

# DOWNTOWN MASSENA

Moving Massena Forward:  
Proud Past, Promising Future

Downtown  
Revitalization  
Initiative  
2019



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## Basic Information

**REDC Region:** North Country

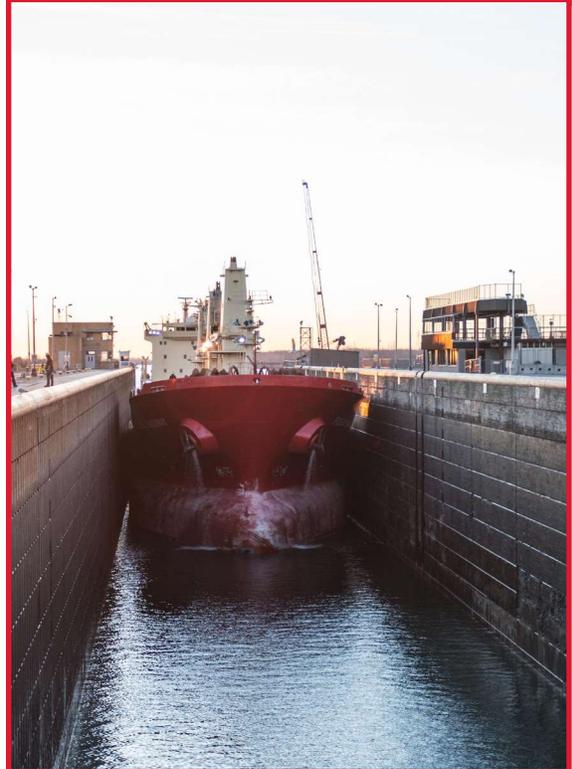
**Municipality Name:** Village of Massena

**Downtown Name:** Downtown Massena  
- Moving Massena Forward: Proud  
Past, Promising Future

**County Name:** St. Lawrence County

**Applicant Contact(s) Name and Title:**  
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# Moving Massena Forward: Proud Past, Promising Future

A rich heritage nestled amongst one of the most scenic settings in New York State, the Village of Massena is transforming into a greener, more vibrant, and more connected community than ever before.



# Overview

The Village of Massena seeks funding through the Downtown Revitalization Initiative (DRI) to build upon its momentum in rediscovering and revitalizing its historic, intimate, and picturesque downtown. DRI support will fast-track the Village's vision and continued revitalization, leading to definitive measures of economic sustainability and unparalleled quality of life - where residents will not only live, but thrive. Specifically, the Village seeks to:

1. Amplify its efforts in placemaking, capitalizing on its unique and attractive riparian setting and natural assets;
2. Promote and continue the renovation and adaptive reuse of its Downtown core properties - fostering educational opportunities, artistic influence, and entrepreneurship within the Downtown footprint;
3. Create a vibrant and thriving intimate urban setting by improving the walkability, accessibility, and potential for community enjoyment of its Downtown corridor; and
4. Diversify and increase Downtown's opportunities (and the rate of success) for tourism-oriented, artistic, and culturally-identifying commerce and activities - amplifying prominence of local businesses and revenue-generating recreational venues.

The Village proposes an intriguing array of potential projects which, when combined and leveraged with DRI funding, produce an impact that is long-lasting and transformational. Utilizing feedback from community engagement and public stakeholder meetings, the Village has created three major themes to guide its revitalization principles and deploy its vision: Waterfront Development and Community Wellness, an Arts and Culture Corridor, and Workforce & Business Development. These themes not only reflect the values of Massena's community but also serve to fortify Downtown infrastructure in a way that is constructive to the socioeconomic livelihood of its residents.



## Overcoming Challenges

Historically, the Village has carried one of the heaviest burdens of the general deindustrialization felt across New York State in the 20th Century. Born of hydroelectric power and industrial operations such as Alcoa (the oldest operational smelter in the world), Massena has defining characteristics and a storied past.

As a three-river community, the Village's waterfront resources are ample, featuring the Grasse River Blueway, St. Lawrence River, and the Raquette River Blueway Corridor. Despite the benefits afforded by plentiful riparian resources, the waterfront has been historically underutilized, and the community has long struggled with contamination as a result of its industrial and manufacturing base.

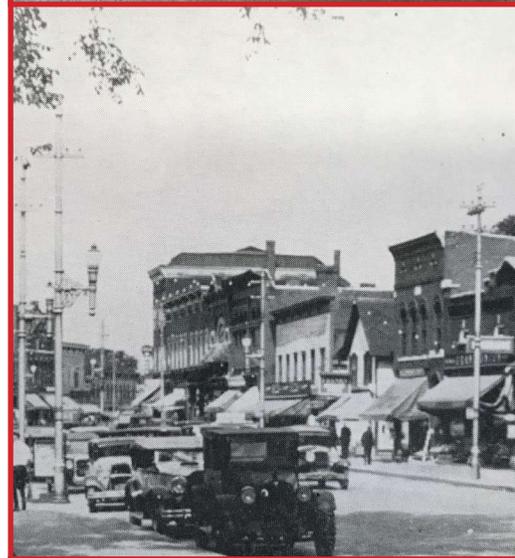
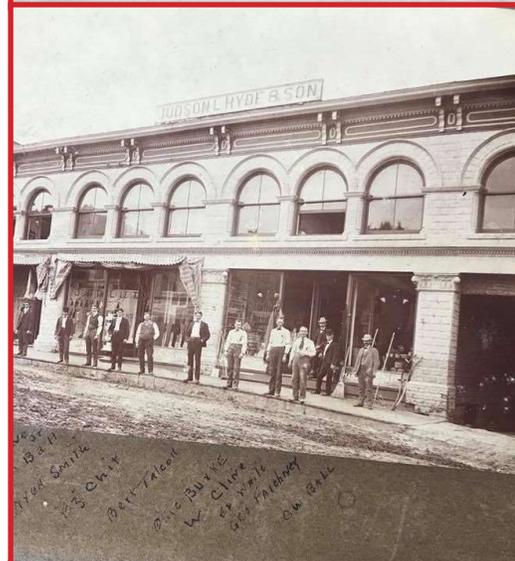
No stranger to the ever-changing economic landscape, Massena has grappled with maintaining a robust commercial portfolio. Complicating revitalization, the Village of Massena has endured definitive impoverishment and has contended with blight, eroding employment opportunities, outmigration, and the reality of maintaining a Village where there is a poverty rate of 24.4% (2016 American Community Survey 5-year estimates) and over 60% of students in the Massena Central School District receive free or reduced lunches.

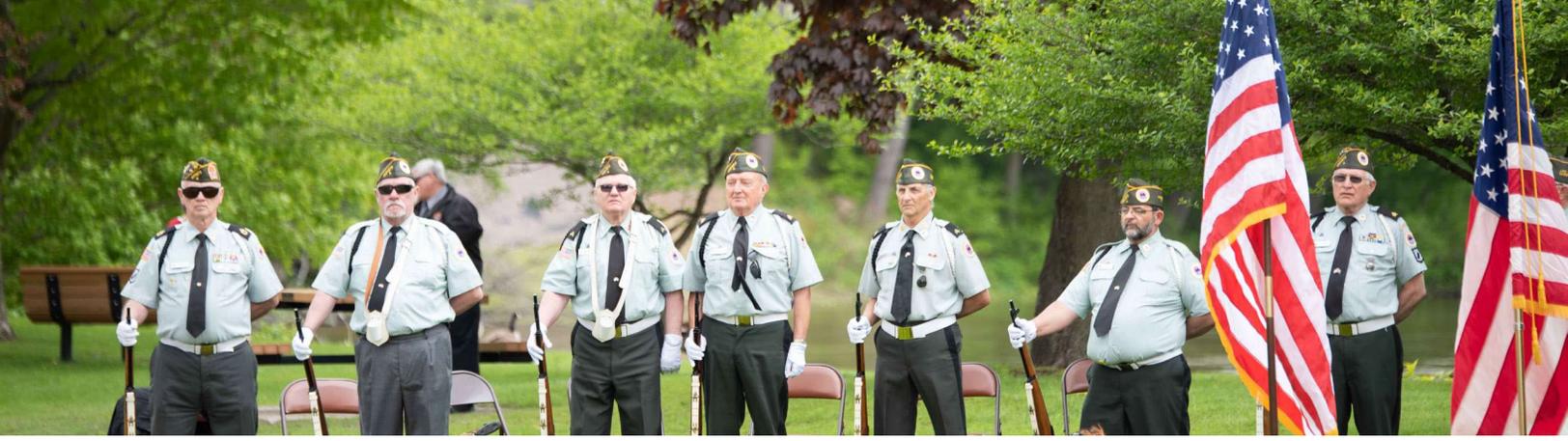
**“This past does not define Massena but instead serves to shape it for a brighter future.”**

Today, Massena is moving forward, and both residents and tourists are rediscovering its Downtown.

In a community of distinct neighborhoods created during the construction of the St. Lawrence Seaway, Massena's Downtown core has always been more than a group of stores or places to do business.

Downtown is the central gathering place to connect with neighbors, commune with friends, and to get together for important community events - from a Memorial Day salute at Veterans Park on Andrews Street, to the arrival of Santa Claus from a Massena Fire Department ladder truck, to the steps of the Massena Town Hall (and former opera house). So many locals and ex-patriots of Massena still recall the community's downtown corridor with almost wistful affection. The public Facebook group, “Memories of Massena” has no less than 6,465 members - more than half of the current population of the Village of Massena. In those posts, people still talk about meeting points and life in a community whose heartbeat can be felt Downtown.





## Why Massena?

On March 21, 2019, Governor Andrew Cuomo stood on the production floor of Alcoa, Massena Operations and marveled at the legacy of the longest-running aluminum manufacturing plant in the Western Hemisphere. For nearly 120 years, the labors of Massena's manufacturing workers, he noted, had fueled the aviation industry, spurred manufacturing across the globe and had even helped put a man on the moon; the aluminum that built Apollo 11 had been forged right here at this plant, he noted with pride. One of Massena's best assets, he exclaimed, is its workforce. In 2015, through bi-partisan efforts of Federal, State, and regional leaders, Massena's major industry was given a lifeline, just recently extended another seven years. Perhaps more infinitely, the series of events also sparked an unprecedented self-examination and strategic planning effort that continues to this day as part of this application. The process has taken the community on a journey of rediscovery.

This DRI proposal, we truly hope, represents justification in the faith that New York State and Governor Cuomo has consistently shown in us. It outlines a strategic plan for building the best future for all of our residents, especially those we hope to attract or bring back home to Downtown, a future that merges the best of what we were with new realities and promise.

The opportunities identified will be integrated over the next three to five years. Our application is founded on the following assessments:

### Manufacturing will continue to support Massena's economy

While it will continue to hold a pivotal place in Massena's economy, manufacturing will probably never attain the prominence it once had in the region. Despite the well documented losses in aluminum and car manufacturing, Massena's Industrial Park is at or near capacity, with about a dozen firms each employing anywhere from two to thirty-five jobs. Light manufacturing is now boosting the occupancy rate of the local mall and Alcoa and Arconic are hosting several firms in a developing business park. There is commercial interest in properties owned by the Town of Massena and at the former General Motors location, now owned by the RACER (Revitalizing Auto Communities Environmental Response) Trust - which could result in significant future employment. Access to NYPA and public power from the municipal Massena Electric Department hold the promise of even more manufacturing activity. Still, Massena believes its future lies in workforce development, professional development, and entrepreneurship development and this DRI application focuses on building capacity in those areas.

## Tourism plays a lead role in Massena's future

During the 1800s, Massena grew in prominence as a health retreat as people flocked to the area to enjoy the medicinal benefits of bathing in the Sulphur mineral springs found along the Raquette River. Known to the Native Americans as Kanaswastakeras, meaning "the place where the mud smells bad," the Iroquois had been visiting the springs and using the waters for their "curative" powers for generations before settlers from New England and Europe came to this area. The Native Americans described the springs as a place where many moose, deer and their sick brothers would come to drink the healing waters. The Sulphur springs provided a booming economy for Massena, which at one time boasted some 60 hotels, before fires devastated the structures and the interest in the Sulphur springs faded.

Today, Massena officials are once again turning to its three rivers and the promise of tourism to jumpstart its community. The natural elements of Massena combined with events like the FLW Costa Fishing Tournament and destinations such as the Seaway and the Nicandri Nature Center currently make Massena a strong tourist destination. This DRI application includes several projects that capitalize on our river assets and to connect downtown to memorable experiences that attract tourists and residents alike.

## Our future will depend in part on our ability to recruit and retain young professionals

While virtually everyone would benefit from the proposals submitted as part of this DRI application, the Planning Team has focused its efforts on building a community for the future and we believe that the future of this community depends on our ability to make Massena an attractive, compelling place for young people hoping to start a family.

The future holds the promise of increased employment opportunities for people living in Massena, we are developing our town as the place for young families to live in the region, regardless of where they may work. Massena is uniquely well positioned to provide affordable, quality of life amenities that would be attractive to young families.

Massena has the most to offer young people ready to settle down, including affordable residential properties that Massena officials have actively marketed and supported through first time home buyers' programs and others. Massena also boasts a robust recreation and parks program and is home to several family-oriented organizations. Further, our exceptional school system, the largest in St. Lawrence County, has the capacity and experience to help all children succeed.

As demonstrated in this application, the past 5 years have seen unprecedented levels of public and private investment and renewed community interest. The Village is taking calculated measures to ensure economic progress no longer comes at the expense of its vast natural resources and future generations. Redevelopment projects such as facade improvements, historical restorations, incorporation of green energy and infrastructure principles, and a reconnection to the waterfront are taking shape Downtown.

The progress has brought much-needed renewal and set a spotlight on advancing Downtown Massena's revitalization. The community is engaged and mobilized. Massena is ready to capitalize on its current momentum to write the next transformative chapter of its story. In partnership with the Downtown Revitalization Initiative, Massena will truly be able to embrace a proud past and a promising future.



# Downtown Identification

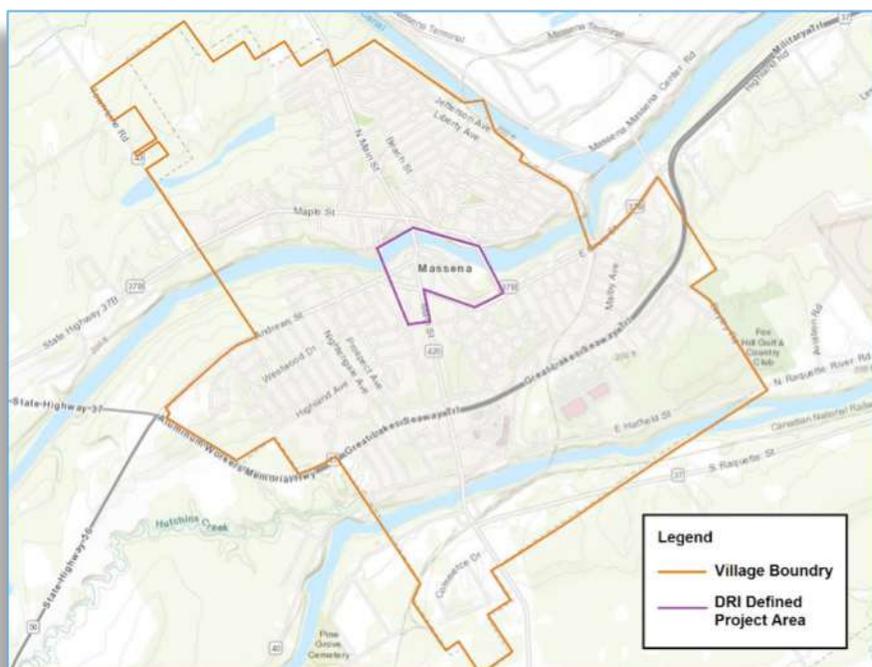
Situated along the Canadian border of St. Lawrence County in Northern New York, the Village of Massena (population of 10,468 according to the U.S. Census Bureau, Population Estimates Program 2016) marks a strategic location along the Saint Lawrence Seaway, 90 miles south of the Port of Montreal. Further south on this route, 34 miles away, lays the Port of Ogdensburg. With two shipping locks and an industrial park, Massena plays a crucial role in this leg of the distribution chain to the Great Lakes and Western States.

The identified DRI boundaries represent natural edges to Downtown’s core, from the first intact historic structure to the Grasse River Bridge and flowing onto side streets in a reflection of Massena’s historic commercial district. Recently rehabilitated, the boundaries include Parker Avenue Bridge which serves as a Downtown gateway and is representative of an investment of over \$14M in Massena’s infrastructure. The boundaries were selected so that Village leadership could achieve new projects which promote walkability and riparian access, such as the proposed Downtown Riverwalk.

Rich in urban green space, the proposed DRI area benefits from the inclusion of two beloved parks: Veterans Memorial Park and Danforth St. Park, along with the much-anticipated Wavy Waters Park. The Village has made waterfront development and community wellness a guiding theme in their Downtown revitalization efforts through the integration afforded by these community assets. Running through the core of the community, the DRI boundaries encompass a large span of the Grasse River and include its approaches and crossings.

Specifically, the boundaries comprise Andrews Street west to Church Street, Church Street south to W. Orvis Street, W. Orvis Street west to Church Street, E. Orvis Street east to Parker Ave., Glenn Street south to E. Orvis Street, Phillips Street east to Water Street, Main Street north to Maple Street, Water Street northwest to Main Street, Center Street east to Parker Ave. Bridge, and Maple Street east to Center Street. The selected DRI target area encompasses 137 total acres.

Additional maps delineating the DRI boundaries can be found in Attachment A of this application, as well as a map of the proposed DRI projects.



## Past investment, future investment potential

Downtown Massena is transforming by leveraging several opportunities for public and private investment - selecting, saving, and supporting renovation efforts at several key properties and sites. In the past few years, 13 businesses have either opened or relocated to the Downtown. In accordance with the Massena Downtown Coalition's (MDC) Downtown Strategic Plan, the Village has worked systematically to invigorate development and expand improvements throughout its Downtown all while retaining its historical character.

As a strong contributing factor to Massena's success, the MDC is an advocacy group, an empowerment coalition, the voice of Downtown, an information center for individuals and businesses, a catalyst for action as an umbrella group, and the human side of Downtown revitalization. The coalition includes the Village and Town of Massena Elected Officials, the Business Development Corporation for a Greater Massena, the Greater Massena Area Chamber of Commerce, community organizations, and individual stakeholders. The Village and its engaged citizenry have made notable progress in catalyzing the Downtown landscape and poising the urban core to achieve its highest possible growth potential.

Massena's identity is being built around its most transformative investment areas - Main Street and Water Street. Potential to build upon recent investments continues with an intriguing array of developable properties within the Downtown, including properties that can be utilized for varying levels of housing affordability and mixed-use developments. Two good examples of projects currently underway/funded that align with DRI principles and that could be replicated at other Downtown properties are the former Slavin's building and the Grist Mill - both of which will feature prime residential space as well as anchor commercial space. Another great example of a project currently underway that aligns with the DRI principles is the Downtown Theatre. With \$300,000 being used to complete Phase I (Asbestos Abatement & HVAC) of its restoration, the Theater is primed to become a truly transformative project for the downtown core.

Past investments have been facilitated and encouraged through several programs, including a Massena Complete Streets policy, the 2012 NYS Main Street Program, a Town of Massena grant for local businesses which began in 2014, and the Core of the Community initiated in 2017. These initiatives focused on local waterfront revitalization planning and implementation as well as the creation of a greener community through the enhancement of park space and recreation. Assisting the start-up of entrepreneurs, small businesses, and helping with renovations - these efforts have helped Massena take shape and reflect current progress.

## MASSENA CommunityOrientedRevivalEffort



# New, Ongoing, and Recently Completed Projects

## Massena Theater Restoration

Once restored and reopened, the theater will serve as a multipurpose arts and entertainment hub. From screening movies, concerts, speakers, to one act plays and comedians, the theater will serve as a draw to hundreds of people making the downtown core even more vibrant than it is today. Phase I of the theatre restoration is about to begin as the result of receiving a NYS Main Street Grant in the amount of \$300,000 in 2017. Phase I will facilitate asbestos abatement, HVAC, and electrical work - the first steps toward renovating and reopening the theater.



## Wavy Waters Park

The Village of Massena received a \$123,000 grant to make improvements along the Grasse River on Water Street. The funding from the Environmental Protection Municipal Grant Program, through the New York Office of Parks, Recreation and Historic Preservation, will provide for construction of a pavilion, restrooms, parking lot, a trail and an observation deck. Additionally, the Village received \$267,888 from a Department of State Local Waterfront Revitalization Plan Grant for further improvements including construction of a farmer's market pavilion and introduction of a bandshell. The park improvements are critical to connecting the Downtown core with its riverfront and promoting walkability and access to green space in the urban center



## Local Waterfront Revitalization Plan

In 2016, the Village was awarded \$25,000 towards the preparation of a Local Waterfront Revitalization Plan for its St. Lawrence and Grasse River waterfronts. The LWRP will guide waterfront development, explore connections to the Downtown, restore ecological health to the Grasse River, and encourage the use of waterways as recreational and economic development assets. The adoption of this plan will greatly enhance revitalization and economic development efforts for the Village and serve to leverage potential DRI investment and transformational impact.

## Celine G. Philibert Cultural Centre and Museum Expansion

A public/private partnership, the Celine G. Philibert Cultural Centre and Museum was recently awarded a \$150,000 grant for an addition to the facility. The addition will help expand the community's access to cultural and historical exhibitions and relics. The Centre and Museum serve as an integral element to the Village's Arts and Culture corridor. The expanded facility combined with a restored Massena Theater and other proposed projects such as the amphitheater space will make Downtown Massena a true Arts and Culture hub.



## Parker Avenue Bridge and Turnabout

The Parker Avenue Bridge serves as a gateway to Downtown and spans the Grasse River. In partnership with the New York State Department of Transportation, replacement of the deteriorating bridge was just recently completed. As part of the project, several improvements were made to the connecting roadways and sidewalks and 70% of the area's water mains were replaced. The thoughtful design incorporated a Downtown-friendly roundabout, slowing vehicle speeds in this pedestrian-friendly corridor. Advancing goals of the village's waterfront development and community wellness focus, the project added attractive landscaping and vegetation, enticing visitors and residents to spend quality time in the Grasse River and Downtown area. The total investment of these betterment projects is approximately \$14M.

## Grist Mill Renovation and Conversion

Combining private investment in the amount of \$400,000 with a Restore NY grant of \$986,000 this 11,365 sq. ft historic building, which has been vacant for decades, will be renovated to house a microbrewery and pub. The plans include a shared commercial kitchen hosting three well known eateries that once were the cornerstone of Massena's restaurant community. The building will also include two river view apartments. This mixed-use redesign of the Grist Mill building will well serve the vision of a vibrant downtown.

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### Mercantile Building (Former Slavin's Building)

Through a public/private partnership, this 12,000 sq. ft. building is undergoing \$1 Million renovation into a multi-use structure facilitated by a Restore NY grant award in 2016 as well as \$400,000 in private investment. There will be three high-end apartments on the upper floor overlooking the Grasse River on one side and the Downtown corridor on the other, as well as 4,000 sf of retail/office space on the lower level.

## DEC Urban Forestry Grant

In 2017, the Village was awarded a grant for \$50,000 to implement a Tree Inventory and Forest Management Plan in partnership with the Massena Electric Department. The endeavor will improve green space within the concentrated Downtown area and beyond - improving community health, environmental resiliency, and Downtown appeal.

## DEC 2016 Zero-Emission Vehicle (ZEV) & ZEV Infrastructure Rebate Program

In 2016, The Village, in conjunction with the Massena Electric Department, was awarded a grant in the amount of \$11,748.86 for the installation of an electric car charger Downtown. The project was implemented to promote and support clean vehicle use while accommodating the Village's many cross-borders visitors and seasonal tourists.

## Water Quality Improvement Project (WQIP) Program Grant

In 2017, the Village of Massena was awarded \$225,000 towards the relocation and construction of a new salt storage facility. The project would allow for current storage property to be repurposed to a job-creating commercial prospect while also inducing environmental protections and benefits. The project will also facilitate greater efficiency of the Village's public water network.

## Internet Network Upgrades

Slic Network Solutions completed an expansion and upgrade to their network that resulting in more than 200 businesses in Massena having access to 1 gigabyte-per-second internet access. The service uses a pure fiber optic, which allows more users to go online at the same time without slowing down the connection. The expansion was paid for in part using grant funds through the Northern Border Regional Commission. Slic, the Village and other partners such as Massena Electric Department, Massena Memorial Hospital and the Town of Massena shared in the total project cost as well.

## Water Street Remediation

Three properties on Water Street were identified as being contaminated due to previous use and activities where petroleum was released. In 2018, St. Lawrence County and New York State Department of Environmental Conservation jointly agreed to remediate the properties which included the following:

- **31 Water Street - Investment #190,000**

**Former Use:** This property was formerly a two-vehicle service garage and fuel station.

**Remediation:** Much of the contamination was identified under the structure and throughout the property. The contaminated soil on the property was excavated as testing continued. Once the levels of contaminate reached an acceptable limit, the excavation stopped. Unfortunately, the structure had to be demolished and removed to eliminate the contamination under it.

- **133 Water Street - Investment \$400,000**

**Former Use:** This property was formerly a two-vehicle service and repair garage and fuel station.

**Remediation:** Much of the contamination was identified under and around the structure and throughout the property. Some of the contamination migrated into the right of way and the Street where the contaminated plume and threat was removed. The contaminated soil on the property was excavated as well. Unfortunately, the structure was damaged and had to be demolished and removed in order to eliminate the contamination under it.

- **141 Water Street - Investment \$205,000**

**Former Use:** This property was formerly a commercial dry-cleaning facility with approximately 25 employees. It housed offices, commercial washers, dryers, and several vehicles for transportation of goods.

**Remediation:** This property is adjacent 133 Water Street which was also identified for remediation. The contamination was identified on the north side of the building adjacent to 133 Water Street. The contaminated soil on the property was excavated and disposed of off-site. Fortunately, this structure did not need to be removed.

## Massena Public Library

The library is amid finalizing several improvements and adding new features which amplify the community's quality of life and access to education and literary materials - including projects which enhance the library's efforts to support workforce development. The efforts here exemplify and build upon the Village's theme (and related proposed projects) of Workforce & Business Development.

- A 2016 grant through New York State is facilitating the construction of a new Business Resources Center which will connect small businesses, entrepreneurs, and jobseekers to the resources, training, technology, and networking opportunities they need to succeed.
- A 2017 grant through New York State will provide additional funds towards upgrading the aging and inefficient front and side entrances to the library.
- Redesigned programming at the library has allowed for partnership with the Celine E. Philibert Cultural Centre resulting in the integrated presentation of programs, lectures, and installations in both.

## Shop Around the Corner

Jim and Denise Murphy have invested in excess of \$150,000 in Downtown Massena through the purchase and renovation of 32 Andrews Street, which was the site of the community's original fire station and longtime union hall. The building will serve four separate functions for the approximately 6,000 sf building, the community's original fire station and longtime union hall.

- The ground floor of the building will house "The Shop Around the Corner," a unique gift shop offering one-of-a-kind items with a story to tell, that people can hold in their hand and give as a gift, to be truly remembered and treasured.
- The couple has also redesigned the space in the rear of the downstairs into a "community event space," which will host a wide variety of fun events for the shop and/or in partnership with community organizations.
- Upstairs, Denise and Jim have completely renovated space that had not been used for more than a decade into a first-class "professional office incubator," designed to fit the needs for professional startup or temporary office space. The offices could easily accommodate up to eight professionals.
- The upstairs also features a recently renovated very large studio apartment will be offered as a short-term AirBnB lodging space.

All these functions are designed to draw people – whether they be visitors, neighbors or professional services – into the Downtown corridor.



## Assets and Attractions

The Greater Massena community enjoys a multitude of well-established assets and attractions that serve as a formidable and healthy foundation that enables Massena to capitalize on prior private and public investment and catalyze future investments within the neighborhood and surrounding areas. These assets and attractions are defining features of Massena's culture, history, community, and continuing potential.

### St. Lawrence Seaway & Dwight D. Eisenhower Visitors Center

Welcoming tens of thousands of visitors each year, the Dwight D. Eisenhower Visitors' Center has served as a major tourist attraction for North Country residents and tourists visiting the region since 1961. In 2018, approximately 55,000 visitors entered the Center or stopped by the overlook to view ships from dozens of nations traversing the binational U.S.-Canadian inland waterway. In 2018, Senator Charles E. Schumer spoke at the facility and announced his support for a \$5 Million upgrade of the Visitor's Center to be included in the upcoming budget.

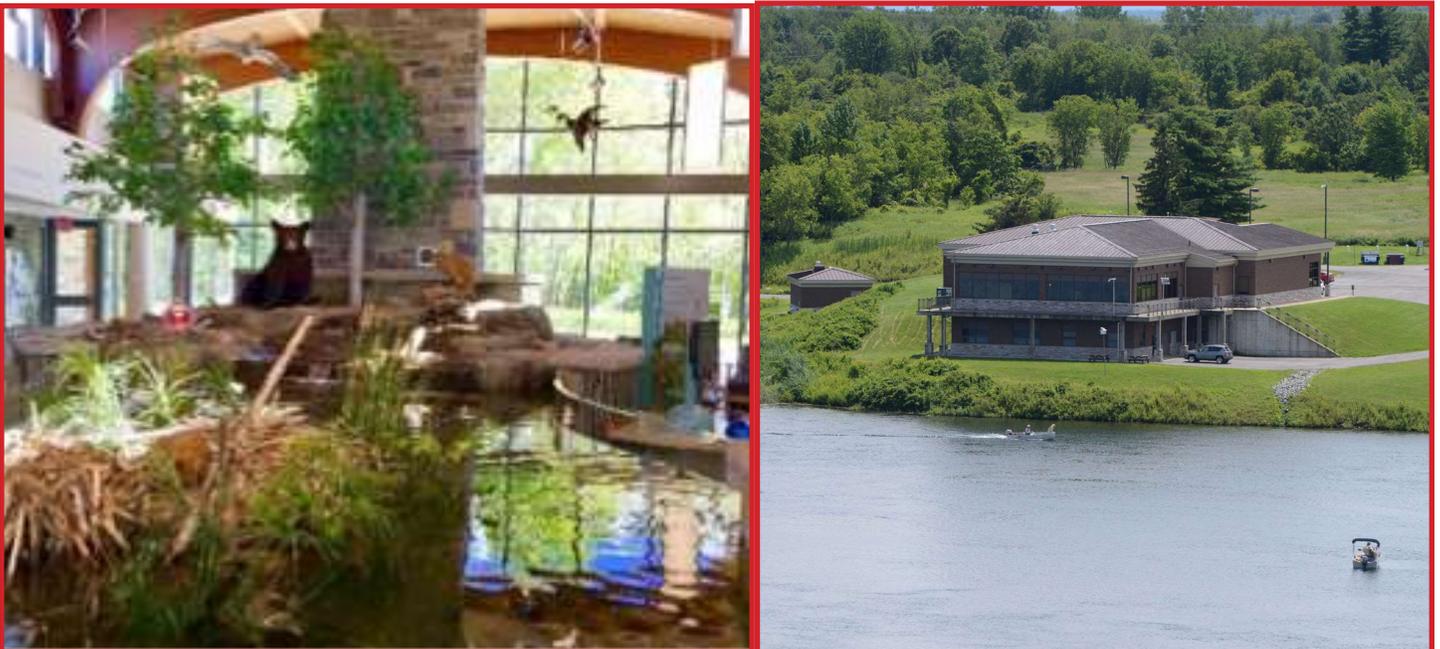


## Robert Moses State Park/Barnhart

Robert Moses State Park - Thousand Islands is a 2,322-acre state park located on Barnhart Island in the Saint Lawrence River and the adjacent mainland in the Town of Massena in St. Lawrence County, New York. The park is a spacious home to a large variety of flora and fauna and offers a multitude of recreational opportunities, including wooded campsites and cabins, a marina and boat launch, and some of the best fishing in the Northeast

## The Eugene L. Nicandri Nature Center

This \$12 Million, 9,500 sf facility is a state-of-the-art nature center that opened in May 2017. The Nature Center contains indoor and outdoor facilities for use by school groups, families, campers, and others in all seasons of the year. All events and activities are free of charge. Widespread appeal and ability to attract visitors is anticipated to be strong. The Center had over 37,000 visitors in 2018.



## NYPA - The Frank S. McCullough, Jr. Hawkins Point Visitors Center and Boat Launch

The Frank S. McCullough, Jr. Hawkins Point Visitors Center and Boat Launch at the St. Lawrence-FDR Project offers panoramic views of the Power Project and interactive exhibits that let visitors experience and understand hydropower and electricity. The Center nests on an island in the St. Lawrence River. Visitors will learn about the series of dams, walls, and canals that let the enormous river provide power to both Canada and New York. The center's local events include pajama parties, a wildlife festival, free movie showings, ice cream socials and more. Annual visitors: 28,000

## Outdoor Opportunities for All-Season Tourism

Massena boasts amazing outdoor opportunities for all-season tourism: The three rivers combined with the other natural resources in Massena and its surrounding areas provide for year-round recreational opportunities; whether it is boating, hiking, snowshoeing, or other outdoor activities, there are always recreational prospects that attract people to the area.

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## Fishing: Professional, Intermediate, & Amateur

In September 2019, Massena will host the Fishing League Worldwide (FLW) Costa Series Tournament. FLW is the world's largest tournament-fishing organization, providing unparalleled fishing resources and opportunities for anglers, sponsors, fans and host communities. This tournament along with the Big Bass Blowout, the Northern Pike Challenge, and the Bassmaster's Elite draw many people in to Massena and the surrounding area.

Making the most of every season, some of the best ice fishing takes place here too. It's not just the professionals that come to Massena to fish, the ample and diverse fish population brings in numerous recreational and amateur-level fishing enthusiasts to Massena.



## Camping

Whether opting for the RV, cabin or tent, Massena and the surrounding area offers some of the best camping opportunities. In addition to the Robert Moses State Park on Barnhart Island, there are numerous other camping areas in the immediate and nearby communities that bring a plethora of visitors into Massena. Local businesses benefit from providing respite, dining experiences, or by selling campers critical supplies, groceries, and sundries. With naturally enjoyable summer weather, many downstate residents and Canadian visitors frequent these northern portions of New York State to escape the hustle and bustle of the city and other populated metropolitan areas. Current and proposed biking and walking trails will only further connect many of the camping areas to the downtown core of Massena.

## Winter Recreation

Outdoor recreation and tourism is not only for the summer; in Massena it is a year-round opportunity. Snowshoeing and cross-country skiing are popular winter activities in the winter months, especially with sites such as the Nicandri Nature Center offering free rentals and groomed trails. Ice fishing enthusiasts also take advantage of our long ice fishing season and the plentiful number of sites available. Those pursuits along with robust snowmobile opportunities and other fun winter activities make Massena and the surrounding area the prime location for winter enthusiasts.

## Recreation Commission - Massena Arena

Hosts a variety of sports and other events, including:

- Hockey, Lacrosse, Skating, Tennis, Basketball, Softball, and more
- Rod & Gun Club Sportsman Expo
- Youth Soccer Program
- Shriners Circus
- Model Rail Show
- Frog Jumping Competition, Nerf Wars, and other kid friendly activities
- Massena High School Graduation
- 3 Outdoor Skating Rinks
- Beach and Summer Recreation Program

## Massena Rod and Gun Club

Nearly 400 active-duty and retired officers from five law-enforcement agencies use the facilities here for their required training and certification while another 700 people from all walks of life are recreational club members. Situated 3 miles west of downtown on the Grasse River, the Rod and Gun Club features a variety of outdoor practice stations like a trap, skeet and pistol range, indoor and outdoor archery ranges. Plus, the river is just steps away for those who enjoy bass and Muskie fishing, canoeing, kayaking and tubing.

## The 56 Drive-In Theater

Massena is the proud home to one of approximately 330 remaining drive-in theaters still in operation in the United States. The 56 Drive-In, established in 1955 just 2 miles from downtown, continues to draw families and movie-goers of all ages. Families still enjoy the nostalgic experience of watching a double feature in the great outdoors while eating food from the snack bar.

## Massena Country Club

One of the most scenic courses in the North Country, the St. Lawrence River provides the spectacular backdrop for much of the 18-hole, 71-par golf course situated about 3 miles north of the village. It features a full-service restaurant that caters to golfers and the general public alike, and reservations are accepted for large-scale events like wedding receptions and corporate meetings. Boaters are also welcome to park at the dock and come ashore to enjoy the clubhouse amenities.

## Timequest Miniature Golf and Petting Zoo

Two 18-hole mini-golf courses can be found about 2 miles south of downtown. When they're done golfing, visitors can enjoy feeding the many goats, ducks and chickens that also make themselves at home on the property.

## Antiques, Collectibles and Treasures Network

Five local businesses have built Massena's reputation as the go-to center for those shoppers seeking truly unique and rare items, whether new or gently used. Massena Marketplace and Fabulous Finds, situated across from each other on South Main Street, are the first retail businesses to welcome visitors entering the Village on Route 420. The North Country Showcase is nestled in the Harte Haven Shopping Center, the Shop Around the Corner is anchored on Andrews Street downtown, and shoppers can visit Journeyman Antiques and Gifts on Route 37 on the west side of town. The network of related businesses in the Village and outside draw like-minded shoppers to all corners of the community.

## Akwesasne Mohawk Casino

The public-transportation system allows individuals to ride from Downtown to the casino just 11 miles away. The casino features 1,600 slot and video-gaming machines, 30 gaming tables, restaurants and a day spa for guests to enjoy. The casino complex also features the 500-seat Mohawk Bingo Palace, an events center, hotel and RV park, and a gift shop packed with products made by Native American artisans.



## Boys and Girls Club of Massena & Horizons

Both organizations provide a variety of kid-centric activities that challenge and stimulate young minds and bodies. Specifically, the Boys & Girls Club provides after school programming for students in grades 2 - 12 to ensure that our community's young people, who are most in need of our help, have greater access to quality programs and services that help them succeed academically, live healthy lifestyles, and become leaders. The Horizons Clubhouse is another after school program that promotes healthy life choices. The program is for students ages 12-17 who are at risk of addiction or facing addiction. It provides essential supports and positive activities that help students to overcome these obstacles to their success.

# Community Potential

Large-scale, transformative projects brought to life Downtown through a successful DRI application will be supported by a number of smaller-scale, existing attractions in the greater Massena community with the potential to draw not only out-of-the-area visitors but transplanted young professionals who might be unaware of all downtown has to offer. In fact, Massena regularly welcomes a diverse international cross-section of patrons that can easily be expanded upon through strategic future investments.

## Surrounding Student Base:

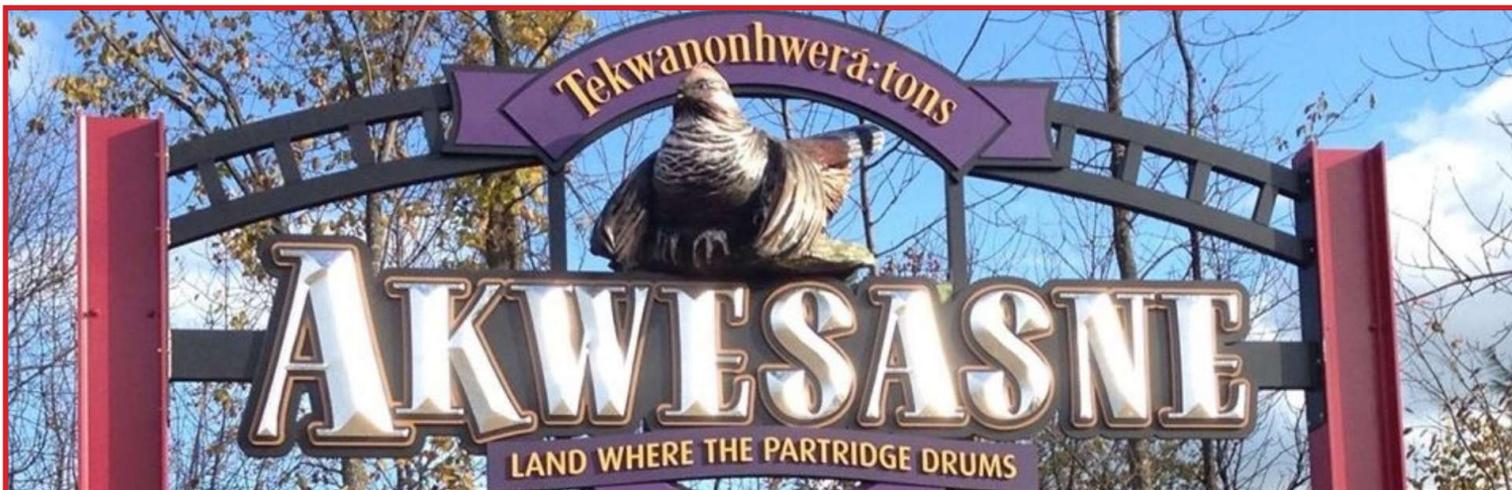
Not counting faculty and support staff and looking only at enrollment statistics at each of the four colleges within a 30-minute drive of Massena, there is potential to reach a combined 7,900 students in Potsdam from Clarkson University and SUNY Potsdam and another 5,700 students in Canton who attend SUNY Canton and St. Lawrence University.

Capitalizing on students' genuine interest in new experiences and lending the ability to engender a true sense of community by welcoming and encouraging investment in downtown - through shopping, attending events or perhaps renting an apartment or purchasing a home - students can create a sense of belonging and ownership in a vibrant community where opportunities abound.

## Neighboring Communities:

Neighboring communities who frequent Downtown Massena and are regular patrons of its businesses are:

- St. Regis Mohawk Reservation (Akwesasne) - population 3,288
- Canadian communities including Cornwall, ON - population 46,876
- Louisville, NY - population 3,145
- Brasher, NY - population 1,140
- Norfolk, NY - population 4,668



## Tri-Chamber Agreement

In 2018, the Massena Chamber of Commerce entered into a tri-chamber agreement with Cornwall and Akwesasne to promote economic development efforts in the area and strengthen the communal network. Letters of support from both communities accompany this application and demonstrate the region's broad desire to see Massena succeed with its revitalization efforts.

## Long-term viability from Major Employers

Massena's major employers offer reliability and economic stimulus to local business activities, services, and attractions. These include:

- Massena Memorial Hospital - 373 employees
- Alcoa - 450 employees
- Massena Central School District - 433 employees
- Arconic - 160 employees
- St. Lawrence Seaway Development Corporation - 130 employees
- New York Power Authority - 245 employees
- Industrial Park tenants\*:
  - Curran Renewable Energy/Seaway Timber - 95
  - NRC (Op-Tech) - 50
  - Fockler - 10
  - NY Power Tools - 2
  - Marimac - 1
  - Am Tech Yarns, Inc - 18
  - Easy Back Trailers - 12

\*A combined total of 188 employees



# Recent or impending job growth

Massena's business and employment environment has historically endured setbacks; however today, Massena is not only showing progress but is also poised for long-term future developments. Several features make Massena an ideal business climate, including its strategic geographic location on the U.S./Canadian border, access to vast natural resources including 3 rivers, low-cost hydroelectric power, close proximity to best-in-class educational facilities, central position to many major cities in both the U.S. and Canada, and a high speed telecommunications network.

A special report on the North Country's economy in 2018 via State Comptroller Thomas DiNapoli, noted a continuing problem with high unemployment, child poverty, and housing vacancy rates. However, despite these longstanding issues, there are several indications that the economies of Massena and St. Lawrence County are improving. St. Lawrence County's unemployment rate fell below 5 percent in December 2018 (4.9%), down from the same month a year ago where it was 6.7%. For the first time in recent memory, St. Lawrence County did not rank among those counties with the highest unemployment rate in the state. Further, there were 2,200 people receiving benefits at the end of 2018 versus 2,900 in December 2017. And there were 42,300 people working in December 2018 as compared to only 40,600 in December 2017. As another indicator that better days are ahead, St. Lawrence County was recently removed from the State Comptroller's list of fiscally stressed municipalities. Massena has also seen the job market increase by 0.6% over the last year.

Demonstrating the improved statistics above, Massena continues to make progress upon the developments which will lead towards the attraction of professionals, support redevelopment, and make long-term growth sustainable. As more and more private funding sources are leveraged with public investment dollars to improve the community, Massena is seeing unprecedented momentum and revitalization interest. Recently opened, underway, and upcoming businesses within and near the DRI focus area are detailed in the following table.



Recent Projects Impacting Job Growth	Description
ALDI Store	Relocated to Village of Massena
AmTech Yarns Inc.	With NYPA support, this new business will be established in the Massena Industrial Park. The company makes fibers that cover cabling for the aerospace industry. The total capital investment in the project would be \$3.7M and will create 18 jobs over a seven-year period.
Blevins Seaway Motors - Expansion	Recently opened an RV sales location leveraging the area's appeal as a camping destination for the outdoor enthusiast
BuzzBees	Deli opened in 2016 with 5+ employees
CoinMint	The Bitcoin operation will invest \$700M in repurposing the former 1300-acre Alcoa aluminum smelting plant by the end of 2019 and create 150 total jobs. The 435-Megawatt mining center is expected to be the world's largest digital currency data processor, based on capacity.
Eruza Vape	New Downtown Business
EZ Back Trailers	Industrial Park tenant with 12+ employees and the addition of 15+ more projected
Famers Insurance	Opened in 2015 with 2 employees
Former Old Mill Brew Pub	Restore NY grant-funded project which brings identity and new jobs Downtown. The \$1.4M investment will convert the over 11,000 sf building at 38 Water St. and also add two top floor residential apartments. This is facilitated via a public-private partnership between the Village of Massena and Goco Ventures LLC, William and Susan Fiacco.
Former Slavin's Building Retail Space	Restore NY grant-funded project transforming a key Downtown property
Horizons Club House	Opened in 2017 and supports 3 FT jobs
Josephs Fine Jewelry	Opened in 2018
Kingston Pharma	With support from NYPA, Kingston Pharma will implement a \$2.2M/10,000 sf expansion of its existing 33,000 sf manufacturing plant in the former Alcoa laboratory at 5 County Route 42, creating 45 new FT jobs over the next three years and supporting the retention of 12 existing jobs.
Lavendar Lullabies	Photo studio focusing on children recently opened in the Downtown core
Massena Martial Arts	New Downtown business
Morley's American Grill	Newly opened restaurant in 2017
NC Data Center	Established operations at the former Alcoa East plant and has hired over 100 employees to date
RACER Trust	Parcel development at the former GM site
Relocated Massena Museum and creation of Celine Philibert Culture Center	A historical and cultural asset attracting visitors, new events, and supporting local community
Rosario's Restaurant	Downtown restaurant recently completed an expansion and renovation resulting in greater dining capacity.
Shop Around the Corner Antiques	New Downtown retail business
Simplicity Boutique	New Downtown retail business
SkyNet Digital	Opened in 2018 creating over 12 jobs
St. Lawrence Centre Mall – Tenant Improvements	The Mall has diversified and grown its operation in the last several months to include an indoor turf sports complex, mini putt, go-karts attracting new clientele and reinvigorating the mall's atmosphere. This has also created new jobs.
St. Lawrence Soyway	Soybean processing plant opening soon and creating 38 jobs. The plant will be located at the former Alcoa East site near the bridge to Canada.
Sunoco Gas Station - Improvements	Located on Orvis and Main will be making renovations to their site in the coming months.
Swift Eyewear	Opened on East Orvis Street
The Eugene L. Nicandri Nature Center	37,000 visitors in 2018
The Nest	New business
Venue Strategies, LLC	Moving forward with Phase II in the study for a possible four-season destination resort that would include an indoor water park with a retractable roof, 475-room hotel and condominiums, multi-purpose events center and family entertainment center. Subsequent development would include an outdoor adventure center, in-ground and flatwater kayaking facility, retail factory outlets, and BMX track. Phase II makes the company responsible for the development, design, and financing of the destination resort. The project would cover 200 acres of land and be privately owned. The study shows the project would likely create approximately 600 service sector jobs to staff the initial development.
Violi's Pilates	Opened in 2016 and proposing expansion

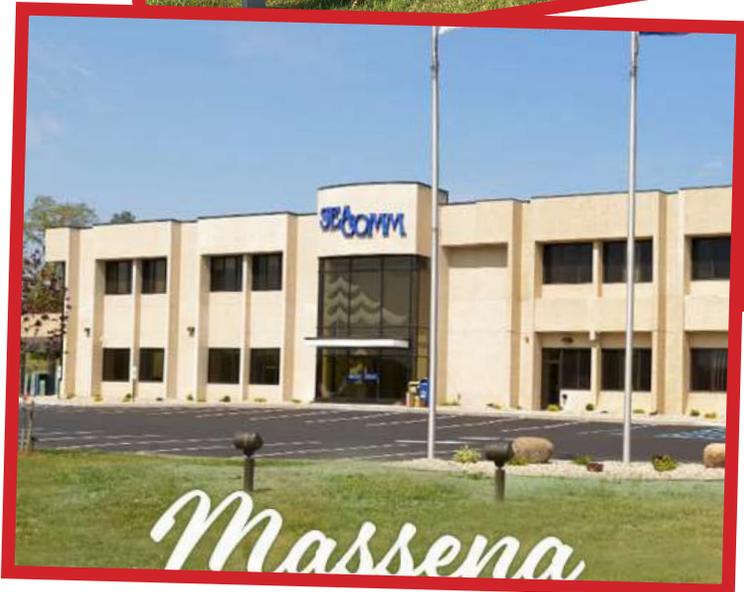
In addition to the multitude of recent projects, there is continued positive growth demonstrated at Massena's major employers.

**Massena Memorial Hospital's** employment has held steady with 373 full time equivalents and 19 additional employees in new Outreach Clinics. Total payroll has followed suit, increasing 5.22% from \$25.6M to \$27M from 2017 to 2018. The hospital continues to add experts to its staff and expand services to amplify the quality of care in the community. In 2018, the hospital recruited five new physicians to provide primary and specialty care services to include a Cardiologist, Nephrologist/Hypertension Specialist, and three Hospitalists. The Outreach primary care and specialty services supported by these additional physicians grew by 13,178 units from 2017 to 2018. Based on an analysis performed by the Hospital Association of New York, these figures have resulted in an increase in the hospital's total economic impact - a staggering \$85M in 2018 (up from \$78M in 2017).

**Massena Central School District (MCS)** carries sustainable economic impact. The district, though the largest in the region, has a small town feel and is the heartbeat of the community. It covers over 200 square miles in St. Lawrence County as well as the Akwasasne Mohawk Territory to the east. MCS educates 2,600 students Pre-K through 12 and employs 433 people in various capacities. The district's budget of \$54M provides strong support for education programs and sustainable employment. A recent report from the NYS Association of School Business Officials (ASBO), indicated the district had an even wider economic impact, stating "The district's purchase of goods and services as well as employee personal spending is responsible for about 190 additional spillover jobs in the North Country region." The school district is responsible for a total of about 590 jobs. These jobs generate \$31.4M in income. \$20.9M is directly connected to Massena employees. Another \$10.5M is generated by spillover spending that generate additional jobs. This income generates an estimated \$1.4M in state income tax in total and \$0.9M in sales tax." The school also offers a culturally diverse atmosphere, unparalleled by many surrounding districts, with over 10% of students of Mohawk descent.

**SeaComm Credit Union** is headquartered in Massena, NY. The organization's expansion into Clinton County, NY early in 2017 and now into Vermont has afforded SeaComm the opportunity to diversify its market mix, further enabling the Credit Union to withstand certain economic anomalies which have or could be market specific. SeaComm's growth trajectory in the building of new retail branches also affords Massena with additional jobs at the operations center in the areas of risk, information systems, finance, lending operations, and compliance. SeaComm continues to add 6-10 employees per year in order to meet growth targets which will add to its current staff of 90 employees in Massena. This will continue as the credit union operations become more complex, specifically based upon the number of locations and asset size. Today, SeaComm represents \$558M in assets with more than 47,000 members and, based upon internal financial forecasts, will be nearing the \$1 billion mark once its new Vermont markets mature. SeaComm is a financially sound entity offering long-term economic benefits to Massena, with more than 15% in capital and a rating of A by the independent rating agency Weiss.

**Alcoa and Arconic** - In March 2019, Governor Cuomo announced a new seven-year deal with Alcoa to preserve hundreds of jobs at its Massena facility. The agreement will maintain 450 Jobs and ensures the continued operation of Alcoa's Massena Smelting Plant through 2026. The deal also builds upon a 2018 agreement with Arconic that secured 145 additional Jobs at the same site in Massena. Arconic, a derivative entity of Alcoa, is showing promising growth. Arconic's largest and fastest-growing market is aerospace, an industry in which it has had a major presence since the Wright Brothers' first flight. Because of an expanding global middle class and increasing air travel, according to Arconic officials, worldwide demand for aircraft has led to the largest order book in aviation history, with a nine-year production order book for both commercial aircraft and aero engines. Earlier, in December 2018, the Governor had announced that Arconic would maintain its workforce through 2028, ensuring a commitment of roughly 600 jobs total between the two companies.



Much anticipated future growth in Massena is based on the amplification of outdoor recreational opportunities and tourism - including sportsmen's and outdoorsmen tourism. As is evident throughout this application, when speaking of recent growth or potential projects, the Village's ability to highlight its outdoor and recreational assets is paramount to the community's long-term economic sustainability. Increased participation in fishing, boating, and kayaking are readily evident. While tourism related employment has not increased in St. Lawrence County yet, these efforts have had some economic impact, with increased tourism-based businesses. Airbnb announced that the service has generated more than \$400,000 for St. Lawrence County property owners in 2018. Approximately 110 St. Lawrence County-based facilities/owners hosted 4,000 guest arrivals in 2018, earning each host on average \$3,500 annually in supplemental income for a total of \$462,100.



The fishing opportunities that exist around the three rivers that flow through Massena are unlike any other found in North America and are accessible year-round. This extraordinary fishing potential represents a means to bring anglers and their families from all over the region and can serve as the catalyst for future economic expansion. In order to facilitate this effort, Massena has embarked on a multi-faceted movement which includes representation at Northeastern sports shows, connecting with regional tournament directors to make Massena the center of a national bass experience, television and radio presence in both programs and advertisements, and the creation of a national fishing school. At the center of all of this is a partnership with the New York Power Authority to include an ambitious re-building of the Massena Intake into a multi-faceted and ultra-modern tournament and event destination center. This project is crucial to the success of Massena's fishing tourism promotion.

The expansion of the Massena Intake is also a key component in the recreational plan for Massena. The project plans call for additional parking, boat launches, and gazebos to provide gathering areas and play spaces for adults and children alike. This project plays a pivotal role in garnering additional interest for future tournaments. The Town Board has worked in cooperation with the New York Power Authority to create a world-class launch site, and the potential for future tournaments is greatly enhanced with the eventual completion of this project. This project and complementary outdoor recreation projects may hold much weight in amplifying area job growth. Outdoor attractions will also continue to support economic sustainability and growth of Massena's Downtown, its businesses, and services.

Senator Charles Schumer also expressed his desire for the federal government to invest in a major upgrade for the visitor's center at Massena's Dwight D. Eisenhower Lock. Flanked by local lawmakers and business leaders in 2018, Schumer expressed the vital nature of the waterway and its ability to support local, well-paying jobs while garnering millions of dollars in business revenue and creating economic development opportunities. While still in the early planning stages, the new visitor's center project is expected to cost \$5M.

The seaway continues to makeup the lifeblood of the North Country Region. The St. Lawrence Seaway Management Corporation reported that tonnage on the waterway during the 2018 navigation season totaled 40.9 million metric tons and is the highest since 2007. Much of the credit for the increase in tonnage can be given to healthy movements of grain, the best on record since the turn of the century. Marketing efforts under the "Highway H2O" initiative served as a catalyst to spur increased movements of a broad range of cargoes including grain, road salt, stone, cement, gypsum and refined fuels.



# Attractiveness of physical environment

Massena is a three-river community situated on the majestic St. Lawrence river. We are nestled perfectly between the Adirondacks and the 1000 Islands and on the doorstep to Canada. We have four major attractions continually bringing visitors to our nearby Downtown: Robert-Moses Power Dam, Eisenhower Lock, The Eugene Nicandri Nature Center in the Robert-Moses State Park, and we are neighbors to the culturally rich Akwesasne territory and the Casino. As an ideal place to start a business, we have affordable and reliable municipal power and 1 gigabit high speed internet access.

Massena was formed from a rich heritage and history. The Village was first settled circa 1803. Part of its early growth was based on neighboring medicinal springs. Then, throughout the mid-20th century, Massena experienced enormous growth due to the construction of the Franklin D. Roosevelt power project and the Eisenhower locks which helped connect the Atlantic Ocean to the Great Lakes via the St. Lawrence River. Within the last century, Massena established itself as the manufacturing center of St. Lawrence County with the presence of the Aluminum Company Of America (Alcoa) plant, Reynolds Metals plant (now Alcoa) and a General Motors Powertrain plant (dismantled in 2011).

Downtown Massena benefits from its strategic location. In less than 2 hours, one can be enjoying the European flair of Montreal, Quebec, or see the changing of the guard at Parliament and the gorgeous Tulip Festival in the beautiful Canadian capital city of Ottawa. Looking to the south, there is the majestic vista of the nearby Adirondack Mountains that invite fabulous, world class skiing in the winter and a marvelous system of hiking trails to enjoy all year. Oftentimes tourists move up the St. Lawrence Seaway on their way to scenic Lake Placid and beyond. In less than a day's drive, one will find 45% of the U.S. population and 70% of the Canadian population – from New York City to Toronto; Buffalo to Boston. Within a 750-mile radius, there is 37% of America's manufacturing plants and 75% of Canada's; 35% of the U.S. industrial payroll and 83% of Canada's; 29% of America's retail sales and 69% of Canada's.



An intimate, historical, and architecturally rich setting, Downtown Massena is ripe for reinvestment and exhibits broad physical appeal. The Broader Downtown Service Corridor stretches generally from the southern banks of the Raquette River to the northern banks of the Grasse River. Route 420 is Main Street for this entire length. The Historic Downtown Core begins south of the intersection of Main Street and Orvis, extending to the Grasse River Bridge, where the Broader Downtown Service Corridor continues across the River, generally converting to a residential neighborhood at Maple Street. This Main to Maple route is the most traversed for individuals who live in the near-Downtown neighborhood and work at Alcoa or travel to the Massena Memorial Hospital.

The Historic Downtown Core is at the heart of Massena's Village. From just south of Orvis Street along Main, heading north and then onto Andrews Street to the west; continuing on Main to the Grasse River Bridge and then east onto Water Street; lie the most densely intact, historically significant buildings of Massena's Downtown. This core has long been the nucleus of commerce and civic pride, containing several early 20th Century commercial-style buildings - owner-occupied by small service, retail, and restaurant businesses as well as the Town & Village Hall and Massena's beloved bicentennial clock tower.



The Downtown Core is demonstrative of an ideal historically intact, contiguous, and dense district. There are a number of developable properties (please refer to potential projects listed in question #7) including such buildings as the coveted Massena (Schine) Theater and other lesser known properties such as the rounded-front brick structure at 9 West Orvis Street. The plethora of architecturally significant buildings with a view are prevalent here and lend well to mixed-use development prospects. There is a notable public parking capacity, as well as a significant quantity of through-traffic to Massena's major regional employers, including the Massena Memorial Hospital, Alcoa, Massena School District, Arconic, St. Lawrence Seaway Development Corporation, and NYPA. Overall, the region offers a wide diversity of communities, lifestyles, recreational pursuits, and outstanding educational opportunities at all levels, including four public and private universities nearby. With annual payroll in Massena well over \$150M, residents enjoy a high quality of life enhanced by reasonable property values, a low crime rate, and extremely low-cost, reliable power from its municipal electric company.

A survey of Downtown Massena's attractiveness and appeal would not be complete without a look at its vast natural resources. The Downtown area is situated upon and encompasses a beautiful stretch of the Grasse River. A recent award for the creation of a Local Waterfront Revitalization Plan will help bring the riverfront into focus, restore its health, and capitalize upon its ability to evoke economic impact. The Downtown is further straddled by three parks: Veterans Memorial Park, Danforth Street Park, and the upcoming Water Street Park. The presence of these public parks exemplifies the Village's commitment to ensuring the community has ample access to open, green space and plenty of recreational opportunities.

With DRI investment, the Village will further the community connection to these resources and integrate a greater scope of walkable, bike-able, and event-friendly spaces within the Downtown footprint. Further leveraging these assets, the Village of Massena (its Downtown included) benefits from an enthusiastic group of naturalists, gardeners, and arborists as well as its Massena Electric Department who continue efforts to maintain and expand the community's urban forest. Massena Electric first received "Tree Line USA" status in 2005. "Tree Line USA" is designated annually by The National Arbor Day Foundation in cooperation with the National Association of State Foresters and recognizes public and private utilities across the nation that demonstrate practices that protect and enhance America's urban forests. Additionally, the Village enjoys Tree City USA status.

The community's commitment to keeping Downtown green purposefully adds to Downtown attractiveness, physical appeal, and its ability to invite private investment. In short, Downtown Massena exudes the aesthetic appeal characteristic of many downtown revitalizations across the country.



# Quality of Life policies

The Village of Massena recognizes the critical importance of quality of life and livability to downtown revitalization efforts. The Village and community have been proactive in implementing a variety of policies and initiatives designed to improve the quality of life for residents and visitors alike. It is the forward-looking concept of continuous improvement that has motivated the Village to pursue new or redesigned programs to elevate day-to-day life in the community. The following are some of the more notable and relevant policies and initiatives:

## Massena Downtown Coalition Revitalization Strategic Plan

Developed by a coalition that included business and property owners, Village and Town board members, and other key stakeholders, the plan serves as a guiding document and resource for continued and future development in the downtown core. With the goal of ‘propelling a vibrant, walkable, beautiful downtown’ the Massena Downtown Coalition included in the plan recommendations and proposals relating to design standards, zoning and codes, and a variety of other areas important to the continued success and development of Downtown Massena.

## Downtown Overlay District (Adopted August 2018)

The Village of Massena believes that the integrity of site and architectural design features within its downtown core area is a critical part of the lifeblood to long-term community and economic development. As such, the Village defined and adopted into their local code a set of site and architectural design standards intended to:

1. Enhance the aesthetics of the downtown core area of the Village;
2. Guide the design of future development and improvements to existing structures within the downtown core; and
3. Improve the public realm to create a positive pedestrian experience, enhance the area’s image, and generate long-term economic growth.

## Complete Streets Policy (Adopted February 2017)

Developed with training and assistance from The National Complete Streets Coalition and the New York State Department of Transportation, the Village of Massena adopted a Complete Streets policy. The policy is intended to help ensure roadway and sidewalks are planned and designed to consider the safe, convenient access and mobility of users of all ages and abilities. The policy not only assists in economic development by ensuring access to all people, but it also aids in the overall quality of life by giving individuals the ability achieve the health benefits associated with increased mobility.

## 485-A Tax Abatement (Adopted July 2016)

To spur redevelopment and help influence what occurs downtown, the Massena Village Board of Trustees adopted a tax abatement ordinance in order to offer a financial incentive to property owners. The tax abatement incentive is available to property owners who invest at least \$10,000 to convert their properties into buildings with a mixed use, such as businesses on the lower level and residential units on the upper levels. Since its adoption, multiple property owners have invested in their buildings thus making Downtown Massena even more attractive and vibrant.

## Blighted Properties Policy (Adopted May 2015)

The Massena Village Board, with the intention of protecting the public health, safety, and welfare, adopted a policy to authorize the establishment of procedures to identify, abate, and eliminate the presence of blight upon properties throughout the Village. The policy clearly defines blight and outlines the process for which the designation is assigned and the various options for restoration and remedy. Since its adoption, the code has proven to be a valuable tool in the effort to prevent and remedy blighted properties.

## Local Waterfront Revitalization Plan (LWRP)

Under the leadership of the Director of the Business Development Corporation, a group of community members, business owners, and local officials has been formed to continue developing and moving forward with our local waterfront redevelopment. Running right through the Downtown core, the rivers continue to be a key focus for downtown revitalization efforts. The Village of Massena will be creating a park on Water Street in the Downtown core area funded in part by a LWDP grant.

## Sustainability Initiatives

The community of Massena understands and appreciates the importance of environmental sustainability. This is fully demonstrated by a variety of activities and initiatives. Massena Electric has been strategically switching streetlights to utilize LED bulbs. Our Joint Recreation Commission is about to undergo renovations that will increase its energy efficiency. With a grant from NYPA, the Massena Central School District is undergoing a \$600,000 project to replace less energy efficient fixtures with LED lighting in each of the three elementary schools and all outside lighting on its campuses. Massena is also home to groups such as the Gardening Club who help maintain our parks as well as green space areas in the downtown core. Community Garden and GardenShare initiatives have also formed in recent years.

## Housing & Community Redevelopment

The Village has contracted with DANC (Development Authority of the North Country - whose mission is to develop and manage infrastructure at the 10th Mountain Division at Fort Drum and to serve common interests in Jefferson, Lewis and St. Lawrence Counties) to administer a local housing program. The Village recently administered two federal housing grants. The Village of Massena received and administered a \$400,000 Community Development Block Grant through the NYS Office of Community Renewal. Funding was provided to assist 12 income-eligible families purchase a single-family home in the Village. The Village is also administered a \$400,000 AHC (NYS Affordable Housing Corporation) grant for the rehabilitation of 10-12 income-eligible owner-occupied homes in a specific target area (Census Tract 4901).

## Massena Joint Recreation Commission

The Village and Town of Massena jointly fund a recreation commission for maintenance of our multiple parks and recreation activities. These parks are integral to Downtown recreation and provide space for community celebration, sporting activities, and personal reflection. Notably, free events continue to gain momentum at the parks and enhance quality of life such as weekly yoga classes. With a new park to be built on Water Street and a proposed downtown river walk, the recreation commission will continue to play a key role in both the quality of life for our community and the continued development of the downtown core.

## Moving Massena Forward Community Coalition

Upon taking office in 2014, Village Mayor, Timmy J. Currier created the Moving Massena Forward Coalition. The coalition's mission is "To develop initial strategies for community development that will promote progressive, innovative, and diverse business growth, expansion and retention aligning with healthy and prosperous living." The group is a key driving force in visioning and redevelopment efforts, including in the downtown core area.



## Public support

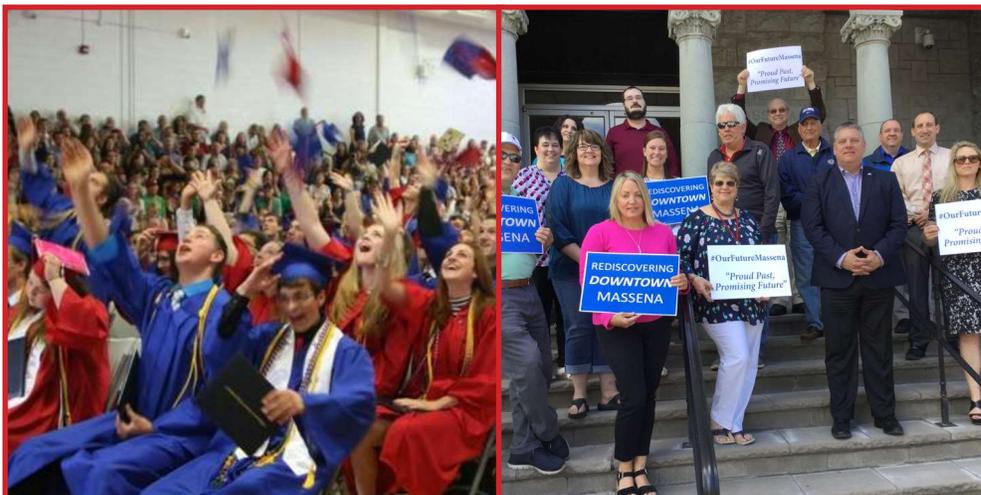
The Village of Massena community is highly engaged and mobilized in DRI investment. Soon after 3rd Round DRI funding was announced, Village leadership - under the guidance and direction of Mayor Timmy J. Currier - formed committees of public stakeholders, professionals, and business owners to help shape and guide this application. Committee work included many discussions with the general public to present a list of desired potential projects and revitalization ideas. What resulted was a plethora of creative concepts, identification of key developable properties, and an all-inclusive look at how Downtown Massena can be improved.

Charged with mobilizing the community at large, Village leadership and committee members dispersed flyers and notified people via social media of the plan to hold a public rally on May 9, 2018 in support of the Village's DRI application. The rally, aside from being a great success, was indicative of public interest and drew significant area news coverage and public awareness - not only of Massena's plans, but in calling attention to all the progress that has been made. The rally also served to integrate and complete the Village's vision for its Downtown: Rediscovering Downtown Massena - "Embracing Our Past to Shape Our Future." Nearly 300 people attended the rally with many additional citizens engaging with the effort through social media. Further public engagement was tied in via a community survey and letters from over 300 of the area's youth. In addition, highschool art students created renderings of their visions for Downtown buildings. These creative displays were placed in windows to demonstrate potential of these historic spaces.

With Round 4 of the DRI underway, these same efforts have been built upon and greater momentum is being generated. Committee members have been invited back to participate in the Village-wide effort to become Northern New York's next designated DRI community.

The Massena DRI Local Planning Committee held four listening sessions during the week of April 22 to gather ideas and generate support for the DRI application. These focus group sessions included:

- April 23 - Downtown businesses and stakeholders
- April 24 - Young entrepreneurs representing the future of Massena
- April 25 - Public agencies and service providers
- April 26 - General public
- May 1 - High School Students



Following the public listening sessions, “Celebrate Massena” was held on May 2nd from 5-7pm to kickoff the community’s 2019 bid for DRI funding. The event, centered on the enjoyment and unified effort for betterment, of Massena included local bands, food trucks, and extended hours of operation from local restaurants, retailers, and services. Leveraging community involvement and enthusiasm from 2018, the event was well-attended. The Village estimates a turnout of more than 200 event patrons.

For the second year in a row, teachers at the Massena Central School District have worked with students to support Village efforts. It cannot be overlooked that the bulk of revitalization impact will be enjoyed by Massena’s future generations. The result of engaging and including this generation has been incredible – Massena’s youth have gone above and beyond to share what they love about Massena and have served as a refreshing reminder of why community efforts such as the revitalization are so very important. Hundreds of cards line the Massena’s Chamber of Commerce walls and are featured on social media. The Village is asking the community at-large to participate on Facebook by sharing what they love about Massena - generating online traffic using Downtown Massena’s hashtag #OurFutureMassena.

Public support and engagement have come from near and far. Massena has traditionally been a reliable, cooperative, and hardworking community. Dozens of letters from the Massena community as well as neighboring communities are attached to this application and are demonstrative of the broad appeal and interest the North Country community and beyond shares in seeing Massena move forward.

## The following is a list of DRI Application Committees and their respective members:

1. Projects:
  - a. Jim Murphy, Community Developer – Chair
  - b. Matt LeBire, Deputy Mayor
  - c. Zach Monroe, BGC Director
  - d. Ron Bacon, Commercial Banker
  - e. Mike Besaw, County Chamber
  - f. Vance Fleury, Private Developer
  - g. Jason Hoxie, Entrepreneur
2. Public & Community Support
  - a. Denice Murphy, Downtown Business Owner – Chair
  - b. Tricia Wilson, Citizen –
  - c. Aaron Hardy, Code Officer
  - d. Mike Kassian, Real Estate Broker
  - e. Monique Chatland, Village Clerk
3. Web & Media
  - a. Jason Hendricks, Chamber Board President – Chair
  - b. Nate LaShomb, Chamber Director
4. Finalization of Proposal
  - a. Alison Power, citizen – Chair
  - b. Pat Brady, Superintendent of Schools
  - c. Nance Arquiett, Downtown Business Owner
  - d. Nicole Terminelli, Educator
5. Community Event
  - a. Toby Violi, Downtown Business Owner – Chair
  - b. Nancy Smith-Hance, Real Estate Professional
  - c. Carol Pulley, Citizen
  - d. Nate Bellinger, Citizen



## 2018 and 2019 Public Media Coverage:

<http://www.watertowndailytimes.com/opinion/public-support-massena-residents-support-downtown-revitalization-efforts-20180524>

<http://northcountrynow.com/news/village-massena-hosting-public-rally-support-effort-get-downtown-funding-0233564>

<http://www.watertowndailytimes.com/news05/public-rally-scheduled-to-show-support-for-massena-downtown-revitalization-20180506&?gallerydate=2018-05-06Z>

2018 Video: <https://www.youtube.com/watch?v=iv-d91Y6xxE&feature=youtu.be>

2018 Event Photos: <https://www.facebook.com/media/>

2019 “Celebrate Massena” Media Coverage: <https://www.northcountrynow.com/news/massena-hold-support-rally-10-million-grant-transform-downtown-0257598>

Event Photos: <https://www.facebook.com/Moving-Massena-Forward-Coalition-1031503043602965/>

THE MOVING MASSENA FORWARD COALITION INVITES YOU TO

# CELEBRATE MASSENA

THURSDAY – MAY 2nd  
5:00 PM – 7:00 PM

**LIVE MUSIC**

**POPCORN & COTTON CANDY**

**RETAIL STORES & RESTAURANTS OPEN**

**FOOD TRUCKS**

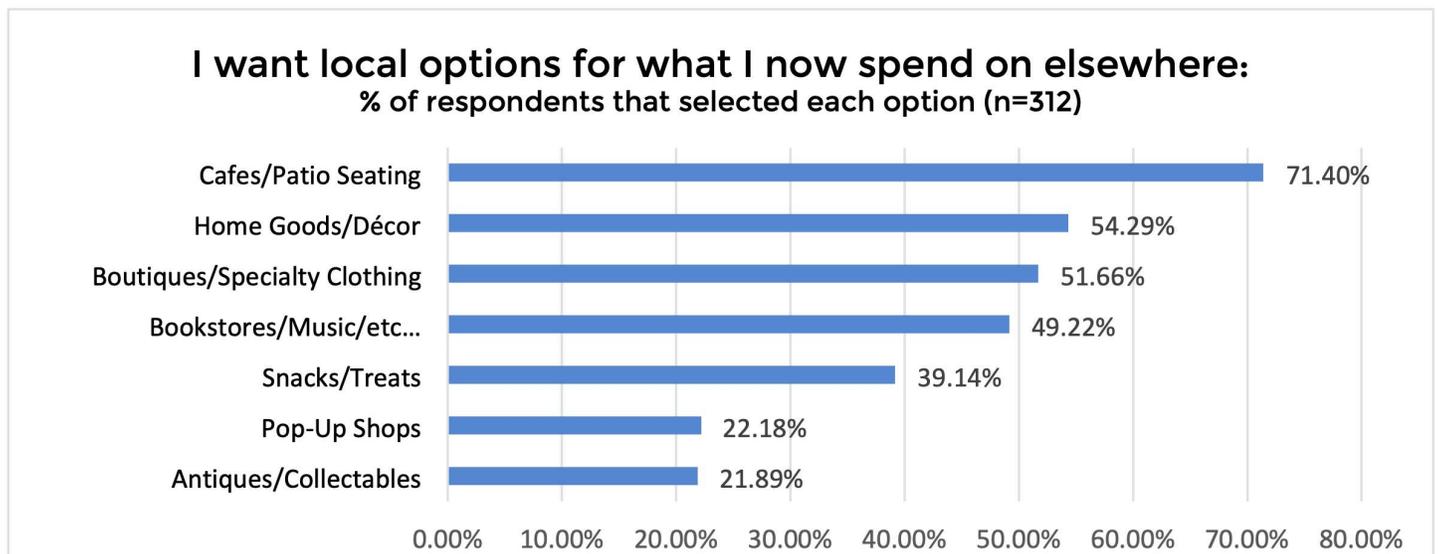
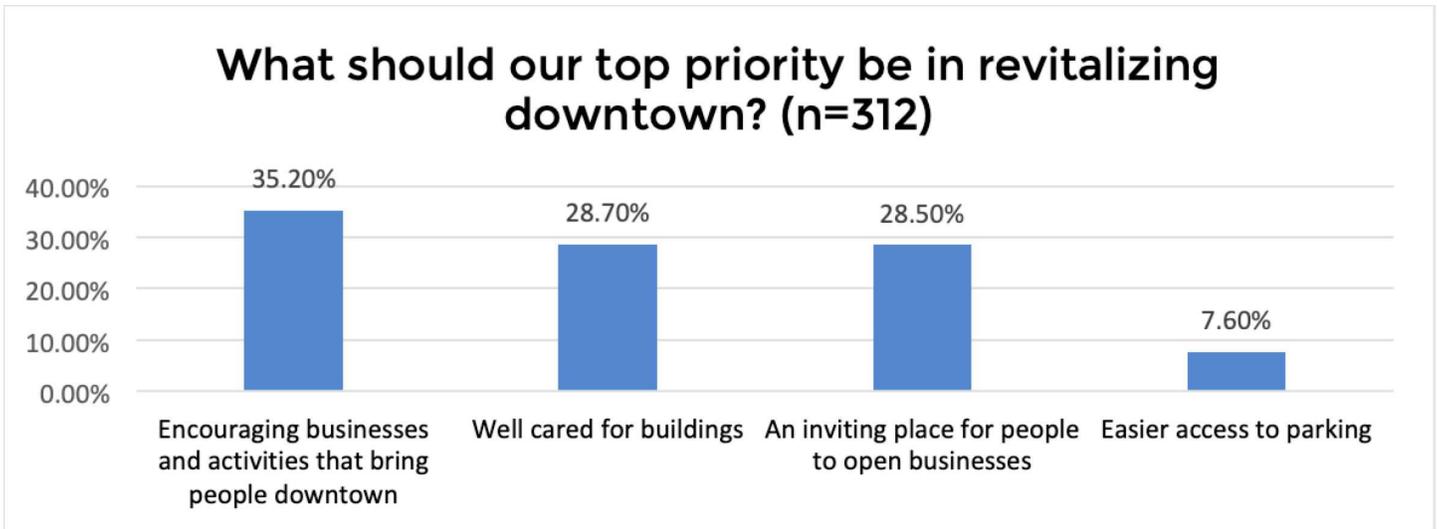
Music provided by Kickin Back Tommy Jock & the Gang featuring Jimmy Gurrola

**MAIN STREET DOWNTOWN MASSENA**

As we prepare our application for the \$10 million Downtown Revitalization Grant, we invite you to join us to celebrate our proud past and our promising future.



Coinciding with the public rally, Village leadership and committee members continue to utilize a survey which reaches a diverse cross-section of the community and ensures further engagement and discussion. Feedback via the survey continues to roll in and has helped the entire revitalization effort take shape and focus efforts.



# Transformative opportunities

The various projects, plans, and proposals outlined in this DRI application are the culmination of literally years of planning efforts and the product more than 50 active participants over the past four years - guided by a team of dozens of local leaders. This blueprint for future development was carefully crafted in dozens of committee meetings and honed by a series of focus groups, stakeholder interviews, and public events.

Village leadership and committee members have envisioned Downtown Massena's transformational projects following three main themes: Waterfront Development and Community Wellness, Arts and Culture Corridor, and Workforce & Business Development. Each theme has the ability to effectively transform Downtown Massena - physically, culturally, and economically. Each category features an anchor project:

- Arts and Culture Corridor - Massena Theater Restoration
- Waterfront Development and Community Wellness - Grasse River Commons
- Workforce & Business Development - The START Center

## Arts & Culture Corridor

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
A-1	Massena Theater Restoration	\$ 1,900,000	\$ 1,000,000

**Project Name:** Massena Theater Restoration  
**Owners:** Massena Arts and Theater Association  
**Location:** 63, 65, &67 Main Street, Massena, NY 13662  
**Est. Construction Jobs:** 15-20  
**Est. New FTE Jobs:** 8  
**Project Readiness:** Shovel Ready  
**Total Budget:** \$1,900,000

**Project Summary:** The Massena Theater, formerly known as the Schine Theater, is the very embodiment of Downtown revitalization and is a key project in establishing a cultural anchor in the heart of the Village of Massena. The Theater is centrally located on Main Street and is flanked by other buildings that have recently been renovated or are in the process of being renovated. Once operational, the Theater will be a cultural and entertainment destination for visitors and residents alike, driving support for local businesses such as hotels, restaurants, and cafés - and leading to more area developments and revitalization.

This project will improve the physical infrastructure of the community by renovating and making functional once again a historically significant building in the heart of Massena's Downtown corridor. This building is vacant and unusable in its current condition. Once renovated, the Theater will provide a source of year-round employment for an estimated eight (8) full time equivalents, meeting the Opportunity Agenda goals of establishing job training programs, internships and apprenticeships that result in career building experiences through anticipated collaboration with local colleges; supporting micro-business/self-employment opportunities; boosting the sustainability of long-term learning, employment and investment in distressed communities; and redeveloping blighted areas.

As a key structure in the Downtown core, revitalization funding for the Theater's restoration into a fully functioning building is vitally important to Downtown Massena's identity. It also serves as

the first major revitalization project for a cultural venue. This new cultural amenity, anchored on Main Street, will join the Celine G. Philibert Cultural Center and Museum recently located three doors down, which houses the Town of Massena Museum and the Massena Public Library on Glenn Street at the rear of the building.

The renovated structure will not only be reopened as a movie theater but also as a venue for small theatrical productions, concerts, musical ensembles, lectures, film festivals, art shows as well as other cultural events.

### **Preliminary Phase**

- June 2015: Building Acquisition - Completed
- June 2016: Renovation Estimates - Completed
- June 2016 - Ongoing: Preliminary Site Work to mitigate damage and stabilize structure (roof repairs, floor stabilization, exterior masonry fixes, new front and perimeter doors, and refurbishing of original marquee)
- July 2017: Grant Submission to the NYMS program
- Ongoing: Community Fundraising Efforts

### **Phase 1 Renovations**

- December 2017: Successful Grant Award Notification from Restore NY
- Multi-phase testing for asbestos, lead, and air quality.
- March 2018: Advertised and mailed RFP's to secure architectural services.
- 2019: Renovations Begin (Phase 1) Stabilize structure; install electrical, plumbing, lighting, and HVAC system; install new doors; install ADA-compliant bathrooms; marquee restoration and installation; renovate lobby/concession
- October 2019: Renovations Completed (Phase 1)

#### **Phase 2 Renovations:**

- January 2020: Renovations Begin (Phase 2)  
New studding, sheetrock, paint; digital projection and sound system; replace screen; install new flooring; seat restoration; office; facade improvements
- October 2020: Renovations Completed (Phase 2)

### **Budget:**

- Phase 1: \$500,000 for Building Renovations. This includes asbestos removal, demolition, gas service, plumbing and electrical work. At the completion of Phase 1, the Theater will be an operational arts venue, ready to host events and schedule programs. Although the renovation will be nowhere near complete the space will be available for community and arts programming.
- Phase 2: \$1,400,000 New studding, sheetrock, paint; digital projection and sound system; replace screen; install new flooring; seat restoration; office; facade improvements.
- \$20,000 for Soft Costs. NYMS funds will be used to cover the cost of grant administration by the BDC for a Greater Massena, which is serving as the Local Program Administrator for the grant.

Phase 2 of the renovation project (at an estimated cost of \$1,400,000), will focus on interior upgrades that will recreate the original décor and provide expanded offerings to the community at the theater. This phase includes interior upgrades to doors, walls, and flooring; a Dolby sound system, digital projection, screen, and stage curtain; restoration and installation of the original theater seating; ticketing, concessions and restroom renovations.

### **DRI Funding Request: \$1,000,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
A-2	DT Amphitheater and Recreation Place	\$1,750,000	\$1,500,000

**Project Name:** DT Amphitheater and Recreation Place

**Owners:** Municipal

**Location:** Downtown Core

**Est. Construction Jobs:** TBD

**Est. New FTE Jobs:** TBD

**Project Readiness:** Planning

**Total Budget:** \$1,750,000

**Project Summary:** This project expands the sense of community connection and engagement with its keystone project, the development of a four-season, downtown “gathering space” to serve as a destination for community concerts, events and other public gatherings.

The proposal calls for the strategic demolition and removal of two parcels of vacant downtown property in the heart of Downtown, which represent persistent blight too expensive to resolve. In its place, this redevelopment project would create an important “destination” space for both residents and tourists that would include:

- An amphitheater for regular music events
- Plenty of green space, park benches, flowers
- Small retail/concession spaces for food and other vendors (including bikes and boats)
- A four-season enclosed farmers’ market
- Kid-friendly attractions including a splashpad
- Child/Adult player Chess Game, Graffiti cube, outdoor movies
- Informational kiosks

In the winter, the amphitheater area will be transformed into a “Rockefeller Center” style outdoor skating rink, complete with lights, music, and a place to rent skates, warm up, or have a cup of hot cocoa.

The “gathering space” concept would also include wide, well-marked corridors to Main Street merchants and new developments underway or proposed along Water Street, as well as proposed Grasse River access improvements. It is central to the development of an arts and culture corridor, highlighted in this DRI application, that includes the nearby Massena Theater, the Celine G. Philibert Memorial Cultural Centre and Museum, the Massena Public Library, and others.

Utilizing the principles for creating great community spaces by the Project for Public Spaces, as well as Complete Streets data about downtowns, Massena intends to create a space downtown that connects our river assets and bike trails, and which develops more effective relationships between the surrounding retail and the activities going on in the public spaces. The goal is to create a place that has both a strong sense of community and a comfortable image, as well as a setting and activities and uses that collectively add up to something more than the sum of its often-simple parts.

**DRI Funding Request: \$1,500,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
A-4	Celine G. Philibert Cultural Center & Museum Expansion	\$ 480,000	\$ 290,000

**Project Name:** Chamber of Commerce Downtown Event Center

**Owners:** Massena Chamber of Commerce

**Location:** 16 Church St Massena, NY 13662

**Est. Construction Jobs:** 10 - 20

**Est. New FTE Jobs:** 1-3

**Project Readiness:** 3-6 months

**Total Budget:** \$952,000

**Project Summary:** Established in 1931, the Massena Chamber of Commerce has a long history of being Massena’s business and tourism information clearinghouse. In 2012, The Adath Synagogue donated the 4,600-sf building located at 16-18 Church Street to the Massena Chamber of Commerce for a dollar. The building first was erected in 1844 and is one of the oldest buildings in Massena. The Massena Chamber has since utilized the building as the area’s tourism center, event center, and Massena Chamber office. In 2013, a state-of-the-art energy efficient pellet furnace with commercial hopper bin was installed by local natural resource company Curran Renewable Energy. In 2018, Lavinges Construction installed a new roof. In 2019 a new ADA compliant ramp was installed. A plan to update the bathrooms to become ADA compliant is on schedule to be completed by the end of the year. Other minor repairs have been made throughout the years to make the facility more useful for the community.

The proposed project will be to modernize the building, providing a community business resource center that will help current and future business owners. The event center would need an updated floor, fire safe entry ways, new acoustic walls, presentation electronics, and a display setup. Normal update of insulation and energy efficiency would need to be addressed as well. Once complete this would give the community a place to hold special conferences, workshop seminars, and Town Hall presentations. Having the building located just behind the local government office and across the street from the local hotel makes this project an important piece to Massena’s economic development as well as an implementation project of the Village’s theme for Workforce & Business Development.

As part of the proposal, the Chamber kitchen will be modernized and transformed into a commercial kitchen which would complement the event center and expand functionality. The adjacent office space is currently an open floor plan which would change to accommodate a medium size boardroom with three offices and two office incubators. The incubators give a promising entrepreneur a space to meet with clients until they grow their business into a brick and mortar Downtown location.

This project will improve the physical infrastructure of a historically significant building in the heart of Massena’s Downtown corridor. Once renovated, the Massena Chamber Building will provide a source of year-round employment for an estimated three (3) full time equivalents.

**DRI Funding Request: \$600,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
A-5	Historic Massena Walking Tour	\$ 75,000	\$ 65,000

**Project Name:** Historic Massena Self-Guided Walking Tour “Rediscovering Massena’s Downtown”

**Owners:** Municipal

**Location:** Throughout historic Downtown

**Est. Construction Jobs:** TBD

**Est. New FTE Jobs:** TBD

**Project Readiness:** Planning

**Total Budget:** \$75,000

**Project Summary:** Walking tour infrastructure is proposed as a key integrator of the Village’s Arts and Culture corridor and rediscovery theme. Custom signs throughout Downtown Main Street will showcase each building’s history with a plaque. The walking tour is intended to reconnect Massena’s current and future generations with the roots of their past and shine light on Massena’s rich and storied history – from a home of medicinal springs to the bustling base of an industrial heyday. Each plaque will feature a QR code which can be scanned by a smart device and will drive participants to relevant information on the Village’s website. The signs will also be easily accessible and user-friendly in an “old-fashioned” way – featuring ‘before and after’ high resolution images for all to enjoy.

**DRI Funding Request: \$65,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
A-6	Massena Library Lighting	\$ 30,000	\$ 15,000

**Project Name:** Energy Efficient Massena Public Library Lighting Upgrade

**Owners:** Massena Public Library

**Location:** 41 Glenn Street

**Est. Construction Jobs:** TBD

**Est. New FTE Jobs:** N/A

**Project Readiness:** Planning

**Total Budget:** \$ 30,000

**Project Summary:** According to an Energy Audit from Massena Electric Department, the Library is a prime candidate for implementing cost-savings and promoting green energy efficiency through an upgraded lighting project. Existing interior and exterior lighting will be upgraded to LED fixtures and bulbs which, in some areas, may require ceiling/wall adjustment and repair. The project will leverage a handful of other progressive advancements being made by the Library and will save significantly on operating costs. The project will also strengthen the network of improvements and projects which advance Massena’s level of green and sustainable infrastructure.

**DRI Funding Request: \$15,000**

## Waterfront Development and Community Wellness

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-1	Grasse River Commons	\$ 3,200,000	\$ 2,500,000

**Project Name:** Grasse River Commons

**Owners:** GoCo Ventures

**Location:** 68-70 Water Street

**Est. Construction Jobs:** 10

**Est. New FTE Jobs:** 8

**Project Readiness:** Planning

**Total Budget:** \$ 3,200,000

**Project Summary:** In its heyday, the Lumber Yard had the Grasse River running underneath its buildings, providing waterpower to run a sawmill. Unfortunately, as abandoned buildings on the property decayed, the lumber yard has not been a source of pride for Massena.

GoCo proposes to repurpose the approximately 2-acre site into a dynamic, waterfront-oriented mixed-use location with new residential, retail, and small-scale restaurant space where community, culture, and commerce converge. This opportunity allows for plenty of green space, while also encouraging local/regional artists to participate in an ever-changing aesthetic environment.

After removing the blighted and abandoned buildings and cleaning up the site, the proposal includes 8 to 10 new apartments with colorful row house construction, along the waterfront. Expectations are for various commercial spaces with possibilities to include small artisan shops such as bakery, coffee roaster, creperie, startup small restaurants, as well as possibilities of small scale production spaces for local craftsman or shopkeepers - ideas such as bikes shop, pottery, ornamental iron work, etc., leveraging local skills in a fun, entrepreneurial environment. Outdoor communal spaces would include open air seating, areas for entertainment and games, providing for a walkable pedestrian-friendly setting.

A Riverwalk along the entire property would be included which most importantly, connects the Water Street Riverfront district and its new projects at the Mercantile and the Grist Mill building with the new Water Street Park and Downtown.

**DRI Funding Request: \$ 2,500,000**



PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-2	Complete Streets -Sidewalk/ Crosswalk Enhancements	\$ 1,917,572	\$ 1,667,454

**Project Name:** Complete Streets Elements

**Owners:** Municipal

**Location:** Downtown Core

**Est. Construction Jobs:** TBD

**Est. New FTE Jobs:** N/A

**Project Readiness:** Planning/Ongoing

**Total Budget:** \$1,917,572

**Project Summary:** The Village envisions DRI investment aiding the community's integration of complete streets elements and principles - greatly improving Downtown's walkability, accessibility, and diversity of use.

**New/Improved Side Walks Main Street (from Maple to Bridges)**

Andrews Street (West Orvis to Main)

West Orvis (Andrews to Main)

Orvis Street (Main to Water)

Water Street (Main to East Orvis)

**New/Improved Parking Lots Municipal Lot Off Andrews Street (South)**

Municipal Lot off Andrews Street (North)

**Other Elements for Downtown Appeal**

Benches, newly designed crosswalks, and energy-efficient updated lighting added within the Downtown core and Parks

**DRI Funding Request: \$1,667,454**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-3	Downtown Riverwalk	\$ 1,424,994	\$ 1,239,125

**Project Name:** Downtown Massena Riverwalk

**Owners:** Municipal

**Location:** Veterans Memorial Park to North Main Street

**Est. Construction Jobs:** TBD

**Est. New FTE Jobs:** TBD

**Project Readiness:** Planning

**Total Budget:** \$1,424,994

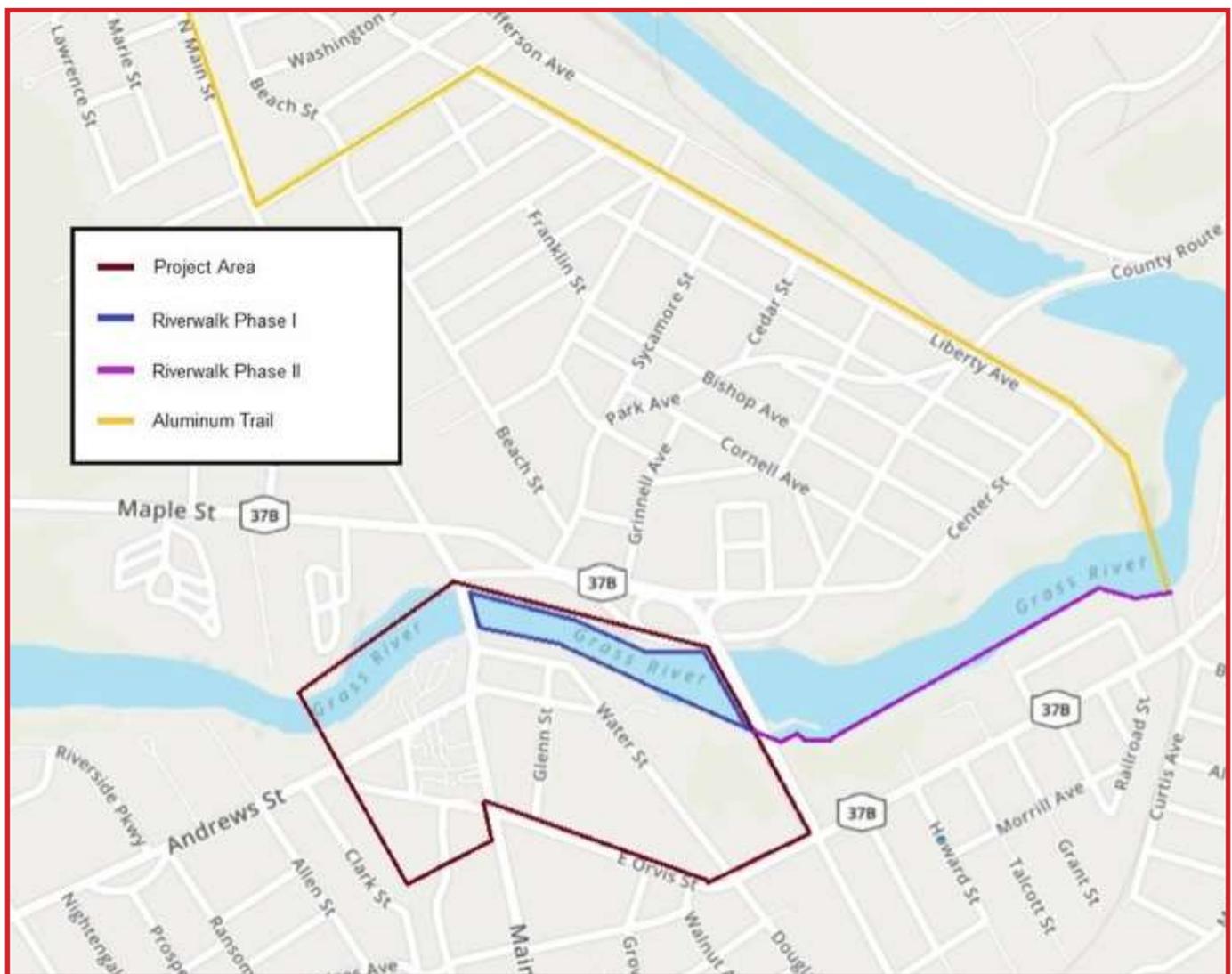
**Project Summary:** This proposal will create a scenic river walk from Massena's historic Downtown connecting with the Aluminum Trail. The Riverwalk would bookend with Main Street in Downtown, heading along the Grasse River to the recently re-constructed Parker Avenue Bridge. After crossing the Grasse River via the bridge, individuals will be able to follow along the north side of the River to return to the Downtown area. Phase II and III of the project will connect the new Riverwalk to the existing Aluminum Trail and other areas such as the Massena Intake and its nearby St. Lawrence River Trails.

The Riverwalk will serve as yet another attraction to bring even more residents and visitors to the Downtown core area of Massena. It will also facilitate easy access to current and future

businesses and attractions along the route. Potential bike, kayak, and fishing equipment rental business opportunities are also targeted for the Riverwalk.

- Phase I: Downtown Riverwalk - At just over 1.5 miles long, Phase I of the Riverwalk will create a 'loop' running along the south side of the Grasse River from Main Street to the recently reconstructed Parker Avenue Bridge, crossing over to and continuing along the north side of the Grasse River.
- Phase II: The second phase of the Riverwalk would create an extension of the walkway to the pedestrian footbridge, connecting the Riverwalk to the Aluminum Trail.
- Phase III: The third and final phase of the project would create a new connection between the Aluminum Trail and North Main Street to the Massena Intake and Route 131 and the related trails that run along the St. Lawrence River.

### **DRI Funding Request: \$1,239,125**



PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-4	Parking Lot Improvements & Expansion	\$ 700,000	\$ 500,000

**Project Name:** Parking Lot Improvements  
**Owners:** Village of Massena  
**Location:** Andrews Street & 20 Main Street  
**Est. Construction Jobs:** 10  
**Est. New FTE Jobs:** 0  
**Project Readiness:** Planning  
**Total Budget:** \$700,000

**Project Summary:**  
This proposal would demolish a dilapidated 7,200-sq ft building and create 18 additional parking spaces needed within the downtown core. The parking lot would provide access from Main Street and Andrews Street. Budget: \$ 500,000

As an additional component to the proposal, Village-owned Public Parking Lots off Andrews Street (Municipal Lot) and Fire Station Area Lot will be resurfaced. Budget: \$200,000

**DRI Funding Request: \$500,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-5	Water Street Park Enhancements	\$ 247,250	\$ 215,000

**Project Name:** Water Street Park Recreation - Challenge Course and Recreational Fitness  
**Owners:** Municipal  
**Location:** Water Street Park  
**Est. Construction Jobs:** TBD  
**Est. New FTE Jobs:** TBD  
**Project Readiness:** Planning  
**Total Budget:** \$247,250

**Project Summary:** The Massena Recreation Commission is excited to offer a modern approach to Massena’s newest recreational area. The proposed project will feature a “Challenge Course” playground at the newly designed Water Street Park on the Grasse River. The playground will be a great addition to Massena - where residents and visitors alike can meet, compete, and repeat the fun and fitness! The course will offer individuals the opportunity to condition right in their own back yard - particularly useful for those participating in HIIT, Ninja-Warrior, CrossFit, Endurance, or ToughMudder style competitions, events, and exercise regimes. The course will greatly increase youth interest and fitness participation, positively engaging the community at large.

With additional funding leveraged via the DRI, the Village will be able to offer not only a modern “Challenge Course” Playground but also diversify the site experience. This would include the integration of a traditional playground complete with swings, slides, and tunnels that complement the “Challenge Course”, as well as a splash pad and outdoor fitness equipment that would create a green space that is fun, interactive, and motivational for people of every age. This project will creatively enhance the Downtown area by drawing people in, invoking healthy lifestyles, and adding aesthetic beauty and functionality to the Downtown Park.

**DRI Funding Request: \$215,000**



PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
B-6	Community Kitchen	\$ 85,000	\$ 55,000

**Project Name:** Community Kitchen

**Owners:** Massena Public Library

**Location:** 41 Glenn Street

**Est. Construction Jobs:** 1.5

**Est. New FTE Jobs:** 1

**Project Readiness:** Planning

**Total Budget:** \$85,000

**Project Summary:** Massena Public Library has successfully partnered with the Health Initiative of St. Lawrence County on various Healthy Living programs. The library staff considers participation in promoting healthy living as a vital part of the library's function. They offer a number of health-related programs, materials, and discussions to help patrons improve their well-being. As an extension of their current healthy living programming they will upgrade their kitchen to a community commercial kitchen. The new commercial kitchen would emphasize to community members that through cooking in a communal space they will learn more about food, share knowledge about food, and meet new people.

They will partner with several local agencies to create food centered programming, including:

- Work with local food banks to host classes in basic and inexpensive cooking using products contained in monthly food banks distributions.
- Invite representatives from Cornell Cooperative and Health Initiative of St. Lawrence County to host programs in cooking with fresh seasonal local produce as well as canning and pickling techniques.
- Invite local chefs to host cooking demonstrations.
- Invite children and teens to attend healthy and seasonal cooking and baking programs.
- Allow outside non-profit agencies to utilize kitchen to work with their clients.

**DRI Funding Request: \$55,000**

## Workforce & Business Development

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-1	The START Center	\$ 4,250,000	\$ 3,000,000

**Project Name:** The START (Skilled Trades Apprenticeship Readiness Training) Center

**Owners:** Business Development Corporation for a Greater Massena

**Location:** 22-24 Main Street

**Est. Construction Jobs:** 10

**Est. New FTE Jobs:** 6

**Project Readiness:** Planning

**Total Budget:** \$4,250,000

**Project Summary:** Massena’s START Center has the potential to transform regional economic development by addressing the critical shortage in the skilled trades workforce, including electricians, carpenters, mechanics, machinists, welders, pipe fitters, and the like, by educating the next generation of tradesmen and women.

The START Center would operate in cooperation with local trades unions, manufacturers, contractors, BOCES, and technical community colleges - providing the technical knowledge and better-than-average understanding of the tools and machines that middle skilled workers would operate in the workforce, through mentor-led, experiential instruction.

This hands-on approach would be demonstrated by the inclusion of the dilapidated former Massena School of Business on Main Street as a real life “laboratory” where future tradespeople could hone their skills. Given the building’s history of educating workers and the community’s long tradition as the North Country’s center of skilled union labor, this could not be a better fit for Massena. Over time, we can envision derelict buildings in this section of the Downtown corridor given a new life as a byproduct of the START Center’s programs.

A component of the START Center would be the inclusion of a Skilled Trades Training Fund (STTF), which would award grants to employers to assist in training, developing, and retaining current employees and individuals to be hired. The Center would customize training to meet employee skill requirements. In order to maintain responsiveness and fluidity, such training would be short-term in duration, preferably less than three months, with no training extending more than six months. The onsite courses would be created in cooperation with owners and contractors to provide real-time training for actual market needs.

The START Center has the potential to transform Downtown Massena building by building and play a key role in developing a highly skilled regional workforce - a key element to retaining and attracting investment. This project also aligns perfectly with the State priorities outlined in the \$175 million Workforce Initiative that would “support strategic regional efforts to meet businesses’ short-term workforce needs, improve regional talent pipelines, expand apprenticeships, and address the long-term needs of expanding industries.”

**DRI Funding Request: \$3,000,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-2	Round Brick Building	\$ 1,300,000	\$ 650,000

**Project Name:** Round Brick Building - West Orvis Street Building

**Owners:** Ricky Hamelin

**Location:** 9 West Orvis Street

**Est. Construction Jobs:** 6

**Est. New FTE Jobs:** 4

**Project Readiness:** Planning

**Total Budget:** \$1,300,000

**Project Summary:** 9 West Orvis represents a proposed renovation of a historically interesting, yet rundown building which has been vacant for several years. The property owner would like to tear down the former Village Pub building at the same address and replace it with a parking lot for the adjacent historically relevant building. The rounded-front brick building will be completely

renovated and modernized on the inside while taking steps to preserve the historic look of the outside. The development would result in an architecturally significant multi-use building with three 1,000-sf apartments on the upper floor and retail or office space on the ground floor. There is currently a local restaurant that would be interested in moving to this location.

**DRI Funding Request: \$650,000**



PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-3	JJ Newberry Building - Fitness Center	\$ 1,300,000	\$ 1,000.000

**Project Name:** JJ Newberry Building – Fitness Center 30 Main Street

**Owners:** GoCo Ventures (acquisition TBD)

**Location:** 30 Main Street

**Est. Construction Jobs:** 6

**Est. New FTE Jobs:** 5

**Project Readiness:** Planning

**Total Budget:** \$1,300,000

**Project Summary:** At a key corner of Downtown, on the corner of Main Street and Andrews Street, lies the Old JJ Newberry’s Building. To capture the enthusiasm of the health and wellness movement nationwide, GoCo Ventures is proposing to rejuvenate this pre-existing gym space. The project will maximize Massena’s strong affinity for sports performance by dedicating space to athletic training programs and will offer a rotating selection of fitness classes. Adjacent commercial spaces would likely house related small businesses such as spin cycles, retail sports gear, and more. After a complete refurbishment including a new roof and façade, the currently abandoned top floor will house 8 to 10 mid-scale apartments, all providing panoramic Downtown views.

**DRI Funding Request: \$1,000,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-4	CORE of the Community	\$ 1,200,000	\$ 600,000

**Project Name:** Core of the Community

**Owners:** Municipal

**Location:** N/A

**Est. Construction Jobs:** N/A

**Est. New FTE Jobs:** N/A

**Project Readiness:** Planning

**Total Budget:** \$1,200,000

**Project Summary:** The Village seeks to recapitalize and build upon its successful Core of the Community program which was introduced in 2017. A great opportunity for business owners to receive help in renovating their buildings, the program assists with rehabilitation projects including interior or exterior improvements, creating second-floor residential space, and signage. As a source of rent subsidy assistance, this program attracts new business Downtown and is critical to ensuring new storefronts have tenants. With DRI investment, the Village will seek to recapitalize this fund and continue to use it as a business and economic development tool within the prime Downtown catchment area.

**DRI Funding Request: \$600,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-5	National Army Store Building	\$ 870,000	\$ 650,000

**Project Name:** National Army Store - Building

**Owners:** Ben Murtaugh (acquisition TBD)

**Location:** 48-54 Main Street

**Est. Construction Jobs:** 3

**Est. New FTE Jobs:** 4

**Project Readiness:** Planning

**Total Budget:** \$870,000

**Project Summary:** 48, 52, 54 Main (former Family Eye Care) is a three-story building with six low to moderate income apartments on the top floor. The building's location is paramount to the contiguous and dense Downtown district and will benefit from a complete restoration. The project will implement modernized retail and office space on the lower levels for a mixed-use building which will leverage other area investments.

**DRI Funding Request: \$650,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-6	Grasse River Dairy	\$ 375,000	\$ 300,000

**Project Name:** Grasse River Dairy - Value Added Dairy

**Owners:** GoCo Ventures

**Location:** 37 Water Street

**Est. Construction Jobs:** 4

**Est. New FTE Jobs:** 4

**Project Readiness:** Planning

**Total Budget:** \$ 375,000

**Project Summary:** In conjunction with recent efforts of residential and commercial revitalization on Water Street, this proposed project would improve the area by implementing light manufacturing and regional commercial sales of value-added dairy products, such as ice cream, yogurt, and cream cheese, in this 5,000 square foot abandoned building, with a retail creamery storefront. The creation of this creamery would alleviate town blight while also attracting new visitors to the area, supporting the region's agriculture and agribusiness (including the farm to table movement), and strengthening the current Water Street Revitalization. DRI funds would aid in building restoration and in acquiring manufacturing equipment.

**DRI Funding Request: \$300,000**



PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-7	Haig's Bakery & Café	\$ 186,000	\$ 93,000

**Project Name:** Haig's Bakery & Café  
**Owners:** Michael Kassian  
**Location:** 94-96 Main Street  
**Est. Construction Jobs:** 3  
**Est. New FTE Jobs:** 4  
**Project Readiness:** Planning  
**Total Budget:** \$186,000

**Project Summary:** Located next to the Post Office in the heart of Downtown, this 1000-sq ft former grocery store needs a complete renovation. The structure dates back over 100 years and is integral to Downtown Massena's historic landscape. The location's adjacent lot is ideal for adding additional parking Downtown and can fit 20 vehicles. The building will be renovated for a café and bakery to be leased by the owner, Haig Properties, LLC.

**DRI Request: \$93,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-8	Full Service Community/ Business Development Office	\$ 130,000	\$ 0.00

**Project Name:** Full-Service Community/Business Development Office  
**Owners:** Business Development Corporation for a Greater Massena  
**Location:** 60 Main Street  
**Est. Construction Jobs:** 0  
**Est. New FTE Jobs:** 1  
**Project Readiness:** Implementation  
**Total Budget:** \$130,000

**Project Summary:** This proposal focuses on the creation of a "full service" community/business development office. One of the primary reasons that the Town and Village expanded the role of the Business Development Corporation for a Greater Massena (BDC) was to champion, support, and implement community-based entrepreneurship programs as part of the community's small business development strategy for all of Massena, but particularly Downtown. The BDC office has moved to the Massena Town Hall and is now housed with Massena's code enforcement office to provide a "one stop" location for local business development.

The BDC, representing both the Town and Village of Massena, is an established not-for-profit Local Development Corporation with the capacity to implement and support entrepreneurship development in the community. Its new executive director, James Murphy, has managed both revolving loan programs for micro-entrepreneurs and technical assistance and training courses for new and would-be business owners. As former director of the Adirondack Economic Development Corp., Murphy directed its state-supported Entrepreneurial Assistance Program (EAP) Center and is a certified trainer for the NxLevel entrepreneurship program.

The project goal is to make entrepreneurship easier by building a supportive, nurturing community. That includes connecting entrepreneurs with business building resources, including access to capital and technical assistance, and collaborating to fill gaps in the local entrepreneurial environment.

**DRI Funding Request: \$ 0.00**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-9	Main Street Café	\$ 65,000	\$ 50,000

**Project Name:** Main Street Cafe  
**Owners:** Michael Almasian  
**Location:** 61 Main Street  
**Est. Construction Jobs:** 1.5  
**Est. New FTE Jobs:** 7  
**Project Readiness:** Planning  
**Total Budget:** 65,000

**Project Summary:** The project facilitates a complete interior renovation of 61 Main Street which will include the addition of restrooms, full-service kitchen, bar/lounge area, and storage. The location sits within a three-unit vintage façade. It will attract a new Restaurant/Cafe business to complement the Massena Theatre Project.

**DRI Funding Request: \$ 50,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-10	Digital Community Connection - Kiosk Project	\$ 50,000	\$ 45,000

**Project Name:** Digital Community Connection Kiosks  
**Owners:** Municipal  
**Location:** Throughout Downtown Core  
**Est. Construction Jobs:** TBD  
**Est. New FTE Jobs:** N/A  
**Project Readiness:** Planning  
**Total Budget:** \$50,000

**Project Summary:** Providing residents and tourists a quick and easy way to get hyperlocal information about Downtown Massena, five interactive touchscreen kiosks will be strategically placed throughout the Greater Massena community.

The digital kiosks will assist individuals in identifying businesses, services, and events that they may want to discover or experience in Massena. The cross-promotion of businesses and attractions will further strengthen the relationship between the Downtown core and other catchment areas in the Greater Massena community.

Proposed Locations:

- Downtown Massena
- Dwight D. Eisenhower Visitors' Center
- Eugene L. Nicandri Nature Center
- Massena Arena
- St. Lawrence Centre Mall

**DRI Funding Request: \$45,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-11	Violi's Pilates & Personal Training	\$ 35,000	\$ 25,000

**Project Name:** Violi Pilates & Personal Training  
**Owners:** Michael Almasian  
**Location:** 55 Main Street  
**Est. Construction Jobs:** 1.5  
**Est. New FTE Jobs:** 3  
**Project Readiness:** Planning and Securing Funds  
**Total Budget:** \$35,000

**Project Summary:** The proposal calls for a complete interior renovation, which will include refinishing the antique tin walls and ceiling. The existing hardwood floors will be mended and refinished. A full bathroom with shower and private lockers will be added. A lighted sign on Main Street will be added to compliment the other Downtown businesses. This health and wellness studio will have two professionally licensed and certified instructors, and will specialize in Pilates, TRX, and Personal Training.

**DRI Funding Request: \$25,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-12	The HUB (Helping Upstart Businesses) - Accessibility	\$ 10,000	\$ 8,000

**Project Name:** The HUB (Helping Upstart Businesses) Coworking Space and Professional Incubator - ADA Accessible  
**Owners:** Jim & Denise Murphy  
**Location:** 32 Andrews Street  
**Est. Construction Jobs:** 0  
**Est. New FTE Jobs:** 0  
**Project Readiness:** Operating but Accessibility Improvements Needed  
**Total Budget:** \$10,000

**Project Summary:**

Jim & Denise Murphy have purchased and completely renovated a commercial building in the heart of Downtown to be used as a multipurpose facility that includes retail space, a small commercial kitchen, an Airbnb studio apartment, and dynamic co-working space called the HUB (Helping Upstart Businesses).

The HUB offers a lively co-working environment and shared offices through flexible monthly memberships. Beyond flexible office space and access to high speed wireless internet, HUB members receive substantive business mentoring, shared resources, capital formation assistance, workshops, and access to both private and public spaces for meetings and conferences.

Co-working is a solution to the problem of workplace isolation faced by growing numbers of independent, freelance, and telecommuting workers. Co-working helps independent workers

and entrepreneurs reduce their overhead costs while providing a dynamic work environment that breaks the isolation of working alone - whether from home, coffee shops, libraries and other public spaces. At the same time, the HUB can be a great place for networking, skills development, and even recruitment of new talent to projects or ventures.

As a setback to diversification and inclusion, the building is not ADA Compliant for Accessibility - with funding, a commercial chair lift for stairs will be installed, making the full space assessible.

**DRI Funding Request: \$8,000**

PROJECT #	PROJECT TITLE	TOTAL AMOUNT	DRI AMOUNT
C-13	CORE (Community Oriented Revival Effort) Business Alliance	\$ 10,000	\$ 5,000

**Project Name:** Massena (Community Oriented Revival Effort) CORE Business Alliance

**Owners:** Business Development Corporation for Greater Massena

**Location:** 60 Main Street

**Est. Construction Jobs:** 0

**Est. New FTE Jobs:** 0

**Project Readiness:** Planning

**Total Budget:** \$10,000

**Project Summary:** The development of a CORE Business Alliance for Downtown merchants' association is designed to build momentum and connections with like-minded merchants to help guide the Village's Downtown revitalization efforts, outlined in this DRI application. This will be a merchants-led effort, much like the former Massena Downtown Merchants Association and other similar advocacy groups. The CORE Business Alliance is a platform where small businesses can talk and learn how to better conduct business from each other; an organization where we, as a community, can support new businesses that would add to our retail appeal, as well as provide support services that builds everyone's bottom line. It could also be a regular forum to discuss common concerns, programs, and the progress of ongoing revitalization efforts. The volunteer CORE Business Alliance would also partner with the Massena Chamber of Commerce, the Massena BDC, and others to help coordinate Downtown events and marketing opportunities, cost-saving support services, and educational opportunities.

**DRI Funding Request: \$5,000**

# Administrative Capacity

## Capacity to Lead and Implement

Under the leadership of Massena Mayor Tim Currier, Massena's engaged citizenry have completely reconsidered their approach to economic and community development, providing Massena with the capacity necessary to carry out its future development priorities and to assist in the implementation of the DRI grant. Both the Town and Village made the commitment to hire a full-time, experienced economic/community developer in 2019. In the past, the Massena Business Development Corporation (BDC), which represents the interests of both the Town and Village, had only employed a part-time employee whose job was primarily to recruit industrial clients to the Massena Industrial Park, managed by the BDC.

The new BDC executive director has been working with the town and village to develop several initiatives designed to ensure that Massena is ready and open for business, including:

- BDC entrepreneur training programs
- The creation of the CORE Business Alliance, Downtown merchants' association
- Creation of a Doing Business in Massena Guide
- Creation of an ongoing inventory of available property
- The development of co-working space and a professional incubator
- The development of "access to capital" programs

Through a catalytic number of public investments, many which utilized State and Federal grants, Village leadership have demonstrated their adeptness to grant administration and implementation. Their experience and years of success present the Village as an ideal candidate for DRI investment. The DRI investment will be administered and overseen by the Mayor and executed with broad public support and committee-member engagement.

## Staff and Structure

The Village Board of Trustees, the legislative body of the Village of Massena, consists of a Mayor and four Trustees who are elected at-large. They are elected to 4-year terms with elections staggered every 2 years. As the governing body, the Mayor and Board of Trustees set laws and policies for the Village, appoint certain officials, administer Village finances, oversee Village services, and handle legal matters.

The Village of Massena is led by a very dedicated, committed and purpose-driven Mayor; Mayor Timmy J. Currier, as well as Village Trustees, while being supported by Village Clerk, Monique N. Chatland. Current Trustees include Matthew J. LeBire, who also serves as Deputy Mayor and Trustees Albert "Herb" Deshaies, Christine M. Winston and Francis J. Carvel.

Mayor Currier, a lifelong resident of Massena, has more than thirty-one years of public service, serving as Village of Massena Chief of Police for twenty-one of those years. Throughout his years of public service, he has instituted a number of programs and organizations such as the Massena Drug Free Community Coalition, Massena Triad - Neighborhood Watch and in 2011, Mr. Currier was the leader of a Steering Committee that formed and created the Boys & Girls Club of Massena and currently serves as President of the Board of Directors. In 1999, he was appointed by then NY Governor David Patterson to the SUNY Canton College Council and served for ten years. Additionally, in 2018, Mayor Currier was appointed by Governor Andrew Cuomo to the North Country Regional Economic Development Council and serves as Co-Chairman of New York State Conference of Mayors Employee Relations Policy Committee.

The Mayor ensures that Village policies are carried out by the various Village Departments. The

Village delivers plenty of services as provided by the following departments: Police Department, Fire Department, Department of Public Works, Water and Wastewater, Code Enforcement, Housing, and Recreation. The Village's water and sewer utilities serve over 5,000 properties, while the Street Department maintains over 40 miles of roads. The Village also uses numerous volunteer boards to assist with Village operations. The commitment and dedication of these Boards provides a professional approach in a multitude of areas relating to local concerns and initiatives. The Boards include Massena Planning Commission; Massena Zoning Board of Appeals; Business Development Corporation for a Greater Massena; Massena Recreation Commission; Massena Housing Authority; and the Board of Ethics.

## Public Engagement

As an additional level of support and capacity, the Village of Massena benefits from a widely engaged and active group of citizens that would enthusiastically create a Local Planning Committee (LPC) for the development of a DRI Strategic Investment Plan. The Local Planning Committee will benefit from a broad range of local professionals, business owners, and public stakeholders who are dedicated to the revitalization vision and a long-term, sustainable, viable, and bright future for Massena. It is likely some of the same citizens on the committees for forming this application will be involved with the LPC – ensuring cohesion and accord in directing the Downtown revitalization and vision.

## Shared Services and Collaboration

In further consideration to the Village's administrative capacity, is the fact that it coexists harmoniously with the surrounding Town of Massena and benefits from a variety of shared services agreements and departments, such as the Joint Recreation Commission, Building/Code Enforcement Office, Tax Assessor/Assessment Office, Business Development Corporation for a Greater Massena and Water and Sewer Billing Department (Town of Massena water and sewer districts). The Village also has various other shared services agreements with other entities such as housing the Massena Central Schools Transportation & Fueling Facility at the Department of Public Works, implementing a School Resource Officer Agreement with Massena Central School District, processing and collecting water bills for the Town of Norfolk water districts, as well as various agreements with St. Lawrence County and surrounding municipalities. It is without a doubt that DRI investment in Downtown Massena will greatly profit from the local government landscape presented in Greater Massena.

Overall, the Village has a long history of success in properly and adequately administering and implementing grant projects. In fact, the Village has successfully administered almost \$6 million in grants since 2010. The administration exudes competence and ability, as well as sufficient manpower, to successfully meet the goals of this esteemed program and ensure project completeness in accordance to all program guidelines.

## Other Information

While Massena has strong competition for DRI funding in the North Country Region, the engaged citizenry believe it is pertinent to consider the level of adversity the Village of Massena has worked to overcome. As a highly distressed community, with a deep level of environmental challenges, and infamously marked deindustrialization – the Village has risen from hardships, invested and reinvented, and demonstrated not just one or two, but many improvement projects towards revitalization. Despite the odds, the Village and its leadership have gone above and beyond what many thought possible. Walking through Downtown Massena today, people can

see it is changing, they notice progress. For a community whose challenges are widely known, this is remarkable. Massena has truly exhibited its ability to persevere and thrive, as well as its readiness and administrative capacity for leveraging Downtown Revitalization Initiative investment.

**Massena’s proposal for Downtown Revitalization Initiative funding enjoys support from the following entities whose letters can be found in Attachment C of this application:**

- Senator Joseph A. Griffo
- Assemblyman Mark C. Walczyk
- St. Lawrence County Legislator (District 14) Nicole Terminelli
- St. Lawrence County Legislator (District 13) Tony Arquiatt
- St. Lawrence County Legislator (District 15) Rita Curran
- St. Lawrence County Industrial Development Agency
- St. Lawrence County Chamber of Commerce
- Business Development Corporation for a Greater Massena
- Town of Massena
- Town of Brasher
- Town of Louisville
- Village of Massena Department of Public Works
- Village of Massena Fire Department
- Massena Police Department
- Massena Joint Recreation Commission
- Massena Electric Department
- Massena Town Clerk
- Massena Town Museum
- Massena Volunteer Emergency Unit
- Massena Memorial Hospital
- Massena Central School District
- ALCOA Corporation
- GoCo Ventures, LLC
- Trinity Catholic School
- Boys and Girls Club of Massena
- Horizon’s Youth Clubhouse
- Massena Meals on Wheels Inc.
- Massena Rehabilitation and Nursing Center
- Maximizing Independent Living Choices
- Massena Triad & S.A.L.T.
- Massena Housing Authority
- Greater Massena Chamber of Commerce
- Forevermore Studio
- Mark Ryan – Regional Manager for Spectrum/Charter Communications
- Nicandri Nature Center
- Seaway Valley Prevention Council
- Massena Drug Free Community Coalition
- St. Peter’s Parish, Fr. Mark Reilly
- St. Peter’s Parish, Sylvie Marion (Business Manager)
- Massena Benevolent & Protective Order of the Elks, Lodge No. 1702
- SeaComm
- Massena Savings & Loan
- North Country Savings Bank
- Massena Federation of Teachers, NYSUT Local 2819

- Laborers' International Union of North America
- USW Local 420-A (United Steelworkers)
- Quality Inn of Massena
- Vino Vidi Vici
- The Mercantile Building
- Orlando Chiropractic Center
- Mark D. Bogdan, CPA, CSRP
- Joseph's Fine Jewelry & Gifts
- The Temple
- The Violi Agency, LLC & Violi Pilates
- Lavender Lullabies LLC
- Simplicity
- CE Conventions
- The Shop Around the Corner
- Andrews Street Property Management
- Union Station
- The HUB
- Massena Valley Garden Club

**THANK  
YOU**

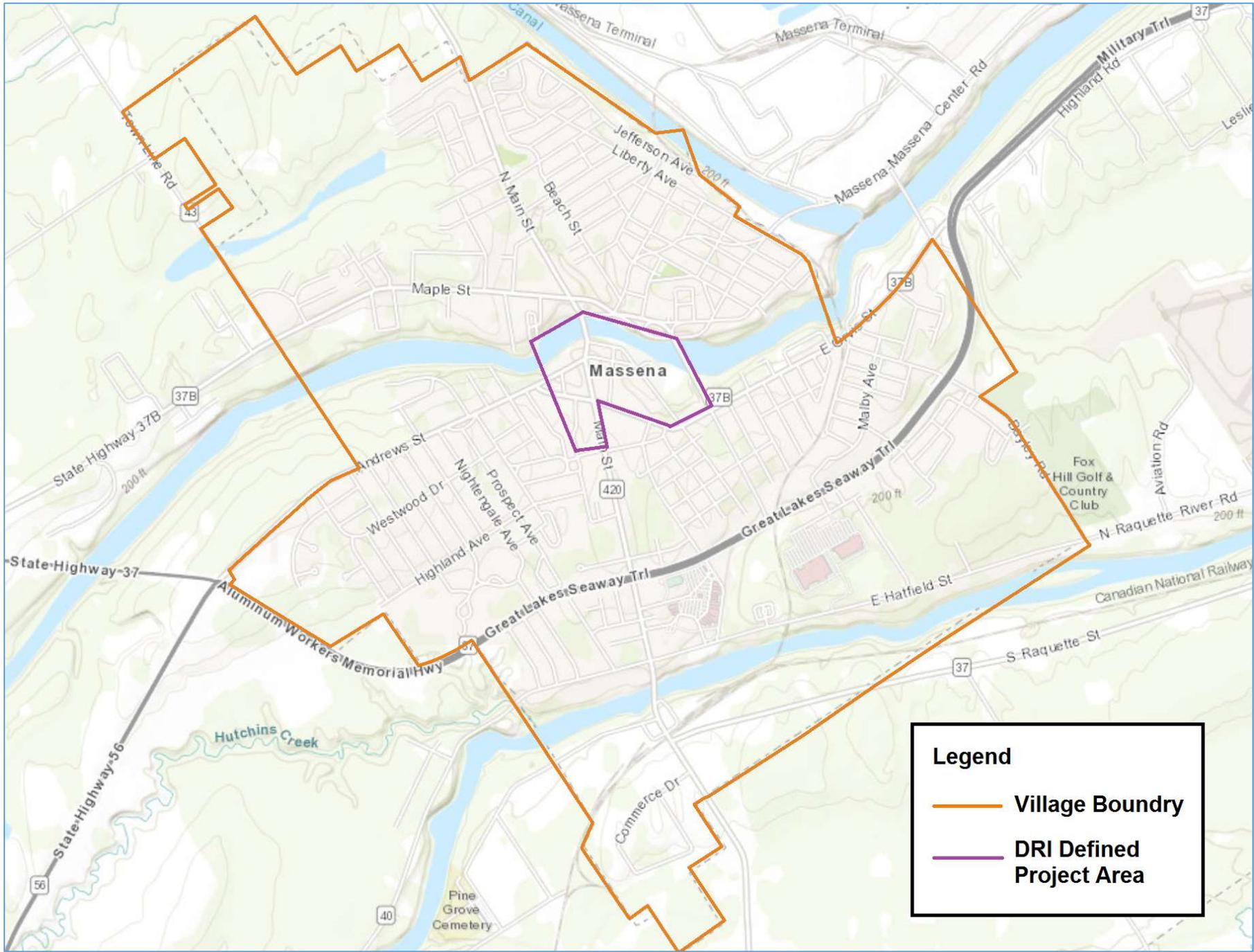
**DOWNTOWN MASSENA**

Moving Massena Forward:  
Proud Past, Promising Future

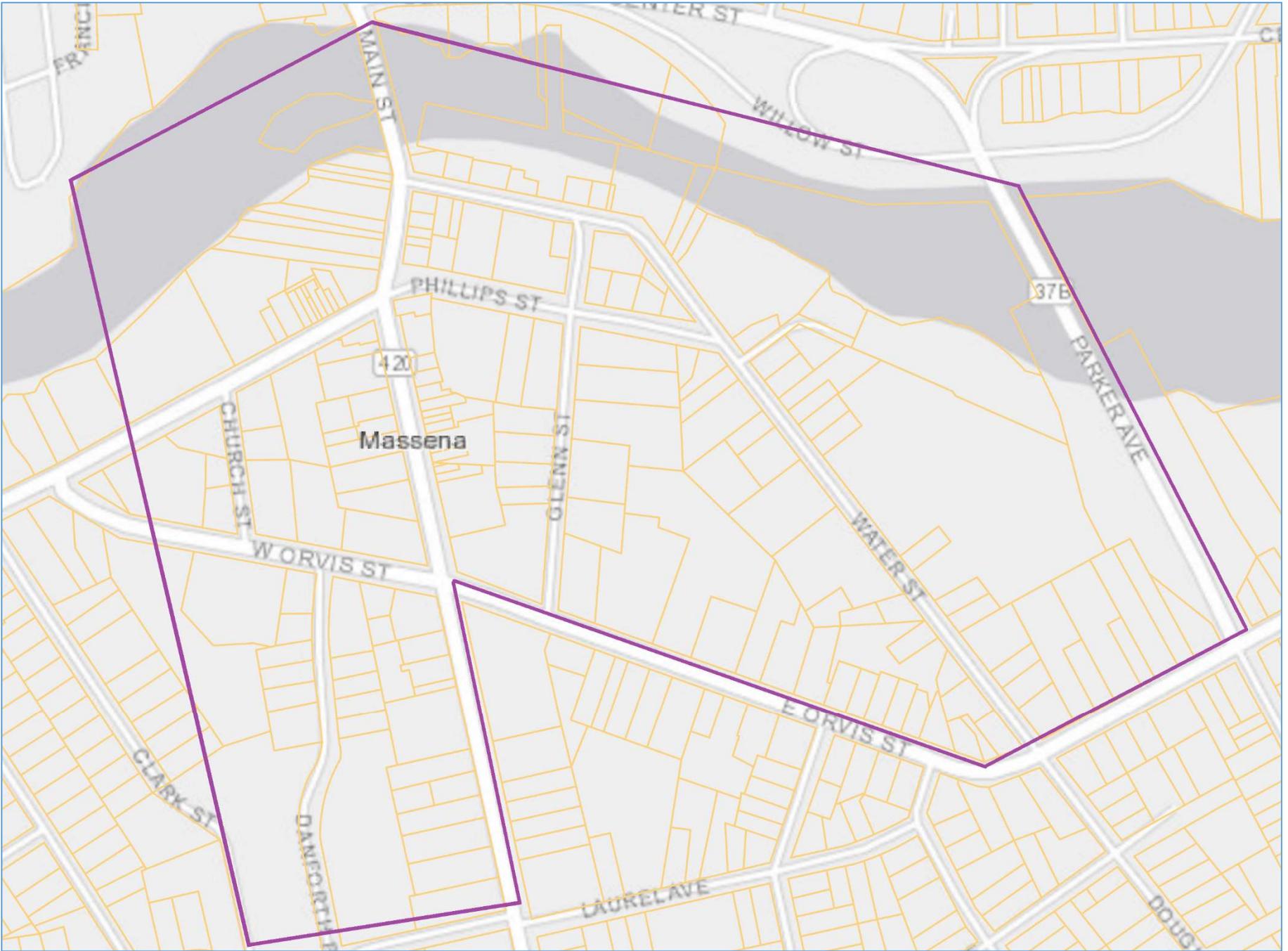
# **Attachment A:**

**Downtown Massena DRI Boundaries**

**Downtown Massena DRI Potential Projects Map**

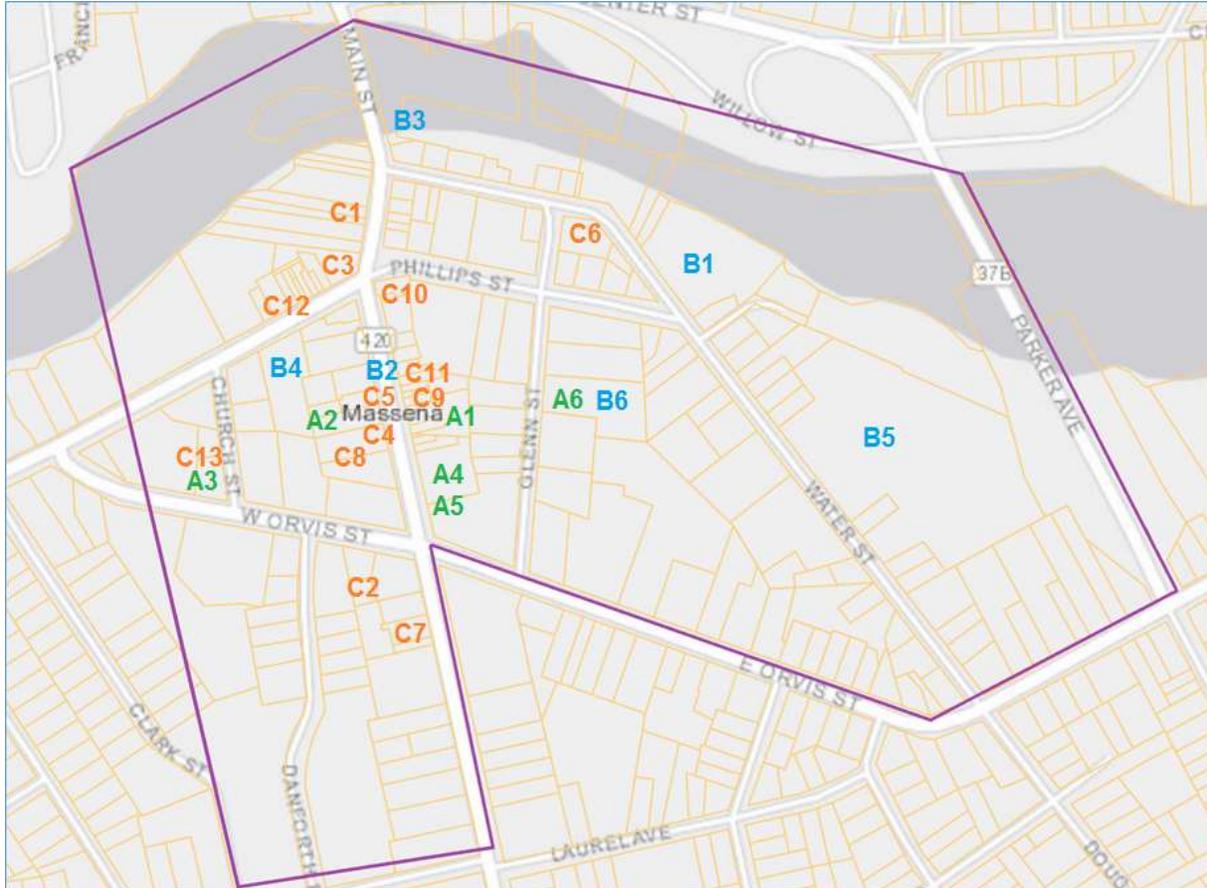


Village of Massena



Village of Massena – DRI Defined Project Area

<b>A</b> Arts & Culture	A-1	Massena Theater Restoration
	A-2	DT Amphitheater & Recreation Place
	A-3	Chamber of Commerce Event Center Renovations
	A-4	Celine Philibert Culture Center & Museum Expansion
	A-5	Historic Massena Walking Tour
	A-6	Massena Library Lighting
<b>B</b> Waterfront Improvements & Community Wellness	B-1	Grasse River Commons
	B-2	Complete Streets -Sidewalk/Crosswalk Enhancements
	B-3	Downtown Riverwalk
	B-4	Parking Lot Improvements, Raise Building-New Parking
	B-5	Water Street Park Enhancements
	B-6	Community Kitchen - Massena Public Library
<b>C</b> Workforce & Business Development	C-1	The START Center
	C-2	Round Brick Building
	C-3	JJ Newberry Building – Fitness Center
	C-4	Core of the Community
	C-5	National Army Store Building
	C-6	Grasse River Dairy - Value Added Dairy
	C-7	Haig's Bakery & Café
	C-8	Full Service Community/Business Development Office
	C-9	Main Street Café
	C-10	Digital Community Connection - Kiosk Project to DT
	C-11	Violi Pilates & Personal Training
	C-12	The Helping Upstart Businesses (HUB) - Assess ability
	C-13	Community Oriented Revival Effort Business Alliance



Village of Massena – Project Map

# **Attachment B:**

## **DRI Potential Projects and Funding Breakdown**

# VILLAGE OF MASSENA DRI PROJECTS LIST

CATEGORY	#	PROJECT TITLE	TOTAL COST	DRI REQUEST	OTHER FUNDING SOURCES
<b>A</b> Arts & Culture	A-1	Massena Theater Restoration	\$ 1,900,000.00	\$ 1,000,000.00	NYMS, Donations/In-Kind
	A-2	DT Amphitheater & Recreation Place	\$ 1,750,000.00	\$ 1,500,000.00	In-kind; ESD, Private Donations
	A-3	Chamber of Commerce Event Center Renovations	\$ 952,000.00	\$ 600,000.00	RVRDA/State Farm/ESD
	A-4	Celine G. Philibert Cultural Centre & Museum Expansion	\$ 480,000.00	\$ 290,000.00	DASNY/Private Donations/In-Kind
	A-5	Historic Massena Walking Tour	\$ 75,000.00	\$ 65,000.00	In-Kind/Private Donations
	A-6	Massena Library Lighting	\$ 30,000.00	\$ 15,000.00	NYS Library Const., Local Match
<b>B</b> Waterfront Improvements & Community Wellness	B-1	Grasse River Commons	\$ 3,200,000.00	\$ 2,500,000.00	ESD/DASY/Private Developer
	B-2	Complete Streets -Sidewalk/Crosswalk Enhancements	\$ 1,917,572.00	\$ 1,667,454.00	In-Kind, Budget
	B-3	Downtown Riverwalk	\$ 1,424,994.00	\$ 1,239,125.00	In-Kind
	B-4	Parking Lot Improvements & Expansion	\$ 700,000.00	\$ 500,000.00	DASNY/Local Match/In-Kind
	B-5	Water Street Park Enhancements	\$ 247,250.00	\$ 215,000.00	In-Kind, Budget
	B-6	Community Kitchen	\$ 85,000.00	\$ 55,000.00	Healthy Initiative, In-Kind
<b>C</b> Workforce & Business Development	C-1	The START Center	\$ 4,250,000.00	\$ 3,000,000.00	ESD
	C-2	Round Brick Building	\$ 1,300,000.00	\$ 650,000.00	ESD/Private Developer/NYMS
	C-3	JJ Newberry Building – Fitness Center	\$ 1,300,000.00	\$ 1,000,000.00	ESD/Private Developer/NYMS
	C-4	Core of the Community	\$ 1,200,000.00	\$ 600,000.00	Local Match
	C-5	National Army Store Building	\$ 870,000.00	\$ 650,000.00	ESD/Private Developer/NYMS
	C-6	Grasse River Dairy - Value Added Dairy	\$ 375,000.00	\$ 300,000.00	ESD/Private Developer/NYMS
	C-7	Haig's Bakery & Café	\$ 186,000.00	\$ 93,000.00	ESD/Private Developer/NYMS
	C-8	Full Service Community/Business Development Office	\$ 130,000.00	\$ -	Local Funding/In-Kind
	C-9	Main Street Café	\$ 65,000.00	\$ 50,000.00	ESD/Private Developer/NYMS
	C-10	Digital Community Connection – Kiosk Project	\$ 50,000.00	\$ 45,000.00	Local Match/In-kind
	C-11	Violi Pilates & Personal Training	\$ 35,000.00	\$ 25,000.00	ESD/Private Developer/NYMS
	C-12	The HUB (Helping Upstart Businesses) – Accessibility	\$ 10,000.00	\$ 8,000.00	Local Match
	C-13	CORE (Community Oriented Revival Effort) Business Alliance	\$ 10,000.00	\$ 5,000.00	Local Match/In-Kind
<b>TOTAL</b>	25		\$ 22,542,816.00	\$ 16,072,579.00	

# **Attachment C:**

**Village of Massena Resolution**

**Letters of Support**



# VILLAGE OF MASSENA

Town Hall Building • 60 Main Street  
Massena, New York 13662

**GRANT 2019-02**

05/23/19 Certified Originals:  
Strategic Dev. Spec. (Via Email)  
Resolutions Binder  
Grant Correspondence File

At a meeting of the Village of Massena Board of Trustees held on May 21, 2019 at 5:30 p.m., a motion to adopt the following resolution was made by Trustee LeBire and seconded by Trustee Carvel, to wit:

## RESOLUTION #18-2019

### **AUTHORIZING SUBMISSION OF AN APPLICATION FOR FISCAL YEAR 2019 DOWNTOWN REVITALIZATION INITIATIVE GRANT PROGRAM**

**WHEREAS**, state grant funding is available through Governor Cuomo’s Downtown Revitalization Initiative (DRI) to transform downtown neighborhoods into vibrant communities where New Yorkers want to live, work and raise families; and

**WHEREAS**, the Village of Massena is eligible to apply for such funding in the 2019 competitive cycle under Governor Cuomo’s Downtown Revitalization Initiative; and

**WHEREAS**, the Board of Trustees has determined that such funding should be used to revitalize and rediscover downtown Massena based on its potential for transformation including the ability to boost the local economy and foster a vibrant neighborhood that offers a higher quality of life; and

**NOW, THEREFORE, BE IT RESOLVED**, the Mayor is authorized to sign and submit an application for funding from the Downtown Revitalization Initiative for consideration in the 2019 competitive grant cycle; and

**BE IT FURTHER RESOLVED**, the Mayor is authorized to sign all agreements, certifications and other documents required to complete the application and to accept a grant and administer the program that is proposed for the 2019 DRI funding.

Question of the adoption of the foregoing resolution resulted as follows:

Trustee Winston -----Voting Aye  
Trustee Carvel -----Voting Aye  
Trustee Deshaies -----Voting Aye  
Trustee LeBire -----Voting Aye

Mayor Currier declared Resolution #18-2019 duly adopted.

STATE OF NEW YORK            }  
Village of Massena            } ss.  
Village Clerk’s Office        }

*I hereby certify that I have compared the foregoing copy with the original Resolution #18-2019 in this office, and that it is a true and correct transcript thereof, and of the whole of said original. In witness whereof, I have hereunto set my hand and seal of office at, Massena, New York.*

SEAL

DATED: May 23, 2019

\_\_\_\_\_  
MONIQUE N. CHATLAND, Village Clerk

JOSEPH A. GRIFFO  
SENATOR, 47TH DISTRICT  
DEPUTY MINORITY LEADER



THE SENATE  
STATE OF NEW YORK

**ALBANY OFFICE:**  
ROOM 413  
STATE CAPITOL  
ALBANY, NEW YORK 12247  
(518) 455-3334  
FAX: (518) 426-6921

**UTICA OFFICE:**  
207 GENESEE STREET  
UTICA, NEW YORK 13501  
(315) 793-9072  
FAX: (315) 793-0298

**EMAIL ADDRESS:**  
griffo@nysenate.gov

May 12, 2019

Hon. Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier,

I write in support of the Village of Massena's application to the 2019 New York State Downtown Revitalization Initiative (DRI) program. As State Senator representing the Village of Massena, I recognize the accomplishments made by the Village and its focus for the future of the community.

Massena's DRI application is consistent with the North Country Regional Economic Development Council's vision to "Lead the Economic Renaissance of New York State's Small Cities and Rural Communities" by attracting and nurturing entrepreneurs and investing in community development infrastructure that expands opportunities and capacity.

As a neighbor to Cornwall, Ontario, and surrounding small towns, the revitalization of Massena's downtown is key to regional growth and opportunities. The village has already undertaken several initiatives and the addition of a DRI award will serve to enhance and expand upon these actions in order to accomplish a new vitality throughout the community and region.

I am pleased support the Village of Massena's application and its revitalization efforts.

Sincerely,

A handwritten signature in cursive script that reads "Joseph A. Griffo".

Joseph A. Griffo  
Senator





MARK C. WALCZYK  
Assemblyman 116<sup>th</sup> District

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

□ ALBANY OFFICE  
Room 940  
Legislative Office Building  
Albany, New York 12248  
518-455-5545

□ DISTRICT OFFICE  
Dulles State Office Building  
317 Washington Street, Suite 210  
Watertown, New York 13601  
315-786-0284

□ SATELLITE OFFICE  
3 Remington Avenue, Suite 1  
Canton, New York 13617  
315-386-2037

EMAIL:  
walczyk@nyassembly.gov

May 17, 2019

Mayor Timothy Currier  
Village of Massena  
60 Main Street, Town Hall  
Massena, NY 13662

Dear Mayor Currier:

I sincerely appreciate your reaching out for support on the next phase of Massena's future. Together everyone achieves more.

I see nothing but potential for the Village of Massena's downtown and I think it's a great candidate for the receipt of Downtown Revitalization Initiative (DRI) funds. From the time I spent on Watertown's City Council, I know firsthand that the success in a DRI application comes from the vision of local leadership paired with the ability to plan, organize, partner, develop and prioritize key transformation projects in the downtown area.

DRI funding for projects including a restoration of the Massena Theater, upgrades to the Celine Phillibert Culture Center and Museum, the START Center, among others, would have a tremendous impact on the future of the Village. These DRI funds will allow for job creation and growth that will put the Village of Massena in a position to prosper and be a great place to live, work and raise a family for years to come.

Again, I express my support for the Village of Massena's application for DRI funding. If I can be of further assistance with this, or any matter that will help the Village grow, please do not hesitate to contact me.

Sincerely,

Mark C. Walczyk  
Assemblyman  
Front Yard of America

St. Lawrence County  
**BOARD OF LEGISLATORS**  
48 Court Street, Court House  
Canton, New York 13617-1169  
(315) 379-2276  
FAX (315) 379-2463

**RUTH A. DOYLE**  
County Administrator

**JOSEPH LIGHTFOOT**  
Chair, Board of Legislators

May 15, 2019

Honorable Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier,

It is my honor to submit my formal letter of support for the Village of Massena's application to the 2019 New York State Downtown Revitalization Initiative (DRI) Program. As one of the St. Lawrence County Legislators representing Massena, I recognize the great accomplishments already made, and am excited about the new projects getting started in a community that is focused on its future.

Massena's DRI Application aligns with the vision of North Country Regional Economic Development Council to "Lead the Economic Renaissance of New York State's Small Cities and Rural Communities" by attracting and nurturing entrepreneurs and investing in community development infrastructure that expands opportunities and capacity.

Because of its proximity and partnerships with neighboring Cornwall, Ontario, and surrounding small towns, the revitalization of Massena's downtown is key to regional growth. The community has achieved a great deal already, and I fully expect selection for a DRI Award will make that impact even greater.

I am pleased to express my full support for the Village of Massena's DRI Application, and you have my continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Handwritten signature of Nicole Terminelli in cursive script, followed by the initials "KSP" in a smaller font.

Nicole Terminelli  
St. Lawrence County Legislator, District 14

St. Lawrence County  
**BOARD OF LEGISLATORS**  
48 Court Street, Court House  
Canton, New York 13617-1169  
(315) 379-2276  
FAX (315) 379-2463

**RUTH A. DOYLE**  
County Administrator

**JOSEPH LIGHTFOOT**  
Chair, Board of Legislators

May 15, 2019

Honorable Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier,

It is my honor to submit my formal letter of support for the Village of Massena's application to the 2019 New York State Downtown Revitalization Initiative (DRI) Program. As one of the St. Lawrence County Legislators representing Massena, I recognize the great accomplishments already made, and am excited about the new projects getting started in a community that is focused on its future.

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Because of its proximity and partnerships with neighboring Cornwall, Ontario, and surrounding small towns, the revitalization of Massena's downtown is key to regional growth. The community has achieved a great deal already, and I fully expect selection for a DRI Award will make that impact even greater.

I am pleased to express my full support for the Village of Massena's DRI Application, and you have my continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Handwritten signature of Tony Arquiatt in cursive script, with the initials 'KSP' written at the end of the signature.

Tony Arquiatt  
St. Lawrence County Legislator, District 13

St. Lawrence County  
**BOARD OF LEGISLATORS**  
48 Court Street, Court House  
Canton, New York 13617-1169  
(315) 379-2276  
FAX (315) 379-2463

**RUTH A. DOYLE**  
County Administrator

**JOSEPH LIGHTFOOT**  
Chair, Board of Legislators

May 15, 2019

Honorable Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier,

It is my honor to submit my formal letter of support for the Village of Massena's application to the 2019 New York State Downtown Revitalization Initiative (DRI) Program. As one of the St. Lawrence County Legislators representing Massena, I recognize the great accomplishments already made, and am excited about the new projects getting started in a community that is focused on its future.

Massena's DRI Application aligns with the vision of North Country Regional Economic Development Council to "Lead the Economic Renaissance of New York State's Small Cities and Rural Communities" by attracting and nurturing entrepreneurs and investing in community development infrastructure that expands opportunities and capacity.

Because of its proximity and partnerships with neighboring Cornwall, Ontario, and surrounding small towns, the revitalization of Massena's downtown is key to regional growth. The community has achieved a great deal already, and I fully expect selection for a DRI Award will make that impact even greater.

I am pleased to express my full support for the Village of Massena's DRI Application, and you have my continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,



Rita Curran  
St. Lawrence County Legislator, District 15



# ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Ernest J. LaBaff Industrial Building ~ 19 Commerce Lane, Suite 1 ~ Canton, New York 13617  
Phone: (315) 379-9806 / TDD: 711 ~ Fax: (315) 386-2573 ~ [www.SLCIDA.com](http://www.SLCIDA.com)

## MEMBERSHIP

May 15, 2019

### CHAIRMAN

**Brian W. Staples**  
Brian Staples, CPA

\*

Timmy C. Currier, Mayor

Village of Massena

Town Hall Building – 60 Main Street

Massena, New York 13662

### VICE CHAIRMAN

**Ernest LaBaff**  
President Emeritus,  
Aluminum Brick & Glass  
Workers International Union

\*

Dear Mayor Currier,

Please accept this letter on behalf of the St. Lawrence County Industrial Development Agency in support of the Village of Massena's Downtown Revitalization Initiative ("DRI") application and proposed downtown revitalization projects.

### SECRETARY

**Lynn Blevins**  
Blevins Brothers, Inc.

\*

As you are aware, with the most recent announcement of the transformative DRI, municipalities have the unique and coveted opportunity to further the vision for their community, recreate a thriving and vibrant downtown environment, and significantly improve the quality of life for residents while also attracting visitors.

**James Reagen**  
St. Lawrence County  
Board of Legislators

\*

In recent years, the Village of Massena has been preparing, planning, and taking unprecedented steps towards the complete rebirth and revitalization of its downtown. After a long history of disinvestment, deindustrialization, negative environmental impacts, and outmigration – for the first time in the 21<sup>st</sup> century, Massena is truly seeing the tides change.

**Mark C. Hall**  
Town of Fine, New York

\*

Through strategic use of funds, perseverance, and ambitious initiatives, this distressed community is benefiting from a growing portfolio of new public and private investments, adaptive reuse, implementation of complete streets and green infrastructure principles, and preservation of its intimate downtown setting and riparian resources.

**Andrew McMahon**  
Massena Electric Department

\*

Both Village officials and the Massena community see the State's Downtown Revitalization Initiative as a perfect match to the work that has already been done, and as a timely catalyst to the progressive advancement of the citizen's shared vision for Massena.

**Steven Morrill**  
Cebarten Acres

\*

### CHIEF EXECUTIVE OFFICER

**Patrick J. Kelly**  
St. Lawrence County  
Industrial Development Agency

\*

As a community that has taken calculated and thoughtful steps towards transformation and renewal, the Village of Massena is poised to be one of the next recipients of the DRI program. With the growing number of new and ongoing projects, it is the ideal time for the Village of Massena to seize opportunity through the DRI. Recent activities have set the foundation for revitalization and economic growth – including investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects

### CHIEF FINANCIAL OFFICER

**Kimberly A. Gilbert**  
St. Lawrence County  
Industrial Development Agency

10/11/11  
10/11/11  
10/11/11

like the Theater, the Mercantile and Old Mill Brewery.

These efforts and many more indicate Massena is moving forward. With assistance and notoriety on behalf of the DRI, the Village of Massena will capitalize upon these advancements, leverage a plethora of public and private investments, and step into a new age of growth, sustainability, and vibrancy.

Encouraged by so many new developments, the community is engaged and ready to support further efforts to transform Massena. Dedicated and successful leadership ensures smart use of State funding to realize Massena's full potential and speak to its ability to serve as an example of how a small town can rise from a distressing past to embrace a bright future.

The St. Lawrence County Industrial Development Agency supports the efforts of the Village of Massena and encourages you to look favorably on this project as part of the State's Downtown Revitalization Initiative.

Sincerely,



Patrick Kelly  
Chief Executive Officer



101 Main Street, Canton NY 13617 • 315-386-4000 • [www.VisitSTLC.com](http://www.VisitSTLC.com)

---

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

Dear Mayor Currier,

I enthusiastically support Massena's efforts to secure a Downtown Revitalization Initiative Grant. The St. Lawrence County Chamber of Commerce is a 450 business membership network and serves as the Tourism Promotion Agent in the County in partnership with Empire State Development's I LOVE NY tourism department. In that role, we recognize the importance of investment in our core communities, for residents and visitors

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on the progress to further improve the quality of life for the entire 10,000+ residents of the community as well as the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, who all utilize Massena's downtown as part of their extended community.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena. Massena is one of the gateways to our County and the region for our large Canadian populations and is strategically positioned to leverage business and visitor interest.

I sincerely hope you will support this application.

Brooke Rouse  
Executive Director



**Business Development Corporation for a Greater Massena**

---

Phone: 315-769-8484 (office), 315-261-0395 (cel), 315-769-0257 (fax)  
Email: [jamesmurphy52@me.com](mailto:jamesmurphy52@me.com), [bdc@massenaworks.com](mailto:bdc@massenaworks.com)

May 16, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

The Business Development Corporation for a Greater Massena (BDC) enthusiastically and whole-heartedly supports the Village of Massena's 2019 Downtown Revitalization Initiative (DRI) application.

One of the primary reasons that the town and village expanded the role of the BDC was to champion, support and implement community-based entrepreneurship programs as part of the community's small business development strategy for all of Massena, but particularly downtown. The BDC office has moved to the Massena Town Hall and is now housed with Massena's code enforcement office to provide a "one stop" location for local business development.

The BDC, representing both the Town and Village of Massena, is an established not-for-profit Local Development Corporation with the capacity to implement and support many of the business development initiatives outlined in the DRI application. The BDC stands ready to dedicate its resources, experience and demonstrated capacity in economic development project management to the local DRI effort.

Massena's DRI proposal represents a bold vision designed to eliminate persistent blight, build our business base and transform downtown into a fun-filled destination for visitors and residents alike. The DRI application provides this community with a roadmap for connecting Massena's considerable assets, including local municipal power and NYPA hydropower, three distinct river experiences and the considerable investments underway or in the works from several private developers.

Massena is poised for great things in the near future and the BDC is proud to be a significant partner in the eventual success of these endeavors.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ronald Bacon', is written over the word 'Sincerely'.

Ronald Bacon

President, Business Development Corporation for a Greater Massena



# MASSENA

New York

May 7, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Town of Massena to offer our full support of the Village's application to the 2019 NYS Downtown Revitalization Initiative (DRI) program.

The Town and Village of Massena have a long-standing partnership that has allowed us to provide the infrastructure needed to support economic development throughout the community. Massena's industrial roots run deep and still provide significant impact; but, we long ago recognized and began working together to pursue a diversified economy. Just as we have shared responsibility for the Business Development Corporation for a Greater Massena, sharing code and taxing services, the Town stands ready to work with the Village through the exciting renaissance of our downtown core.

We are inspired by the investments being made in our Downtown – from smaller retail operations that have remodeled and reused commercial space, to the larger scale renovation projects like the Theater, the Mercantile, the Water Street rec project, and Old Mill Brewery. In addition, we are proud to have played a part in the resurgence through the relocation of the Town Museum to Main Street and expansion as the Celine G. Philbert Cultural Centre and Museum.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

The Town of Massena is committed to providing a bright future for our residents and our businesses, which we are pleased to collaborate with the Village to achieve. We offer our wholehearted support for the Village of Massena's DRI application, and our continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Steve O'Shaughnessy  
Supervisor

**Supervisor: Steve O'Shaughnessy**  
**Councilmen: Sam Carbone, Albert N. Nicola, Thomas Miller, Melanie Cunningham**  
Town of Massena • Town Hall Building, 60 Main Street, Room 1 • Massena, New York 13662  
Email: [info@massena.us](mailto:info@massena.us) • Phone: 315.769.3588  
[www.Massena.us](http://www.Massena.us)

**TOWN OF BRASHER**  
11 Factory Street, PO Box 358  
Brasher Falls, NY 13613  
Phone: 315-389-4223  
Fax: 315-389-4543

**Sue Anne Hourihan**  
Councilwoman  
Brasher Falls, NY 13613  
**Christopher Rose**  
Councilman  
Brasher Falls, NY 13613  
**John Burns**  
Town Justice  
Brasher Falls, NY 13613  
**Bethany L. St.Hilaire**  
Town Clerk  
Brasher Falls, NY 13613  
May 30, 2019

**Mark Peets, Supervisor**  
315-389-4223 ext. #3  
315-250-1090 Cell  
brasher\_super@nnymail.com

**John Keenan**  
Councilman  
Brasher Falls, NY 13613  
**Derek Bellinger**  
Councilman  
Brasher Falls, NY 13613  
**Jerry Mahoney**  
Town Justice  
Helena, NY 13649  
**Larry Hewlett**  
Superintendent of Highways  
Helena, NY 13649

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Town of Brasher to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The downtown area in the Village of Massena has been a destination for commerce and gatherings for many years. Growing up I recall the movie theater and Tony's Pizza were venues of interest. Years of great memories.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

  
**Mark A. Peets**  
Supervisor of the Town Brasher  
11 Factory Street, PO BOX 358  
Brasher Falls, NY 13613  
Office: 315-389-4223 EXT #3  
Cell: 315-250-1090  
E-mail: [brasher\\_super@nnymail.com](mailto:brasher_super@nnymail.com)

# Town of Louisville

14810 STATE HIGHWAY 37  
MASSENA, NY 13662  
Phone 315-764-7473  
Fax 315-764-0187  
[Louisville@nny.com](mailto:Louisville@nny.com)  
[Louisvillenewyork.com](http://Louisvillenewyork.com)

Larry Legault, Supervisor  
Gail Schneider, Councilperson  
Patrick Carroll, Councilperson  
Shawn Thompson, Councilperson

Dave Moulton, Councilperson  
Joanne Cameron, Town Clerk  
Vern Fenlong, Hwy Supt.  
Lisa Orosz, Tax Collector

May 14, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: 2019 Downtown Revitalization Initiative Application  
Village of Massena

Dear Mayor Currier:

I am pleased to express the support of the Town of Louisville for the Village of Massena's application to the 2019 NYS Downtown Revitalization Initiative (DRI) program.

The Town of Louisville has long been part of the fiber of the Massena Community, and vice versa. As a predominantly rural township that overlaps the Village of Massena, we consider the downtown core of Massena to be an important part of our community.

The projects happening in Massena's Downtown clearly demonstrate the ability of the Village to leverage private investments and public funding to achieve amazing results. Excitement in downtown is returning with a number of smaller retail operations opening and completing façade improvements, as well as larger renovation projects in varying stages of completion – most notably, the opening of the Celine G. Philbert Cultural Centre and Museum, the almost finished Mercantile, and the Old Mill Brewery getting started.

A DRI award for Massena would allow the community to build on that progress, and that will not only benefit the residents of Massena, but also the surrounding rural townships that share Massena's downtown, including Brasher, Rooseveltown, Norfolk and Louisville.

As the Louisville Town Supervisor, I am pleased to reiterate our support of the Village of Massena's DRI application, and our continued commitment to the

revitalization efforts that will further raise up and strengthen #Our Future  
Massena.

Respectfully,



Larry Legault  
Supervisor



# VILLAGE OF MASSENA

Town Hall Building • 60 Main Street  
Massena, New York 13662

May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Village of Massena Department of Public Works to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

I was born in 1961 and raised in Massena by immigrant parents. After studying engineering out of state, I was fortunate to have an opportunity to return and become head of the Department of Public Works. Looking back through the years, I have experienced many changes in Massena's downtown. The nucleus of this Village is it's downtown and the merchants it supports, having local shopping and places to gather. The Department of Public Works proudly provides the services needed for the downtown to exist and thrive. Our role is critical in the daily trade and activity which occurs in this area. We are always looking to improve on the service we provide whether cleaning the streets and sidewalks or providing utility services such as water and refuse collection.

A revitalization of the downtown corridor will instill a new and vibrant revival of pride and honor in this community. It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Hassan A. Fayad, P.E.



# MFD

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## VILLAGE OF MASSENA FIRE DEPARTMENT

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May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Massena Fire Department to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

I was born and raised in Massena and my wife and I are currently raising two boys in this community. I was blessed with the opportunity to work for the Fire department in the community that I love. This DRI award would be a huge asset to Massena. I can picture in my head what our downtown could look like with the extra help from this funding.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Aaron Hardy

Village of Massena Fire Department / Code Official



Est. 1894

**MASSENA POLICE DEPARTMENT**

Town Hall Building – 60 Main Street  
Massena, New York 13662  
Tel. 315-769-3577  
Fax. 315-769-2735  
<http://www.massenapd.com>

*Adam J. Love, Chief of Police*



May 13, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

Please accept this letter as our unwavering pledge of support for the Village of Massena's application for Downtown Revitalization Initiative funding.

As Chief of Police, I can attest to the issues and costs to a small community when faced with employment losses, as we did with the closures of GM and Reynolds. But that didn't hold Massena down for long. And are starting to reap the rewards with a downtown and community that is now seeing a growing number of investments and a resurgence in the core of our community.

A DRI award for Massena would allow the community to build on our progress to date and leverage those successes to further improve the quality of life for the entire 10,000+ residents of this community, plus the neighboring rural communities that see our downtown, as theirs.

The Massena Police Department is committed to serving and protecting Massena's residents; but, even more than that, we see our department as a partner in paving a path of progress for our community. We gladly offer our pledge to support the Village in the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Adam Love, Chief of Police  
Massena Police Department

MASSENA JOINT RECREATION COMMISSION  
Massena Arena – 180 Harte Haven Plaza  
Massena, NY 13662

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor and a privilege to write this letter on behalf of the Massena Joint Recreation Commission to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

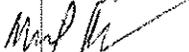
The Massena Joint Recreation Commission is proud to provide year-round recreation activities and recreational programming to all members of the Massena community as well as visitors to our community. The purpose of these diversified activities and programs are to benefit the community members through improved health and wellness while increasing their physical, mental, and social needs. The Massena Joint Recreation Commission currently operates the Massena Arena, Massena Town Beach and oversees numerous playgrounds and parks within the Town and Village of Massena. We are currently planning our newest park area which would exist in the downtown corridor adjacent to the Grasse River off Water Street. The current plans call for an observation deck overlooking the Grasse River, bathroom facility, pavilions, and a bandshell but with help with from the DRI could also include a playground area and outdoor fitness equipment for youth and adults to enjoy!

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Farmers Insurance, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in downtown Massena. Also, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more. The Massena Recreation Commission hopes to play a role in the resurgence of Downtown Massena with the creation of this newest park and to continue to offer popular and innovative programs and activities to the people of Massena and its visitors.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

  
Mike McCabe  
Recreation Director  
Massena Joint Recreation Commission



**MASSENA ELECTRIC DEPARTMENT**  
71 E. Hatfield Street • PO Box 209 • Massena, New York 13662  
Office: (315) 764-0253 • Fax: (315) 764-1498  
[www.massenaelectric.com](http://www.massenaelectric.com)

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative

Support of Application

Dear Mayor Currier,

The Massena Electric Department (MED) is pleased to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

MED is one of 2000 Public Power entities that serve communities across the country. From large utilities like Los Angeles and San Antonio with millions of customers, to small villages throughout the country. A common denominator among these utilities is that we are locally controlled and our greatest priority is seeing our communities thrive. This grant will significantly assist our communities' ability to achieve the vibrancy we seek.

There has been progress in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, as well as new retail businesses and restaurants. Additionally there have been large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery. This is a start.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. Because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #OurFutureMassena.

Sincerely,

Andrew J. McMahon P.E.  
Superintendent





# MASSENA

New York

Office of the Town Clerk  
Town of Massena  
60 Main St. Rm. 3  
Massena, NY 13662

May 11, 2019

Timmy C. Currier, Mayor

Village of Massena

Town Hall Building - 60 Main Street

Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Town of Massena, to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

As the Town Clerk for the Town of Massena and a long-time resident of the Village and Town of Massena, I take great pride in all we have to offer. It is a beautiful area and we will continue to grow and bring Services, Business and Community Growth to this area. Downtown revitalization is a must to have this happen.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DR1 award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Pamela A. Catanzarite

Town Clerk

Town of Massena

May 29, 2019

Mayor Timmy J. Currier  
60 Main St.  
Massena, NY 13662

Mayor Currier,

In the fall of 2016, the Massena Town Museum moved into the new facility on Main Street in the Village. The new building, while providing a new home for the Museum, did not provide room for the large artifacts that we have in our present collection or storage room for the full collection.

In the summer of 2017, the Museum Board began the early stages of looking to expand the footprint of the Museum building to hold the large artifacts in our collection. A 900 square foot addition to the building on the north side of the building was proposed by a Building Committee made up of members of the Board and representatives from the Town Council and preliminary plans were drawn up with the hope that with funding, we could proceed with the construction.

Additionally, a 20 foot by 40 foot storage building was also on our drawing board. It is our hope that with the funding provided by the Town Board (\$35,000), donations to the Museum Board (\$5,000) and a generous grant from State Senator Griffo (\$150,000), we hopefully will be able to complete the 900 square foot addition, but the storage building would most likely not be built. Our hope is with any additional funding available we could build a much larger addition and complete the storage building that would hold all our present collection as well as any future additions to our collection. The total project, large artifact addition and storage building, should total approximately \$250,000.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Joe Macaulay, Chairperson  
Town of Massena Museum Board

May 30, 2019

Timmy C. Currier  
Village Of Massena  
Town Hall - 60 Main St.  
Massena, N.Y. 13662

RE : Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor as a life long resident and past Chief of the Massena Rescue Squad To write this letter of support as you in at fully supports this funding initiative project. As you are already aware Massena rescue is the primary EMS agency for the greater Massena area responding to all emergencies involving Medical technical rescue and water related incidents. We have been Witness the some of the devastation in the past years caused by the two large fires in the Main Street corridor and had an active role in these incidents. It has been nice to me to see Massena begin to recover and see new businesses appearing in the downtown sector, however it is an ongoing effort which requires capital investment to make Massena downtown as great as it once was. We have Massena rescue understand the importance of an appealing downtown for visitors for a community as well as our citizens of this great community. We have many great attractions bring people to the Massena area the Saint Lawrence Seaway locks and Snell locks the Robert Moses state Park, the New York Power Authority , and we also have the Casino a short distance down the road in Hogansburg on Mohawk reservation and we are a short driving distance from Canada, all of these attractions bring several visitors to our great Community every year again a great reason to have an appealing downtown corridor we have a movie theater.

When I was a youth growing up in the Massena area there is a lot of great things for the Youth in this area to partake in one of which was the theater in downtown Massena. This money will go a long way in sprucing up our corridor.

The North country as many untapped resources in Massena is one of those great resources with three rivers in our area one of which runs down through our Downtown Quarter with another river running through the other end of Main Street area, everyone that I've ever talked to that is that it is in the Massena area is very impressed with the kindness and how our community has met them with open arms. Myself and Massena rescue would like to apply yourself mr. Mayor and your committee for working diligently on this initiative grant funding opportunity I'm looking forward to seeing future improvements in the downtown area the draw even more tourist to visit our great community New York State should pick Massena as a recipient because we are a great little Village everyone should visit and have a lot to offer . In closing let me again wish you luck and stress the fact the Massena Rescue fully supports this initiative plan venture ,thank you for your hard work and dedication to this application .

Norman F. Worden  
Past Chief, M.V.E.U.



May 14, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I am pleased to write this letter from Massena Memorial Hospital to show our support for the Village of Massena's application to the 2019 NYS Downtown Revitalization Initiative (DRI) program. Massena Memorial Hospital recognizes that our community is focused on the future, making it an even better place for our residents and visitors. Since our hospital was established in 1952, MMH has been a proud community partner on programs that help our residents live safer, healthier lives and consequently enjoy Massena as a great place to live, work and play.

A vital part of the hospital's success and serving the health and wellness of our community is recruiting physicians and healthcare professionals. The first impression of the community is the drive through the Main Street corridor. The Mayor and Village leadership have been very proactive in revitalizing the downtown which would help our job in bringing professionals to practice and live in the community.

The Village's leadership in utilizing complete streets recommendations, creating accessible recreation areas (including a new area slated to start in the downtown core), supplementing the walkability of our community with the development of trails for walking and biking to and around our downtown area, are just the beginning of what makes Massena a healthier place to live and visit. Coupling those healthy activities with the events, cultural venues, and growing assortment of restaurants and businesses we are already starting to see again in our downtown core seem to be perfectly aligned with the backbone of what makes a strong DRI community.

We proudly offer our support to the Village throughout the DRI process, and our continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Patrick Facteau  
Chief Executive Officer

One Hospital Drive, Massena, NY 13662 • 315-769-4200 • [www.massenahospital.org](http://www.massenahospital.org)

Brasher Falls Family Health Center ▼ Kids Komer Pediatric & Adolescent Center ▼ Louisville Family Health Center ▼ Cardiology/Hypertension/Nephrology Clinic ▼ Massena ENT/Plastic Surgery  
Massena Neurology ▼ Medical Group ▼ Outpatient Center ▼ North Country Women's Health ▼ St. Lawrence Internists ▼ Surgical Group & Wound Care ▼ Walk-In Clinic

# Massena Central School District

84 Nightengale Avenue  
Massena, New York 13662

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## SUPERINTENDENT OF SCHOOLS

Patrick H. Brady

### CANDACE PRAIRIE

District Clerk

Telephone: (315)764-3700 Ext. 3008

FAX: (315) 705-2075

www.mcs.k12.ny.us

May 16, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I am writing this letter on behalf of the Massena Central School District to support the Village of Massena's application for the Downtown Revitalization Initiative funding. I appreciate the work that you and the DRI Committee have done to energize this effort in order to continue to build a strong downtown area. It is truly inspiring.

As superintendent of the largest school district in the region, I recognize the importance that a vibrant downtown environment can have on the community and the future of our young people. Busy storefronts and marketplaces along with recreational spaces is attractive to residents and those who might call Massena their home. It speaks to the vitality of the community and the entrepreneurial spirit of its habitants. The contrary is empty, boarded up, and dilapidated buildings that expresses past glory and present decline. With our regional and state population waning, we must do everything we can to build up our local population centers to make them a place where people want to invest and build their futures. Your work in the downtown area is an important step in making this dream a reality.

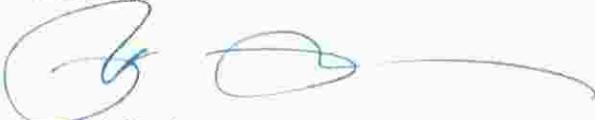
In recent years, the Village of Massena has been preparing, planning, and taking unprecedented steps towards the complete rebirth and revitalization of its downtown. After a long history of disinvestment, deindustrialization, negative environmental impacts, and outmigration – for the first time in the 21<sup>st</sup> century, Massena is truly seeing the tides change. Through strategic use of funds, perseverance, and ambitious initiatives, this distressed community is benefiting from a growing portfolio of new public and private investments, adaptive reuse, implementation of complete streets and green infrastructure principles, and preservation of its intimate downtown setting. Both Village officials and the Massena community see the State's Downtown Revitalization Initiative as a perfect match to the work that has already been done, and as a timely catalyst to the progressive advancement of the citizen's shared vision for Massena. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena has the potential to draw and impact tens of thousands more people.

With the growing number of new and ongoing projects, it is the ideal time for the Village of Massena to seize opportunity through the DRI. Recent activities have set the foundation for revitalization and economic growth including the investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its

second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery. These efforts and many more indicate Massena is moving forward. With assistance and notoriety on behalf of the DRI, the Village of Massena will capitalize upon these advancements, leverage public and private investments, and step into a new age of growth, sustainability, and vibrancy.

Encouraged by so many new developments, the community is engaged and ready to support further efforts to transform Massena. Dedicated and successful leadership ensures smart use of State funding to realize Massena's full potential and speak to its ability to serve as an example of how a small town can rise from a distressing past to embrace a bright future. I gladly submit this letter of support and offer my continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

A handwritten signature in blue ink, consisting of a large, stylized initial 'P' followed by a series of loops and a long horizontal stroke extending to the right.

Patrick Brady  
Superintendent of Schools



**Alcoa Corporation**

Massena Operations  
P.O. Box 5278  
Massena, NY 13662

May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Alcoa, Massena Operations to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

Alcoa has been part of the Massena community for well over 100 years and continues to be a major employer. Quality of life is a significant factor in our ability to attract and retain top talent. A vibrant, community centered downtown weighs heavily in the decision to work and live in this community and is critical to attracting and developing a sustainable workforce.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

A handwritten signature in blue ink that reads "Marco Plante".

Marco Plante  
Plant Manager



# GoCo Ventures, LLC

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of GoCo Ventures to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding. Being born and raised in Massena, I can attest to the great potential of the town and the enthusiasm generated by this initiative.

It has been inspiring to see the recent resurgence in Downtown Massena, with investments in the Celine G. Philbert Cultural Centre and Museum, the second floor expansion of Studio 162, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, as well as large scale renovation projects like the Theater and the Mercantile.

I personally have been fortunate enough to help build onto this forward progression through the restoration of the Old Mill Brewery on Water Street. We are in the process of converting an abandoned granary into a brewpub and two riverview apartments. The support and enthusiasm this project has received from the town has been tremendous. I look forward to pursuing future business endeavors in the downtown area with the assistance of the Village and DRI funding, and I am confident that, in doing so, we can continue on this exciting path.

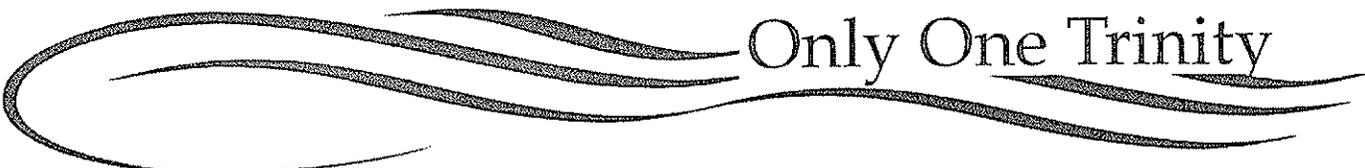
This vision of Massena's future comes not only through my personal connection to the town, but from my many years in the corporate field. I have experienced firsthand how a vibrant downtown area can lead to the attraction of outside companies, which in turn leads to more job opportunities and a stronger community, improving the quality of life for all 10,000+ residents as well as those residing in the surrounding areas.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Bill Fiacco

Sue Fiacco



# Only One Trinity

May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Trinity Catholic School to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

Trinity Catholic School has been a vital part of the Massena community for many years. Our students are very invested in our town through community outreach projects and involvement. Trinity students can be seen visiting nursing home residents, marching in our village parades or providing choral entertainment for civic events. We always refer to our school as a family, and in fact we are just part of the larger village family.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,



Joyce Giroux

Principal, Trinity Catholic School



May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Boys & Girls Club of Massena to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The Boys & Girls Club of Massena is an afterschool program that serves over 200 underprivileged youth in Massena with a safe, productive place for them to go after school. Having the funding to revitalize our downtown would make a tremendous difference in the lives of our young people by providing hope for the youth in our community. It would also create additional avenues for recreation, entertainment, shopping and walkability to give our kids more to do, while creating additional safe spaces for them to be not only after school, but on weekends as well.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

A handwritten signature in black ink, appearing to read "Zachary J. Monroe", written in a cursive style.

Zachary J. Monroe

Director

Boys & Girls Club of Massena

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena New York  
Town Hall Building  
60 Main Street  
Massena, NY 13662

Dear Mr. Mayor,

I am writing you this letter on behalf of not only Horizons Youth Clubhouse but myself, a resident of the Village of Massena. This letter is in reference to the application for the Downtown Revitalization Initiative Grant recently applied for by the Town of Massena.

I am currently responsible for overseeing operations at Horizons Youth Clubhouse which is located at 56-58 Main Street in downtown Massena. We provide a safe, drug and alcohol-free place for the youth of Massena to spend the time of day when studies show that they are at greatest risk of participating in unhealthy situations and putting themselves in high risk predicaments. Having a downtown where our youth see businesses thriving and productive members of society using our local resource's will do nothing but reinforce positivity with them.

Having grown up in Watertown, a previous recipient of a DRI Grant, I have seen firsthand the good things that come from receiving this award. Downtown Watertown was in dire shape with abandoned storefronts, very little foot traffic, and a place that most residents just didn't feel safe being. Now new businesses are moving in, families are spending time and money, and there is an overall feeling of community when it comes to spending time there.

Massena deserves the same chance that Watertown and other Northern New York cities have received with this grant, the chance to rebuild a historic and once bustling commercial district for not only its residents but neighboring population and visitors from out of the area.

I am happy to submit this letter to you showing my support and commitment to the revitalization efforts now and in the future.

#OurFutureMassena

Sincerely,

  
William P Doyle III

**MASSENA MEALS ON WHEELS INC.**

70 East Hatfield Street  
Massena, NY 13662  
(315) 769-5083

May 29th, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Massena Meals On Wheels to offer our support of the Village of Massena's application for Downtown Revitalization Initiative funding.

Meals On Wheels serves a population of elderly and disabled people who would greatly benefit having a downtown area where they could walk around, feel safe, and, get out of their lonely living conditions. A revitalized downtown would help them emotionally to connect with other members of the community as well as interact with local businesses.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen the Massena community and surrounding area.

Sincerely



Cindy Sullivan, BVM

Executive Director MOW



May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Massena Rehabilitation and Nursing Center to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

My facility is and always has been supportive of the community in which we serve. Our goal is to be a resource for the residents of Massena and the surrounding area. I give our full support and assistance to revitalizing downtown in any way as I feel strongly that this initiative is vital to the quality of life of the residents of this community.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, VINO VIDI VICI Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Ike Bogosian  
Administrator  
Massena Rehabilitation and Nursing Center  
89 Grove St.  
Massena, NY 13662  
[ibogosian@massenaRNC.com](mailto:ibogosian@massenaRNC.com)



**St. Lawrence – Massena** – 156 Center Street, Massena, NY 13662  
P: 315-764-9442 F: 315-764-9464

**St. Lawrence – Ogdensburg** – 1033 Paterson Street, Ogdensburg, NY 13669  
P: 315-764-9442 F: 315-713-8115

**Jefferson & Lewis – Watertown** – 120 Washington St, #430, Watertown, NY 13601  
P: 315-764-9442 F: 315-405-4991

**Franklin – Malone** – 3372 St. Rt. 11, Ste D, Malone, NY 12953  
P: 518-483-2151 F: 518-483-7491

May 15, 2019

Tim Currier, Mayor  
Village of Massena  
60 Main Street, Town Hall  
Massena, NY 13662

**RE: Downtown Revitalization Initiative Application**

Dear Mayor Currier,

On behalf of Massena Independent Living Center, Inc. DBA Maximizing Independent Living Choices – I am writing to express my full and strong support of the Village of Massena’s application for the Downtown Revitalization Initiative Funding.

MILC is a resource and advocacy center serving individuals with disabilities, the disenfranchised, and their family members along with service providers for over 30 years in St. Lawrence and Franklin Counties. Our main office is located within the Village of Massena and MILC has seen firsthand the changes in our local community over the years. The mission of MILC, like all Independent Living Centers across the state, is for the universal inclusion and independence for the people we serve, and that certainly includes the ability to enjoy downtown Massena and all it has to offer now, and in the future.

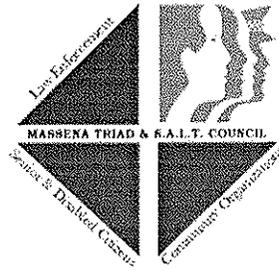
We understand the DRI proposal includes the remediation of downtown blight by replacing it with a centralized park, entertainment, and shopping area; a career-training facility for skilled trades; and improved outdoor recreational venues.

These are all important opportunities that will surely benefit the community as a whole and particularly individuals with disabilities who will have more accessible retail shops, more green space to enjoy, and additional training opportunities to explore. The DRI plans will complement MILC’s existing services including employment, economic and social opportunity maximization, independent living skills, and housing, among others.

MILC offers our support to the Village throughout the DRI process, and our continued commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,

Jeff Reifensnyder  
Executive Director  
[mindepli@twcny.rr.com](mailto:mindepli@twcny.rr.com)



## Massena Triad & S.A.L.T. Council

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

The Massena Triad & S.A.L.T. Council is honored to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

Massena Triad and our community representatives will continue to come together in support of the Massena Community through implementing programs and activities intended to make older adults and people with disabilities in the community feel safer. We will continue to work with our community partners and local government to achieve the objectives of our downtown revitalization.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

We are glad to submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

*Massena Triad's S.A.L.T. Council*

 **Massena**  
**Housing Authority**  
...making housing affordable

Administrative Office  
20 Robinson Road  
Massena, NY 13662



Phone (315) 764-1706  
Fax (315) 769-0114  
TDD (800) 662-1220

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier:

It is my honor to write this letter on behalf of the Massena Housing Authority to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The Massena Housing Authority has long had a significant presence in the heart of our community. Two of our apartment buildings reside right on the edge of the downtown corridor and house 150 elderly and/or disabled households. Laurel Terrace stands tall at 11 stories, offering 100 affordable apartments, and is located next to Grasmere Terrace, our 5-story building offering an additional 50 affordable apartments. The continued revitalization of downtown around the central theme of *embracing our past to shape our future*, with access to more events, businesses and arts & culture will most certainly be enjoyed by Laurel Terrace and Grasmere Terrace's 153 residents.

Additionally, residents of our 75 family units and our additional 16 elderly/disabled apartments located elsewhere within the Village will appreciate the access to a vibrant downtown. The increased opportunity for jobs as well as activities for youth and families will serve our community well.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vini Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

The Massena Housing Authority is committed to providing quality, affordable housing for Massena's low-income residents. The Village is a true partner in this effort. And, they have our continued support and commitment to the revitalization efforts that will further raise up and strengthen #Our Future Massena.

Sincerely,



Mary Elman  
Acting Executive Director

May 17, 2019  
Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main St.  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I am happy to submit this letter in support of the Village of Massena's application for Downtown Revitalization Initiative funding. I am a downtown business owner and am also raising my family here.

Massena has a small town feel and friendly atmosphere. Over the years as a business owner, my children have learned that being part of a community is more than just having your door open for business. Giving back, educating, and nurturing your community is important to having a successful community. Leaving the Massena community in better shape for my children and educating them to carry the torch when they are raising their families is an important part of the process and why Massena continues to be a strong community in the North Country.

I proudly offer my personal and professional support to the Village throughout the DRI process, and our continued commitment to the revitalization efforts that will further raise up and strengthen #OurFutureMassena.

Sincerely,  
Jason Hendricks  
H3 Designs  
President, Massena Chamber Of Commerce

May 17, 2019  
Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main St.  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I am happy to submit this letter in support of the Village of Massena's application for Downtown Revitalization Initiative funding. I am a downtown business owner and am also raising my family here.

My family has grown along with the Massena downtown corridor. We love giving back to our community and my family takes all opportunities to volunteer and give back to our great community. Our business started back in 2014 and since that time, we have seen multiple business move into downtown Massena. The excitement and friendly atmosphere make it a great place to conduct business with clients and other business owners.

The growth we are already seeing in Massena's downtown and throughout the community demonstrates our commitment to change. And, I gladly commit our continued support to our partners at the Village, today and beyond to help achieve our future Massena.

I proudly offer my personal and professional support to the Village throughout the DRI process, and our continued commitment to the revitalization efforts that will further raise up and strengthen #OurFutureMassena.

Sincerely,  
Nathan Lashomb  
Forevermore Studio  
Executive Director, Massena Chamber Of Commerce

May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter in support of the Village of Massena's application for Downtown Revitalization Initiative funding.

As you know, I am proud to say I was born and raised in Massena. My mom stayed at home raising seven children. My dad retired from General Motors in Massena. He was UAW President with the proud honor of having the local union hall named after him. He was one of the original 10 members to start the SeaComm Federal Credit Union. In addition, he was instrumental in bringing Municipal Power to Massena. He was incredibly supportive and active in our community. They installed that quality into our entire family.

As you also know, I live and work in Massena as Regional Manager for Spectrum/Charter Communications. In February 2003, I was honored with the Business Leadership Award during the Greater Chamber of Commerce annual dinner. My wife and I are both involved with numerous community functions and events. My children have both purchased houses in Massena and they are now raising their families in our wonderful community.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena. Thank you for the incredible job you are doing for our community.

Sincerely,



Mark Ryan

39 Windsor Road  
Massena, NY 13662



Nicandri Nature Center  
19 Robinson Bay Rd.  
Massena, NY 13662

315.705.5022  
info@massenanaturecenter.com

May 11, 2019

Mayor Timmy C. Currier  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

This is our pledge:

***We understand the power of a thriving downtown is the heart of a strong community.  
You have our unwavering support and continued commitment toward achieving  
#Our Future Massena: Embracing Our Past to Shape Our Future.***

The Friends of the Robert Moses State Park, Inc.  
Tracy Thomas, Executive Director  
Nicandri Nature Center, 19 Robinson Bay Rd, Massena, NY 13662  
2017 – opened new nature center, 2001 – Friends group began  
100 members+ strong, 30+ active volunteers from the local community, employs 4 FT and 2 PT staff

The Friends of the Nature Center have a long history of providing outdoor education and recreation opportunities for families in the Massena region. Since the first ideas for an organization started in the early 2000s, the programs have continuously expanded to include outreach into schools, a cross country ski program, and now – as of 2017 – a beautiful new nature center located in Robert Moses State Park.

The Nicandri Nature Center, owned and funded by the New York Power Authority and managed by the locally based Friends of the Nature Center, will continue to expand its programs in coming years. Ideas are being explored for a sledding hill and expanded ski trails, in order to continue to provide outdoor fun for families. In addition, programs introducing outdoor skills for youth and adults, nature programs for the elderly and disabled, and future exhibits are in the planning stages.

The staff, board, and volunteers at our organization all love being part of and sharing this community with our visitors. The highlights for many are the opportunity to see the locks, to explore the St. Lawrence River – from shore or by water, to look for wildlife in our gorgeous state park, and try some of our fabulous hometown restaurants.

We love Massena and you have our commitment to support reinvestment and re-engagement in our downtown core and community as a whole.

We'll do our part for #OurFutureMassena.

Sincerely,  
*Tracy L. Thomas*  
Executive Director

Proud partner organization in the Massena community.  
**MovingMassenaForward.com** ★ #OurFutureMassena



## SEAWAY VALLEY PREVENTION COUNCIL

206 Ford St., Ste 301  
Ogdensburg, NY 13669

Larry Calkins, CPP, Council Director

Phone: 315-713-4861  
Fax: 315-713-4508  
Email: council@svpc.net

### Board of Directors

Dawn Merz  
President

Angela Gray  
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Esther Katz  
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Laurel Jay

◆  
*Prevention through  
Education  
Information  
Intervention  
Referral*  
◆

A member of the National Council on Alcoholism and Drug Dependence (NCADD), Alcohol & Substance Abuse Providers of New York (ASAP of NYS), the Central New York Alcohol and Drug Association (CNYADA), Northern Tier Providers Coalition, St. Lawrence County Chamber of Commerce, Ogdensburg Chamber of Commerce

May 28, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor and privilege to write this letter on behalf of the Seaway Valley Prevention Council to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The Council currently operates a Youth Clubhouse for high risk youth in the village of Massena. Our facility is located on Main Street Massena in the heart of the downtown. Projects such as Massena's Downtown Revitalization Initiative will bring the youth back to the downtown area offering them an area where they have a sense of belonging and ownership.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Larry Calkins, CPP  
Executive Director

*Improving the future of our diverse communities through quality prevention services.*

[www.svpc.net](http://www.svpc.net)

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662



Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of the Massena Drug Free Community Coalition to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The Massena Drug Free Community Coalition works to address substance misuse in Massena and the surrounding area by assessing the scope of the problem and identifying risk factors that threaten the individual, the family, and the community. This ongoing assessment serves as a catalyst for developing plans to implement sustainable prevention strategies that reduce and prevent substance misuse among youth and adults in the local population.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philibert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #OurFutureMassena.

Sincerely,

Jason Novak  
Coalition Coordinator- Massena Drug Free Community Coalition

GET HELP WHEN  
YOU NEED IT

TELEPHONE:  
(315)713-4861

ADDRESS:  
Massena Community Center  
61 Beach Street  
Massena, NY 13662

WEB:  
Jnovak@svpc.net  
MassenaNYDFC@svpc.net  
www.drugfreeapp.com



May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

A handwritten signature in black ink that reads "Timmy" followed by a horizontal line.

I am most pleased to write this letter on behalf of St. Peter's Parish, offering our full support for the Village of Massena's application for Downtown Revitalization Initiative funding.

Since my assignment as a Pastor here in Massena nearly five years ago, I have seen the importance of cooperation and mutual support among all sectors of our community - state and local government, businesses, churches, civic service organizations - working together and coordinating efforts toward community development and improvement. Our outreach and volunteer services are very active. We have a significant number of people who volunteer in the name of our parish and St. Vincent dePaul, acting in a variety of service and helping roles in the community. I am proud of the involvement of our parish downtown, and throughout Massena, and am eager to see that continue.

I have been heartened to see the resurgence in Downtown Massena in recent years, which has included: investments in the Celine G. Philbert Cultural Centre and Museum; second floor expansion for Studio 162; new businesses ventures such as The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics; large scale renovation projects such as the Theater, the Mercantile, and Old Mill Brewery.

A DRI award for Massena would enable us to build on this recent progress, further improving the quality of life not just for downtown, but for all the more than 10,000 residents of our entire community. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena can indeed have an impact for tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to local service, and the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

A handwritten signature in black ink that reads "Fr. Mark Reilly" in a cursive script.

Fr. Mark Reilly

Pastor

PO Box 329 ~ Massena, NY ~ 13662  
315-769-2469  
[massenacatholics.com](http://massenacatholics.com)





212 Main Street  
Massena, NY 13662  
1.315.769.2469 (phone)  
1.315.769.6973 (fax)

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of St. Peter's Parish to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

I am a life-long resident of Massena and am pleased to see a renewed interest and energy to improve the community of Massena. As a child in the 70's, I remember the sense of loyalty and pride we had in being a part of Massena with its rich history and community. From parades, to shopping, to theater showings, to dining at restaurants, the downtown vitality was a central piece of that feeling of fellowship. It would be wonderful to see this return to our community! St. Peter's Parish would be privileged and excited to help in any way to make this endeavor a success.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Sylvie Marion

  
Business Manager



## Massena Lodge No. 1702

Benevolent and Protective Order of Elks  
20 Bowers Street  
Massena, New York 13662  
315-769-2929

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter of support of the Village of Massena's application for Downtown Revitalization Initiative funding on behalf of The Benevolent and Protective Order of Elks #1702. The Massena Elks Lodge recently celebrated its 73rd anniversary in this community, and is happy to boast a membership of 585 members.

The organization's motto is Elks Care Elks Share, and we have consistently supported community activities. Examples of our support are sponsoring youth programs such as the annual Hoop Shoot, Soccer Shoot, Student of the Month, Youth Government Day, and athletic banquets. We are also supportive of Veterans activities such as Veterans Day luncheon, birthday and holiday recognition for nursing home residents and the annual Wounded Warrior Turkey Hunt. We have generously supported community organizations such as Serenity House, Lifted Out of Poverty, Meals on Wheels, Massena Memorial Hospital Foundation, Boys and Girls Club of Massena, St. Vincent de Paul, Massena Neighborhood Center and the Salvation Army.

All of these Elks sponsorship activities have been possible through membership dues and fund raising programs at the Lodge. Due to the downturn in population in the community it has become more difficult to sustain our membership. At one time we were an organization with 900 members, but employment relocations and an aging population have resulted in a decrease in membership to our current level of below 600. For the Elks to continue its generous support of the community we are

relying on community revitalization and therefore we find this potential funding imperative for our future and the future of Massena.

We are optimistic to see the resurgence in Downtown Massena in recent years that has been funded through private business and community grants. Downtown businesses have sprung up like Studio 162, The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics. The Massena Museum was relocated to Main Street in the beautiful Celine G. Philbert Cultural Centre. We are also in anticipation of large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on this progress and further improve the quality of life for all residents of this community, especially those who live and work in the downtown corridor. Because of our close proximity and relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact those communities as well.

I gladly submit this letter of support and offer the Massena Elks Lodge's continued support of Massena and commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

Dennis Manchester

Secretary

BPOE Lodge #1702

President & Chief Executive Officer



May 29, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier:

It is my privilege to write this letter on behalf of SeaComm to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

As a full-service financial services Federally-insured credit union that has been headquartered in Massena for 56 years, we take great pride in our hometown. Even as we have expanded throughout northern NY and more recently into Vermont, we are even more compelled to offer our unwavering support to you Mayor Currier and the vision for a fresh new beginning to our downtown corridor.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, which we were pleased to be part of, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vini Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

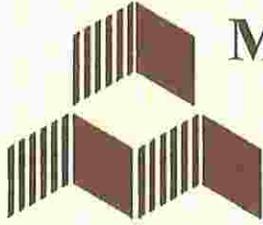
A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

Please know that we are fully behind your vision and the ongoing initiatives towards the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott A. Wilson", written over a circular scribble.

Scott A. Wilson  
President/Chief Executive Officer



# MASSENA SAVINGS & LOAN



Main Office  
255 MAIN STREET  
MASSENA, NY 13662

Branch Office  
155 LINCOLN AVENUE  
WADDINGTON, NY 13694

Mayor Timmy C. Currier  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

May 11, 2019

This is our pledge:

*We understand the power of a thriving downtown is the heart of a strong community. You have our unwavering support and continued commitment toward achieving  
#Our Future Massena: Embracing Our Past to Shape Our Future.*

Business name: Massena Savings & Loan Association  
President: Kirk Wilmshurst  
Address of business: 255 Main St.  
Year established: 1924  
Number of employees: 22

Massena Savings & Loan Association originally opened its doors back in 1924 and has been located in multiple different buildings in downtown Massena before being moved into the newly constructed building it is located in now in 1997.

Our institution prides itself in growing with our customers and helping them achieve their dreams of becoming home owners, putting their children through college, or providing financial growth and freedom with our many depository options. In a small town such as Massena, we feel it's important to work with our customers in many different economic backgrounds to find the best option to meet their financial needs.

Massena and the people who live here inspire us every day to persevere and to stay committed to our community and its growth. Our neighbors put their trust in us and for that we are forever grateful to them and this resilient community.

We love Massena and you have our commitment to support reinvestment and re-engagement in our downtown and our community.

We'll do our part for #OurFutureMassena

Sincerely,

  
Kirk Wilmshurst  
President/CEO

Proud member of the Massena business community.  
**MovingMassenaForward.com** ★ #OurFutureMassena

[www.massenasavingsloan.com](http://www.massenasavingsloan.com)  
PHONE (315) 764-0541 FAX (315) 769 6542



# NORTH COUNTRY SAVINGS BANK

22 Phillips Street

P.O. Box 519

Massena, New York 13662-0519

May 17, 2019

Mayor Timmy C. Currier  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

This is our pledge:

***We understand the power of a thriving downtown is the heart of a strong community.  
You have our unwavering support and continued commitment toward achieving  
#Our Future Massena: Embracing Our Past to Shape Our Future.***

Business name: North Country Savings Bank

Address of business: 22 Phillips Street

Year established: 1972 (Massena Branch)

Number of employees: 8 (Massena Branch)

We are a customer-based and community-driven bank offering financial products to the local community. Our bank provides all levels of service from a child's first savings account to a first home mortgage for those wanting to own property.

Our commitment to the local community remains paramount as we continue to develop new banking relationships and provide for our current customers.

Massena is a wonderful community that is an important part of the north country. The people make it a special place to live and we are here to serve an amazing community that we all want to make stronger.

We love Massena and you have our commitment to support reinvestment and re-engagement in our downtown and our community.

We'll do our part for #OurFutureMassena.

Sincerely,

Ryan Spadaccini  
Branch Manager

Proud member of the Massena business community.  
[MovingMassenaForward.com](http://MovingMassenaForward.com) ★ #OurFutureMassena



Local 2819

## MASSENA FEDERATION OF TEACHERS

84 Nightengale Avenue • Massena, New York, 13662

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Tim C. Currier, Mayor  
Village of Massena  
Town Hall Building- 60 Main Street  
Massena, NY 13662

Re: Downtown Revitalization Initiative Application

Dear Mayor Currier,

The Massena Federation of Teachers fully supports the Village of Massena in applying for Downtown Revitalization Initiative funding.

The Massena Federation of Teachers has worked tirelessly toward the betterment of the community as a whole. We teach and care for the children of the community and strive to best help our students and families both in school and out. Our teachers' union has been very active on behalf of other community workers, rallying to save jobs that were under threat of removal. The MFT also works to support the community and its inhabitants through providing food and clothing through our school pantry as well as our back to school event where we help to provide supplies and clothing to all of our families. You can rest assured that if Massena Village were to receive DRI funding, the MFT would gladly partner with the village to help in any way possible.

The resurgence in activity in Massena's downtown area in recent years has been a bright spot after years of economic decline due to the closing of the majority of our plants, like GM, Alcoa, Reynolds Metals. The investments in the Celine G. Philbert Cultural Centre and Museum and the opening of Horizons have given the community another safe, educational environment. The expansion of Studio 162 and the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery will help to reinvigorate both our local economy as well as enrich the lives of all those who visit Massena.

A revitalization award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, as well as those who live and work downtown. A revitalized downtown Massena can draw and impact tens of thousands more, thanks to our close relationship with and proximity to the St. Regis Mohawk Tribe, the City of Cornwall, Ontario, not to mention the smaller surrounding towns.

The Massena Federation of Teachers wholeheartedly supports the application of Massena for DRI funds and pledges our continued commitment to all of the revitalization projects that the future may bring.

In Solidarity,

Kevin McBath  
MFT Union President  
[kmcbath@mcs.k12.ny.us](mailto:kmcbath@mcs.k12.ny.us)  
315-764-3720 ext. 3246

# LABORERS' INTERNATIONAL UNION of North America

LOCAL NO. 1822

Main Office  
P.O. Box 361  
49 1/2 Maple Street  
Massena, New York 13662  
Phone: 315-769-8731  
Fax: 315-769-8522



Plattsburgh Annex  
23 Elm Street, Suite 400  
Plattsburgh, New York 12901  
Phone: 518-561-3240  
Fax: 518-561-4353

May 16, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Bldg – 60 Main St.  
Massena, NY 13662

Dear Mayor Currier,

As Business Manager of LIUNA Local 1822, with our 600+ members, we endorse and support your efforts to revitalize our downtown area by submitting the Village of Massena plan application for the Downtown Revitalization Initiative Program.

Our local was first founded in 1955, as Local 322, to support the St. Lawrence Seaway Project. We headquartered our local in Massena and watched it grow over the next decade. We have fallen on hard times with the loss of much of our manufacturing base. However, with the new partnership between NYS and Alcoa; now is the time to begin a new partnership with the State and to position our village to move forward.

We believe in the power of a thriving downtown; it's the heart of a strong community. You have our support and continued commitment to shape our future and make Massena strong again.

Again, be resilient and good luck in your efforts.

Sincerely,

Richard L. Daddario  
Business Manager



Mark A. Goodfellow  
President Local 420-A

May 14, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of USW Local 420-A to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

As a lifetime resident of Massena for 38 years, it's always been goal to raise my family here. While my goals for my family are currently being achieved. I would love to see more opportunities for children to learn for our past and make their own history for Massena.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

United Steel, Paper and Forestry, Rubber, Manufacturing, Energy, Allied Industrial and Service Workers International  
Union

---

24 Woodlawn Ave. Massena NY 13662 (315) 764-0531

---



BY CHOICE HOTELS

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my pleasure to write this letter on behalf of Quality Inn Massena, to support the Village of Massena's application for the Downtown Revitalization Initiative funding.

Quality Inn was opened in 1961 and has been a major part of Downtown Massena. We are committed to Massena, and have done major renovations to try and help Downtown Massena. We are inspired by all the projects that have taken place so far and look forward to the future.

The DRI award for Massena would help our guests as well as the 10,000+ Massena residents. If the DRI was awarded, the resurgence of Downtown could make Massena a destination. This could help kick start Massena's economy as well as its resident's pocketbooks.

As a life long resident of Massena, I fully support and offer continued commitment for the revitalization efforts of Downtown Massena.

Sincerely,

Jason Hoxie



May 29, 2019

North Country Regional Economic Development Council  
Downtown Revitalization Initiative

To Whom it May Concern,

We would like to voice our full support of Massena's application for Governor Cuomo's Downtown Revitalization Initiative! We recently moved our restaurant to Downtown Massena, and are now located inside of the Quality Inn. We believe that this core of our community is one that deserves and truly needs this support from the community, small businesses, local government and especially from our state. We have invested into downtown and sincerely hope that Massena is chosen as a worthy recipient of this game-changing investment by New York State.

Sincerely,

A handwritten signature in black ink, appearing to read "Tarek Makdouli". The signature is fluid and cursive, written over a light blue horizontal line.

Tarek Makdouli  
Owner, Vino Vidi Vici LLC

Cell - 315.296.4175  
tmakdouli@gmail.com

# **The Mercantile Building**

**2 Water Street  
Massena, New York 13662**

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my pleasure to write this letter on behalf of the Mercantile Building, to support the Village of Massena's application for the Downtown Revitalization Initiative funding.

With the decline in industrial jobs and the national decline malls have experienced over the last couple decades, Massena has been hit harder than most areas. With the award of a DRI grant, Massena would be able to use the momentum of some of the recent projects to improve the quality of life for 10,000+ Massena residents and anyone working or traveling to this community. With the revitalization of downtown and some of the natural resources we have, Massena can become a destination. Becoming a destination will have a positive impact on our now softening economic situation.

As a recent recipient of funding from a DRI grant, we are invested in our community and would like to see the resurgence of our downtown. We would like to help with the revitalization by investing in more vacant buildings or any way we are needed. We are optimistic that with a little help the downtown core can be a wonderful place for the future of Massena. Being a part of the resurgence of downtown has been an exceptional experience and we hope that it can lead the way for more projects.

I submit this letter of support and offer our commitment to the revitalization efforts that will help strengthen our future.

Sincerely,



Rick Hamelin

May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I hope that this letter finds you in Good Health Today. As you are aware, I relocated myself, my Brother and my Parents to Massena, New York beginning 25 years ago. This Community is one that is existential of Small Town America. It is important that Small Towns receive continued support to keep their Downtown corridors flourishing.

It is with Great Pleasure that write this letter on behalf of my family and my Personal Business, Orlando Chiropractic Center here in Massena. We are all in full support of the Village of Massena in their efforts and applying for Downtown Revitalization Initiative Funding.

As a strong supporter of our Little Community, my family and I have personally been involved in many fundraising efforts for all aspects of Massena including but not limited to the Hospital, Chamber of Commerce, Hospice, Health Fairs, Community Lectures, Educational Institutions and many more that I could list. My four children have all grown up here and have also been taught to participate and give back to the Communities that have grown up in and where they will eventually reside or work in.

I personally feel that the Downtown Corridor is the Hub and the best example of how well a community is doing and/or thriving. It is what attracts or detracts New Businesses or Residents from settling here. It has been a wonderful sight to see the recent development of our Downtown and there is still work to be done. The larger renovation projects that have been under development and our plans moving forward are quite inspiring.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

If I can be of any further assistance in obtaining these funds, please feel free to contact me.

Yours in Health,

Dr. William A. Orlando

Orlando Chiropractic Center  
14 Romeo Avenue  
Massena, NY 13662  
(315) 769-1620

MARK D. BOGDAN, CPA, CSRP

40 Main Street, P.O. Box 611  
Massena, New York 13662  
(315) 769-0376 Fax (315) 769-0847

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May 30, 2019

Timmy C. Currier, Mayor  
Village of Massena  
60 Main Street  
Massena, NY 13662

Re: Downtown Revitalization Initiative Application

Dear Mr. Currier:

I am writing you this letter as my support for the Village of Massena's application for Downtown Revitalization Initiative funding.

After attending this year's rally on May 2nd, I walked around the downtown corridor and observed a lot of people and several businesses with customers inside. This made me remember when downtown was bustling and filled with flower shops, furniture stores, grocery stores, restaurants, and even a computer store. This was when I moved to Massena, and 1990 was not that long ago.

There are many reasons why I opened my CPA firm downtown. There was fiber optic internet/phone service and reliable hydro-electric, that is eco-friendly. However, the main reason was what downtown Massena represented. Not only was the downtown the center for local commerce, it was the place many community events happened. From parades, to car shows, to concerts, to kids events, all sponsored by the local business's. My staff and I actually did a life size Candy Land game, right on Main Street. A vibrant downtown area brings the community together.

In all the years I've been located downtown, there is no better time where this funding could exponentially further the movement that has happened in recent years. People are talking about downtown again. People are dreaming about downtown again. People are at the starting line ready to run with their ideas and ambitions, and this funding will be the starting gun.

I gladly submit this letter of support and offer my continued commitment to the revitalization efforts that will strengthen #OurFutureMassena.

Sincerely,



Mark D. Bogdan, CPA, CSRP

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of Joseph's Jewelry and Gifts to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vino Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #OurFutureMassena.

Sincerely,



Marc Cappione

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of The Temple to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

The Temple has been a huge part of the Massena Community. I have done many charitable events and generated money for the revitalizing of downtown Massena. I will continue to do so as well.

The Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, Vini Vidi Vici Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Fine Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #OurFutureMassena.

Sincerely,

*John Roder*

The Temple

May 29, 2019

Toby J. Violi, Owner - *The Violi Agency, LLC. & Violi Pilates*  
57 Main Street  
Massena, NY 13662  
RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I write this letter of support on behalf of myself, my wife Lisa and our two downtown businesses.

I was born and raised in Massena where my family operated many businesses, including Toby's Restaurant located downtown. I returned back to Massena with my wife after many years to open our businesses on Main Street. It has been inspiring to see the resurgence in Downtown Massena since moving back, and a real pleasure to work next to all of the new businesses who have also taken the opportunity to locate here. Downtown Massena has once again become a great venue for events such as The Harvest Festival, Movie Night and the annual Christmas Tree Lighting.

A DRI award for Massena would keep this downtown growth moving in a positive direction. We have listened to many great ideas for our downtown's growth and offer our full support.

It's our pleasure to submit this letter of support and pledge our full commitment to Downtown Massena and its revitalization efforts.

Sincerely,

Toby J. Violi

May 17, 2019

Timmy J. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I opened Lavender Lullabies Photo Boutique in the summer of 2016. My photography studio attracts clientele from near and far. With my furthest traveling clients crossing international borders and leaving their large cities to come to our town.

My building (2 Main Street) is in one of the most prominent and unique locations in the entire town of Massena. It is also one of the most decrepit ghost properties on the street. It is the first building you see on the right, as you enter the overlay district from the North Side. It serves as an important face for the entire downtown.

2 Main is waterfront and has a gorgeous island view. After two years of persistence to even bring this property for sale, I continue to work quietly with a team of engineers, craftsman, and builders to complete this challenging redevelopment.

I can now proudly say with confidence: the revitalization project for this building is set to be complete by the end of Summer 2019. I am proud to be a contributor to polishing our downtown. Though my contribution may be small compared to the big street, I believe we can all contribute in some way.

We currently have one full time employee and contract out over 9 other positions to local businesses. I hope to add a second employee within the next year.

Commercial and residential property are available at an unheard-of low investment, making our community highly attractive to property investors, redevelopers, and families. Although we are blessed with white winters, our dirt-cheap electric keeps bills and operational costs at a minimal compared to the rest of the country. With the rise in telework, more professionals are now mobile and able to work from anywhere in the world. Yet another reason to celebrate our lighting fast fiber optic WiFi.

We offer an overly qualified community to nurture growing families in. With five police agencies, highly qualified teachers, talented medical professionals, and community resources such as the Nicandri Nature center, cultural centers, and waterfront/wilderness galore- your child will be granted the unique opportunity to be cultured and explore in a safe and stimulating environment.

Massena offers steady professional employment through but not limited to our: seaway, government, schools, hospital, private industry, and municipalities.

Our geographic location offers a full range of four beautiful seasons boasting great opportunity for charming residential or vacation retreats in a variety of climates.

We have the capabilities to offer the amenities of a small city all while offering the luxury of privacy in our rural outskirts. There is something for everyone here, I guarantee it!

Massena offers a rich and diverse culture unlike anywhere else in the world. We are uniquely positioned across from the bilingual (French/English) cities of Canada and border the Native American Akwesasne Mohawk Territory. Massena cohesively offers

If you can dream it, you can do it! And Massena is full of dreamers! Our village is in need of a financial hand up from the recent loss of major industry jobs. If Massena is awarded this grant opportunity I vow to contribute to the polishing of our community with the fullest force I can contribute.

Warm Regards,

Marina N. LaBaff,  
Owner of Lavender Lullabies LLC

May 15, 2019

Mayor Timmy C. Currier  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

This is my pledge:

***I understand the power of a thriving downtown is the heart of a strong community. You have my unwavering support and continued commitment toward achieving***

**#Our Future Massena: Embracing Our Past to Shape Our Future.**

Business name: Simplicity

Owner Name(s): Shelyn Peets

Address of business: 45 Main St

Year established: 2017

Number of employees: Owner, and 1 employee

With three teenage girls and myself in a household constantly having to leave the area or wait for weeks for online shipping to shop for affordable and stylish clothing I knew there was a niche for trendy and affordable clothing. Simplicity was started out of my dining room and presented at craft and vendor shows locally. The response was overwhelming. After a year of "pop ups" and online orders it was clear there was a need for a brick and mortar location which opened with a partner in December 2017 at 11 ½ Main Street in Massena. This small and intimate boutique afforded the community to shop for clothing and accessories three days a week at price points that all could afford (\$15-\$26.) Shipping was also offered for out of the area customers. Requests for more products were continual and we quickly outgrew our space. In January 2019 we moved to a bigger location at 45 Main St which is best known by history as the former Carbino's Jewelry Store (est. 1948) and were able to broaden our inventory as well as offer a showcase for local artisans of jewelry, candles, and home décor as well as add an additional operating day to our business hours.

Going forward I hope to expand hours, add an additional employee, and broaden our products to include outerwear and footwear while continuing to provide quality and affordability to our customers.

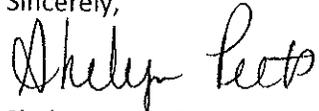
What I love most about Massena is the familiarity of faces, the kindness of others, and the knowledge of our community and its resources. Personally, I am on a first name basis with many of my customers and they appreciate that I remember them upon their return to my store. I love that small businesses support each other. I love that community members can recommend where to go for a great lunch, who to go to get your car fixed, and where you can get the healthiest flowering baskets. Lastly what I love about Massena is their never ending generosity for causes, clubs, and activities.

Proud member of the Massena business community.  
**MovingMassenaForward.com ★ #OurFutureMassena**

I love Massena and you have my commitment to support reinvestment and re-engagement in our downtown and our community.

I'll do my part for #OurFutureMassena.

Sincerely,

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

Shelyn Peets, Owner

Simplicity

May 11, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

It is my honor to write this letter on behalf of CE Conventions to offer our full support of the Village of Massena's application for Downtown Revitalization Initiative funding.

As you know CE Conventions runs Upstate Comic Con which is our area's largest Comic Book Convention attracting hundreds of attendees each September to Massena. This annual convention, which started in 2014, would not survive without the support we get from the community. So when my fiancé and I have a chance to we like to return that same support to the community. As Event organizers we have considered bringing our other conventions to Massena so that there will be three pop culture events instead of one in our community to help bring in even more tourists. The biggest thing we are looking at as we try to make that decision of whether or not to bring the other events is our downtown. The reason is because when our attendees come to town we want them to be able to experience great things in and outside of our event. After all most of our attendees stay somewhere near our downtown and with our convention days generally ending at 6pm each day it leaves plenty of time for our attendees to experience what our downtown has to offer. As we continue to grow we would love to have offsite activities going on during our convention similar to New York City where they have the main convention in one building but many offsite locations where you can get into with your comic con ticket. For us that could mean having some offsite activities going on downtown. Our main objective is simple: **We want our attendees to fall in love with this community like we have.** We want those who travel to our conventions to return home thinking, "I can't wait to go back to Massena!" Make no doubt about it Massena is on the upswing thanks to efforts from folks like you!

It has been inspiring to see the resurgence in Downtown Massena in recent years, with investments in the Celine G. Philbert Cultural Centre and Museum, Studio 162 expanding to its second floor, the opening of new businesses like The Nest, VINO VIDI VICI Italian Restaurant, Simplicity Clothing, Joseph's Jewelry & Gifts, and 2445 Organics, in addition to large scale renovation projects like the Theater, the Mercantile and Old Mill Brewery.

A DRI award for Massena would allow the community to build on our progress to further improve the quality of life for the entire 10,000+ residents of this community, not to mention those who live and work in the downtown. And, because of our close relationship with the St. Regis Mohawk Tribe, the City of Cornwall, Ontario and the Town of Louisville, a revitalized downtown Massena will draw and impact tens of thousands more.

I gladly submit this letter of support and offer our continued commitment to the revitalization efforts that will further strengthen #Our Future Massena.

Sincerely,

*QUJAH WINFREY*

CE CONVENTIONS

May 17, 2019

Timmy C. Currier, Mayor  
Village of Massena  
Town Hall Building - 60 Main St.  
Massena, New York 13662

RE: Downtown Revitalization Initiative Application

Dear Mayor Currier,

I'm writing as a business owner to offer my full support of the village's application for Downtown Revitalization Initiative funding.

My husband and I have invested more than \$150,000 in Massena with the purchase, renovation and reuse of a downtown building which we market in several ways.

In addition to an Airbnb-registered studio apartment, we have street-level retail space at the Shop Around the Corner where we sell collectibles and gifts. And at Union Station - our workshop, training and conference space - we offer multi-media capabilities and capacity to host 50 people who need a meeting site.

There is also a commercial-kitchen on the ground level from which we will sell desserts, baked goods and prepared take-home meals as well as beverages and light refreshments for those using Union Station space.

But we are most excited about the business-development center we have created upstairs called the Helping Upstart Businesses (HUB) Co-Working Space and Professional Incubator.

High-speed Internet and all utilities are included in rental fees for the four renovated and fully furnished offices we created at the HUB to support fledgling small-business owners or those who ready have a home-based business but seek a more professional standing and presence to attract more clients.

We target entrepreneurs who wish to end the isolation of working from home by offering shared working space through a low-cost, flexible monthly membership with wireless high-speed Internet service which is still a pressing issue to businesses in rural Upstate New York.

HUB membership also offers opportunities to network, share resources and obtain professional businesses mentoring and financing guidance geared to support business owners as they get started and grow.

The infusion of DRI funding would be exactly what Massena needs to become the center of entrepreneurial- and traditional-job creation with its planned START Center, downtown arts and cultural corridor and further development of Water Street business properties.

We are proud to lend our support to the DRI application process and vow to continue our involvement as the process Moves Massena Forward.

Sincerely,

  
Denise A. Murphy

The Shop Around the Corner - Andrews Street Property Management - Union Station - The HUB

May 1, 2019  
Mayor Timmy C. Currier  
Village of Massena  
Town Hall Building - 60 Main Street  
Massena, NY. 13662

Dear Mayor Currier,

We understand the power of a strong community and a thriving downtown. You have our support toward achieving "Our Future Massena: Embracing Our Past To Shape Our Future".

Massena Valley Garden Club  
Year Established: 1977  
Total Members: 25

The Massena Valley Garden Club was founded to promote an interest in gardening, appreciation of flowers and their artistic beauty, concerns for the environment, and service to the community. At present our mission is to beautify Massena by donating curbside pots filled with flowers and displayed in our downtown Main Street area. We also maintain a downtown garden along with other gardens throughout Massena.

Our clubs vision for the future is to assist and encourage members of the community to maintain and enhance the beauty of Massena. As a club, we hope to increase our membership through education, sharing our mission, and providing hands on experiences.

The Massena Valley Garden Club enjoys the diversity of our community and its ability to work together. Our hope is to see Massena grow. Our members take pride in our history. Many of us grew up in Massena and share heartfelt stories of the seaway being built, memories and present activities with the St Lawrence River, parades, Harvest Festivals and community gatherings. As a community club, we would like others to enjoy visiting Massena and to enjoy the beauty and friendliness that it has to offer.

You have our support for reinvestment and re-engagement in our downtown core and community as a whole. We will do our part for "Our Future Massena".

Sincerely,

Massena Valley Garden Club  
Massena, NY 13662