



2019 DRI Application

Village of Monticello

BASIC INFORMATION

- REDC Region: Mid-Hudson
- Municipality Name: Village of Monticello
- Downtown Name: Downtown Monticello/Broadway Corridor
- County Name: Sullivan County:
- Applicant Contact(s) Name and Title: Gary Sommers, Mayor
Gary Lasher, Treasurer
- Applicant Contact(s) Email Address and Secondary Email Address:
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gsommers@villageofmonticello.com

VISION FOR DOWNTOWN

The following Vision Statement was developed as part of a planning process that engaged hundreds of people who live, work, run businesses or own property in the Village. The resulting Grow the Gateways plan is described further down and referred to throughout this application.

Downtown Monticello will be a destination for people who want a high quality of life in a livable, walkable and affordable rural small town surrounded by the natural beauty of the Catskills. It will attract, and benefit from, the millions of new visitors to nearby world class resorts and attractions, and be home to employees of those destinations. A rejuvenated downtown core will feature a traditional walkable streetscape with historic architecture and compatible infill development, hosting a vibrant mix of uses including places of recreation, entertainment, and culture, restaurants, shops, offices, residences, and boutique hotels. The area will offer affordable housing for a variety of income levels and household types in close proximity to good jobs. It will be a place where people can start and grow a business, raise a family, build wealth through homeownership, transcend poverty and social class, and enjoy urban amenities in a rural community with historical ties to the greater New York metro area. The downtown will be safe, clean and well-maintained. It will support the full range of transportation options including driving, walking, cycling and public transit. Public art and place making projects will engage residents and visitors alike, making downtown Monticello a place where people want to be.

JUSTIFICATION

Monticello is ready for DRI investment because after decades of decline resulting from the long, slow death of the old “borscht belt” hotel industry, **the Village now has unprecedented opportunity.** The recent openings of Resorts World Casino and Resort, YO1 Wellness Center, the Alder Hotel, and the Kartrite Indoor Waterpark have brought more than 2,500 new jobs within three miles of a Village with a total population of less than 6,500. The selected DRI target area combines need (i.e. vacant, underutilized property; impoverished residents) with the opportunity to capitalize on over \$2 billion in new private investment, to leverage more than \$53 million in public spending, and to take advantage of new market demand for commercial space, housing, and goods and services.

The significance of these new developments cannot be underestimated and Monticello has been working hard to capitalize on them. **SINCE LAST YEAR'S DRI SUBMISSION:**

- The Village has issued development approvals for three new downtown apartment complexes with approximately 700 new units, helping fulfill its vision of rebirth as a community for employees of the area's resurgent hospitality industry, as well as other sectors.
- The Village has entered into an agreement with Sullivan 180 for the renovation of the Ted Stroeble Community Center downtown into a full service YMCA that will serve both local residents and the County as a whole. Draft plans include fitness facilities, locker rooms, a pool and multipurpose rooms. A phasing plan is being developed which would initiate youth programming by late 2019. The site selection was made to provide easy access to regional users of the facility off Routes 17 and 17B, and to support Monticello revitalization.
- The Village has adopted the Grow the Gateways (GTG) Strategic Plan prepared as an addendum to the joint comprehensive plan it shares with the Town of Thompson. The GTG plan focuses on the gateway corridor surrounding Exits 104 to 107 on Route 17/future I-86 and includes all of downtown Monticello. It also includes corridor design guidelines which were adopted along with the plan and are now in use by the Village Planning Board. Monticello has been participating in a robust GTG Implementation Committee that meets monthly and includes leadership from the Village, Town and County, Sullivan IDA, Monticello School District, Sullivan Renaissance, Granite Associates, Cornell Cooperative Extension, and the Sullivan County Visitors Association.
- As part of GTG implementation, the Village just opted into to the 485-a tax abatement program to incentivize investment in mixed use buildings. The Town, County and School District are scheduled to hold public hearings and pass resolutions over the next 3-8 weeks to include their taxing jurisdictions. At least three property owners are now developing projects that could benefit from the program, with potential investments of nearly \$2 million to restore vacant Broadway properties to active mixed use. The measure will improve their proformas and help secure financing for those projects.
- The Village, with funding from USDA and the County, is engaged in improving its zoning code and development review process in order to increase predictability and speed, reduce ambiguity, and lower costs. Draft "business-friendly" code updates have been completed and are now being revised by the Village Planning and Zoning Attorney and Village Engineer. In a separate GTG implementation project, Monticello is working with the Town of Thompson and Nelson Pope and Vorhees to reduce 11 different Town and Village zoning districts along the downtown corridor to just three that would have identical use and bulk regulations in both the Village and Town.
- The Village has engaged an outside engineering firm (Fusco) to take on its Building Department and Code Enforcement activities, greatly expanding its capacity. Using NYS Zombie Program funding, it has engaged national experts May 8 Consulting to create a Strategic Code Enforcement Plan, scheduled for completion in September. The Village will identify and initiate one or more priority implementation projects in July, potentially including a Vacant Property Registry program.
- The Village is partnering with the 2-year old Sullivan County Land Bank Corporation (SCLBC) to stabilize, redevelop and market several downtown properties including a commercial office

building and a pair of multi-family apartment buildings. The SCLBC has also taken title to a long abandoned nursing home on 5 acres in the heart of the downtown and is cleaning up the site with brownfields funding. It is now completing its first home and lot sales in the Village, within walking distance of the downtown.

- The Monticello Chamber of Commerce is nearing completion of a branding and marketing plan for the Village, which is being coordinated with the Town of Thompson.
- The Village has been designated a federal Opportunity Zone. The Sullivan County Partnership for Economic development is promoting development sites in the zone.
- An application for designating downtown Monticello a National Historic District has been completed and filed with state and federal agencies. Approval is expected in August, which would add historic tax credits to the incentives available for downtown private investment.

These and other activities are creating a supportive development climate for new investment into Monticello's downtown. However, the Village is still faced with combatting decades of disinvestment, challenging demographics, and a reputation that has suffered from both. Because of this, interest of developers and the support of financial institutions remain difficult to attract. DRI investment from New York State would be a powerful signal to the business and financial community that downtown Monticello merits attention and resources. Monticello's downtown provides many opportunities to capitalize on its compact size for creating an attractive, vibrant and walkable downtown. A \$10 million investment will achieve a transformative result.

DOWNTOWN IDENTIFICATION

1) Boundaries of the proposed DRI area.

The proposed DRI area is the entire Broadway corridor in downtown Monticello, which corresponds to the primary study area of the Grow the Gateways Strategic Plan. (See the map at the end of this application.) It includes:

- The West Broadway/Jefferson Street Gateway. This area serves as a major connector between Route 17 (future I-86) and the Village's core downtown business district, providing direct access to the Sullivan County Government Center, the Coach USA/Shortline bus terminal and the planned YMCA. Two major apartment complexes are planned for this gateway, which also connects travelers off Route 17 from the New York metro area with major attractions west of the Village such as the Bethel Woods Center for the Arts and the Upper Delaware Scenic Byway. A \$1.2 million project to construct new sidewalks, address drainage issues and improve pedestrian safety along Jefferson Street was completed in 2016.
- The traditional core downtown, a 1.2 mile stretch of Broadway between Jefferson Street and Pleasant Street. In the past few years, this area has benefitted from a new library and pocket park, and the opening, expansion or renovation of a number of restaurants with sidewalk cafes and outdoor seating. It was the subject of a \$15 million NYSDOT reconstruction project completed in 2012, resulting in upgraded sidewalks with ADA compliant ramps, historic lighting, bump outs for traffic calming, and large landscaped

islands – providing an attractive foundation for downtown redevelopment. The area continues to exhibit high vacancy rate, as many buildings require extensive rehabilitation.

- The East Broadway corridor, which extends for 1.5 miles from the center of downtown at Pleasant Street to Route 17's Exit 106, which also serves the casino resort and waterpark. Because East Broadway connects these major regional destinations with the core Village downtown, it is identified in the GTG plan as a redevelopment priority. It is currently the focus of zoning improvements and enhanced code enforcement efforts, and is scheduled for repaving and sidewalk upgrades in 2020. A Fairfield Inn and Suites hotel has been approved for this section, and Sullivan County is planning a green infrastructure and light industry park on County owned property there.

2) Past investment, future investment potential.

Without question, the \$1.5 billion dollar Resorts World: Catskills entertainment complex is the most significant private investment in the area and has been justifiably dubbed a “game changer.” Since it opened in Spring 2018, the complex has added two more hotels: the Alder, which includes a Topgolf virtual golf franchise, and the Kartrite Resort and Indoor Waterpark. The complex is located just one mile away from downtown Monticello, will employ over 2,300 people when fully completed, and has been estimated to attract 4 million new visitors annually. Monticello’s downtown is uniquely positioned to capitalize on this economic generator by providing workforce housing in close proximity, retail, mid-market accommodations, a wide variety of dining choices, specialty service industries, and opportunities for local culture and recreation.

The Resorts World: Catskills project is not the only example of substantial private investment close to the downtown. The \$90 million YO1 Nature Cure Center also opened last year, bringing 330 new jobs. A \$10 million Catskills Regional Medical Center (CRMC) Urgent Care Facility opened just outside the Village’s downtown on Route 42/Pleasant Street, followed by a Middletown Medical Urgent Care complex in the adjacent Thompson Plaza shopping center. That strip mall has new ownership with plans for expansion and buildout of pad sites. A Marshall’s department store is expected.

As noted above, site plan approval has been given to a mid-market hotel in the DRI target area, and two others have approvals for sites just outside the downtown. The Village approved three new housing developments within the last six months, representing nearly \$100 million in new downtown residential investment. Outside the Village, the Golden Ridge apartment complex in the Town of Thompson is bringing 130 new units online and was recently awarded \$5.1 million from New York State Homes & Community Renewal for phase IV, to be comprised of 81 supportive and workforce apartments.

Plans have been approved and funding is being assembled to convert a long vacant building in the core downtown into a daycare facility offering care for both infants and toddlers. The project is applying for CDBG economic development funding through the CFA.

The past few years have also seen small local businesses investing in upgrades and expansions. The Sullivan County Partnership for Economic Development and Sullivan Renaissance have funded façade and interior improvements to a variety of local Broadway eateries, including four outdoor seating areas and the doubling in size of a beloved local diner. National chains have begun to

recognize the Monticello market, with Dunkin Donuts and Taco Bell opening within the past few years, and an existing McDonalds receiving a \$1 million+ upgrade.

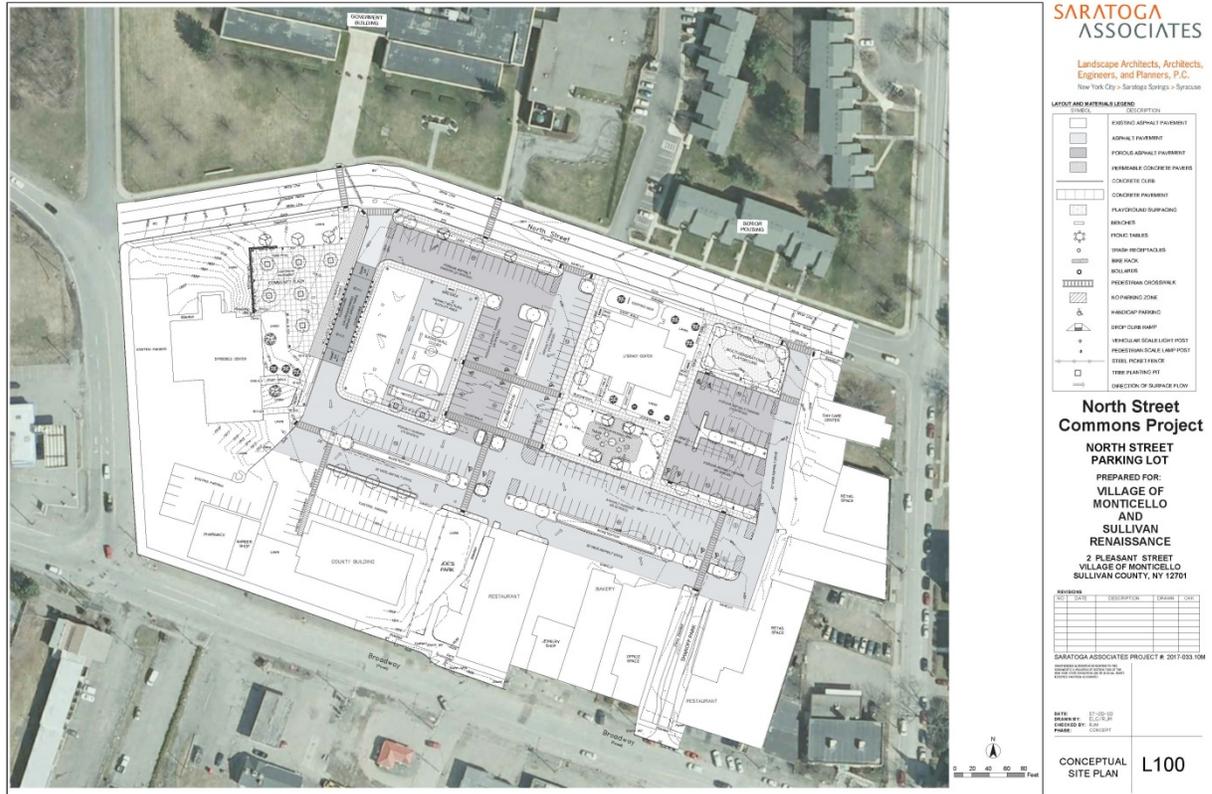
It is important to note that this private sector spending is coupled with over \$53 million in public investments made in Monticello over the past 6 years including:

- **\$20 million** in USDA grants and loans to improve the Village’s wastewater treatment plant and sanitary sewer collection system.
- **\$15 million** invested by NYSDOT for reconstruction of Broadway including new landscaping, sidewalks, crosswalks, signalized intersections, railings and water/sewer infrastructure.
- **\$7.3 million** in USDA grants and loans to improve the Village’s water delivery system including both plant filtration mechanics and in-field infrastructure.
- **\$5 million** invested by the E.B. Crawford Public library to acquire and renovate a historic building located in the heart of downtown Monticello.
- **\$3.8 million** public-private investment to improve the Village water capacity to extend service to the Resort World: Catskills casino.
- **\$3.7 million** in CFA funding awarded by MHREDC for wastewater treatment plant improvements and replacement of water meters.
- **\$1.2 million** investment by NYSDOT in new sidewalks and pedestrian improvements along Route 42 and Jefferson Street designed to link Broadway with nearby residential areas, businesses, and schools.
- **\$500,000** from HUD’s HOPE VI program for mixed use development of a long vacant historic building on Broadway.
- **\$300,000** from the NYS Main Street program to support residential development of vacant upper stories in Broadway commercial buildings, as well as ground floor storefront rehabilitation.
- **\$250,000** in DASNY funding for improvements to the Ted Stroeble Community Center.

Sullivan County is completing a new \$95 million jail just outside Monticello’s downtown and is planning several other projects in the downtown, including:

- Redevelopment of a vacant office building on Broadway into offices for the County’s Board of Elections;
- The development of new court space downtown;
- The development of a green infrastructure and industrial park on vacant land it owns along East Broadway.

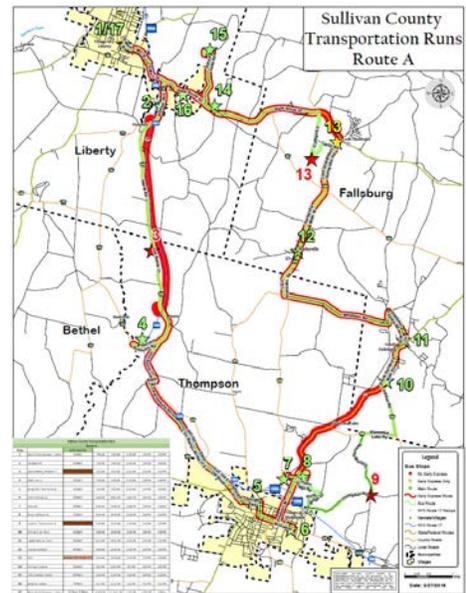
In the core downtown, the Village and County have been planning to overhaul a worn and ill-used municipal parking lot into the “North Street Commons,” a public space that accommodates both parking and civic activities. The redesigned lot, inspired by a placemaking charrette led by the Project for Public Spaces, will include flexspace with a stage for public performances and festivals, basketball and bocce courts, a playground and outdoor reading room. The adjacent Ted Stroeble community center has been selected as the site for a Sullivan County YMCA, for which a multimillion dollar capital campaign is being planned. A DRI awarded to the Village would allow for the completion of these ambitious efforts to give the western end of Broadway a much needed public square, and be instrumental in attracting investment to further activate vacant downtown space.



3) Recent or impending job growth.

Job growth and investment is at the core of the future outlook for downtown Monticello -- and by extension the greater Sullivan County Catskills region. Impending job growth solely from recently completed projects and those currently underway will exceed 3,300 full and part time positions. Additional job creation will result from the anticipated ancillary growth described above. A significant portion of this job growth will be in administration, first & second tier supervisors, information technology, marketing & sales, and many other managerial positions in the hospitality and health care sectors. The proposed energy and industry park will provide good paying jobs in green tech and advanced manufacturing.

This influx of mid to upper level professionals will bring with it specific demand commensurate with the expectations of those working within this class. Unique living options, service businesses, restaurants, consumer goods, and transportation choices among many other demands will be directly associated with re-growth of a long awaited middle class in Monticello. Increased job opportunities and higher incomes will bring a demand for better and more variety in housing as well. Downtown job growth is being supported by the launch, in September, of public transit service to all major employers in the Monticello, Liberty, Fallsburg area



4) Attractiveness of physical environment.

Downtown Monticello possesses many characteristics that embody our vision of being a highly **LIVABLE, WALKABLE** and **AFFORDABLE** community:

LIVABLE: Monticello has good bones. Its main street of Broadway is an archetype of small town America -- flanked by two and three story buildings mostly dating to the 19th century and which give the downtown architectural diversity and character. The streetscape was completely transformed just five years ago when NYSDOT invested \$15 million in a reconstruction project that included new landscaping, lighting, sidewalks, crosswalks, signalized intersections, and water/sewer infrastructure.

Monticello is a diverse community, with a broad mix of ethnicities and culture seldom found in a rural environment. This is readily seen in the array of cuisines available in our downtown restaurants. This variety supports a diverse local population but also functions as an attraction since ethnic, local and unique food experiences are an increasingly strong draw. Diverse Asian, Latino, Caribbean, Italian, American and natural/organic markets, and ethnic bakeries, complement the mix of restaurants and cafes. A weekly seasonal farmer's market appeals to both higher income earners looking for fresh food from nearby farms as well as lower income people utilizing WIC and SNAP subsidies.

The downtown contains public facilities for people of all ages, from schools to a centrally located community center. A new \$5 million library opened a few years ago in the heart of downtown which offers programming for young children and families, teens and adults, as well as special-interest populations. The library is a vibrant downtown anchor and is developing an outdoor pedestrian plaza that will feature areas for reading, interactive play, and live performances. A "civic mural" was completed by students in 2018.



Arts and culture -- a critical component of downtown revitalization -- are also on the rise in Monticello. The Delaware Valley Arts Alliance is staging pop up shows in downtown storefronts. A media company is creating community gallery space in its downtown building. Nesin Cultural Arts, which launched the Sullivan County Chamber Orchestra two years ago, is planning for building renovations to expand its presence in the downtown. The Monticello Chamber is working on an arts promotion program.

WALKABLE: In 2016, Sullivan Renaissance sponsored a "walk audit" of Monticello by national public health and planning figure Mark Fenton, who praised the Village's compact, walkable development pattern. The US Census reports that 7.4% of village residents currently walk to work and the downtown contains housing, goods, services, dining, healthcare, entertainment, education and recreation all within walking distance. Monticello's downtown also includes a potential multi-modal transportation hub around the existing Shortline/Coach USA bus terminal, which provides

both intra-county service and long distance local and express service to New York City. As noted above, public transit will be launched in September 2019.

Particular walkability features cited by Fenton include the new sidewalks on Broadway which were designed according to “complete streets” principles, and the pocket parks and alleyways connecting businesses on Broadway with municipal parking lots behind the buildings. Since then, over one mile of new sidewalks were installed along Jefferson Street. Sidewalk upgrades on East Broadway are scheduled for 2020.

The North Street Commons project described above will further enhance the Village’s walkability, creating safe and attractive pedestrian pathways that will connect the downtown business district to the Sullivan County Government Center, the planned YMCA, senior housing, a daycare facility, and a literacy center/bookstore. It will enhance Livability as well, by creating public gathering and play spaces. The concept was tested in a 2018 pop-up event which transformed a section of the lot into “Sprinkler Beach” for a day.



AFFORDABLE: A significant asset of downtown Monticello is its affordability. Monticello is ripe for middle-income earners looking for first-time homebuyer opportunities, as 85.6% of the housing stock in the Village is valued at less than \$200,000. Downtown housing includes market rate apartments, town houses, and traditional one and two-family homes on landscaped lots, as well as income-eligible affordable units and senior-restricted housing.

Admittedly, Monticello’s housing stock is tired and in need of rehabilitation. New initiatives to address this include the Sullivan County Land Bank Corporation, the recently enacted 485-a tax abatement program supporting both residential and commercial upgrades, and the promotion of incentive programs and funding mechanisms to both prospective home-owners and the realty community.

As described above, the downtown is also an affordable place for small business start-ups due to the availability of commercial space and a supportive economic development team providing access to training, funding, design, employee recruitment and more. With recent zoning changes enacted to allow residential uses on the upper stories along Broadway, there is also now an abundance of developable affordable mixed-use space ready for investment.

5) Quality of Life policies.

Over the past few years, Monticello has enacted key changes in policy and practice to increase the livability and quality of life downtown. Foremost among these is the development of strong and effective partnerships and collaborative relationships with a variety of organizations and agencies in

order to increase the capacity of the Village for revitalization. These include Sullivan County government, the Town of Thompson, the Sullivan County IDA, Partnership for Economic Development, Sullivan Renaissance, Granite Associates, Cornell Cooperative Extension, the Sullivan County Land Bank Corporation, the Monticello School District, and the Monticello Chamber of Commerce. Examples of some key policy changes include:

ZONING: A 2015 zoning amendment to allow upper story residential uses in the downtown business district for the first time in over 30 years was just one of several sweeping changes included in a comprehensive zoning update adopted at that time. As noted above, improvements continue to be developed as part of GTG implementation.

BLIGHT ELIMINATION: As discussed above, Monticello is an active member of the new Sullivan County Land Bank Corporation which has a priority of neighborhood stabilization in the downtown. Initial targets include the demolition of blighted buildings in prominent locations and the restoration of converted multi-family homes to their original single-family state. Working with the Land Bank, Monticello is conducting a blight study, developing policies to address zombie properties, and offering foreclosure prevention services and education.

COMPLETE STREETS: Cornell Cooperative Extension is assisting Monticello with Complete Streets policies and implementation. Benches, bike racks and other features will be installed throughout the downtown this summer.

6) Public support.

Many of the collaborative initiatives described above have involved extensive citizen participation and public engagement. For example, the downtown vision presented in this application was derived in large part from the joint Village-Town “Grow the Gateways” strategic plan. The participation process for that plan included individual stakeholder interviews, a business community breakfast, focus groups, public meetings and open houses, a community survey, and a Facebook page. Hundreds of residents and business owners participated, estimated at 3-5% of the Village population.

Since completion of the GTG plan, a committed group of municipal officials and civic leaders have been engaged in pursuing implementation, and meet monthly. It is expected that this GTG implementation committee would take on the role of DRI Planning Committee, as the DRI target area largely coincides with the GTG study area (the exception being adjoining areas of the Town of Thompson). This ongoing work on the GTG plan demonstrates the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

Over the past several years, the Village of Monticello has forged strong partnerships and collaborative relationships with a variety of organizations and agencies in order to increase its capacity for revitalization. These partnerships began in 2010 with the start of the NYSDOT Broadway Reconstruction Project, and have solidified over the past several years as the community has focused on the opportunities provided by new resort development.

Much has been accomplished during this timeframe that has laid the groundwork for some exciting “bricks and mortar” projects that are ready for immediate implementation with an infusion of DRI funds. The table in the next section summarizes some of the public and private investments, as well as arts & cultural initiatives that are in the pipeline as Monticello prepares itself for the infusion of

jobs and investment that will be coming in the near future. The pop-up Sprinkler beach event held at the site of one of the proposed signature projects, the North Street Commons, included a public outreach component where input was solicited from the families who participated in the event. Their comments reinforced the need for creating a venue for public recreation in the downtown:



Having an all-weather, all-year recreation center open to all ages could be an ideal place, for this area.

- indoor pool, hockey, basketball, tables for homework
- wi-fi, cafe, coffee
- indoor playground for young kids



7) Transformative opportunities.

Project/Initiative	Type	Lead Agency	Description	Investment
NORTH STREET CIVIC COMMONS	Public Investment: Infrastructure	Village of Monticello	Reconstruction of downtown municipal lot incorporating public spaces for events and green infrastructure.	\$2.2M
STROEBELE CENTER UPGRADES/YMCA	Public Investment: Community Facilities	Village of Monticello/YMCA/Sullivan 180	Transformation of existing community center into full service YMCA facility with pool and gymnasium.	\$3M
MUNICIPAL OFFICE CONSOLIDATION	Public Investment: Community Facilities	Village of Monticello	The Police Station needs to be renovated and the Village Court needs to be relocated or consolidated. Several opportunities exist to consolidate Village offices and improve service delivery.	\$2M
COUNTY JAIL REDEVELOPMENT	Public Investment	Sullivan County	Existing county jail located downtown will be demolished and has great potential for possible redevelopment.	\$1M
CRAWFORD LIBRARY PLAZA	Public Investment	Library District	New \$5 million downtown library at 479 Broadway has completed initial phases of an extensive pedestrian plaza with public art and outdoor performance space.	\$500K
BROADWAY THEATRE	Private Investment	Private Developer	This 500-seat vacant theatre located at 498 Broadway needs rehabilitation.	\$1.5M
DIGITAL MEDIA COMPLEX	Private Investment	ND Pro Media	This private business located at 457 Broadway has plans to expand by adding an internet TV studio, 100-seat theatre, recording studio and community art gallery.	\$250K
CULTURAL ARTS CENTER	Non-Profit Partnership	Nesin Cultural Arts @ St. John's Episcopal Church	An existing non-profit arts organization plans to renovate the campus of an historic church for use as an arts school & performance space.	\$750K

In addition to the specific projects identified above, funding is in place and several planning initiatives are underway that may identify additional projects that could be implemented with an infusion of DRI funds, including:

Sullivan County Land Bank: The Sullivan County Land Bank Corporation is undertaking demolition, stabilization and rehabilitation of vacant and foreclosed properties in Monticello and Liberty. Initially working with residential properties, the Land Bank is beginning to address vacant and abandoned commercial spaces in the downtown.

HOPE VI Main Street Grant: The Village of Monticello is implementing a \$500,000 grant from HUD to rehabilitate a building located at 430 Broadway. Commonly referred to as the *Strong Building*, it has nearly 20,000 square feet of floor space that could be renovated to include up to 16 affordable rental housing units, with maker space and retail on the ground floor. The building is in contract for new ownership who is interested in adding shared “We Work” type space to foster a live-work environment.

EPA Brownfields Assessment Grant: Sullivan County is implementing a \$200,000 grant from the EPA for identification and assessment of brownfields sites in Monticello and Liberty. Two downtown properties benefitting from the grant include the Strong Building (described above) and Monticello Manor, a 30,000 square foot former hospital/nursing home located just two blocks off Broadway. The project is also working on addressing a dumping ground in the East Broadway section of the corridor.

8) Administrative Capacity.

There have been a number of changes in Village leadership over the past year that have increased the Village’s administrative capacity. New Mayor Gary Sommers has returned to lead the Village after having served in that role in the past. He brings long experience with Monticello management, as well as experience with NYS government initiatives. A new Village Comptroller, Gary Lasher, has also assumed administrative duties. As noted above, the Village is contracting its building, planning and code enforcement activities to an engineering firm with regional experience and substantial capacity. This change is addressing critical issues to the Village’s quality of life, image, and ability to manage new development.

To further various community development initiatives over the past two years, the Village of Monticello has forged a strong and productive partnership and collaborative relationships with a variety of organizations and agencies. If selected for the Downtown Revitalization Initiative, Sullivan County Division of Planning will assist the Village of Monticello with oversight and administration of the grant contracts. County Planning staff have extensive knowledge and experience in developing and executing downtown revitalization and economic development projects. They are currently assisting the Village in managing the HUD HOPE VI grant, implementing the New York Main Street grant for Broadway, implementing the Village’s Zombie grants, managing Sullivan County Land Bank activities, carrying out the EPA Brownfields Assessment program, and overseeing GTG plan projects.

Another key partner in managing and implementing this initiative is Sullivan Renaissance (a program of the Gerry Foundation). Over the past eight years, Sullivan Renaissance has invested over \$300,000 in private funds to improve Monticello’s downtown. Assistant Director Helen Budrock is a

certified planner with over 25 years of experience in community development and Main Street revitalization, who serves on the board of the New York Main Street Alliance. She is available to assist with public participation and can work alongside the consultant team to create an effective downtown development strategy. This past year Renaissance has created the position of Neighborhood Revitalization coordinator. Juan Journet has been working with a residential neighborhood within walking distance of Broadway on a collective home maintenance improvement project. A “Rock the Block” event to bring in volunteer resources to assist the homeowners is scheduled for June 7-8, and will launch the use of the Land Bank’s home maintenance tool lending library.

9) Other.

The Village of Monticello has had its share of challenges in the past. Located in a rural county, the Village has faced urban issues absent the funding that is often awarded to more populated communities in the Mid-Hudson region with similar challenges. For a long time there was a lack of effective leadership or a clear, unified direction.

The past is gone and the Village of Monticello, through its current leadership, staff, and business and community partners are now working toward a reimagined Monticello. Together we are prioritizing initiatives; starting with tackling manageable issues to demonstrate success and build confidence; and seeing the possibilities.

Investors are starting to see possibilities as well. The scale of the proposed new housing developments on the edge of downtown is something the Village has not experienced in recent memory. But we have also come to understand that it is the scale of those projects which makes them viable. It remains difficult to attract investment to smaller commercial and residential projects in the Village downtown core. There is considerably more interest than in the past, but the signal of confidence from the State that a DRI award represents would go a long way toward ramping up that interest and turning it into actual projects. The DRI would be instrumental in supporting the traditional small scale projects that make downtowns so attractive.

While the nearby presence of Resorts World: Catskills presents tremendous opportunity, the venue is located in the nearby Town of Thompson. As such, the Village of Monticello receives no direct revenue from the casino to help support revitalization or offset the costs of potential impacts on public services. With targeted assistance from the DRI, Monticello can evolve from its current state of disrepair and abandonment into a thriving community of choice for people coming to make new lives in the area. It can do this quickly, because of the timetable of the new resort projects. And it can do this completely, because of the transformative impact the DRI can have on a community of this scale.

SUBMISSION

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below. Proposals for areas within New York City must be sent to the relevant Office of the Borough President, which will select two applications for submission to the NYC Regional Economic Development Council.

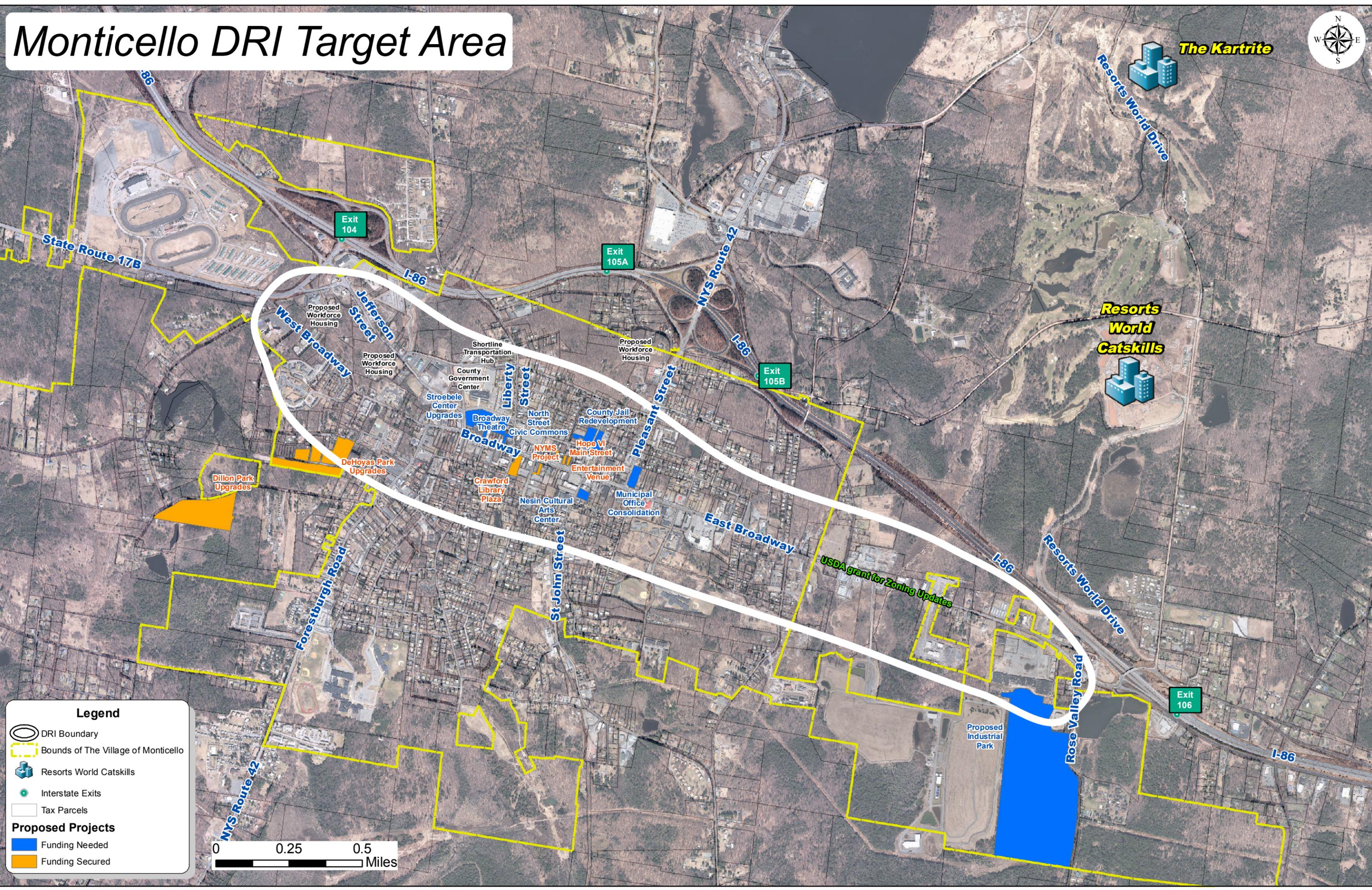
- Capital Region NYS-CapitalDist@esd.ny.gov
Counties: Albany, Columbia, Greene, Saratoga, Schenectady, Rensselaer, Warren, Washington
- Central New York NYS-CentralNY@esd.ny.gov
Counties: Cayuga, Cortland, Madison, Onondaga, Oswego
- Finger Lakes NYS-FingerLakes@esd.ny.gov
Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- Long Island LIREDC@esd.ny.gov
Counties: Nassau, Suffolk
- Mid-Hudson NYS-MidHudson@esd.ny.gov
Counties: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- Mohawk Valley NYS-MohawkVal@esd.ny.gov
Counties: Fulton, Herkimer, Montgomery, Oneida, Otsego, Schoharie
- North Country NYS-NorthCountry@esd.ny.gov
Counties: Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence
- Southern Tier NYS-SouthernTier@esd.ny.gov
Counties: Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga, Tompkins
- Western New York NYS-WNY-REDC@esd.ny.gov
Counties: Allegany, Cattaraugus, Chautauqua, Erie, Niagara
- New York City - Submit to the appropriate office below.
 - Bronx: James Rausse at JRausse@bronxbp.nyc.gov
 - Brooklyn: Josh Levin at JoshuaLevin@brooklynbp.nyc.gov
 - Manhattan: Elka Morety at EMorety@manhattanbp.nyc.gov
 - Queens: Shurn Anderson at SAnderson@queensbp.org
 - Staten Island: Lashay S. Young at LYoung@stateninsula.com

Monticello DRI Target Area



The Kartrite

Resorts World Catskills



Legend

- DRI Boundary
- Bounds of The Village of Monticello
- Resorts World Catskills
- Interstate Exits
- Tax Parcels

Proposed Projects

- Funding Needed
- Funding Secured

