 76-bed purpose-built student housing project at 201 College Avenue. As of August this project is currently seeking approval and construction is expected to start in fall 2016.
- Developers Todd Fox and Bryan Warren are proposing a mixed-use development at the corner of North Aurora Street and East Seneca Street. This project is still in preliminary planning stages, it could contain 60-85 multifamily rental units in addition to retail.
- Tom Livigne of Park Grove Realty is proposing a 140-unit apartment project in Lansing on Bomax Drive, plans have not yet been submitted and rezoning would be required for this to be approved.

## **6. EMA RENTAL BASE**

Detailed data regarding the Ithaca, New York Effective Market Area's rental base are provided by Esri, Incorporated, the 2010 Census and the 2000 Census.

In 2010, there were 20,551 occupied housing units within the Ithaca EMA. This is an increase from the 19,624 units identified in the 2000 Census. By 2021, the number of occupied area housing units is projected to increase 7.5% from 2010 to 22,101.

Distributions of housing units for 2000 and 2010 are as follows:

	<b>2000 CENSUS</b>		<b>2010 CENSUS</b>	
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>
Occupied	19,624	95.0%	20,551	94.0%
By Owner	7,475	38.1%	8,034	39.1%
By Renter	12,149	61.9%	12,517	60.9%
Vacant	1,026	5.0%	1,311	6.0%
<b>Total</b>	<b>20,650</b>	<b>100.0%</b>	<b>21,862</b>	<b>100.0%</b>

The above data are a distribution of all rental units (e.g., duplexes, conversions, units above storefronts, single-family homes, mobile homes, and conventional apartments) regardless of age or condition.

The 2010 Census marked a significant change in information gathering procedures. The information formerly gathered on the long form (income, rents, and mortgage details) is no longer being collected for the decennial Census. Instead, everyone received a short form. This information is being collected on the much less sampled American Community Survey and being released as five-year rolling averages, limiting its usefulness for small area demographics.

When available, we have presented 2010 Census data along with 2016 estimates and 2021 projections. When 2010 Census data are not available, we have presented 2000 Census data.

In 2000, there were approximately 12,149 renter-occupied housing units in the EMA. This includes all housing units (e.g., duplexes, single-family homes, mobile homes) regardless of age or condition.

A summary of the existing rental units in the market by type follows:

<b>DISTRIBUTION OF RENTED UNITS BY UNIT TYPE                      ITHACA, NEW YORK                      EFFECTIVE MARKET AREA                      2000</b>		
<b>UNIT TYPE</b>	<b>TOTAL NUMBER OF HOUSING UNITS</b>	<b>SHARE OF HOUSING UNITS</b>
Single, Detached	1,227	10.1%
Single, Attached	632	5.2%
2 to 4	3,973	32.7%
5 to 9	2,187	18.0%
10 to 19	1,421	11.7%
20 to 49	960	7.9%
50+	1,725	14.2%
Mobile Home or Trailer	36	0.3%
Other	0	0.0%
<b>Total</b>	<b>12,149</b>	<b>100.0%</b>

Of the 12,149 renter-occupied housing units in the EMA in 2000, 1,895 (15.6%) were within single-family detached and attached, and mobile homes or trailers. This is a moderate share of renter-occupied units in non-conventional alternatives.

Following is a summary of the renter households in the EMA by household size:

<b>DISTRIBUTION OF RENTER HOUSEHOLDS BY HOUSEHOLD SIZE                      ITHACA, NEW YORK                      EFFECTIVE MARKET AREA                      2010 CENSUS</b>		
<b>HOUSEHOLD SIZE</b>	<b>NUMBER</b>	<b>PERCENT</b>
One Person	6,063	48.4%
Two Persons	3,261	26.1%
Three Persons	1,628	13.0%
Four Persons	899	7.2%
Five or More Persons	666	5.3%
<b>Total</b>	<b>12,517</b>	<b>100.0%</b>
Sources: 2010 Census Esri, Incorporated		

In 2010, the owner- and renter-occupied households within the Ithaca Effective Market area were distributed as follows:

<b>DISTRIBUTION OF TENURE BY AGE ITHACA, NEW YORK EFFECTIVE MARKET AREA 2010 CENSUS</b>				
<b>TENURE</b>	<b>OWNER-OCCUPIED</b>		<b>RENTER-OCCUPIED</b>	
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>
Householder 15 to 24 Years	54	0.7%	3,959	31.6%
Householder 25 to 34 Years	611	7.6%	4,066	32.5%
Householder 35 to 44 Years	1,259	15.7%	1,303	10.4%
Householder 45 to 54 Years	1,834	22.8%	1,007	8.0%
Householder 55 to 64 Years	2,126	26.5%	853	6.8%
Householder 65 to 74 Years	1,119	13.9%	409	3.3%
Householder 75 to 84 Years	722	9.0%	449	3.6%
Householder 85 Years and Over	308	3.8%	472	3.8%
<b>Total</b>	<b>8,033</b>	<b>100.0%</b>	<b>12,518</b>	<b>100.0%</b>

In 2000, existing gross rents in the Effective Market Area were distributed as follows:

<b>DISTRIBUTION OF RENTAL UNITS BY GROSS RENT ITHACA, NEW YORK EFFECTIVE MARKET AREA 2000 CENSUS</b>		
	<b>NUMBER</b>	<b>PERCENT</b>
No Cash Rent	220	1.8%
Under \$250	481	4.0%
\$250 - \$349	409	3.4%
\$350 - \$449	1,446	11.9%
\$450 - \$549	1,746	14.4%
\$550 - \$649	2,087	17.2%
\$650 - \$749	2,127	17.5%
\$750 - \$899	1,630	13.4%
\$900 - \$999	495	4.1%
\$1,000 - \$1,499	823	6.8%
\$1,500 and Over	679	5.6%
<b>Total</b>	<b>12,149</b>	<b>100.0%</b>
<b>Median Gross Rent</b>	<b>\$639</b>	
Source: 2000 Census		

The following table provides a summary of gross rent as a percentage of household income for the renter households in the Ithaca EMA:

<b>GROSS RENT AS A PERCENT OF INCOME            ITHACA, NEW YORK            EFFECTIVE MARKET AREA            2000 CENSUS</b>		
<b>PERCENTAGE</b>	<b>RENTER HOUSEHOLDS</b>	
	<b>NUMBER</b>	<b>PERCENT</b>
Less than 20%	2,782	22.9%
20% to 24%	1,191	9.8%
25% to 29%	911	7.5%
30% to 34%	875	7.2%
35% or More	5,625	46.3%
Not Computed	765	6.3%
<b>Total</b>	12,149	100.0%

A total of 6,500 renter households, 53.5% of the total, paid over 30% of their annual household income for rental housing costs in 2000. A total of 5,625 renter households paid 35% or more of their income for rental housing costs, a very high number of rent burdened households.

#### **D. STUDENT HOUSING**

One market evaluation has been to compare the number of purpose-built beds in a market to the “net” enrollment of the supporting university. The “net” enrollment is the total enrollment minus the on-campus housing capacity, i.e., the total students being housed elsewhere in the community.

Purpose-built student housing has long been established with many markets housing up to 75% of their off-campus students in purpose built student housing.

Because of a later start with the product Midwestern and Northern schools have a much lower share of students in such housing, usually ranging between 20% and 35%.

Currently, purpose-built student housing in Ithaca accounts for 8% of the net enrollment of Cornell University students and 6% of the total students including Ithaca College and Tompkins Cortland Community College. To place this in perspective, following is a list of schools and their respective ratio of purpose-built beds.

<b>PURPOSE-BUILT BEDS AS A PERCENT OF NET ENROLLMENT SELECTED UNIVERSITIES</b>		
<b>UNIVERSITY</b>	<b>CITY, STATE</b>	<b>PERCENT</b>
Appalachia State University	Boone, NC	57%
Auburn University	Auburn, Alabama	44%
Brown University	Providence, RI	12%
Kent State University	Kent, OH	14%
Michigan State University	Lansing, MI	32%
Penn State University	State College, PA	29%
Rutgers University	New Brunswick, NJ	6%
Temple University	Philadelphia, PA	11%
University of West Virginia	Morgantown, WV	37%
University of Wisconsin	Madison, WI	22%
Virginia Tech	Blacksburg, Virginia	36%
Virginia Tech	Blacksburg, Virginia	36%
Cornell University	Ithaca, NY	8%
Combined Ithaca Schools	Ithaca, NY	6%

Based on the size and characteristics of Cornell University, a target of purpose-built student housing totaling 25% of the net enrollment is a reasonable expectation. This would total 3,618 beds. There are currently existing 1,173 beds with an additional 136 beds under construction. This brings the total to 1,309, or 9.0% of the net enrollment, a shortfall of 2,309 beds.

Ithaca College could support up to 20% of the net enrollment in purpose-built student housing, or 411 beds.

The combined total development potential is for 2,720 beds (over and above projects currently under construction).

	<b>CORNELL UNIVERSITY</b>	<b>ITHACA COLLEGE</b>
Total Enrollment	21,904	6,587
Dorm Capacity	7,430	4,530
Net Enrollment	14,474	2,057
Total Purpose-Built Bed Potential	3,618	411
Existing Purpose-Built Beds	1,309	0
Net Potential	2,309	411

The Danter Company also conducted an internet survey of Tompkins County residents, commuters and students. It is noteworthy that among students, 10% of Cornell University students and 28% of Ithaca College students said they would consider living off campus if more units were available in downtown Ithaca.

In another question, students were asked, “If there were enough suitable housing at a suitable price and you could live anywhere off-campus, where would you prefer to live?” A total of 23% of Cornell University students and 69% of Ithaca College students replied “Downtown Ithaca”.

While the study did not qualify the demand for downtown living by price, clearly, downtown Ithaca is a popular lifestyle choice for students. It is our opinion that up to 1,000 purpose built student housing beds could be supported in downtown Ithaca.

<b>PURPOSE-BUILT STUDENT HOUSING</b>			
<b>UNIT DESCRIPTION</b>	<b>SQUARE FEET</b>	<b>NUMBER OF BEDS</b>	<b>RENTS AT OPENING*</b>
One-Bedroom/1.0 Bath	700	40	\$1,500
Two-Bedroom/2.0 Bath	950	160	\$1,100
Four-Bedroom/4.0 Bath	1,400	800	\$1,025
*All-inclusive, furnished			

## **E. CONDOMINIUM DEVELOPMENT**

### **1. INTRODUCTION**

This section of the report evaluates the market potential to develop a for sale condominium development in downtown Ithaca, New York.

Our evaluation of the EMA includes the following components:

- Analysis of the existing EMA housing market supply, including:
  - Historical housing trends
  - Current market conditions based on 100% field survey of active and established condominiums, townhouse units, and patio homes
  - Area demand factors, including
    - Income-appropriate households
    - Current and expected economic and household growth conditions
    - Condominium Demand Analysis
    - Appropriateness of the area for the subject development
    - In-migration and in-commuting trends

Based on our analysis of the EMA condominium market, the key demand factors and proposed future condominium supply, support levels can be established for additional development.

## **2. CONDOMINIUM DEMAND**

The market demand for for-sale housing in the downtown Ithaca EMA is distributed among three sales price ranges: under \$250,000, \$250,000 to \$399,999, and \$400,000 and higher.

<b>PROJECTED FOR-SALE HOUSING DEMAND BY SALES PRICE ITHACA, NEW YORK DOWNTOWN EFFECTIVE MARKET AREA</b>		
<b>SALES PRICE</b>	<b>ANNUAL DEMAND TOTAL UNITS</b>	<b>5-YEAR DEMAND TOTAL UNITS</b>
Under \$250,000	40 - 44	200 - 220
\$250,000 - \$349,999	20 - 24	100 - 120
\$350,000 And Higher	12 - 14	60 - 70
<i>Overall Support</i>	<i>72 - 82</i>	<i>360 - 410</i>

It should be noted that the sales potential is an estimate of demand. Lending regulations and criteria may preclude the ability to deliver the product. It should also be pointed out that these estimates are discounted over 40% from estimates that might have been made during the height of the building boom leading up to 2006.

## **3. SUMMARY OF THE CONDOMINIUM MARKET**

Since 2006 the condominium market has seen a significant nationwide downturn in sales. Most conventional markets have declined by as much as 60% to 70%. Further, given changes in consumer confidence, as well as lending requirements, we do not anticipate any significant change in the demand side. However, it should be noted that the housing market in Ithaca has not been as severely impacted as experienced in much of the country. Based on a review of demand indicators, it is our opinion that while most of the U.S. has declined by at least 60%, the demand model for Ithaca has declined approximately 30% to 35%. It should be noted that this has gone unnoticed in Ithaca due primarily to the fact that there has been very little condominium development in the area. Little or no condominium sales in the region, even prior to 2006, have been a factor of supply rather than a lack of demand. Another factor, however, can impact condominium development in the foreseeable future; are significant changes in the lending environment for developers. Increased equity requirements and a requirement for presales will keep many developers out of the condominium market.

There is, however, always the possibility that the local development community will be able to facilitate condominium development. Therefore we have provided an analysis of potential support.

There is virtually no inventory of condominiums in the Ithaca market and only a few were even constructed during that period.

Based on our review of county records, as well as interviews with area planning and building officials and area realtors, there has been no new condominium development in the Ithaca EMA since the mid to late 1980's.

Most condominium developments in Ithaca are predominately two- and three-bedroom product; however, there is a high percentage of one-bath units.

Based on our review of the Ithaca condominium resale market, the average price is \$228,857 and the average square feet is 1,367. This yields an average price per square foot of \$167.

Condominium resales in the Ithaca EMA range in price \$137,000 for a two-bedroom unit with 860 square feet that was built in 1983 to \$332,000 for a two-bedroom unit with 2,020 that was built in 1988.

#### **4. CONDOMINIUM QUALIFIED INCOME DISTRIBUTION**

Generally, mobility patterns affecting support of maintenance-free home product (townhomes and condominiums) reflect those mobility patterns affecting single-family development. Therefore our approach to establishing the market for condominiums is based on an analysis of the demographic and economic characteristics of the downtown Ithaca EMA and the application of optimal capture factors. Based on the results of the countywide study of housing we have used all of Tompkins County as the Effective Market Area.

##### **Qualifying Incomes**

For the purpose of this analysis, we assume that 25% of the purchase price of new townhome or condominium will be cash, yielding a 75% mortgage requirement. While many developments offer 80% or 90% financing, townhomes and condominiums are often influenced by equity from the previous sale of a single-family house, and 50% to 60% financing is not uncommon.

Because of the difficulty of developing new product under \$150,000, our analysis will only consider households with incomes that will qualify them for homes above that price point. Even at \$150,000 there is a significant difficulty in providing product without public assistance in financing, infrastructure, etc.

Income/mortgage/purchase price requirements are as follows:

<b>INCOME</b>	<b>MORTGAGE</b>	<b>AMOUNT FINANCED</b>	<b>HOME PRICE RANGE</b>
\$45,000 - \$59,999	\$131,250 - \$149,999	75%	\$150,000 - \$199,999
\$60,000 - \$74,999	\$150,000 - \$187,499	75%	\$200,000 - \$249,999
\$75,000 - \$89,999	\$187,500 - \$224,999	75%	\$250,000 - \$299,999
\$90,000 - \$104,999	\$225,000 - \$262,499	75%	\$300,000 - \$349,999
\$105,000 - \$119,999	\$262,500 - \$299,999	75%	\$350,000 - \$399,999
\$120,000 - \$149,999	\$300,000 - \$374,999	75%	\$400,000 - \$499,999
\$150,000 and Over	\$375,000 and Over	75%	\$500,000 and Over

Following is the projected income distributions of total households in Tompkins County:

<b>HOUSEHOLD INCOME RANGE</b>	<b>QUALIFIED HOME PRICE</b>	<b>2015 TOTAL HOUSEHOLDS</b>	<b>DISTRIBUTION</b>
\$45,000 - \$59,999	\$150,000 - \$199,999	4,104	19.4%
\$60,000 - \$74,999	\$200,000 - \$249,999	3,965	18.7%
\$75,000 - \$89,999	\$250,000 - \$299,999	2,657	12.6%
\$90,000 - \$104,999	\$300,000 - \$349,999	2,248	10.6%
\$105,000 - \$119,999	\$350,000 - \$399,999	1,429	6.8%
\$120,000 - \$149,999	\$400,000 - \$499,999	2,858	13.5%
\$150,000 and Over	\$500,000 and Over	3,892	18.4%
Total		21,153	100.0%

Based on levels of affordability of new product, an optimal capture factor can be applied to income ranges to determine the annual demand. The optimal capture factors have been established in mature condominium markets with adequate supply. Within these markets, demographic characteristics have been analyzed including growth rates and household size, and economic factors have been considered including income levels and employment profiles.

### Condominium Penetration Analysis

Based on the application of established capture factors for similar markets, the resulting annual demand for condominium homes in Tompkins County can be established. We have applied established capture rates in established markets to establish the potential demand for condominium homes in Tompkins County.

<b>PRICE RANGE</b>	<b>QUALIFIED 2015 EMA HOUSEHOLDS</b>	<b>ESTIMATED INTERNAL DEMAND CAPTURE FACTOR</b>	<b>ESTIMATED DEMAND FROM EMA HOUSEHOLDS</b>
\$150,000 - \$199,999	4,104	0.008	33
\$200,000 - \$249,999	3,965	0.004	16
\$250,000 - \$299,999	2,657	0.004	12
\$300,000 - \$349,999	2,248	0.004	9
\$350,000 - \$399,999	1,429	0.006	9
\$400,000 - \$499,999	2,858	0.001	2
\$500,000 and Over	3,892	0.000	0
Total	21,153	0.005	80

When considering all price ranges, the total maximum annual support base is estimated to be approximately 80 condominium homes, without considering existing supply or demand from outside the market area. However, when considering only the potential for condominium homes over \$200,000, the demand is for 47 homes annually.

We estimate that as much as 20% of the support for any new condominium development in Ithaca will come from outside the EMA.

<b>PRICE RANGE</b>	<b>ESTIMATED DEMAND FROM EMA HOUSEHOLDS</b>	<b>DEMAND FROM OUTSIDE THE EMA</b>	<b>TOTAL DEMAND</b>
\$150,000 - \$199,999	33	7	40
\$200,000 - \$249,999	16	3	19
\$250,000 - \$299,999	12	2	14
\$300,000 - \$349,999	9	2	11
\$350,000 - \$399,999	9	2	11
\$400,000 - \$499,999	2	0	2
\$500,000 and Over	0	0	0
Total	81	16	97

We estimate that as much as 20% of the support for any new condominium development in Ithaca will come from outside the EMA.

When considering the demand from the EMA and from outside the EMA, the total support is estimated to be approximately 106 units per year of which 38 would be in the \$250,000 and over range.

It is important to note that optimal absorption is seldom achieved within a market. Generally, maximum absorption occurs only when sales are a function of demand rather than supply. Economic conditions also need to be factored into annual demand.

Although our condominium demand analysis indicates that there is annual demand of up to 106 condominium units in the EMA, rarely is the annual demand achieved. In most markets that achieve sales close to demand, there are various product types represented with various sales prices available. Within the Ithaca EMA, there is minimal demand for condominium development in the market.

**F. EMA DEMOGRAPHIC FACTORS**

The following tables provide key information on EMA demographics, including population trends, household trends, and household income trends.

<b>POPULATION AND HOUSEHOLDS ITHACA, NEW YORK EFFECTIVE MARKET AREA</b>			
<b>YEAR</b>	<b>POPULATION</b>	<b>HOUSEHOLDS</b>	<b>POPULATION PER HOUSEHOLD</b>
1990	52,586	17,807	2.95
2000	54,024	19,624	2.75
Change 1990-2000	2.7%	10.2%	-
2010 Census	56,924	20,551	2.77
Change 2000-2010	5.4%	4.7%	-
2016 (Estimated)	59,217	21,389	2.77
2021 (Projected)	61,005	22,101	2.76
Change 2016-2021	3.0%	3.3%	-
Sources: Danter Company, LLC 2000 Census Esri, Incorporated			

As the above table illustrates, the total population and households within the Ithaca EMA increased between 1990 and 2000. During this time period, the total population increased 2.7% from 52,586 in 1990 to 54,024 in 2000.



During this same time period, households increased 10.2% from 17,807 in 1990 to 19,624 in 2000. Both the total population and households are expected to continue to increase through 2021. The population is expected to increase by 1,788 (3.0%) between 2016 and 2021 while households are expected to increase by 712 (3.3%) from 21,389 in 2016 to 22,101 in 2021.

The median population age in the 2010 Census was 24.7 years old, 7.2 years younger than reported in the 2000 Census. By 2021, the median population age is expected to be 25.4 years old. The following tables detail the area population by age groups:

<b>DISTRIBUTION OF POPULATION BY AGE ITHACA, NEW YORK EFFECTIVE MARKET AREA 2000 CENSUS, 2010 CENSUS</b>				
<b>TOTAL POPULATION BY AGE</b>	<b>2000</b>		<b>2010</b>	
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>
Under 5 Years	1,790	3.3%	1,834	3.2%
5 to 9 Years	2,036	3.8%	1,830	3.2%
10 to 14 Years	1,991	3.7%	1,846	3.2%
15 to 19 Years	8,878	16.4%	9,017	15.8%
20 to 24 Years	14,271	26.4%	14,829	26.1%
25 to 34 Years	7,558	14.0%	8,298	14.6%
35 to 44 Years	5,131	9.5%	4,585	8.1%
45 to 54 Years	4,877	9.0%	4,742	8.3%
55 to 64 Years	2,631	4.9%	4,702	8.3%
65 to 74 Years	2,199	4.1%	2,394	4.2%
75 to 84 Years	1,803	3.3%	1,727	3.0%
85 Years and Over	859	1.6%	1,121	2.0%
<b>Total</b>	54,024	100.0%	56,924	100.0%
<b>Median Age</b>	31.9		24.7	
Sources: Danter Company, LLC 2000 Census, 2010 Census Esri, Incorporated				

<b>DISTRIBUTION OF POPULATION BY AGE ITHACA, NEW YORK EFFECTIVE MARKET AREA 2016 (ESTIMATED), AND 2021 (PROJECTED)</b>				
<b>TOTAL POPULATION BY AGE</b>	<b>2016 (ESTIMATED)</b>		<b>2021 (PROJECTED)</b>	
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>
Under 5 Years	1,781	3.0%	1,878	3.1%
5 to 9 Years	1,737	2.9%	1,700	2.8%
10 to 14 Years	1,806	3.0%	1,687	2.8%
15 to 19 Years	9,177	15.5%	9,140	15.0%
20 to 24 Years	15,664	26.5%	15,628	25.6%
25 to 34 Years	8,514	14.4%	9,510	15.6%
35 to 44 Years	4,678	7.9%	4,957	8.1%
45 to 54 Years	4,514	7.6%	4,240	7.0%
55 to 64 Years	5,106	8.6%	5,032	8.2%
65 to 74 Years	3,236	5.5%	3,945	6.5%
75 to 84 Years	1,815	3.1%	2,099	3.4%
85 Years and Over	1,191	2.0%	1,188	1.9%
<b>Total</b>	59,217	100.0%	61,005	100.0%
<b>Median Age</b>	24.8		25.4	
Sources: Danter Company, LLC Esri, Incorporated				

The following table illustrates the households by age in the EMA in 2000, 2016 (estimated), and 2021 (projected):

<b>HOUSEHOLDS BY AGE ITHACA, NEW YORK EFFECTIVE MARKET AREA 2000 CENSUS, 2016 (ESTIMATED), AND 2021 (PROJECTED)</b>						
<b>HOUSEHOLD AGE</b>	<b>2000</b>		<b>2016 (ESTIMATED)</b>		<b>2021 (PROJECTED)</b>	
	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>	<b>NUMBER</b>	<b>PERCENT</b>
Under 25 Years	4,553	23.2%	4,283	20.0%	4,216	19.1%
25 to 34 Years	4,298	21.9%	4,741	22.2%	5,213	23.6%
35 to 44 Years	3,081	15.7%	2,556	12.0%	2,665	12.1%
45 to 54 Years	2,944	15.0%	2,634	12.3%	2,428	11.0%
55 to 64 Years	1,491	7.6%	3,152	14.7%	3,036	13.7%
65 to 74 Years	1,393	7.1%	2,008	9.4%	2,397	10.8%
75 and Older	1,864	9.5%	2,016	9.4%	2,145	9.7%
<b>Total</b>	19,624	100.0%	21,389	100.0%	22,101	100.0%
Sources: Danter Company, LLC 2000 Census Esri, Incorporated						



The following table illustrates the distribution of income among all households in the EMA in 2000, 2016 (estimated), and 2021 (projected). Again, it is worth remembering that income data were not collected for the 2010 Census.

<b>DISTRIBUTION OF INCOME  ITHACA, NEW YORK  EFFECTIVE MARKET AREA  2000 CENSUS, 2016 (ESTIMATED), AND 2021 (PROJECTED)</b>						
HOUSEHOLD INCOME	2000		2016 (ESTIMATED)		2021 (PROJECTED)	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Less than \$15,000	5,259	26.8%	4,807	22.5%	5,070	22.9%
\$15,000 to \$24,999	2,845	14.5%	1,996	9.3%	1,787	8.1%
\$25,000 to \$34,999	2,178	11.1%	2,167	10.1%	3,127	14.1%
\$35,000 to \$49,999	2,571	13.1%	2,467	11.5%	1,532	6.9%
\$50,000 to \$74,999	2,845	14.5%	3,054	14.3%	2,632	11.9%
\$75,000 to \$99,999	1,334	6.8%	2,006	9.4%	2,197	9.9%
\$100,000 to \$149,999	1,531	7.8%	2,418	11.3%	2,822	12.8%
\$150,000 to \$199,999	451	2.3%	1,333	6.2%	1,631	7.4%
\$200,000 or More	569	2.9%	1,140	5.3%	1,304	5.9%
<b>Total</b>	<b>19,624</b>	<b>100.0%</b>	<b>21,389</b>	<b>100.0%</b>	<b>22,101</b>	<b>100.0%</b>
<b>Median Income</b>	<b>\$32,748</b>		<b>\$44,525</b>		<b>\$44,638</b>	

The following tables illustrate the distribution of income by age in 2000, 2016 (estimated), and 2021 (projected), the most recent available:

<b>DISTRIBUTION OF INCOME BY AGE  ITHACA, NEW YORK  EFFECTIVE MARKET AREA  2000 CENSUS</b>							
2000 HOUSEHOLD INCOME	AGE GROUP						
	UNDER 25	25-34	35-44	45-54	55-64	65-74	75+
Less than \$10,000	2,094	679	166	183	88	160	203
\$10,000-\$14,999	669	340	142	100	51	102	291
\$15,000-\$24,999	760	911	364	212	115	247	246
\$25,000-\$34,999	360	735	311	306	106	109	254
\$35,000-\$49,999	346	696	428	391	277	173	255
\$50,000-\$74,999	237	559	804	645	233	201	158
\$75,000-\$99,999	18	185	348	347	182	106	155
\$100,000-\$149,999	36	129	320	389	300	156	216
\$150,000-\$199,999	18	43	74	156	48	70	47
\$200,000 or More	18	21	114	215	94	71	35
<b>Total</b>	<b>4,553</b>	<b>4,298</b>	<b>3,081</b>	<b>2,944</b>	<b>1,491</b>	<b>1,393</b>	<b>1,864</b>

**DISTRIBUTION OF INCOME BY AGE  
ITHACA, NEW YORK  
EFFECTIVE MARKET AREA  
2016 ESTIMATED**

2016 HOUSEHOLD INCOME	AGE GROUP						
	UNDER 25	25-34	35-44	45-54	55-64	65-74	75+
Less than \$15,000	1,995	1,050	317	293	456	255	442
\$15,000-\$24,999	566	440	174	135	189	184	308
\$25,000-\$34,999	522	548	230	180	207	204	276
\$35,000-\$49,999	429	612	298	243	318	274	293
\$50,000-\$74,999	340	708	429	440	514	348	276
\$75,000-\$99,999	176	421	305	354	440	184	126
\$100,000-\$149,999	159	489	371	451	544	254	150
\$150,000-\$199,999	58	301	223	272	222	172	86
\$200,000 or More	37	172	209	268	262	132	59
<b>Total</b>	4,283	4,741	2,556	2,634	3,152	2,008	2,016
<b>Median Income</b>	\$16,887	\$42,002	\$62,843	\$76,446	\$68,143	\$54,554	\$34,148
<b>Average Income</b>	\$32,337	\$65,646	\$92,258	\$104,424	\$93,454	\$84,087	\$56,183

**DISTRIBUTION OF INCOME BY AGE  
ITHACA, NEW YORK  
EFFECTIVE MARKET AREA  
2021 PROJECTED**

2021 HOUSEHOLD INCOME	AGE GROUP						
	UNDER 25	25-34	35-44	45-54	55-64	65-74	75+
Less than \$15,000	2,014	1,196	344	278	433	328	478
\$15,000-\$24,999	475	407	151	92	159	191	312
\$25,000-\$34,999	767	829	316	215	268	335	397
\$35,000-\$49,999	254	422	177	129	179	195	175
\$50,000-\$74,999	255	648	381	332	410	350	257
\$75,000-\$99,999	177	493	339	344	458	242	144
\$100,000-\$149,999	170	614	443	463	595	346	191
\$150,000-\$199,999	68	395	272	295	249	238	114
\$200,000 or More	36	211	242	281	285	173	76
<b>Total</b>	4,216	5,213	2,665	2,428	3,036	2,397	2,145
<b>Median Income</b>	\$16,441	\$40,311	\$71,793	\$85,471	\$77,870	\$58,624	\$31,353
<b>Average Income</b>	\$32,668	\$70,856	\$100,571	\$114,803	\$102,536	\$90,701	\$61,505

# **APPENDIX C**

## **HUNDEN REPORT CONFERENCE CENTER FEASIBILITY STUDY**

The City's RFP process for developers of the conference center and other elements resulted in the selection of the Vecino Group to develop a mixed-use housing and conference center project on the same block as the Marriott Hotel, although not exactly adjacent. The proposed project by Vecino is called the Asteri.

The purpose of the vignette is to profile the proposed Asteri development from Vecino. This vignette also explores potential design and budget options of two sites for a conference center provided by Convergence Design. Convergence Design works with HSP to assess design and cost elements of proposed event facilities.

### **Project Profile**

The Vecino Group is dedicated to providing affordable housing and focuses on affordable housing, student housing and public-private partnerships developments. Vecino Group has 23 active projects across 12 states and is based out of Springfield, Missouri. Vecino responded to the Green Street Garage Redevelopment RFP with a proposed mixed-use development, Asteri, including affordable housing, apartments, parking and conference center.

The Asteri project is composed of two major elements. The residential component, Vecino's specialty, and the non-residential components that include the conference center, additional parking garage and movie theater. Some parking and the movie theater/cinema already exist. Vecino proposes development of the West and Center two-thirds of the site (the east third of the site is controlled by Jeffrey Rimland, known as the Rimland site). At this time the proposal does not include the east section, although the concept considers access to the existing parking decks and potential future construction. The newer (2007) Center section, consisting of a parking structure, access ramp and movie theatre, will be maintained. As an estimate from Vecino Group, the total development cost of the Asteri project is estimated at \$95 million. Of the \$95 million total, Vecino estimates that the residential component of the project will total \$69.4 million, while the non-residential components was estimated to have a development cost of approximately \$25.8 million.

The HSP Team adjusted the non-residential element cost estimate and provides that later in this doc. The new total is \$36 million for the public elements, bringing the total project costs to approximately \$105 million.

### *Project Components*

In Vecino's Asteri project proposal, the company provided estimates on costs and funding of project components that are highlighted below:

- As proposed, the entire project has an estimated cost of more than \$95 million. The residential portion of the project is estimated to total approximately \$69.5 million. Vecino estimates that a Housing Finance Agency (HFA) subsidy and tax credit can potentially fund over \$60 million towards the residential portion of the project. Vecino anticipates that the remainder of the funding will come from an HFA permanent loan of \$7.6 million and deferred developer fee of \$1.7 million.

- Per an estimate from Vecino Group, the non-residential elements of the development, consisting of the parking garage, movie theatre and conference center, were estimated to have a total development cost of approximately \$25.8 million. This amount is adjusted in our analysis herein. Vecino proposed to work with city entities to pursue \$5 million in New Market Tax Credits and \$5 million in Upstate Revitalization Initiative (URI) funding, although final funding is to be determined. HSP make its recommendations for funding in a separate document. Vecino estimates that the remainder of the Project will be funded through other conventional loans supported by a lease from the public sector. However, the cost of the loans may high versus a low-interest bond from the public sector. This will be described in a separate document as well.

Vecino is an experienced low-income housing developer that understands the multiple facets of residential development but does not have extensive experience developing the various additional developments, including the conference center. Although the above description highlights Vecino's *proposed* funding structure, HSP highlights a more in-depth governance and funding structure in a separate document.

The HSP Team, which consists of Convergence Design, was engaged to help assess the proposal and determine business planning elements moving forward. Based on several factors, including the new hotels and opportunity for a larger conference center, HSP and Convergence worked to increase the sizing of the conference center. The basis for recommending a larger facility is discussed in a separate vignette, but essentially is due to having additional quality hotels within walking distance without enough function space to accommodate groups that wish to use the hotels and be located in Ithaca. In addition, the performance of the Saratoga Springs center indicates that the market is strong for larger, flexible ballroom-oriented facilities. In short, over the past two years, supply of quality hotels in need of space has increased and the apparent demand for function space has increased, based on HSP's market analysis.

#### *Two Locations for Conference Center Initially Considered, One Selected*

Initially, the HSP Team considered two options for the conference center and related elements: east, adjacent to the Marriott (Rimland site) and west, as initially proposed by Vecino due to land control by the City. The Rimland site had some compelling features. For example, if the portion adjacent to the Marriott were to be added, the project could have increased in size (especially the all-important ballroom), as well as have more flexibility in overall space and function programming. However, based on conversations with the owner of that parcel (Rimland) and existing conditions, including low floor-to-ceiling heights dictated by the existing structure, it was determined that the Rimland site is not feasible. Instead the focus will be on the area of the development as proposed in Vecino's original proposal, with internal modifications based on HSP and Convergence Design's adjustments, shown below.

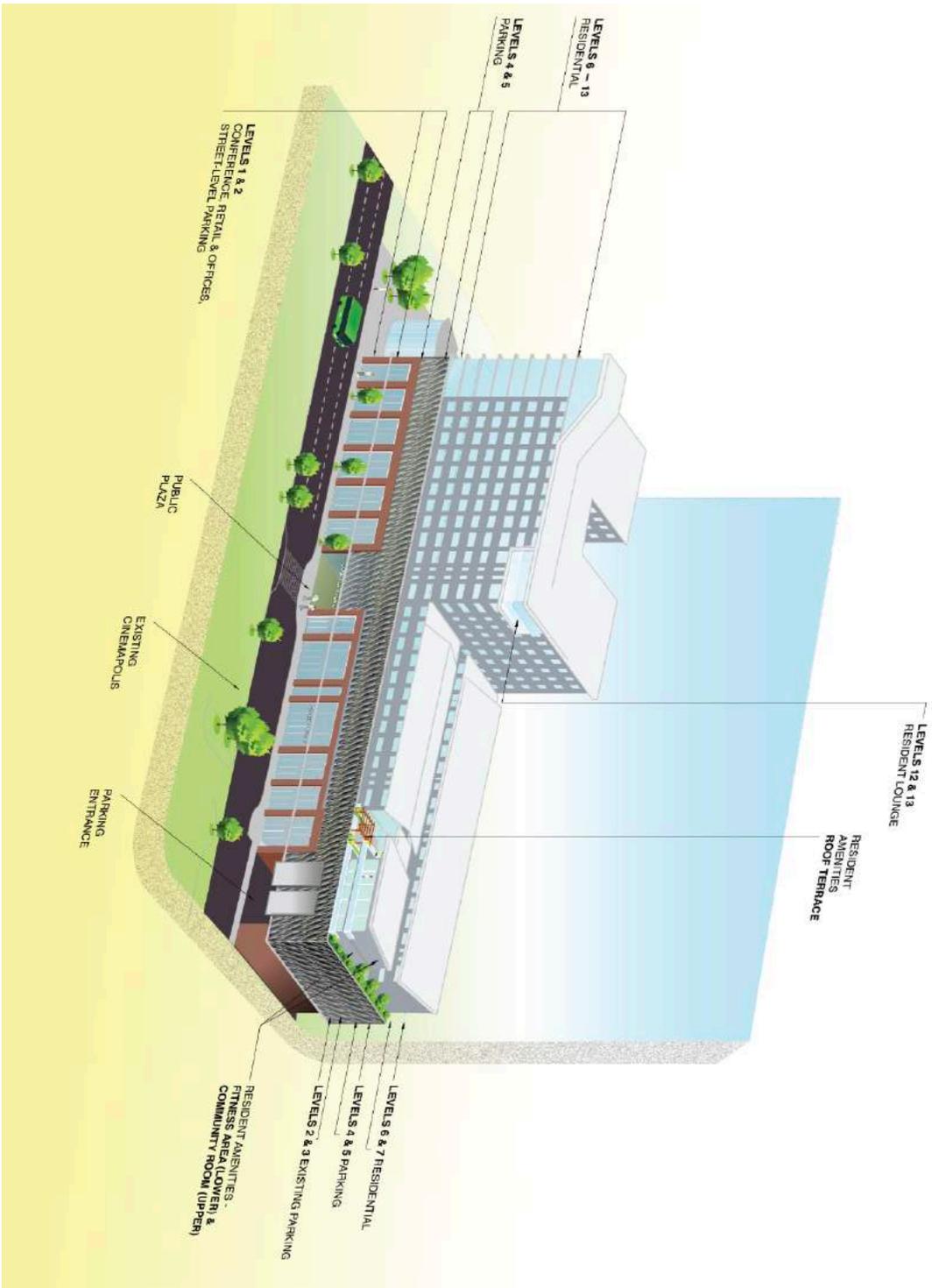
The following rendering shows the proposed development on two-thirds of the potential site, facing Green Street, as included in the Vecino proposal.

Figure 1



The next figure shows a different perspective provided by Vecino.

Figure 2



### **Conference Center Concept Design (Convergence)**

Based on HSP's updated market analysis showing a greater need and opportunity for space, Convergence Design created a layout for the two-level conference component that would maximize ballroom space on the second level and meeting rooms (which can be combined into a smaller ballroom) on the first floor. In addition, several small kiosk-style or pop-up style retail opportunities have been drawn into the project to keep street facing elements active throughout the week, no matter the level of activity indoors. Those spaces could also be converted or utilized within the conference center or uses such as a bar, coat closet, warming area for food, etc.

The following figure shows the conceptual design of the ground floor of the site.

Figure 3



The ground floor includes 6,552-square feet of divisible breakout meeting rooms that can also be combined for a small ballroom. In addition, there is 1,050 square feet of retail designed into the Green Street facing space.

The following figure shows the conceptual design of the second floor of the site.

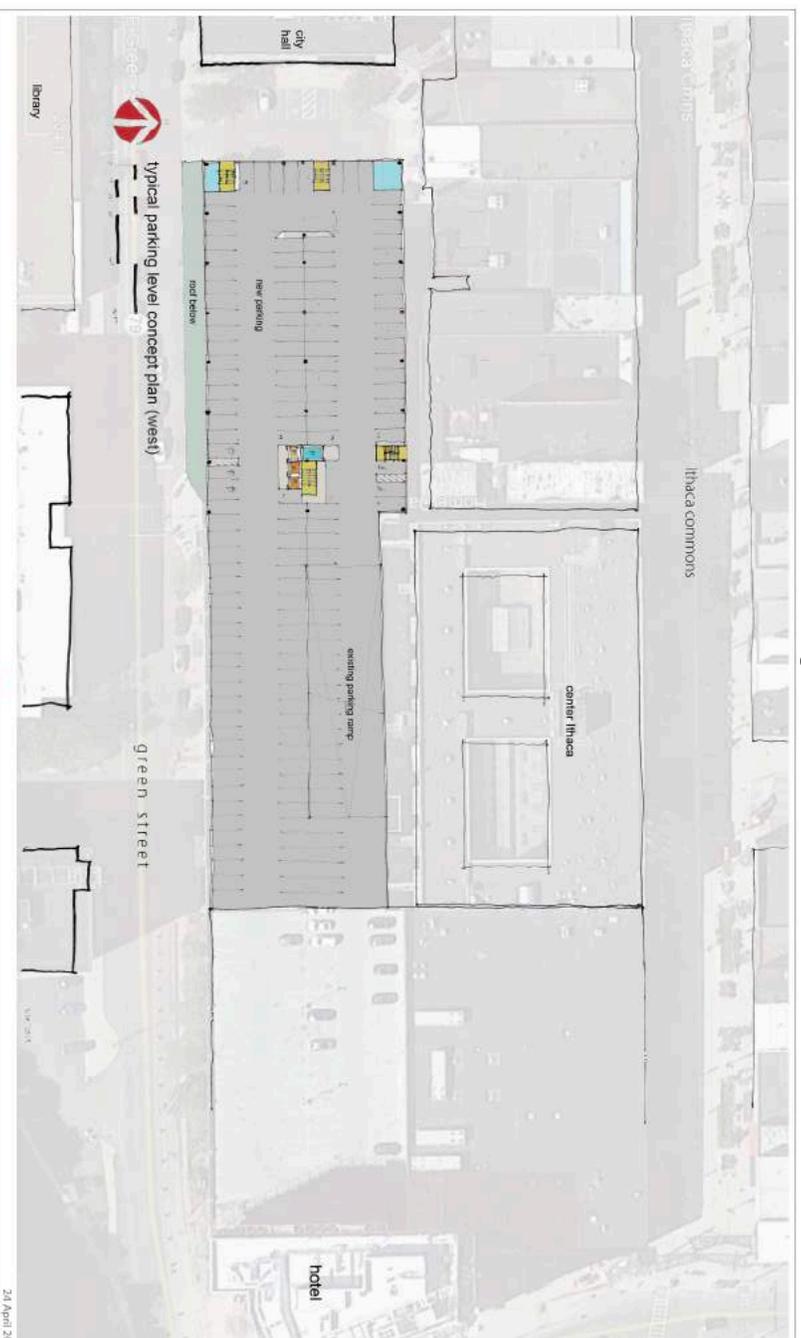
**Figure 4**



The ballroom takes up the majority of the second level and is 12,285 square feet. The ballroom is proposed by the HSP Team to be divisible into seven sections. Ultimately, the conference center can have as many as 15 divisible breakouts or as few as two ballrooms, which will give it flexibility to host a number of event types and sizes. In order to achieve the amount of space shown on the second level, the facility design shows the second floor cantilevered over the sidewalk.

The following figure shows the typical parking level concept plan.

**Figure 5**



The following figure shows the conceptual design of a housing unit floor.

**Figure 6**



**Space Breakdown**

The table below breaks out the space by major function area. The drawings, budgets and space breakdowns are all as of May 2019.

Table 1

Proposed Program						Capacity	
Area	Square Feet	Divisions	Square Feet	Booths	Theater	Banquet	
Grand Ballroom	12,285	7	1,755	61	1,117	819	
Meeting Rooms/Jr Ballroom	6,552	8	819		Variable	Variable	
<b>Total</b>	<b>18,837</b>	<b>15</b>					
Other Space	30,572						
<b>Total Building SF</b>	<b>49,409</b>						

Source: HSP

The grand ballroom is able to be sized as large as 12,285 square feet, with seven divisions. When fully utilized it could accommodate 61 booths in an exhibit setup. Theater capacity is 1,100 while banquet capacity is over 800. The eight meeting rooms on the first level could be combined into a number of space sizes in 819-square foot increments, including a ballroom of up to 6,552 square feet. In total, the sellable space is nearly 19,000 square feet with an addition of nearly 30,000 square feet of prefunction space, back-of-house (BOH) and retail. The prefunction space is very critical to a successful meeting or event venue, as it is often the location for prefunction cocktails and fundraisers. It can generate significant revenue independently of the ballroom or as a package.

In terms of parking needs for the capacity that can be accommodated, the proposed parking of 492 spaces should accommodate most events, if all spaces are available for these events. Typically, the number of people per car ranges from 2.0 – 2.5, which implies total capacity in the garage of approximately 1,000+. Even with the grand ballroom filled with a theater-style event and 1,100 attendees, the garage should be able to accommodate parking if there are fewer than 2.5 attendees per car. Variable parking rates based on events can help to incentivize carpooling. Typically, for large events, parking rates will be increased, which ultimately results in fewer cars with more people per car. Also, given ridesharing from Uber and Lyft, many more people are taking these options, especially if the cost is less than event parking rates. Given all of these factors, HSP believes that the proposed parking spaces should more than accommodate nearly all functions, unless there is a major public event, such as a film festival or consumer show. But even in these instances, event parking rates will create that incentive for carpooling and ridesharing services.

*Cost Estimates (Convergence)*

The following table outlines the cost estimates from Convergence Design.



While Vecino has a solid plan for funding the nearly \$70 million in residential componentry, the focus of the HSP and City effort at this point is the \$36 million in conference components, plus any ongoing operating and marketing support.

In the remaining vignettes, an updated market analysis is presented, financial and impact projections provided, and funding/governance options discussed.

## **ITHACA DOWNTOWN CONFERENCE CENTER**

*Updated Feasibility Analysis; Comparable Developments; Revised Pro Forma and Economic Impact Analysis*

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The items covered in this section include an updated market and financial analysis, a high-level look at additional comparable facilities (with a deeper dive provided in an appendix) and an updated impact analysis. HSP has also included a state impact analysis, which only looks at impacts net-new to the State of New York.

### **Updated Feasibility**

HSP reanalyzed the local meeting and event market in Ithaca in order to better understand if market conditions have changed since Phase I of the analysis was completed. As a part of the updated analysis, HSP confirmed the local and regional meeting and event venues, had conversations with community stakeholders and received Tompkins County lost business report.

### *Local and Regional Competitive Meeting and Event Facilities*

The following table outlines the current local meeting and event venue supply.

Table 1

Venue Name	Ithaca Local Competitive Meeting Facilities				
	Total Function Space (SF)	Total Meeting (SF)	Total Ballroom (SF)	Hotel Rooms	Function SF per Key
Cornell University Conference Services	14,085	10,778	3,307	--	--
Ithaca College*	11,766	5,550	6,216	--	--
Clarton Hotel	10,620	5,854	4,766	121	88
The Statler Hotel	9,739	5,599	4,140	153	64
The Hotel Ithaca	6,276	276	6,000	180	35
Coltivare*	3,000	0	3,000	--	--
La Tourelle Hotel	3,000	3,000	0	54	56
Ithaca Marriott Downtown on the Commons	2,320	336	1,984	159	15
Country Inn & Suites by Carlson of Ithaca	1,600	1,600	0	58	28
Hilton Garden Inn Ithaca	1,250	1,250	0	104	12
Homewood Suites by Hilton - Ithaca	676	676	0	91	7
<b>Average</b>	<b>5,848</b>	<b>3,174</b>	<b>2,674</b>	<b>115</b>	<b>38</b>
<b>Total</b>	<b>64,332</b>	<b>34,919</b>	<b>29,413</b>	<b>920</b>	<b>--</b>

\*Function SF estimated based on capacity  
Source: CVENT, Hunden Strategic Partners

The local competitive meeting facilities in Ithaca largely remained unchanged. The Hotel Ithaca underwent a renovation to add ballroom function space (~3,000 SF) at the end of 2017, as well as improve existing space. The Statler Hotel is currently renovating and modernizing its ballroom. The renovation at the Statler Hotel will not significantly change ballroom space, but the hotel is reducing the size of its columns to increase function space slightly and visibility. As proposed, the conference center would not directly compete with existing supply, as it would have a larger ballroom than any existing space and more overall space. Overall, the improvements should benefit Ithaca, the county and the conference center's viability.

The following table outlines the regionally competitive supply.

Table 2

Ithaca Conference Center - Regional Supply							
Venue Name	City	Distance from Ithaca (miles)	Total Function Space (SF)	Total Meeting (SF)	Total Ballroom (SF)	Hotel Rooms	Function SF per Key
Turning Stone Resort & Casino	Verona	79	69,941	11,720	28,353	268	261.0
Saratoga Springs City Center	Saratoga Springs	190	33,004	13,000	20,004	242	136.4
Hilton Albany	Albany	166	17,553	4,283	13,270	385	45.6
Albany Marriott	Albany	162	15,796	2,560	13,236	359	44.0
Radisson Hotel Rochester Riverside	Rochester	90	17,544	4,561	12,983	460	38.1
Diplomat Banquet Center	Rochester	95	12,392	-	12,392	-	-
Hyatt Regency - Rochester	Rochester	90	14,022	2,739	11,283	338	41.5
DoubleTree by Hilton Hotel - Binghamton	Binghamton	48	22,985	12,320	10,665	207	111.0
Crowne Plaza	Lake Placid	251	15,736	5,476	10,260	245	64.2
Radisson Hotel Albany	Albany	161	11,805	2,120	9,685	312	37.8
Holiday Inn Binghamton Downtown	Binghamton	50	15,066	5,398	9,668	237	63.6
R.I.T Inn & Conference Center	Rochester	89	11,250	2,050	9,200	304	37.0
The Desmond Albany Hotel	Albany	161	14,650	5,840	8,810	322	45.5
The Strathallan Rochester	Rochester	89	10,319	2,620	7,699	155	66.6
Lake Ontario Event and Conference	Oswego	77	10,640	3,940	6,700	203	52.4
Holiday Inn Auburn-Finger Lakes Region	Auburn	37	8,406	2,142	6,264	165	50.9
Gideon Putnam	Saratoga Springs	188	12,413	6,581	5,832	124	100.1
Sheraton at the Falls	Niagara Falls	166	5,508	648	4,860	392	14.1
Holiday Inn Elmira Riverview	Elmira	33	6,410	1,610	4,800	149	43.0
The Otesaga Resort Hotel	Cooperstown	101	11,734	7,484	4,250	135	86.9
<b>Average</b>		<b>116</b>	<b>16,859</b>	<b>5,110</b>	<b>10,511</b>	<b>263</b>	<b>71</b>

Source: Various Sources, Hunden Strategic Partners

The regionally competitive facilities include ballrooms that range from 4,000 square feet to more than 20,000 at the Saratoga Springs City Center. About half of the regionally competitive facilities (11) have ballrooms with less than 10,000 square feet. While the market includes many facilities with modest function space, most will be smaller than that suggested for Ithaca.

**Table 3**

Lead Name	Meeting Sales Events, 2015 - 2019 - Total Lost Business		
	Meeting Start Date	Room Attendees	Room Nights Economic Impact
2018 Summit	9/30/18	300	1,212 \$315,120
NY State Leadership Conference 2018 NY State Leadership Conference	4/6/18	50	100 \$26,000
Fall 2018 UIC Meeting	10/16/18	40	110 \$28,600
2019 Annual Conference	4/4/19	165	165 \$42,900
2018 Corporate Retreat	5/17/18	20	60 \$15,600
2019 Fall Meeting	10/19/19	90	180 \$46,800
28th Annual Conference - March 2019	3/13/19	40	135 \$35,100
GGM 2018 Conference	6/24/18	120	480 \$124,800
2018 Board of Directors Retreat	8/15/18	25	25 \$6,500
2019 Workshop	4/10/19	5	5 \$1,300
2019 Annual Conference	6/4/19	300	300 \$78,000
2019 Summer Conference	6/17/19	125	379 \$98,540
2019 Annual Conference	9/28/19	125	384 \$99,840
2018 Women's Basketball - Umass Lowell @ Cornell	11/16/18	23	13 \$3,250
2019 Honors Conference	11/1/19	80	84 \$21,840
2016 Conference, NYSAFP	1/8/15	--	320 \$83,200
Rotary International	1/21/15	--	400 \$104,000
Professional Development Conference	9/25/15	--	150 \$39,000
NYS DOH Regional Meeting	1/6/16	--	30 \$7,800
Fall 2016 Leadership Institute	2/29/16	--	90 \$23,400
2016 Learning "DOC" Conference	3/2/16	--	75 \$19,500
KFOCI National 2018 Convention	6/29/16	--	500 \$130,000
2017 LIFE Regional Meeting	10/12/16	--	10 \$2,600
NY Six Consortium Retreat	3/29/17	--	50 \$13,000
Upstate Masonry Institute	8/8/17	--	20 \$5,200
		<b>5,277</b>	<b>\$1,371,890</b>

Nearly 5,300 room nights were lost and \$1.4 million in estimated local spending. While this list does not include all events that could come to a conference center (the CVB and hotels are not chasing events they cannot accommodate), it is indicative of a market for groups that want to be in Ithaca.

The following table outlines the lost business, organized by loss reason.

**Table 4**

<b>Lost Reason</b>	<b>Estimated Economic Impact</b>	<b>Rooms</b>	<b>Lost Count</b>
Rates too high AND insufficient facilities	\$271,180	--	8
Insufficient meeting facilities - too small	\$655,460	--	5
Geographic location and/or accessibility	\$143,000	--	3
Unknown / No Response	\$166,400	--	3
Hotel rates too high	\$22,750	--	2
Availability	\$78,000	--	1
Board Decision	\$6,500	--	1
Insufficient meeting facilities - poor quality	\$28,600	--	1
<b>Total</b>	<b>\$1,371,890</b>	<b>5277</b>	<b>24</b>

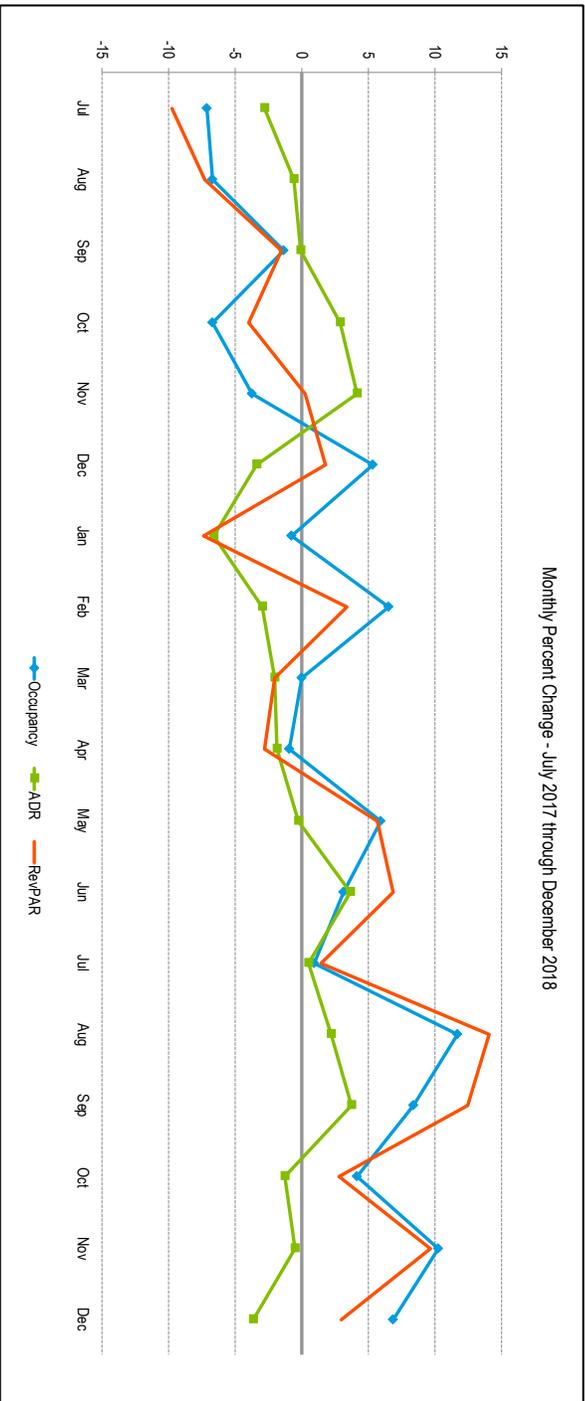
Source: Visit Ithaca

The two most common lost business reasons, which account for over 50 percent of the lost business, are due to insufficient facilities and rate premiums. Just over half of 24 groups could not be physically accommodated.

*Tompkins County Smith Travel Research (Hotel) Data*

Visit Ithaca's STR report tracks the Occupancy, ADR and RevPAR for every hotel that reports to STR in Tompkins County. The following chart outlines the monthly percent changes in average daily rate, occupancy and RevPAR (revenue per available room).

**Figure 1**



As shown in the figure below, Occupancy and RevPAR increased every month between March 2018 and December of 2018. ADR fluctuated but also saw increases throughout 2018 before seeing slight decreases near the end of the year. RevPAR is the best measure of performance, as it combines ADR and occupancy and showed a stronger end of 2018 than over the prior 18 months.

*Ithaca Hotels*

HSP analyzed the supply of hotels both downtown and throughout Ithaca in order to better understand the impact of a new conference center. The following table outlines the hotel supply in Ithaca.

**Table 5**

Ithaca Hotels - By Distance From Green Street Garage					
Name	Distance From Site	Rooms	Chainscale	Open Date	
Marriott Ithaca Downtown On The Commons	0.1	159	Upper Upsc	Dec-16	
Hilton Garden Inn Ithaca	0.1	104	Upscale	Aug-05	
Hotel Ithaca	0.2	170	Indep	Jun-72	
Hilton Canopy	--	131	Upper Upscale	U/C*	
Hillside Inn	0.5	41	Indep	Jun-47	
Meadow Court Inn	0.6	75	Indep	May-60	
Super 8 Ithaca	0.7	63	Economy	Oct-85	
Statter Hotel	0.9	153	Indep	Jun-87	
Hampton Inn Ithaca	1.3	66	Upper Mid	Apr-04	
Quality Inn Ithaca	1.5	80	Midscale	Sep-88	
Fairfield Inn & Suites Ithaca	1.5	106	Upper Mid	Aug-13	
Holiday Inn Express & Suites Ithaca	1.6	79	Upper Mid	Oct-16	
Best Western University Inn	1.8	101	Midscale	Apr-87	
Country Inn & Suites Ithaca	2.2	58	Upper Mid	May-08	
La Tourelle Country Inn	2.6	54	Indep	May-86	
Trip Hotel	2.9	106	Indep	Jun-65	
Rodeway Inn & Suites Ithaca	3	44	Economy	Jun-60	
Homewood Suites by Hilton Ithaca	3	91	Upscale	May-07	
Econo Lodge Ithaca	3.1	72	Economy	Sep-87	
Grayhaven Motel	3.1	17	Indep	Jun-75	
Clarion Inn Ithaca	3.1	121	Upper Mid	Dec-71	
Courtyard Ithaca Airport University	3.5	107	Upscale	Dec-00	
Embassy Inn	3.8	25	Indep	Jun-83	
<b>Total / Average</b>	<b>1.87</b>	<b>2,023</b>	<b>--</b>	<b>Nov-87</b>	

\*Under Construction

Source: Smith Travel Research

Highlighted in the table above are the three hotels that are proximate and walkable to the potential new development at either the Vecino or Rimland site. The Hotel Ithaca, Hilton Garden Inn Ithaca and the Marriott Ithaca Downtown are the hotels that will see the largest impact in business from a potential conference center development. Also included in the downtown hotels is the Hilton Canopy that is currently under construction. The downtown hotel supply has more than

doubled since 2015 with the additions of the Hilton Canopy and the Marriot Ithaca Downtown moving from 274 hotel rooms in 2015 to 564 after the new Canopy opens. The new hotel rooms will benefit from the addition of a potential conference center downtown. A conference center will help to drive hotel demand which could become crucial for the viability of the new hotel rooms. The hotels outside of walkable proximity to the potential new development will see a slight increase in business but not as significant as those within three blocks.

### *Market Feasibility Implications*

Based on changes in the market and realities of the Green Street site, HSP offers the following implications:

- The size of the conference center should be enlarged to include as large of a ballroom as is possible on the site, given the number of quality walkable hotel rooms. Breakout meeting meetings should be increased in size in a similar manner to accommodate breakouts. Based on the number of hotel rooms that will exist downtown, as much as 38,000 square feet of ballroom and meeting room space could be supported amongst the hotels (assuming approximately 15 rooms per 1,000 square feet of function space).
- The overall project size and cost will increase, but this should have three primary benefits: it is better sized to the changing market, it will have more synergy with the additional hotel package and is more likely to receive funding from certain state-based grant mechanisms like the URI (Upstate Revitalization Initiative).

### **Comparable Developments Summary**

HSP analyzed various comparable developments across the United States in order to better understand how a potential facility in Ithaca may be designed, operate and perform. HSP analyzed eight different facilities to better understand how the facilities performed financially on a per square basis to project how a development in Ithaca will perform. The full profile and analysis of each comparable facility can be found in Appendix A. For brevity this section focuses on the summary of these comparable facilities' characteristics and performance.

The following table outlines the comparable facility revenue and expenses per square foot of function space.

**Table 6**

Comparable Facility Revenues & Expenses Per Square Foot of Function Space										
Venue Name	Bridge View Center	Chesapeake Conference Center	Davenport River Center	Three Rivers Convention Center	Vicksburg Convention Center	Saratoga Springs City Center	Two Rivers Convention Center	Monroe County Convention Center	Average PSF	
Location	Olumwa, IA	Chesapeake, VA	Davenport, IA	Kennewick, WA	Vicksburg, MS	Saratoga Springs, NY	Grand Junction, CO	Bloomington, IN		
Reporting Date	6/30/18	6/30/18	6/30/18	12/31/18	9/30/18	3/7/18	12/31/18	2/8/19	-	
Total Function Space (SF)	37,000	23,183	53,386	32,574	25,555	31,000	23,120	25,095	31,964	
Exhibition Space	30,000	-	45,130	21,600	17,000	20,000	-	-	26,746	
Ballroom Space	-	20,000	-	-	6,111	-	18,600	12,285	14,249	
Meeting Space	7,000	3,183	8,256	10,974	2,444	11,000	4,520	12,810	7,523	
Number of Events	636	336	259	208	112	175	556	514	337	
Total Attendance	153,513	35,899	126,913	104,634	51,838	166,626	131,437	76,107	106,871	
Year Opened	2009	1997	1983	2004	1997	1984	1975	1991	1993	
Full-Time Equivalents (FTEs)	9	14	11	12	6	16	-	-	11	
Catering Operator	In-House	In-House	In-House	In-House	Local Operator	Third-Party	In-House	In-House		
INCOME										
Rental Income	\$6.12	\$9.41	\$7.91	\$11.49	\$5.18	\$21.79	\$21.40	\$13.69	\$12.13	
Building Rent Income	\$6.12	\$9.41	\$7.91	\$11.49	\$5.18	\$21.79	\$21.40	\$13.69	\$12.13	
Food & Beverage	\$15.06	\$44.08	\$25.57	\$69.21	\$4.37	\$5.76	\$47.41	\$38.23	\$31.21	
Reimbursed Expenses	\$2.50	\$9.85	\$6.72	\$1.01	\$1.58	\$2.38	-	-	\$3.84	
Equipment Rental	\$0.74	\$4.72	\$2.75	\$9.15	\$0.86	-	\$0.79	\$14.05	\$4.72	
Event Income	\$5.07	-	\$16.41	\$5.12	\$0.37	\$2.14	\$4.20	-	\$5.55	
Other Ancillary Income	\$2.32	\$1.05	\$6.20	\$1.08	\$1.71	\$0.01	\$2.07	\$0.56	\$1.87	
Ancillary Income	\$25.69	\$59.71	\$56.65	\$85.57	\$8.89	\$10.30	\$54.46	\$52.84	\$44.26	
TOTAL OPERATING INCOME	\$31.81	\$69.12	\$64.56	\$97.06	\$14.08	\$32.08	\$75.87	\$66.53	\$56.39	
EXPENSES										
Full-Time Salaries	\$10.00	\$32.36	\$16.58	\$25.98	\$12.43	\$23.65	\$12.96	\$14.23	\$18.53	
Part-Time Salaries	\$5.65	\$17.79	\$17.65	\$16.86	\$2.88	-	-	-	\$12.13	
Employer Paid Taxes & Benefits	\$3.64	\$10.41	\$4.69	\$10.98	\$3.93	\$12.11	-	\$1.80	\$6.80	
General & Administrative	\$0.86	\$0.93	\$1.80	\$1.83	\$0.57	\$1.55	\$5.69	\$5.88	\$2.39	
Occupancy	\$2.57	\$6.29	\$6.29	\$5.80	\$5.61	\$2.77	\$18.74	\$5.60	\$6.74	
Utilities	\$4.40	\$5.15	\$5.22	\$4.37	\$4.38	\$5.04	-	\$4.31	\$4.69	
Travel & Motor Vehicle	\$0.27	\$0.28	\$0.09	\$0.29	\$0.33	\$0.12	-	\$0.40	\$0.25	
Food & Beverage*	\$4.70	\$12.92	\$9.22	\$17.44	\$11.00	-	\$13.23	\$32.89	\$13.06	
Services & Operations	\$4.44	\$7.25	\$4.07	\$15.46	\$6.91	-	\$8.70	\$11.47	\$8.33	
Event Expenses	\$5.96	\$3.55	\$8.85	\$3.86	\$0.36	\$7.19	\$10.72	\$0.69	\$5.11	
TOTAL OPERATING EXPENSES	\$42.37	\$96.93	\$74.71	\$102.67	\$38.18	\$52.43	\$70.05	\$77.27	\$69.33	
NET OPERATING INCOME (LOSS)**	-\$10.56	-\$27.81	-\$10.15	-\$5.61	-\$24.11	-\$20.35	\$5.82	-\$10.74	-\$12.94	

\* Including Cost of Goods Sold  
 \*\* Including Mgmt Fees Excluding Debt Service  
 Source: Various sources

The eight comparable facilities profiled and analyzed range between 23,000 and 54,000 square feet of function space, averaging 31,000. Typically, these facilities have either exhibit hall space or ballroom space, though all have meeting space. These facilities also averaged more than 330 events per year and averaged attendance of 106,000.

Rental revenue ranged between \$5.18 and \$21.79 per square foot for the eight comparable facilities shown, with an average of \$12.13 per square foot. For most of the facilities, gross food and beverage revenues were considerably higher than the building rent per square foot, reaching as high as \$69. Vicksburg and Saratoga Springs had the lowest food and beverage revenues of the group. Both of these facilities had third-party caterers operate their food and beverage service, and their food and beverage revenues are solely commission income from the caterers' sales. For the remaining facilities besides Monroe Convention Center (MCC), once the cost of goods sold (COGS) or food and beverage expenses are subtracted, they average nearly \$36 per square foot of net food and beverage income/profit. MCC, on the other hand, includes the expense of its catering staff in the food and beverage expense line item, significantly decreasing the net food and beverage income.

Altogether, these facilities earned approximately \$56 per square foot of function space in revenue. Three Rivers Convention Center was by far the leader in revenue generation of the group with nearly \$100 per square foot of function space, most of which was attributable to food and beverage services. Vicksburg performed the worst on building rental revenue and food and beverage revenue out of the group.

Staffing and food and beverage expenses are the largest items for each facility shown. These expenses account for more than 60 percent of total operational costs for this group of facilities on average. Total operational expenses per square foot range between \$38 and \$102. After subtracting these expenses from revenues, seven of the eight facilities sustained an operational loss for the year shown. Two Rivers Convention Center was marginally profitable, producing a budgetary surplus of \$135,000 or \$5.28 per square foot of function space. Chesapeake, Vicksburg and Saratoga Springs each lost more than \$600,000 for the year or \$20 per square foot of function space.

Even from this small sample set of comparable facilities, it is easy to see that operating a conference or convention center for a profit is not typically expected or attainable. The best-case scenario is usually considered to be minimizing operational losses or operating at breakeven and generating significant spending and impacts beyond the walls of the facility to offset the operational losses.

The following table shows the total number of events, event days and attendance for a selection of comparable facilities.

**Table 7**

Event Type	River City Center - Davenport, IA			BrideView Center - Ottumwa, IA			Chesapeake Conference Center			Three Rivers Convention Center			Vicksburg Convention Center			Average		
	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance	Event Days	Attendance	
Banquets	11	14	2,350	57	57	5,911	77	77	13,998	72	72	23,744	37	38	5,744	51	52	10,349
Concert	1	1	300	13	13	10,970	--	--	--	--	--	--	2	2	1,580	5.3	5.3	4,283
Broadway/Theatrical-Commercial	--	--	--	10	10	3,055	--	--	--	--	--	--	1	5	10,300	5.5	7.5	6,678
Community/Educational/Theatrical	1	2	325	18	31	17,001	10	10	3,836	1	1	1,200	4	8	12,541	6.8	10	6,981
Family Shows	1	2	150	8	8	8,664	--	--	--	--	--	--	1	1	650	3.3	3.7	3,155
Convention	4	20	4,763	--	--	--	3	5	1,979	38	114	51,185	16	40	9,777	15	45	16,926
Meeting/Conf	87	237	13,238	212	219	14,797	168	171	28,535	38	42	10,475	32	41	2,737	107	142	13,956
Consumer Show	8	24	20,263	20	28	16,715	--	--	--	5	9	8,000	1	1	50	8.5	16	11,257
Trade Show	3	8	2,399	1	1	132	19	25	15,016	1	3	6,000	1	3	1,150	5.0	8.0	4,939
Wedding Reception	18	45	4,354	21	21	3,498	10	14	1,546	8	8	1,625	1	1	130	12	18	2,231
Community/Civic	30	86	64,954	67	71	65,968	16	19	9,445	--	--	--	6	9	6,809	30	46	36,794
Sporting	7	33	6,468	5	6	4,551	2	2	1,050	1	2	2,000	2	3	240	3.4	9.2	2,862
Recreational Sports	3	12	5,700	42	42	597	--	--	--	--	--	--	--	--	--	23	27	3,149
Internal Use	85	160	1,649	62	63	1,654	31	31	1,209	44	44	405	8	8	130	46	61	1,009
<b>Total for Year</b>	<b>259</b>	<b>644</b>	<b>126,913</b>	<b>536</b>	<b>570</b>	<b>153,513</b>	<b>336</b>	<b>354</b>	<b>76,614</b>	<b>208</b>	<b>295</b>	<b>104,634</b>	<b>112</b>	<b>160</b>	<b>51,838</b>	<b>290</b>	<b>405</b>	<b>102,702</b>

Source: Venutworks

The five facilities shown in the table above have an annual number of events that range between 112 and 536 with an average of 290. These events produced event days between 160 and 644 in 2018 (405 on average) with an average of 1.3 event days per event. Attendance at these facilities ranged between nearly 52,000 and 154,000 in 2018 averaging 103,000 for the year and 354 attendees per event.

The following table show the number of events, event days and attendance per 1,000 square feet of function space for a selection of comparable facilities.

**Table 8**

Event Type	2018 Event Breakdown VenueWorks Facilities Per 1,000 SF of Function Space														
	River City Center - Davenport, IA			BridleView Center - Ottumwa, IA			Chesapeake Conference Center			Three Rivers Convention Center		Vicksburg Convention Center		Average	
	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance	Events	Event Days	Attendance
Banquets	0.2	0.3	44	1.5	1.5	160	3.3	3.3	604	2.2	2.2	729	1.7	1.8	352
Concert	0.0	0.0	6	0.4	0.4	296	--	--	--	--	--	225	0.1	0.1	121
Broadway/Theatrical/Commercial	--	--	--	0.3	0.3	83	--	--	--	--	--	62	0.2	0.2	243
Community/Educational/Theatrical	0.0	0.0	6	0.5	0.8	459	0.4	0.4	165	0.0	0.0	37	0.2	0.3	232
Family Shows	0.0	0.0	3	0.2	0.2	234	--	--	--	--	--	25	0.1	0.1	87
Convention	0.1	0.4	89	--	--	--	0.1	0.2	85	1.2	3.5	1,571	0.5	1.4	532
Meeting/Conf	1.6	4.4	248	5.7	5.9	400	7.2	7.4	1,231	1.2	1.3	322	3.4	4.1	461
Consumer Show	0.1	0.4	380	0.5	0.8	452	--	--	--	0.2	0.3	246	0.2	0.4	270
Trade Show	0.1	0.1	45	0.0	0.0	4	0.8	1.1	648	0.0	0.1	184	0.2	0.3	185
Wedding Reception	0.3	0.8	82	0.6	0.6	95	0.4	0.6	67	0.2	0.2	50	0.3	0.5	60
Community/Civic	0.6	1.6	1,217	1.8	1.9	1,783	0.7	0.8	407	--	--	--	0.8	1.2	918
Sporting	0.1	0.6	121	0.1	0.2	123	0.1	0.1	45	0.0	0.1	61	0.1	0.2	72
Recreational Sports	0.1	0.2	107	1.1	1.1	16	--	--	--	--	--	--	0.6	0.7	61
Internal Use	1.6	3.0	31	1.7	1.7	45	1.3	1.3	52	1.4	1.4	12	1.3	1.5	29
<b>Total for Year</b>	<b>0.1</b>	<b>0.2</b>	<b>45</b>	<b>0.4</b>	<b>0.4</b>	<b>112</b>	<b>0.6</b>	<b>0.7</b>	<b>143</b>	<b>0.2</b>	<b>0.3</b>	<b>99</b>	<b>0.3</b>	<b>0.4</b>	<b>95</b>

Source: VenueWorks

For these five comparable facilities, the number of events in 2018 per 1,000 square feet of function space ranged between 0.1 and 0.6 and averaged 0.3. Event days per 1,000 square feet of function space was very similar for these facilities, averaging 0.4 event days. Attendance per 1,000 square feet ranged between 45 and 143 and averaged nearly 100 in 2018.

**Saratoga Springs City Center**

HSP also considered the number of events and attendance for the Saratoga Springs facility, whose data is not kept in the same manner as those presented above. The next table shows the event activity in the Saratoga Springs facility in 2017.

Table 9

Saratoga Springs Events by Type - 2017		
Category	Number	
Conventions & Conferences	66	
Trade Shows - Industry	7	
Consumer Shows	36	
Banquets	26	
Special Events	40	
Total	175	Per Event
Paid Event Days	273	1.6
Total Building Use Days	333	1.9
Total Attendance	178,720	1,021
Overnight Guests	21,521	123
Day Visitor Guests	157,199	898

Source: Saratoga Springs City Center

The building hosted 175 events that accounted for 273 paid event days and 333 total building use days. Each event used nearly two days on average. Conventions and conferences were the most plentiful event type, with 66, followed by special events (40) and consumer shows (36). There were nearly 180,000 attendees, with nearly 22,000 overnight guests. Given that the average people per hotel room is between 1.2 and 1.9, depending on the type of event, it is estimated that the facility induced between 12,000 – 18,000 hotel room nights. Given the size of the facility, this is a healthy number of room nights.

HSP reached out to management at the Saratoga Springs City Center and other comparable facilities to better understand what is driving business at the facility and understand the perspective on new development in Ithaca. The following bullet points highlight the takeaways from the conversation.

- A mid-sized conference center in Ithaca (~20,000 to 25,000 square feet of function space) is not expected to pull business from Saratoga Springs.
- Ithaca and Saratoga markets are similar in that both downtown areas are known to be clean / friendly and have walkable amenities.
- Facility development in Ithaca would help put upstate New York on the map for hosting meetings and events. Management does not see a potential development in Ithaca as a threat, but rather an opportunity.

- A downtown conference center will help facilitate further commercial development downtown.
- The majority of the business hosted at the Saratoga Springs City Center is repeat business or clientele (75 percent). A bulk of the events hosted at the facility are rotating state association meetings. The facility hosts a few industrial tradeshows and other ticketed events as well.
- Summer is the slow period for the Saratoga Springs City Center, due to the focus of the community (and hotel rooms) being on the local racetrack.
- The City Center does not host musical events with the presence of Saratoga Performing Arts Center.

### Demand and Financials – Base Case

HSP recast the demand, financial and impact projections for the conference center based on updated market and physical development assumptions. The following table shows the update demand projections for events by type.

Table 10

Projected Events at the Ithaca Conference Center						
Event Type	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10
Conventions, Conferences	16	21	25	27	27	27
Consumer Shows	2	4	5	5	5	5
Corporate Events	9	12	15	18	18	18
Special Events	8	12	16	21	21	21
Banquets	25	29	33	38	38	38
Meetings Room Events	34	41	49	59	71	71
<b>Total</b>	<b>94</b>	<b>119</b>	<b>143</b>	<b>168</b>	<b>180</b>	<b>180</b>

Source: HSP

HSP projects that the total number of paying events will stabilize at 180, with significant numbers of banquets, meetings and conferences. The number of conferences and conventions is expected to be fairly strong based on new information gathered from comparable facilities, especially the level of activity in Saratoga Springs.

The next table shows the expected attendance by event type.

Table 11

Proposed Ithaca Conference Center Projected Attendance										
Event Type	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Conventions, Conferences	4,700	6,400	7,600	7,900	8,200	8,200	8,200	8,200	8,200	8,200
Consumer Shows	1,600	3,300	4,100	4,100	4,100	4,100	4,100	4,100	4,100	4,100
Corporate Events	1,900	2,600	3,200	3,800	3,800	3,800	3,800	3,800	3,800	3,800
Special Events	5,300	7,900	10,700	14,000	14,000	14,000	14,000	14,000	14,000	14,000
Banquets/Receptions	11,700	13,200	15,500	18,300	18,300	18,300	18,300	18,300	18,300	18,300
Meetings Room Events	6,800	8,000	9,900	11,800	14,200	14,200	14,200	14,200	14,200	14,200
<b>Total All Events</b>	<b>32,000</b>	<b>41,400</b>	<b>51,000</b>	<b>59,900</b>	<b>62,600</b>	<b>62,600</b>	<b>62,600</b>	<b>62,600</b>	<b>62,600</b>	<b>62,600</b>

Source: HSP

Total attendance is expected to stabilize at nearly 63,000 per year, with significant contributions from banquets, meetings and special events. However, convention, corporate and conference events will have the most impact per attendee, as most of those participants will be from out of town.

Based on the results of comparable facilities and the expectations for the local marketplace, and an assumption of third-party management, the following is the projection of revenues and expenses for the Ithaca Conference Center.

The projections include only the operating revenue and expense. They do not include any costs to build or pay for the facility, like debt service. These items will be addressed in the third vignette/section of this analysis.

As shown in the table, HSP projects approximately \$1.1 million in operating revenue by stabilization and \$1.4 million of expense, leading to a relatively modest operating loss of \$225,000+/- on an annual basis. Deficits typically begin at a higher level as the facility ramps up. The results presented here track with the average results of the comparable facilities shown in this vignette.

Because the Project is not expected to be profitable, it does not make sense as a private investment or development. HSP has assumed that the conference center will be owned by an entity that is tax exempt and therefore the facility will not pay property taxes.

### Impact – New York State

Based on a number of assumptions shown in the table below, the number of new daytrippers and overnights to New York State are shown below in the stabilized year. Because most of the business coming to the conference center will be from New York, the impact to the State will be less than to the City or County.

Table 13

	Net New Visitors and Room Nights - New York State							Total
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	
New Daytrip Visitor Days	953	1,234	1,523	1,808	1,852	1,852	1,852	35,145
New Overnighter Days	2,540	3,172	3,856	4,469	4,753	4,753	4,753	90,077
New Room Nights	1,757	2,184	2,656	3,085	3,313	3,313	3,313	62,685

Source: Hunden Strategic Partners

HSP expects a total of 3,300 new hotel room nights per year to be generated by the conference center that will be new to New York.

The next table shows the estimated net new direct spending due to the new visitors.

Table 14

	Direct Net New/Recaptured Spending to New York State (000s)										Total
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20				
Food & Beverage	\$240	\$309	\$386	\$463	\$503	\$569	\$728	\$11,144			
Lodging	\$286	\$366	\$459	\$549	\$607	\$704	\$901	\$13,664			
Retail	\$30	\$39	\$49	\$58	\$63	\$71	\$91	\$1,396			
Transportation	\$33	\$42	\$53	\$63	\$68	\$77	\$99	\$1,509			
Other	\$25	\$32	\$40	\$48	\$52	\$59	\$75	\$1,148			
<b>Total</b>	<b>\$614</b>	<b>\$788</b>	<b>\$987</b>	<b>\$1,180</b>	<b>\$1,293</b>	<b>\$1,479</b>	<b>\$1,894</b>	<b>\$28,862</b>			

Source: Hunden Strategic Partners

Total new direct spending is expected to total nearly \$29 million over the 20-year period, with largest categories in lodging spending and restaurants.

The next table shows the indirect and induced spending that will spin off from the direct spending.

Table 15

	Direct, Indirect & Induced Net New Spending to New York State (000s)										Total
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20				
<b>Net New Spending</b>											
Direct	\$614	\$788	\$987	\$1,180	\$1,293	\$1,479	\$1,894	\$28,862			
Indirect	\$207	\$266	\$333	\$399	\$436	\$499	\$639	\$9,738			
Induced	\$240	\$308	\$386	\$462	\$505	\$578	\$740	\$11,283			
<b>Total</b>	<b>\$1,061</b>	<b>\$1,362</b>	<b>\$1,706</b>	<b>\$2,041</b>	<b>\$2,234</b>	<b>\$2,557</b>	<b>\$3,273</b>	<b>\$49,882</b>			

Source: Hunden Strategic Partners

After all impacts from spending are counted, the annual total by year five is more than \$2.2 million and totals nearly \$50 million over 20 years.

The next table shows the expected supported ongoing earnings that will support full-time equivalent positions in the community from the new spending. This is not just onsite jobs, but jobs in hotels, restaurants, retailers and elsewhere. These are net new earnings to New York State.

**Table 16**

Net New York Earnings from Direct, Indirect & Induced Spending (000s)										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Total		
<b>Net New Earnings</b>										
From Direct	\$192	\$247	\$309	\$370	\$405	\$463	\$592	\$9,031		
From Indirect	\$67	\$86	\$107	\$128	\$141	\$161	\$206	\$3,142		
From Induced	\$73	\$93	\$117	\$140	\$153	\$175	\$224	\$3,411		
<b>Total</b>	<b>\$331</b>	<b>\$426</b>	<b>\$533</b>	<b>\$638</b>	<b>\$698</b>	<b>\$799</b>	<b>\$1,022</b>	<b>\$15,584</b>		

Source: Hunden Strategic Partners

Total earnings from the new economic activity is expected to total \$15.6 million over the period.

**Table 17**

Net New York Full-Time Equivalent Jobs from Direct, Indirect & Induced Earnings (000s)							
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20
<b>Net New FTE Jobs</b>							
From Direct	11	13	16	19	20	21	21
From Indirect	4	5	6	7	7	7	7
From Induced	4	5	6	8	8	8	8
<b>Total</b>	<b>19</b>	<b>23</b>	<b>28</b>	<b>33</b>	<b>35</b>	<b>36</b>	<b>36</b>

Source: Hunden Strategic Partners

Total new jobs to the state are expected to stabilize at 36.

The following table shows the expected local hotel and sales taxes.

Table 18

Fiscal Impact - Net New York Tax Impacts from New Spending (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Total	
<b>Taxes Collected</b>									
State Income Tax (weighted)	\$20	\$26	\$32	\$38	\$42	\$48	\$61	\$935	
State Sales Tax (portion to State)	\$14	\$18	\$22	\$27	\$29	\$33	\$43	\$649	
<b>Total</b>	<b>\$34</b>	<b>\$43</b>	<b>\$54</b>	<b>\$65</b>	<b>\$71</b>	<b>\$81</b>	<b>\$104</b>	<b>\$1,584</b>	

Source: Hunden Strategic Partners

Total new state taxes are expected to be nearly \$1.6 million over the 20-year period.

The next table shows the one-time construction impact:

Table 19

Construction Impact - Ithaca Conference Center		Impact
Direct Materials Spending		\$ 14,400,000
Indirect Spending		\$ 4,030,000
Induced Spending		\$ 6,420,000
<b>Total</b>		<b>\$ 24,850,000</b>
Direct Labor Spending		\$ 21,600,000
Employment (Job Years)		399
Direct Net New/Recaptured Spending to New York State (000s)		

Based on a development cost of \$36 million, total spending will support nearly 400 construction-related jobs.

The next table shows the summary of 20-year impacts.

Table 20

<b>Summary of 20-Year Estimated New York Impacts</b>	
<b>Net New Spending</b>	<b>(millions)</b>
Direct	\$29
Indirect	\$10
Induced	\$11
<b>Total</b>	<b>\$50</b>
<b>Net New Earnings</b>	
From Direct	<b>(millions)</b> \$9
From Indirect	\$3
From Induced	\$3
<b>Total</b>	<b>\$16</b>
<b>Net New FTE Jobs</b>	
From Direct	<b>Actual</b> 21
From Indirect	7
From Induced	8
<b>Total</b>	<b>36</b>
<b>Taxes Collected</b>	
State Income Tax (weighted)	<b>(millions)</b> \$0.9
State Sales Tax (portion to State)	\$0.6
<b>Total</b>	<b>\$1.6</b>
<b>Construction Impact</b>	
New Materials Spending	<b>One-Time</b> \$14.4
New Labor Spending	\$21.6
<b>Job-Years, Actual</b>	<b>399</b>

Source: Hunden Strategic Partners

## Local Impact

Based on a number of assumptions shown in the table below, the number of new daytrippers and overnightr to Tompkins County (and Ithaca) are shown below in the stabilized year.

Table 21

Metrics and Assumptions Used to Determine Net New Visitors to Ithaca at the New Conference Center										
	Percent of Visitors Non-Tompkins County	Percent of Non-County Visitors Who Stay Overnight	Percent of Total Visitors Staying Overnight	Percent of Non-County Visitors Making a Daytrip	Stabilized Number of Non-County Visitors Staying Overnight	Visitors per Room Night	Stabilized Net New Room Nights to Tompkins County	Stabilized Net New Day Trips to Tompkins County		
Conventions, Conferences	95%	90%	86%	10%	7,011	1.6	4,382	779		
Consumer Shows	50%	15%	8%	85%	308	1.9	162	1,743		
Corporate Events	90%	75%	68%	25%	2,565	1.2	2,138	855		
Special Events	60%	40%	24%	60%	3,360	1.8	1,867	5,040		
Banquets/Receptions	60%	80%	48%	70%	8,784	1.6	5,490	7,686		
Meetings Room Events	85%	80%	68%	20%	9,656	1.2	8,047	2,414		
<b>Total</b>	<b>72%</b>	<b>74%</b>	<b>51%</b>	<b>49%</b>	<b>31,684</b>	<b>1.43</b>	<b>22,085</b>	<b>18,517</b>		

Source: HSP

HSP expects a total of 22,000 new hotel room nights per year to be generated by the conference center.

The next table shows the estimated net new direct spending due to the new visitors.

Table 22

Direct Net New/Recaptured Spending to Tompkins County (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Total	
Food & Beverage	\$1,710	\$2,207	\$2,765	\$3,314	\$3,593	\$4,065	\$5,204	<b>\$79,629</b>	
Lodging	\$1,658	\$2,123	\$2,659	\$3,181	\$3,518	\$4,078	\$5,221	<b>\$79,212</b>	
Retail	\$200	\$258	\$323	\$387	\$417	\$472	\$604	<b>\$9,251</b>	
Transportation	\$221	\$286	\$358	\$428	\$461	\$522	\$668	<b>\$10,235</b>	
Other	\$169	\$220	\$275	\$329	\$354	\$401	\$513	<b>\$7,861</b>	
<b>Total</b>	<b>\$3,958</b>	<b>\$5,094</b>	<b>\$6,380</b>	<b>\$7,640</b>	<b>\$8,344</b>	<b>\$9,538</b>	<b>\$12,210</b>	<b>\$186,188</b>	

Source: Hunden Strategic Partners

Total new direct spending is expected to total nearly \$186 million over the 20-year period, with largest categories in lodging spending and restaurants.

The next table shows the indirect and induced spending that will spin off from the direct spending.

Table 23

Direct, Indirect & Induced Net New Spending to Tompkins County (000s)									
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 10	Year 20	Total	
<b>Net New Spending</b>									
Direct	\$3,958	\$5,094	\$6,380	\$7,640	\$8,344	\$9,538	\$12,210	<b>\$186,188</b>	
Indirect	\$1,341	\$1,727	\$2,163	\$2,590	\$2,827	\$3,231	\$4,135	<b>\$63,070</b>	
Induced	\$1,549	\$1,994	\$2,498	\$2,991	\$3,265	\$3,732	\$4,777	<b>\$72,857</b>	
<b>Total</b>	<b>\$6,849</b>	<b>\$8,814</b>	<b>\$11,040</b>	<b>\$13,220</b>	<b>\$14,437</b>	<b>\$16,501</b>	<b>\$21,123</b>	<b>\$322,115</b>	

Source: Hunden Strategic Partners

After all impacts from spending are counted, the annual total by year five is \$14 million and totals more than \$320 million over 20 years.

The next table shows the expected supported ongoing earnings that will support full-time equivalent positions in the community from the new spending. This is not just onsite jobs, but jobs in hotels, restaurants, retailers and elsewhere.

**Table 24**

<b>Net New Earnings from Direct, Indirect &amp; Induced Spending (000s)</b>											
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 10</b>	<b>Year 20</b>	<b>Total</b>			
<b>Net New Earnings</b>											
From Direct	\$1,244	\$1,601	\$2,005	\$2,401	\$2,621	\$2,994	\$3,833	\$58,458			
From Indirect	\$430	\$553	\$693	\$829	\$906	\$1,036	\$1,326	\$20,219			
From Induced	\$468	\$602	\$754	\$903	\$987	\$1,128	\$1,444	\$22,016			
<b>Total</b>	<b>\$2,142</b>	<b>\$2,756</b>	<b>\$3,452</b>	<b>\$4,134</b>	<b>\$4,513</b>	<b>\$5,158</b>	<b>\$6,602</b>	<b>\$100,692</b>			

Source: Hunden Strategic Partners

Total earnings from the new economic activity is expected to total \$100 million over the period.

**Table 25**

<b>Net New Full-Time Equivalent Jobs from Direct, Indirect &amp; Induced Earnings (000s)</b>											
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 10</b>	<b>Year 20</b>				
<b>Net New FTE Jobs</b>											
From Direct	70	89	108	126	134	135	135				
From Indirect	24	30	37	43	46	46	46				
From Induced	28	35	43	50	53	53	53				
<b>Total</b>	<b>122</b>	<b>154</b>	<b>188</b>	<b>219</b>	<b>233</b>	<b>235</b>	<b>235</b>				

Source: Hunden Strategic Partners

Total full-time equivalent jobs are expected to stabilize at 235.

The following table shows the expected local hotel and sales taxes. Because many of the groups are nonprofits, HSP has assumed that 15 percent of hotel taxes will be tax exempt, based on historical experience of 14 percent tax exempt. Because the Project is not expected to be profitable, it does not make sense

as a private investment or development. HSP has assumed that the conference center will be owned by an entity that is tax exempt and therefore the facility will not pay property taxes.

**Table 26**

<b>Fiscal Impact - City and County Tax Impacts from Net New Spending (000s)</b>								
<b>Taxes Collected</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Year 10</b>	<b>Year 20</b>	<b>Total</b>
County Hotel Tax (5%)	\$83	\$106	\$133	\$159	\$176	\$204	\$261	\$3,961
Local Portion of Sales Tax (4%)	\$89	\$115	\$144	\$172	\$188	\$215	\$275	\$4,189
Portion to County (2.25%)	\$69	\$89	\$112	\$134	\$146	\$167	\$214	\$3,258
Portion to City (1.75%)								
<b>Total</b>	<b>\$241</b>	<b>\$310</b>	<b>\$388</b>	<b>\$465</b>	<b>\$510</b>	<b>\$585</b>	<b>\$749</b>	<b>\$11,408</b>

Source: Hunden Strategic Partners

Total local taxes are expected to be nearly \$11.4 million over the 20-year period. If hotel tax rates increase, the fiscal impact will increase as well.

The next table shows the summary of impacts. Construction impacts between the state and local area is expected to be similar.

**Table 27**

<b>Summary of 20-Year Estimated Impacts</b>	
<b>Net New Spending</b>	<b>(millions)</b>
Direct	\$186
Indirect	\$63
Induced	\$73
<b>Total</b>	<b>\$322</b>
<b>Net New Earnings</b>	<b>(millions)</b>
From Direct	\$58
From Indirect	\$20
From Induced	\$22
<b>Total</b>	<b>\$101</b>
<b>Net New FTE Jobs</b>	<b>Actual</b>
From Direct	135
From Indirect	46
From Induced	53
<b>Total</b>	<b>235</b>
<b>Taxes Collected</b>	<b>(millions)</b>
County Hotel Tax (5%)	\$4.0
Local Portion of Sales Tax (4%)	
Portion to County (2.25%)	\$4.2
Portion to City (1.75%)	\$3.3
<b>Total</b>	<b>\$11.4</b>
<b>Construction Impact</b>	<b>(millions)</b>
New Materials Spending	\$24.9
New Labor Spending	\$21.6
<b>Job-Years, Actual</b>	<b>399</b>

Source: Hunden Strategic Partners

One-time construction impacts from the development of the conference center will increase overall impact from the project, with \$24.9 million in new material spending and \$21.6 million in new labor spending, leading to 399 job-years. A job-year is one full-time construction-related job for one year.

A pessimistic and optimistic case are shown in an appendix to this vignette.

### **Conclusions**

Based on the updated analysis, there is a stronger expectation for performance and impact compared to HSP's original study.

# APPENDIX D. CLARITAS DATA

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
<b>Pop-Facts Summary</b>						
<b>Population</b>						
2022 Projection	23,368		62,752		219,215	
2017 Estimate	23,040		61,521		217,424	
2010 Census	22,569		59,731		215,807	
2000 Census	19,685		56,858		210,314	
Growth 2017 - 2022		1.42%		2.00%		0.82%
Growth 2010 - 2017		2.09%		3.00%		0.75%
Growth 2000 - 2010		14.65%		5.05%		2.61%
<b>Households</b>						
2022 Projection	9,333		23,665		86,139	
2017 Estimate	9,109		22,961		84,880	
2010 Census	8,758		21,876		83,082	
2000 Census	8,707		20,898		78,705	
Growth 2017 - 2022		2.46%		3.06%		1.48%
Growth 2010 - 2017		4.01%		4.96%		2.16%
Growth 2000 - 2010		0.59%		4.68%		5.56%
<b>Family Households</b>						
2022 Projection	2,317		9,722		50,474	
2017 Estimate	2,268		9,423		49,822	
2010 Census	2,184		8,962		48,908	
2000 Census	2,249		8,703		48,052	
Growth 2017 - 2022		2.17%		3.17%		1.31%
Growth 2010 - 2017		3.83%		5.14%		1.87%
Growth 2000 - 2010		(2.88%)		2.98%		1.78%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
<b>Pop-Facts Demographic Snapshot</b>						
<b>2017 Est. Population by Single-Classification Race</b>	<b>23,040</b>		<b>61,521</b>		<b>217,424</b>	
White Alone	15,588	67.66%	43,289	70.36%	189,157	87.00%
Black or African American Alone	1,185	5.14%	3,472	5.64%	6,571	3.02%
Amer. Indian and Alaska Native Alone	89	0.39%	224	0.36%	772	0.36%
Asian Alone	4,782	20.76%	10,903	17.72%	12,805	5.89%
Native Hawaiian and Other Pac. Isl. Alone	13	0.06%	31	0.05%	97	0.04%
Some Other Race Alone	433	1.88%	1,078	1.75%	2,257	1.04%
Two or More Races	949	4.12%	2,524	4.10%	5,765	2.65%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	<b>23,040</b>		<b>61,521</b>		<b>217,424</b>	
Not Hispanic or Latino	21,379	92.79%	57,457	93.39%	209,028	96.14%
Hispanic or Latino	1,661	7.21%	4,064	6.61%	8,396	3.86%
Mexican	370	22.30%	887	21.82%	1,818	21.66%
Puerto Rican	452	27.23%	1,119	27.54%	2,631	31.33%
Cuban	107	6.43%	257	6.33%	444	5.29%
All Other Hispanic or Latino	731	44.04%	1,800	44.31%	3,503	41.72%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>1,661</b>		<b>4,064</b>		<b>8,396</b>	
White Alone	1,004	60.45%	2,345	57.71%	4,819	57.39%
Black or African American Alone	82	4.95%	245	6.03%	468	5.57%
American Indian and Alaska Native Alone	19	1.12%	73	1.80%	160	1.90%
Asian Alone	26	1.55%	64	1.58%	91	1.08%
Native Hawaiian and Other Pacific Islander Alone	2	0.12%	4	0.10%	19	0.23%
Some Other Race Alone	356	21.43%	897	22.07%	1,952	23.25%
Two or More Races	172	10.37%	435	10.71%	888	10.58%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,782</b>		<b>10,903</b>		<b>12,805</b>	
Chinese, except Taiwanese	2,071	43.31%	4,862	44.59%	5,585	43.62%
Filipino	24	0.51%	107	0.98%	332	2.59%
Japanese	105	2.20%	412	3.78%	629	4.91%
Asian Indian	800	16.72%	1,887	17.31%	2,173	16.97%
Korean	791	16.53%	1,872	17.17%	1,989	15.54%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Vietnamese	93	1.95%	132	1.21%	174	1.36%
Cambodian	88	1.83%	133	1.22%	153	1.20%
Hmong	0	0.00%	0	0.00%	0	0.00%
Laotian	0	0.00%	0	0.00%	11	0.09%
Thai	298	6.23%	363	3.33%	390	3.05%
All Other Asian Races Including 2+ Category	512	10.71%	1,135	10.41%	1,368	10.69%

2017 Est. Population by Ancestry	23,040		61,521		217,424	
Arab	34	0.15%	307	0.50%	567	0.26%
Czech	19	0.08%	117	0.19%	395	0.18%
Danish	0	0.00%	69	0.11%	466	0.21%
Dutch	157	0.68%	501	0.81%	3,722	1.71%
English	1,034	4.49%	3,447	5.60%	20,455	9.41%
French (except Basque)	187	0.81%	592	0.96%	3,338	1.54%
French Canadian	139	0.61%	406	0.66%	1,499	0.69%
German	1,273	5.52%	3,742	6.08%	19,966	9.18%
Greek	104	0.45%	266	0.43%	640	0.29%
Hungarian	77	0.33%	284	0.46%	926	0.43%
Irish	1,608	6.98%	4,385	7.13%	19,505	8.97%
Italian	1,313	5.70%	3,282	5.33%	14,433	6.64%
Lithuanian	44	0.19%	82	0.13%	266	0.12%
United States or American	1,474	6.40%	4,357	7.08%	21,950	10.10%
Norwegian	59	0.26%	202	0.33%	740	0.34%
Polish	391	1.70%	1,203	1.95%	5,037	2.32%
Portuguese	4	0.02%	98	0.16%	220	0.10%
Russian	267	1.16%	856	1.39%	1,530	0.70%
Scottish	241	1.05%	757	1.23%	3,310	1.52%
Scotch-Irish	87	0.38%	304	0.49%	1,312	0.60%
Slovak	21	0.09%	45	0.07%	250	0.12%
Subsaharan African	41	0.18%	227	0.37%	330	0.15%
Swedish	189	0.82%	397	0.65%	1,240	0.57%
Swiss	65	0.28%	256	0.42%	717	0.33%
Ukrainian	56	0.24%	123	0.20%	818	0.38%
Welsh	56	0.24%	185	0.30%	1,001	0.46%
West Indian (except Hisp. groups)	140	0.61%	394	0.64%	505	0.23%
Other ancestries	9,230	40.06%	21,390	34.77%	43,576	20.04%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Ancestry Unclassified	4,731	20.53%	13,248	21.53%	48,711	22.40%

2017 Est. Pop Age 5+ by Language Spoken At Home	22,525		59,457		207,292	
Speak Only English at Home	17,796	79.01%	48,179	81.03%	190,029	91.67%
Speak Asian/Pac. Isl. Lang. at Home	2,585	11.47%	5,895	9.91%	6,601	3.18%
Speak IndoEuropean Language at Home	1,253	5.56%	2,964	4.99%	5,714	2.76%
Speak Spanish at Home	740	3.28%	1,687	2.84%	3,946	1.90%
Speak Other Language at Home	151	0.67%	732	1.23%	1,003	0.48%

2017 Est. Population by Sex	23,040		61,521		217,424	
Male	11,760	51.04%	30,282	49.22%	107,647	49.51%
Female	11,280	48.96%	31,239	50.78%	109,777	50.49%

2017 Est. Population by Age	23,040		61,521		217,424	
Age 0 - 4	515	2.24%	2,064	3.35%	10,132	4.66%
Age 5 - 9	490	2.12%	2,040	3.32%	10,309	4.74%
Age 10 - 14	463	2.01%	1,949	3.17%	10,780	4.96%
Age 15 - 17	517	2.24%	1,603	2.61%	7,720	3.55%
Age 18 - 20	3,595	15.60%	11,162	18.14%	19,730	9.07%
Age 21 - 24	6,988	30.33%	11,012	17.90%	21,638	9.95%
Age 25 - 34	3,900	16.93%	8,883	14.44%	26,684	12.27%
Age 35 - 44	2,126	9.23%	6,119	9.95%	22,899	10.53%
Age 45 - 54	1,359	5.90%	4,810	7.82%	25,368	11.67%
Age 55 - 64	1,342	5.82%	5,062	8.23%	28,028	12.89%
Age 65 - 74	996	4.32%	3,858	6.27%	20,415	9.39%
Age 75 - 84	450	1.95%	1,836	2.98%	9,493	4.37%
Age 85 and over	299	1.30%	1,124	1.83%	4,227	1.94%
Age 16 and over	21,403	92.90%	54,965	89.34%	183,712	84.49%
Age 18 and over	21,055	91.39%	53,865	87.56%	178,483	82.09%
Age 21 and over	17,460	75.78%	42,703	69.41%	158,752	73.02%
Age 65 and over	1,746	7.58%	6,818	11.08%	34,135	15.70%
<b>2017 Est. Median Age</b>	<b>24.4</b>		<b>26.0</b>		<b>35.8</b>	
<b>2017 Est. Average Age</b>	<b>31.8</b>		<b>34.3</b>		<b>38.9</b>	

2017 Est. Male Population by Age	11,760		30,282		107,647	
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## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Age 0 - 4	260	2.21%	1,047	3.46%	5,165	4.80%
Age 5 - 9	248	2.11%	1,045	3.45%	5,264	4.89%
Age 10 - 14	235	2.00%	1,008	3.33%	5,560	5.16%
Age 15 - 17	258	2.20%	815	2.69%	3,993	3.71%
Age 18 - 20	1,919	16.32%	5,472	18.07%	9,667	8.98%
Age 21 - 24	3,709	31.54%	5,714	18.87%	11,029	10.25%
Age 25 - 34	2,023	17.20%	4,545	15.01%	13,757	12.78%
Age 35 - 44	1,100	9.36%	3,031	10.01%	11,453	10.64%
Age 45 - 54	695	5.91%	2,332	7.70%	12,541	11.65%
Age 55 - 64	627	5.33%	2,353	7.77%	13,652	12.68%
Age 65 - 74	446	3.79%	1,785	5.89%	9,830	9.13%
Age 75 - 84	161	1.37%	761	2.51%	4,274	3.97%
Age 85 and over	78	0.66%	373	1.23%	1,464	1.36%
<b>2017 Est. Median Age, Male</b>	<b>24.2</b>		<b>25.1</b>		<b>34.6</b>	
<b>2017 Est. Average Age, Male</b>	<b>30.6</b>		<b>33.2</b>		<b>38.1</b>	

<b>2017 Est. Female Population by Age</b>	<b>11,280</b>		<b>31,239</b>		<b>109,777</b>	
Age 0 - 4	255	2.26%	1,017	3.25%	4,967	4.52%
Age 5 - 9	242	2.14%	995	3.18%	5,045	4.60%
Age 10 - 14	228	2.02%	941	3.01%	5,221	4.76%
Age 15 - 17	259	2.29%	787	2.52%	3,728	3.40%
Age 18 - 20	1,676	14.86%	5,690	18.21%	10,063	9.17%
Age 21 - 24	3,278	29.06%	5,298	16.96%	10,609	9.66%
Age 25 - 34	1,877	16.64%	4,339	13.89%	12,927	11.78%
Age 35 - 44	1,025	9.09%	3,088	9.88%	11,445	10.43%
Age 45 - 54	664	5.89%	2,478	7.93%	12,827	11.68%
Age 55 - 64	714	6.33%	2,708	8.67%	14,377	13.10%
Age 65 - 74	550	4.88%	2,073	6.64%	10,585	9.64%
Age 75 - 84	290	2.57%	1,075	3.44%	5,219	4.75%
Age 85 and over	221	1.96%	751	2.40%	2,764	2.52%
<b>2017 Est. Median Age, Female</b>	<b>24.6</b>		<b>27.1</b>		<b>37.0</b>	
<b>2017 Est. Average Age, Female</b>	<b>33.0</b>		<b>35.3</b>		<b>39.7</b>	

<b>2017 Est. Pop Age 15+ by Marital Status</b>	<b>21,572</b>		<b>55,468</b>		<b>186,203</b>	
Total, Never Married	16,102	74.64%	34,490	62.18%	75,915	40.77%
Males, Never Married	8,592	39.83%	17,733	31.97%	40,408	21.70%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Females, Never Married	7,510	34.81%	16,756	30.21%	35,507	19.07%
Married, Spouse present	3,158	14.64%	13,841	24.95%	75,309	40.44%
Married, Spouse absent	811	3.76%	2,032	3.66%	7,467	4.01%
Widowed	438	2.03%	1,769	3.19%	9,488	5.10%
Males Widowed	40	0.19%	283	0.51%	1,938	1.04%
Females Widowed	398	1.84%	1,486	2.68%	7,550	4.05%
Divorced	1,064	4.93%	3,336	6.01%	18,024	9.68%
Males Divorced	372	1.72%	1,216	2.19%	7,824	4.20%
Females Divorced	692	3.21%	2,120	3.82%	10,200	5.48%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	<b>10,473</b>		<b>31,692</b>		<b>137,114</b>	
Less than 9th grade	333	3.18%	558	1.76%	3,071	2.24%
Some High School, no diploma	303	2.89%	1,004	3.17%	8,294	6.05%
High School Graduate (or GED)	1,147	10.95%	4,180	13.19%	39,465	28.78%
Some College, no degree	1,268	12.11%	3,704	11.69%	22,563	16.46%
Associate Degree	636	6.08%	2,193	6.92%	15,529	11.33%
Bachelor's Degree	2,983	28.49%	7,828	24.70%	23,260	16.96%
Master's Degree	2,266	21.63%	6,535	20.62%	15,773	11.50%
Professional School Degree	427	4.08%	1,450	4.57%	2,849	2.08%
Doctorate Degree	1,109	10.59%	4,241	13.38%	6,310	4.60%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	<b>628</b>		<b>1,534</b>		<b>3,506</b>	
No High School Diploma	37	5.84%	158	10.32%	617	17.59%
High School Graduate	22	3.57%	110	7.17%	411	11.73%
Some College or Associate's Degree	237	37.78%	391	25.52%	1,151	32.84%
Bachelor's Degree or Higher	331	52.81%	874	57.00%	1,327	37.84%
<b>2017 Est. Households by Household Type</b>	<b>9,109</b>		<b>22,961</b>		<b>84,880</b>	
Family Households	2,268	24.90%	9,423	41.04%	49,822	58.70%
Nonfamily Households	6,841	75.10%	13,538	58.96%	35,058	41.30%
<b>2017 Est. Group Quarters Population</b>	<b>3,917</b>		<b>12,710</b>		<b>19,187</b>	
<b>2017 HHs by Ethnicity, Hispanic/Latino</b>	<b>574</b>		<b>1,189</b>		<b>2,381</b>	

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2017 Est. Households by HH Income</b>	<b>9,109</b>		<b>22,961</b>		<b>84,880</b>	
Income < \$15,000	2,898	31.82%	4,850	21.12%	10,922	12.87%
Income \$15,000 - \$24,999	814	8.93%	1,851	8.06%	7,886	9.29%
Income \$25,000 - \$34,999	1,188	13.04%	2,505	10.91%	8,417	9.92%
Income \$35,000 - \$49,999	1,077	11.82%	2,968	12.93%	11,737	13.83%
Income \$50,000 - \$74,999	1,011	11.10%	3,203	13.95%	15,470	18.23%
Income \$75,000 - \$99,999	734	8.06%	2,338	10.18%	10,613	12.50%
Income \$100,000 - \$124,999	546	6.00%	1,549	6.75%	7,155	8.43%
Income \$125,000 - \$149,999	253	2.78%	954	4.15%	4,338	5.11%
Income \$150,000 - \$199,999	264	2.90%	1,195	5.20%	4,328	5.10%
Income \$200,000 - \$249,999	135	1.48%	555	2.42%	1,769	2.08%
Income \$250,000 - \$499,999	135	1.48%	681	2.96%	1,606	1.89%
Income \$500,000+	54	0.59%	313	1.36%	639	0.75%
<b>2017 Est. Average Household Income</b>	<b>\$54,118</b>		<b>\$75,107</b>		<b>\$74,860</b>	
<b>2017 Est. Median Household Income</b>	<b>\$32,093</b>		<b>\$46,494</b>		<b>\$55,620</b>	

2017 Median HH Inc. by Single-Class. Race or Eth.						
White Alone	\$39,432		\$55,769		\$58,635	
Black or African American Alone	\$18,947		\$21,904		\$23,906	
American Indian and Alaska Native Alone	\$30,057		\$32,435		\$33,519	
Asian Alone	\$14,999		\$23,879		\$27,464	
Native Hawaiian and Other Pacific Islander Alone	\$94,233		\$83,873		\$49,063	
Some Other Race Alone	\$29,114		\$34,372		\$46,902	
Two or More Races	\$32,748		\$33,915		\$39,183	
Hispanic or Latino	\$29,945		\$34,111		\$42,307	
Not Hispanic or Latino	\$32,257		\$47,413		\$56,058	

2017 Est. Family HH Type by Presence of Own Child.						
	2,268		9,423		49,822	
Married-Couple Family, own children	597	26.32%	2,863	30.38%	13,962	28.02%
Married-Couple Family, no own children	956	42.17%	4,326	45.91%	23,961	48.09%
Male Householder, own children	88	3.89%	294	3.12%	2,184	4.38%
Male Householder, no own children	89	3.93%	283	3.00%	1,638	3.29%
Female Householder, own children	322	14.18%	1,064	11.29%	4,911	9.86%
Female Householder, no own children	215	9.50%	594	6.31%	3,166	6.35%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%

2017 Est. Households by Household Size	9,109		22,961		84,880	
1-person	4,138	45.42%	9,190	40.02%	25,992	30.62%
2-person	2,419	26.56%	7,147	31.13%	29,884	35.21%
3-person	1,268	13.92%	3,326	14.49%	13,349	15.73%
4-person	728	7.99%	2,106	9.17%	9,720	11.45%
5-person	281	3.09%	715	3.12%	3,709	4.37%
6-person	129	1.41%	269	1.17%	1,404	1.65%
7-or-more-person	147	1.62%	208	0.91%	821	0.97%
<b>2017 Est. Average Household Size</b>	<b>2.10</b>		<b>2.13</b>		<b>2.34</b>	

2017 Est. Households by Presence of People Under 18	9,109		22,961		84,880	
<b>Households with 1 or More People under Age 18:</b>	<b>1,072</b>	<b>11.77%</b>	<b>4,452</b>	<b>19.39%</b>	<b>23,013</b>	<b>27.11%</b>
Married-Couple Family	610	56.89%	2,929	65.78%	14,789	64.26%
Other Family, Male Householder	96	8.98%	319	7.17%	2,402	10.44%
Other Family, Female Householder	357	33.28%	1,156	25.95%	5,486	23.84%
Nonfamily, Male Householder	5	0.48%	35	0.78%	263	1.14%
Nonfamily, Female Householder	4	0.37%	14	0.31%	73	0.32%

Households with No People under Age 18:	8,037	88.23%	18,509	80.61%	61,867	72.89%
Married-Couple Family	942	11.73%	4,258	23.01%	23,122	37.37%
Other Family, Male Householder	83	1.04%	258	1.40%	1,434	2.32%
Other Family, Female Householder	179	2.23%	503	2.72%	2,598	4.20%
Nonfamily, Male Householder	3,393	42.22%	6,395	34.55%	16,407	26.52%
Nonfamily, Female Householder	3,439	42.79%	7,094	38.33%	18,305	29.59%

2017 Est. Households by Number of Vehicles	9,109		22,961		84,880	
No Vehicles	3,059	33.58%	4,839	21.08%	9,587	11.29%
1 Vehicle	3,907	42.89%	10,041	43.73%	30,595	36.04%
2 Vehicles	1,615	17.73%	6,252	27.23%	30,707	36.18%
3 Vehicles	411	4.51%	1,332	5.80%	9,911	11.68%
4 Vehicles	71	0.78%	364	1.59%	2,921	3.44%
5 or more Vehicles	47	0.51%	133	0.58%	1,161	1.37%
<b>2017 Est. Average Number of Vehicles</b>	<b>1.0</b>		<b>1.3</b>		<b>1.7</b>	

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2017 Est. Families by Poverty Status</b>	<b>2,268</b>		<b>9,423</b>		<b>49,822</b>	
2017 Families at or Above Poverty	1,986	87.57%	8,488	90.07%	45,638	91.60%
2017 Families at or Above Poverty with Children	876	38.64%	3,735	39.63%	18,123	36.38%
2017 Families Below Poverty	282	12.43%	936	9.93%	4,184	8.40%
2017 Families Below Poverty with Children	214	9.46%	680	7.21%	3,132	6.29%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	<b>21,403</b>		<b>54,965</b>		<b>183,712</b>	
In Armed Forces	8	0.04%	32	0.06%	71	0.04%
Civilian - Employed	9,897	46.24%	26,380	47.99%	102,794	55.95%
Civilian - Unemployed	734	3.43%	1,918	3.49%	6,962	3.79%
Not in Labor Force	10,764	50.29%	26,636	48.46%	73,884	40.22%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>10,227</b>		<b>27,201</b>		<b>104,174</b>	
For-Profit Private Workers	4,696	45.91%	12,460	45.81%	57,219	54.93%
Non-Profit Private Workers	3,340	32.66%	8,786	32.30%	20,123	19.32%
Local Government Workers	448	4.38%	1,310	4.81%	7,606	7.30%
State Government Workers	617	6.04%	1,780	6.54%	7,998	7.68%
Federal Government Workers	179	1.75%	282	1.04%	1,108	1.06%
Self-Employed Workers	924	9.04%	2,477	9.11%	9,929	9.53%
Unpaid Family Workers	23	0.22%	107	0.39%	190	0.18%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>10,227</b>		<b>27,201</b>		<b>104,174</b>	
Architect/Engineer	291	2.85%	605	2.22%	2,147	2.06%
Arts/Entertainment/Sports	294	2.88%	789	2.90%	1,977	1.90%
Building Grounds Maintenance	299	2.92%	781	2.87%	4,249	4.08%
Business/Financial Operations	447	4.37%	1,158	4.26%	3,367	3.23%
Community/Social Services	215	2.11%	595	2.19%	2,591	2.49%
Computer/Mathematical	417	4.08%	962	3.54%	2,245	2.15%
Construction/Extraction	137	1.33%	460	1.69%	4,110	3.95%
Education/Training/Library	2,384	23.31%	5,631	20.70%	11,584	11.12%
Farming/Fishing/Forestry	79	0.77%	186	0.68%	963	0.92%
Food Prep/Serving	781	7.63%	1,987	7.31%	6,222	5.97%
Health Practitioner/Technician	344	3.36%	1,366	5.02%	6,144	5.90%
Healthcare Support	200	1.96%	459	1.69%	2,518	2.42%
Maintenance Repair	86	0.84%	371	1.37%	3,243	3.11%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Legal	110	1.07%	298	1.10%	860	0.83%
Life/Physical/Social Science	616	6.02%	1,718	6.32%	2,476	2.38%
Management	1,009	9.87%	2,911	10.70%	10,563	10.14%
Office/Admin. Support	1,005	9.83%	2,609	9.59%	12,761	12.25%
Production	178	1.74%	572	2.10%	6,028	5.79%
Protective Services	130	1.27%	437	1.61%	2,245	2.16%
Sales/Related	708	6.92%	1,939	7.13%	8,949	8.59%
Personal Care/Service	307	3.00%	911	3.35%	3,892	3.74%
Transportation/Moving	191	1.87%	457	1.68%	5,041	4.84%

2017 Est. Pop 16+ by Occupation Classification	10,227		27,201		104,174	
Blue Collar	591	5.78%	1,860	6.84%	18,422	17.68%
White Collar	7,840	76.66%	20,580	75.66%	65,663	63.03%
Service and Farm	1,796	17.56%	4,761	17.50%	20,088	19.28%

2017 Est. Workers Age 16+ by Transp. to Work	9,571		26,229		101,569	
Drove Alone	3,054	31.91%	12,265	46.76%	71,620	70.51%
Car Pooled	554	5.79%	2,119	8.08%	9,700	9.55%
Public Transportation	1,248	13.04%	2,656	10.13%	3,690	3.63%
Walked	3,859	40.31%	6,654	25.37%	10,098	9.94%
Bicycle	207	2.16%	460	1.76%	731	0.72%
Other Means	48	0.50%	212	0.81%	729	0.72%
Worked at Home	601	6.28%	1,863	7.10%	5,000	4.92%

2017 Est. Workers Age 16+ by Travel Time to Work						
Less than 15 Minutes	4,678		11,620		34,494	
15 - 29 Minutes	3,205		9,424		37,572	
30 - 44 Minutes	591		1,746		15,482	
45 - 59 Minutes	211		725		5,377	
60 or more Minutes	191		680		3,546	
<b>2017 Est. Avg Travel Time to Work in Minutes</b>	<b>18.00</b>		<b>19.00</b>		<b>23.00</b>	

2017 Est. Occupied Housing Units by Tenure	9,109		22,961		84,880	
Owner Occupied	2,251	24.71%	9,180	39.98%	54,381	64.07%
Renter Occupied	6,858	75.29%	13,781	60.02%	30,499	35.93%

## Pop-Facts Demographics

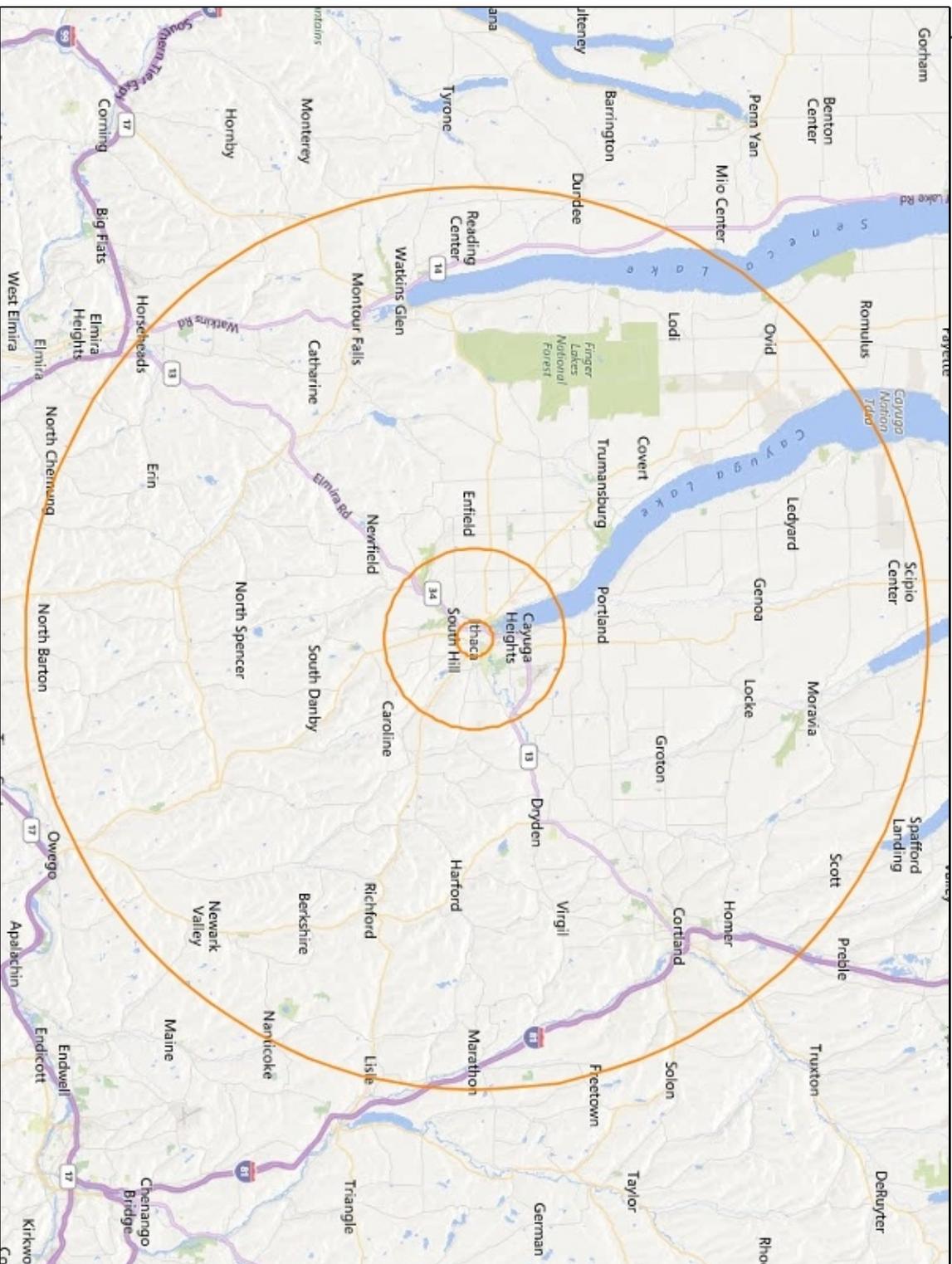
Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	<b>17.1</b>		<b>17.2</b>		<b>19.0</b>	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	<b>5.2</b>		<b>5.6</b>		<b>6.8</b>	
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	<b>2,251</b>		<b>9,180</b>		<b>54,381</b>	
Value Less than \$20,000	58	2.57%	316	3.45%	2,728	5.02%
Value \$20,000 - \$39,999	68	3.02%	222	2.42%	1,791	3.29%
Value \$40,000 - \$59,999	16	0.69%	81	0.88%	2,173	4.00%
Value \$60,000 - \$79,999	21	0.94%	115	1.25%	3,738	6.87%
Value \$80,000 - \$99,999	51	2.26%	264	2.87%	6,414	11.79%
Value \$100,000 - \$149,999	227	10.10%	979	10.66%	11,878	21.84%
Value \$150,000 - \$199,999	466	20.71%	1,689	18.40%	9,290	17.08%
Value \$200,000 - \$299,999	711	31.59%	2,660	28.97%	9,085	16.71%
Value \$300,000 - \$399,999	395	17.57%	1,557	16.96%	3,854	7.09%
Value \$400,000 - \$499,999	137	6.09%	707	7.70%	1,640	3.02%
Value \$500,000 - \$749,999	61	2.71%	340	3.71%	1,019	1.87%
Value \$750,000 - \$999,999	23	1.04%	153	1.66%	444	0.82%
Value \$1,000,000 or more	16	0.72%	97	1.05%	328	0.60%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	<b>\$230,753</b>		<b>\$234,715</b>		<b>\$143,560</b>	
<b>2017 Est. Housing Units by Units in Structure</b>	<b>9,593</b>		<b>24,454</b>		<b>94,963</b>	
1 Unit Attached	201	2.09%	1,077	4.40%	2,042	2.15%
1 Unit Detached	2,448	25.52%	9,468	38.72%	55,954	58.92%
2 Units	1,457	15.18%	2,374	9.71%	6,427	6.77%
3 or 4 Units	1,627	16.96%	3,024	12.36%	5,963	6.28%
5 to 19 Units	1,732	18.05%	4,630	18.93%	7,469	7.87%
20 to 49 Units	564	5.88%	1,036	4.24%	1,954	2.06%
50 or More Units	1,324	13.80%	2,008	8.21%	2,880	3.03%
Mobile Home or Trailer	240	2.50%	837	3.42%	12,237	12.89%
Boat, RV, Van, etc.	0	0.00%	0	0.00%	37	0.04%
<b>2017 Est. Housing Units by Year Structure Built</b>	<b>9,593</b>		<b>24,454</b>		<b>94,963</b>	
Housing Units Built 2010 or later	443	4.62%	1,361	5.56%	3,649	3.84%

## Pop-Facts Demographics

Description	171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)		171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)	
	Total	%	Total	%	Total	%
Housing Units Built 2000 to 2009	472	4.92%	1,717	7.02%	6,970	7.34%
Housing Units Built 1990 to 1999	650	6.77%	2,769	11.32%	10,938	11.52%
Housing Units Built 1980 to 1989	716	7.46%	2,673	10.93%	10,251	10.79%
Housing Units Built 1970 to 1979	1,014	10.57%	3,527	14.42%	12,925	13.61%
Housing Units Built 1960 to 1969	541	5.64%	2,381	9.74%	8,533	8.99%
Housing Units Built 1950 to 1959	523	5.45%	1,894	7.75%	7,482	7.88%
Housing Units Built 1940 to 1949	253	2.64%	752	3.08%	3,459	3.64%
Housing Unit Built 1939 or Earlier	4,982	51.94%	7,380	30.18%	30,757	32.39%
<b>2017 Est. Median Year Structure Built</b>	<b>1939</b>		<b>1969</b>		<b>1967</b>	

# Pop-Facts Demographics

Map



171 E STATE ST, ITHACA, NY, 14850-5566

- Radius 1.0 mile(s)
- Radius 5.0 mile(s)
- Radius 25.0 mile(s)



## Pop-Facts Demographics

### Appendix - Analysis Area details.

171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s): 42.439399 -76.497537  
171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s): 42.439399 -76.497537  
171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s): 42.439399 -76.497537

# Consumer Buying Power

171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s)

Description	2017 Aggregate Expenditure Estimate (in 1000s)	% Comp	2022 Aggregate Expenditure Estimate (in 1000s)	% Comp	2017 Annual Avg per HH	2022 Annual Avg per HH	Avg Annual % Growth	2017 Market Index to USA
<b>Total Specified Consumer Expenditures - (BASE MARKET)</b>	<b>\$4,920,067,210</b>		<b>\$5,461,924,949</b>		<b>\$39,885</b>	<b>\$42,589</b>	<b>2.11%</b>	
<b>Total Specified Consumer Expenditures (AREA)</b>	<b>\$348,849</b>	<b>0.01%</b>	<b>\$376,751</b>	<b>0.01%</b>	<b>\$38,297</b>	<b>\$40,367</b>	<b>1.55%</b>	<b>96</b>
<b>Food Away From Home</b>								
<b>Food Away from Home</b>	<b>\$26,367</b>	<b>7.56%</b>	<b>\$27,112</b>	<b>7.20%</b>	<b>\$2,895</b>	<b>\$2,905</b>	<b>0.56%</b>	<b>115</b>
Lunch	\$8,642	2.48%	\$8,886	2.36%	\$949	\$952	0.56%	125
Fast Food	\$5,210	1.49%	\$5,340	1.42%	\$572	\$572	0.50%	138
Full Service	\$3,433	0.98%	\$3,546	0.94%	\$377	\$380	0.65%	110
Dinner	\$12,521	3.59%	\$12,848	3.41%	\$1,375	\$1,377	0.52%	110
Fast Food	\$5,133	1.47%	\$5,258	1.40%	\$564	\$563	0.48%	132
Full Service	\$7,388	2.12%	\$7,590	2.01%	\$811	\$813	0.54%	98
Breakfast & Brunch	\$2,743	0.79%	\$2,819	0.75%	\$301	\$302	0.55%	112
Fast Food	\$1,635	0.47%	\$1,678	0.45%	\$179	\$180	0.52%	120
Full Service	\$1,108	0.32%	\$1,141	0.30%	\$122	\$122	0.58%	102
Snacks & Non-Alcoholic Beverage	\$2,136	0.61%	\$2,207	0.59%	\$235	\$236	0.65%	131
Catered Affairs	\$325	0.09%	\$352	0.09%	\$36	\$38	1.62%	61
<b>Alcoholic Beverages Away from Home</b>								
<b>Beer &amp; Ale Away from Home</b>	<b>\$1,295</b>	<b>0.37%</b>	<b>\$1,308</b>	<b>0.35%</b>	<b>\$142</b>	<b>\$140</b>	<b>0.20%</b>	<b>183</b>
Wine Away from Home	\$368	0.11%	\$370	0.10%	\$40	\$40	0.14%	95
Other Alcoholic Beverages Away from Home	\$764	0.22%	\$770	0.20%	\$84	\$82	0.13%	143

# Consumer Buying Power

171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s)

Description	2017 Aggregate Expenditure Estimate (in 1000s)	% Comp	2022 Aggregate Expenditure Estimate (in 1000s)	% Comp	2017 Annual Avg per HH	2022 Annual Avg per HH	Avg Annual % Growth	2017 Market Index to USA
<b>Total Specified Consumer Expenditures - (BASE MARKET)</b>	<b>\$4,920,067,210</b>		<b>\$5,461,924,949</b>		<b>\$39,885</b>	<b>\$42,589</b>	<b>2.11%</b>	
<b>Total Specified Consumer Expenditures (AREA)</b>	<b>\$1,102,126</b>	<b>0.02%</b>	<b>\$1,190,656</b>	<b>0.02%</b>	<b>\$47,999</b>	<b>\$50,314</b>	<b>1.56%</b>	<b>120</b>
<b>Food Away From Home</b>								
<b>Food Away from Home</b>	<b>\$81,038</b>	<b>7.35%</b>	<b>\$83,165</b>	<b>6.98%</b>	<b>\$3,529</b>	<b>\$3,514</b>	<b>0.52%</b>	<b>140</b>
Lunch	\$26,200	2.38%	\$26,872	2.26%	\$1,141	\$1,136	0.51%	150
Fast Food	\$15,386	1.40%	\$15,751	1.32%	\$670	\$666	0.47%	161
Full Service	\$10,814	0.98%	\$11,121	0.93%	\$471	\$470	0.56%	137
Dinner	\$38,806	3.52%	\$39,770	3.34%	\$1,690	\$1,681	0.49%	135
Fast Food	\$14,803	1.34%	\$15,193	1.28%	\$645	\$642	0.52%	152
Full Service	\$24,003	2.18%	\$24,577	2.06%	\$1,045	\$1,039	0.47%	127
Breakfast & Brunch	\$8,344	0.76%	\$8,557	0.72%	\$363	\$362	0.51%	135
Fast Food	\$4,845	0.44%	\$4,963	0.42%	\$211	\$210	0.48%	141
Full Service	\$3,499	0.32%	\$3,594	0.30%	\$152	\$152	0.54%	127
Snacks & Non-Alcoholic Beverage	\$6,405	0.58%	\$6,597	0.55%	\$279	\$279	0.59%	155
Catered Affairs	\$1,284	0.12%	\$1,369	0.11%	\$56	\$58	1.29%	95
<b>Alcoholic Beverages Away from Home</b>								
<b>Beer &amp; Ale Away from Home</b>	<b>\$7,910</b>	<b>0.72%</b>	<b>\$7,962</b>	<b>0.67%</b>	<b>\$345</b>	<b>\$336</b>	<b>0.13%</b>	<b>192</b>
Beer & Ale Away from Home	\$4,238	0.38%	\$4,269	0.36%	\$185	\$180	0.15%	237
Wine Away from Home	\$1,188	0.11%	\$1,197	0.10%	\$52	\$51	0.15%	122
Other Alcoholic Beverages Away from Home	\$2,485	0.23%	\$2,497	0.21%	\$108	\$106	0.10%	184

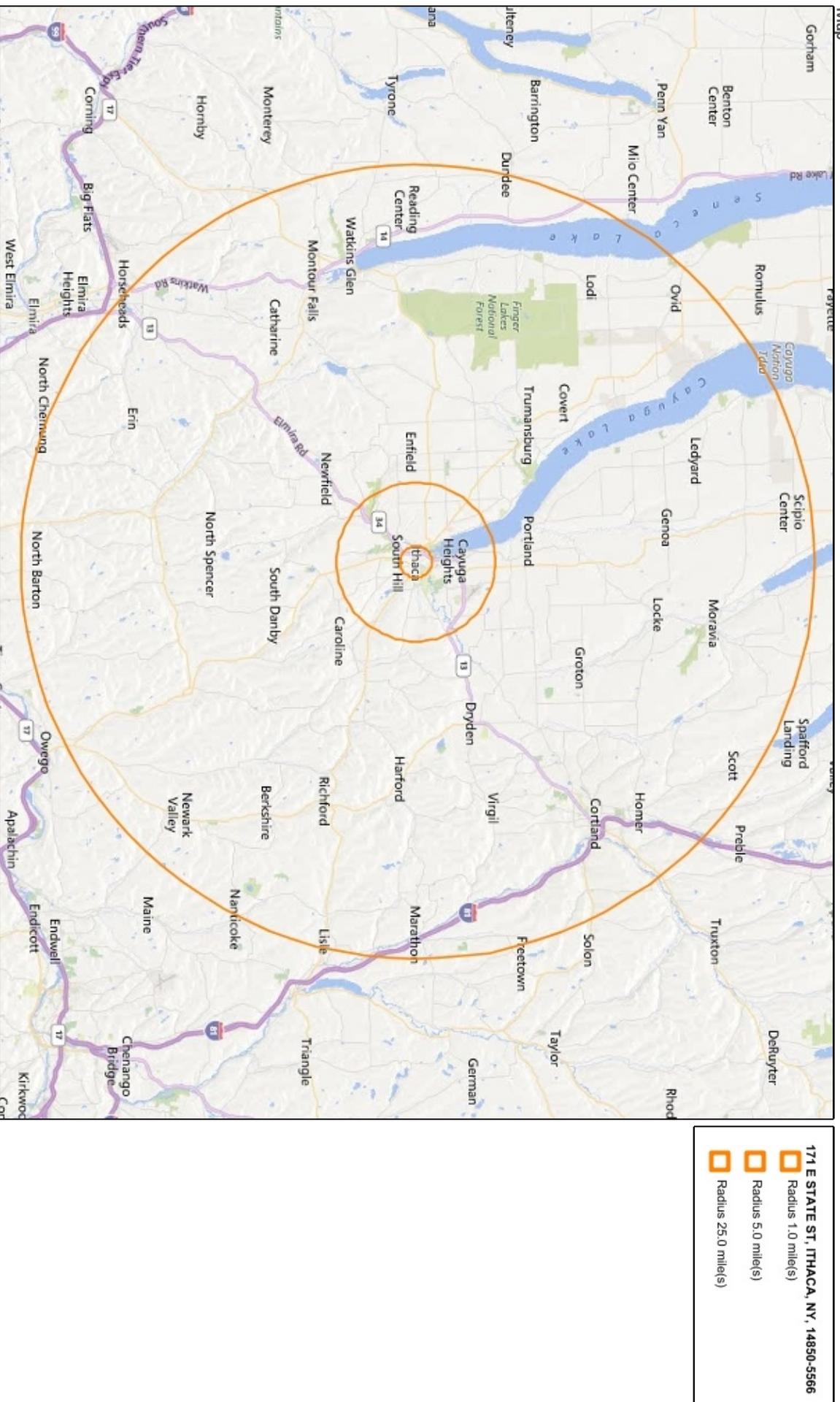
# Consumer Buying Power

171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s)

Description	2017 Aggregate Expenditure Estimate (in 1000s)	% Comp	2022 Aggregate Expenditure Estimate (in 1000s)	% Comp	2017 Annual Avg per HH	2022 Annual Avg per HH	Avg Annual % Growth	2017 Market Index to USA
<b>Total Specified Consumer Expenditures - (BASE MARKET)</b>	<b>\$4,920,067,210</b>		<b>\$5,461,924,949</b>		<b>\$39,885</b>	<b>\$42,589</b>	<b>2.11%</b>	
<b>Total Specified Consumer Expenditures (AREA)</b>	<b>\$3,572,324</b>	<b>0.07%</b>	<b>\$3,865,058</b>	<b>0.07%</b>	<b>\$42,087</b>	<b>\$44,870</b>	<b>1.59%</b>	<b>106</b>
<b>Food Away From Home</b>								
<b>Food Away from Home</b>	<b>\$231,932</b>	<b>6.49%</b>	<b>\$238,876</b>	<b>6.18%</b>	<b>\$2,732</b>	<b>\$2,773</b>	<b>0.59%</b>	<b>108</b>
Lunch	\$72,250	2.02%	\$74,311	1.92%	\$851	\$863	0.56%	112
Fast Food	\$39,568	1.11%	\$40,534	1.05%	\$466	\$471	0.48%	112
Full Service	\$32,682	0.91%	\$33,778	0.87%	\$385	\$392	0.66%	112
Dinner	\$113,186	3.17%	\$116,489	3.01%	\$1,333	\$1,352	0.58%	107
Fast Food	\$40,120	1.12%	\$41,121	1.06%	\$473	\$477	0.49%	111
Full Service	\$73,066	2.05%	\$75,368	1.95%	\$861	\$875	0.62%	104
Breakfast & Brunch	\$24,341	0.68%	\$24,990	0.65%	\$287	\$290	0.53%	106
Fast Food	\$13,134	0.37%	\$13,437	0.35%	\$155	\$156	0.46%	103
Full Service	\$11,206	0.31%	\$11,552	0.30%	\$132	\$134	0.61%	110
Snacks & Non-Alcoholic Beverage	\$17,546	0.49%	\$18,111	0.47%	\$207	\$210	0.64%	115
Catered Affairs	\$4,610	0.13%	\$4,974	0.13%	\$54	\$58	1.53%	93
<b>Alcoholic Beverages Away from Home</b>								
<b>Alcoholic Beverages Away from Home</b>	<b>\$17,570</b>	<b>0.49%</b>	<b>\$18,000</b>	<b>0.47%</b>	<b>\$207</b>	<b>\$209</b>	<b>0.48%</b>	<b>116</b>
Beer & Ale Away from Home	\$9,097	0.25%	\$9,299	0.24%	\$107	\$108	0.44%	138
Wine Away from Home	\$2,952	0.08%	\$3,055	0.08%	\$35	\$35	0.68%	82
Other Alcoholic Beverages Away from Home	\$5,521	0.15%	\$5,647	0.15%	\$65	\$66	0.45%	111

# Consumer Buying Power

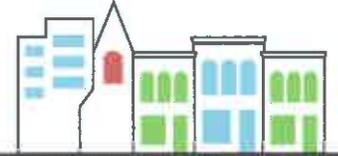
Map



# Consumer Buying Power

## Appendix - Analysis Area details.

171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 1.0 mile(s): 42.439399 -76.497537  
171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 5.0 mile(s): 42.439399 -76.497537  
171 E STATE ST, ITHACA, NY, 14850-5566: Radius Analysis Area Group: Radius 25.0 mile(s): 42.439399 -76.497537



May 31, 2019

Ms. Donna Howell, Regional Director  
Southern Tier Regional Office  
Empire State Development  
44 Hawley Street, Rm. 1508  
Binghamton, NY 13901

Dear Ms. Howell:

On behalf of the Downtown Ithaca Alliance and the City of Ithaca, we submit to you our 2019 Round Four Downtown Revitalization Initiative (DRI) grant program application and proposal.

This proposal represents the work of a number of different community stakeholders working collaboratively toward the goal of winning this round four competition. Our process engaged many different organizations and groups, as well as members of the public. Our process was also merged and linked to the 2030 Downtown strategic planning exercise currently underway.

The themes of this proposal, "Building a Next Generation City" and "Taking Downtown Ithaca to the Next Level", reflect the vision of our stakeholder committee who advised us in the planning for this application.

Our application features 24 possible DRI projects that fit into one of three categories:

- Placemaking/Liveability/Walkability
- Supporting Backbone Infrastructure
- Creating the Amenity Package to Attract Businesses, Residents & Visitors

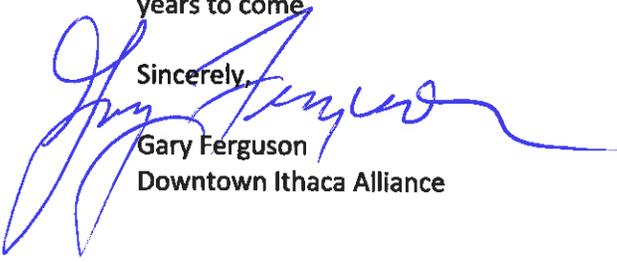
These projects collectively represent truly transformational change for our community:

- Projects create up to 182 new jobs
- Projects result in up to \$212 million in new investment;
- Projects generate up to 1,070 parking spaces for our community;
- Projects add up to 735 new housing units, including 230 affordable and 206 workforce (middle market) units desperately needed by our community;
- Projects generate up to another 195,000 pedestrians each year.

The vast majority of the projects listed in this application rely on public support to move ahead. These exciting outcomes will not happen without DRI or other State support.

Thank you for the opportunity to submit and we look forward to working with you in the months and years to come.

Sincerely,

  
Gary Ferguson  
Downtown Ithaca Alliance