



**CITY OF ONEIDA  
OFFICE OF THE MAYOR**

**LEO N. MATZKE**  
Mayor



May 23, 2019

Mr. James Fayle, Regional Director  
CNY Regional Economic Development Council  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

RE: 2019 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The City of Oneida is pleased to submit this application for New York State's 2019 Downtown Revitalization Initiative grant funding through the Central New York Regional Economic Development Council. We would like to thank you for this opportunity to initiate a renaissance in our downtown, "Forging Our Place," which will be made possible with DRI funding, in conjunction with private sector investment and in-kind assistance from the City of Oneida.

We heartily agree with Governor Cuomo's statement, "This critical program completely transforms downtown communities, resulting in unprecedented growth and development that leads to a renewed sense of pride in our cities, towns, and villages." His vision for community revitalization through the DRI has proven successful in earlier funding rounds, and our residents and business owners are ready to bring Governor Cuomo's vision to fruition here in Oneida.

In anticipation of Round 4, a DRI Committee was established in the fall of 2018, and has met regularly throughout the fall and winter, hosting a number of Community Forums, and engaging with our City leaders, key stakeholders, local organizations, business people, and residents to gather input on a cohesive vision for our downtown. Through this process, we have developed three downtown revitalization strategies for our DRI proposal:

- 1) Forging Our Place
- 2) Building Resilience
- 3) Policy Support and Coordination

As you will note, we have already taken on a number of projects to begin moving forward, and the potential for DRI funding will jumpstart many more private sector projects that are ready to implement immediately upon the award of funds. These projects will create new jobs, a job and entrepreneurial training center, new retail businesses, and additional housing opportunities in underutilized upper floors of our historic downtown buildings.

On behalf of the City of Oneida, we thank you for the opportunity that Governor Cuomo's DRI funding program presents, and assure you that Oneida is poised to transform our downtown through strategic investments which will grow our economy locally and within the Central New York region.

Sincerely,

A handwritten signature in blue ink, appearing to be "Leo N. Matzke".

**Leo N. Matzke**  
Mayor, City of Oneida



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## SECTION I

### Basic Information:

REDC Central Region

City of Oneida

Downtown Oneida

Madison County

Leo Matzke, Mayor

lmatzke@oneidacity.com

Cassie Rose, Director, Dept. of Planning and Dev.

crose@oneidacity.com

### Vision for Downtown:

With 19 projects identified in this application, for a total proposed investment of \$29,443,500., the vision for Downtown Oneida, is that it will be a walkable, historic City, clean and safe, with attractive streets, vibrant storefronts, green spaces and gathering places where the community's cultural and artistic values come alive. Beautiful, well-maintained historic buildings house local restaurants and unique retail shops that are business-, customer-, and family-friendly. Daily life, work, and play, are active in the historic district, and throughout Downtown with the former NY Central Railroad, the new Oneida Rail Trail, and its



**Forging  
Our Place**

direct link to the 36-mile Old Erie Canal State Historic Park and Empire State Trail.

With impending job growth sparked by a major “anchor” project and several historic building rehabilitation projects, the City will leverage DRI funds to improve downtown living; innovate in the economic environment to attract business and skilled labor; create cultural and entertainment activities that will draw residents and visitors of all ages and income levels to downtown; and capture and expand upon strong community pride in downtown Oneida's quality of life, where the region's workforce will want to live.

### Justification

A close second to Syracuse in size in terms of land area in Central New York, and the only city within Madison County, historic Downtown Oneida is a principal target for resources and development, with plenty of room to grow in a healthy and sustainable way.





1. The Oneida
2. Oneida Visitor Welcome Center Pavillion at Higginbotham Park
3. Harden Plaza - 30 Residential Units
4. 130 North Main St. Mixed Use
5. 128 North Main St. Mixed Use
6. Madison Bistro Farm to Table Restaurant & Mico-brewery
7. Oneida Armory/Recreation Center
8. Dispatch Commons
9. Oneida Elks Lodge
10. Oneida Rail Trail Plaza City Center
11. Empire State Trail Linkage - Oneida Rail Trail & Corridor #22 of CNY Peacemaker Trail
12. Madison County Historical Society Heritage Trail, Hop Festival & Craft Days Expansion
13. "Flats Neighborhood" Redevelopment
14. DuRoss Conservancy "Bike Camp"
15. Kallet Civic Center Rehabilitation
16. Downtown Streetscape Improvements
17. Oneida Downtown Innovation District
18. "Spark Main Street" Program
19. Downtown Arts & Culture District

**City of Oneida  
Downtown Revitalization Initiative  
(DRI) Area Vision Concept**

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Bestplaces.net, (Sperling's Best Places), which provides info on Best Place to Live, Cost of Living, Schools, Crime Rates, Climate, House Prices, and more.... lists Oneida as having “an unemployment rate of 4.60% (U.S. avg is 5.20%). Recent job growth is positive, and compared to the rest of the country, Oneida's cost of living is 14.10% lower than the U.S. average. Oneida's population is 11,393 people, with a population growth of 2.62% since 2000. Average commute time is 29 minutes. The median home cost in Oneida is \$93,500. Oneida public schools spend \$16,898 per student, \$4,500 above the U.S. average of \$12,383, and there are approximately 13.3 students per teacher in Oneida schools.”

At the core of the City of Oneida, its Downtown consists of a busy historic Main Street and a network of walkable historic urban blocks with 1209 Downtown residents, 151 businesses, a historic theater, and government and non-profit agencies.

During the era of Urban Renewal, in the 1950s and 60s, parts of Oneida's downtown were razed, leaving gaps in the historic fabric of the City. The introduction of the NYS Thruway, and the decision not to directly connect it to Oneida's Downtown would later prove to be another blow for the old City, as would the loss of major manufacturing operations, and repeated flooding of the low-lying “Flats Neighborhood” along Oneida Creek.

Fortunately, much of the City's built heritage remains intact, and today it is a joy to walk the surviving blocks of multi-story, Victorian-era brick commercial buildings, and tree-lined residential streets with their gracious Queen Anne, Victorian and Italianate homes.

Oneida's Downtown is just three miles from the Turning Stone Casino Thruway interchange, making it a very convenient destination for visitors travelling from New York City or Buffalo. In Oneida, a new era of local food and beverage production is adding to the already well-known and successful Annual Madison County Hop Festival, with new jobs and downtown living opportunities taking hold in the City. The City's planned recovery of the lowlands along the creek for sustainable cul-

tural activities has already begun as the City nears completion of FEMA's Hazard Mitigation Program.

Downtown Oneida is one of New York State's early “age friendly” cities. In support of the Governor's “Health Across All Policies” initiative, announced in the 2017 State of the State, the City supports incorporating health and healthy aging into local



policy and decision making. Oneida already offers great access to high quality healthcare through Oneida Healthcare's full range of hospital services, long and short term care skilled nursing, and specialty units for cancer screening, maternity care, and emergency services. In an effort to work beyond health care, the City envisions improved access to outdoor spaces, healthy foods, transit-oriented housing development, and jobs. The City is working toward implementing all nine age-friendly and livable community domains outlined by the WHO and AARP.

Oneida is rich in park space, including accessible greenspace throughout its downtown. Higginbotham Park, Clinch Park, Mount Hope Reservoir (a natural wonderland for hiking, biking, camping, canoeing, kayaking, fishing and cross country skiing), the Oneida Rail Trail, and DuRoss Conservancy are just a few of the beloved places that offer outdoor events and recreation easily acces-

sible from the DRI area. The Kallet Civic Center, the weekly Oneida City Center Market, and Oneida Community Mansion House are venues that offer music, events, and special programs for residents and visitors.

The Oneida City School District includes four elementary schools, one middle school, and Oneida High School (enrollment 590). Oneida enjoys a strong sense of community with multiple non-profit and community groups that support a continued focus on a variety of social and community missions. With a sidewalk and street network that make it a highly walkable city, the library, post office, banks, parks, and schools are all centrally located and easily accessible.

A diverse range of housing exists in Oneida's Downtown from the iconic mansions



within the Main-Broad-Grove Streets Historic District to the newly completed City Centre Apartments. However, even more opportunities exist, such as increasing upper floor apartments and townhouses in a revitalized City Center.

Historically, the City developed around significant trade and manufacture activities grown out of its location at the geographic center of New York State, and at the juncture of railroad and canalway activity for over a century.



(Left) A silverware advertisement from Oneida, New York. (Photo/The Oneida Community Mansion House) (Right) View of the eastern front of the Mansion House, the main residence of the Oneida Community, and today also a museum. (The Oneida Community Mansion House)



*Why Invest in Oneida?*

## Oneida is on the rise.

Join a growing number of exciting new developments in Oneida



HipStir Cafe opened in Oneida City Center in 2016. Owner Jennifer DiGiorgio has this to say about Oneida:

“I chose Oneida to start my business because of the great downtown location. It is a great community, and we have wonderful customers.”



Costello Eye Physicians & Eye Surgeons relocated their business to Oneida City Center in 2014. Owner Dr. John Costello Jr:

“The City of Oneida was great to work with and critical in relocating our business which brings 150 patients to downtown each day.”



The City was awarded \$1.6 Million from NYS DOT to extend the Oneida Rail Trail through the heart of City Center.

Downtown improvements include new sidewalks and curbing, 10 ft wide multi-use trail, kiosks and wayfinding, and a pedestrian plaza for downtown.

## Oneida has unique Business Assistance Opportunities

✓ Tax credits: Oneida's downtown was recently designated as a Historic District and listed on the National and State Register of Historic Places. Building rehab investments within this district are now eligible for a 40% tax credit!

✓ Grant assistance: The City of Oneida has a proven track record with grants and can assist in securing state and federal grant funding for new development.

✓ Revolving loan fund: In addition to grants, the City has low interest loan funds available.

✓ Business assistance: The City of Oneida along with the Oneida City Center Committee, a non-profit focused on downtown revitalization, are here to assist you every step of the way.



Contact: Department of Planning & Development 315-363-7467 or [crose@oneidacity.com](mailto:crose@oneidacity.com)



Oneida has a unique “historic city in the country” feel due to its dense, historic downtown commercial district, stately Victorian-era brick buildings and tall church steeples surrounded by farmlands and gentle hills. This setting provides extraordinary vistas from the upper floors of downtown Oneida buildings.

After years of planning for well-conceived development with updated zoning and regulatory structures, City leaders are committed to partnering with the State and private developers to make exciting investments in Downtown through the 4th Round of the DRI. Catalytic projects based on several in-process investments will amplify positive outcomes for economic and community development through collaborative, innovative, and focused development initiatives supporting documented, community-vetted goals.

Author Emily Talen, in her 2019 publication, *Neighborhood* discusses strategies and impacts of market pressures on “everyday neighborhoods.” The eight qualities she lists that lively neighborhoods need to have today to remain the foundation of urban experience - common a century ago - have been long lost in many urban neighborhoods. They are all still present in Oneida’s DRI area.

Although Oneida is considered an “economically-distressed” area with 19% of its residents living

below the poverty line, and the median family income at 21% lower than the NYS average, with this application, Oneida presents a unique opportunity to change that dynamic, and draw on its new opportunities and many assets to bring visitors of all ages and origins to this historic city through strategic DRI investment, drawing on three key assets:

- The Empire State Trail
- Oneida Community Mansion House
- Turning Stone Casino

The DRI funding assistance, combined with the commitment of local leaders, will ensure the preservation of the City’s historic urban fabric, enhance the City Downtown’s quality of life, and spark its renaissance, drawing on these and other resources, and with development of a new “Innovation District” and expanded cultural initiatives.

## Description of the Proposed DRI Area

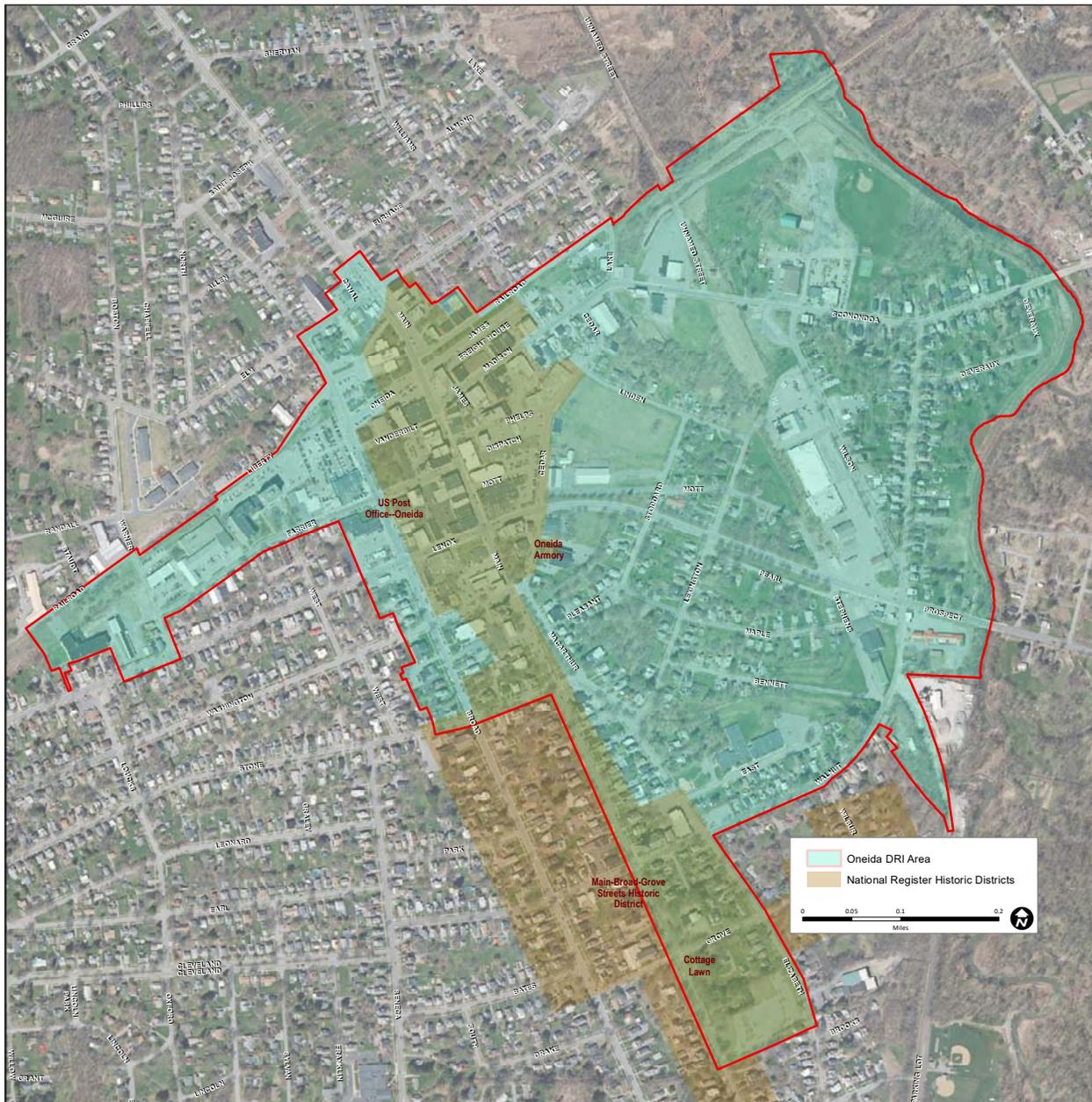
The downtown DRI investment area proposed is well-defined as the 281 acre heart of Downtown, encompassing Canal and Elm Streets south to Railroad St. to North Willow, Upper Lenox Ave. to Broad St. to Stone St. to Main St, south to the Madison County Historical Society and the site of the new library, east to Oneida Creek and north to

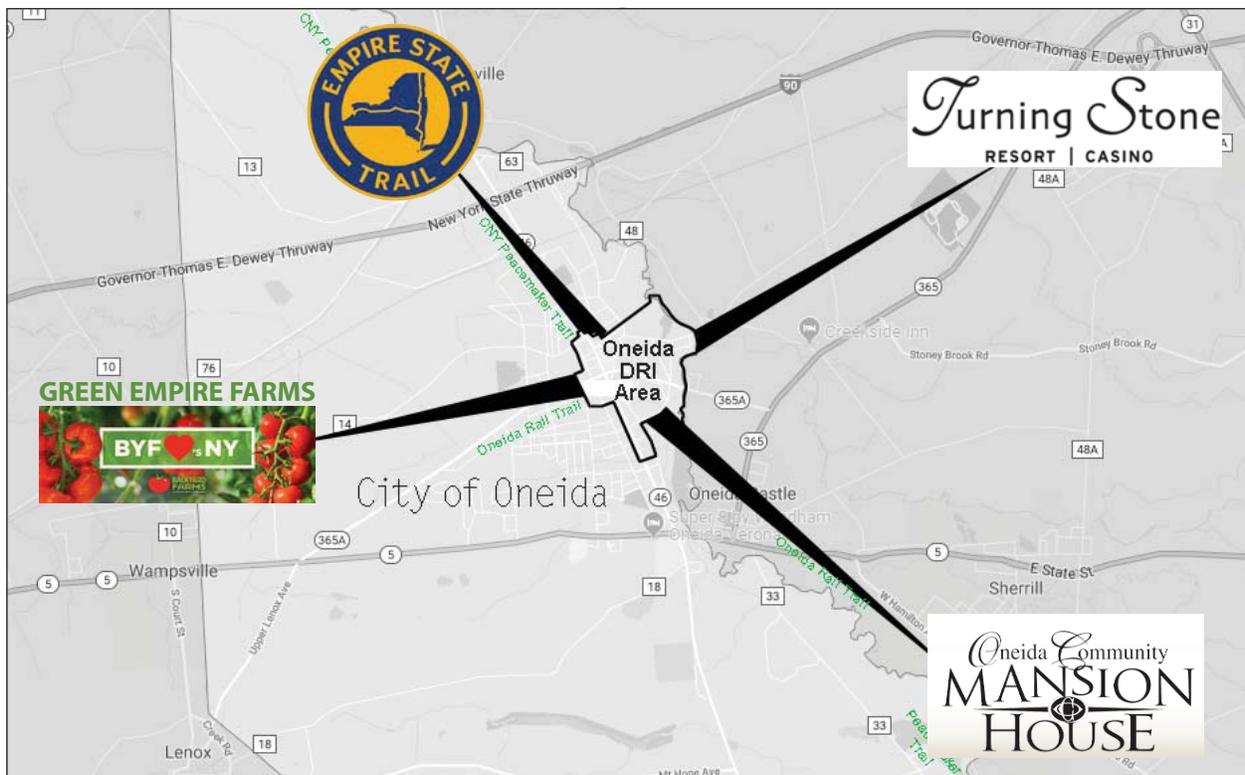
the rail corridor. This historic heart of downtown features a dense and walkable mix of commercial, professional, residential, and industrial uses that have traditionally fostered a rich economic and cultural life in the City.

The DRI area includes:

- 151 Businesses
- Downtown Oneida Central Business District
- Oneida Arts & Cultural District
- National Register Main-Broad-Grove Streets Historic District
- National Register Downtown Commercial Historic District

- Cottage Lawn, Victorian mansion built in 1849 and one of only a few surviving Andrew Jackson Davis designed houses in NYS
- Carriage Barn Agricultural Museum
- Two National Historic Landmark buildings
- The new Oneida Public Library
- 167 Commercial Properties
- 210 Residential Properties
- Oneida Commons Market
- Oneida Recreation Center/Oneida Armory
- The Flats Neighborhood/FEMA Program
- 50 acres of parks, open, and gathering spaces
- 11,552' Oneida Creek Recreational Corridor





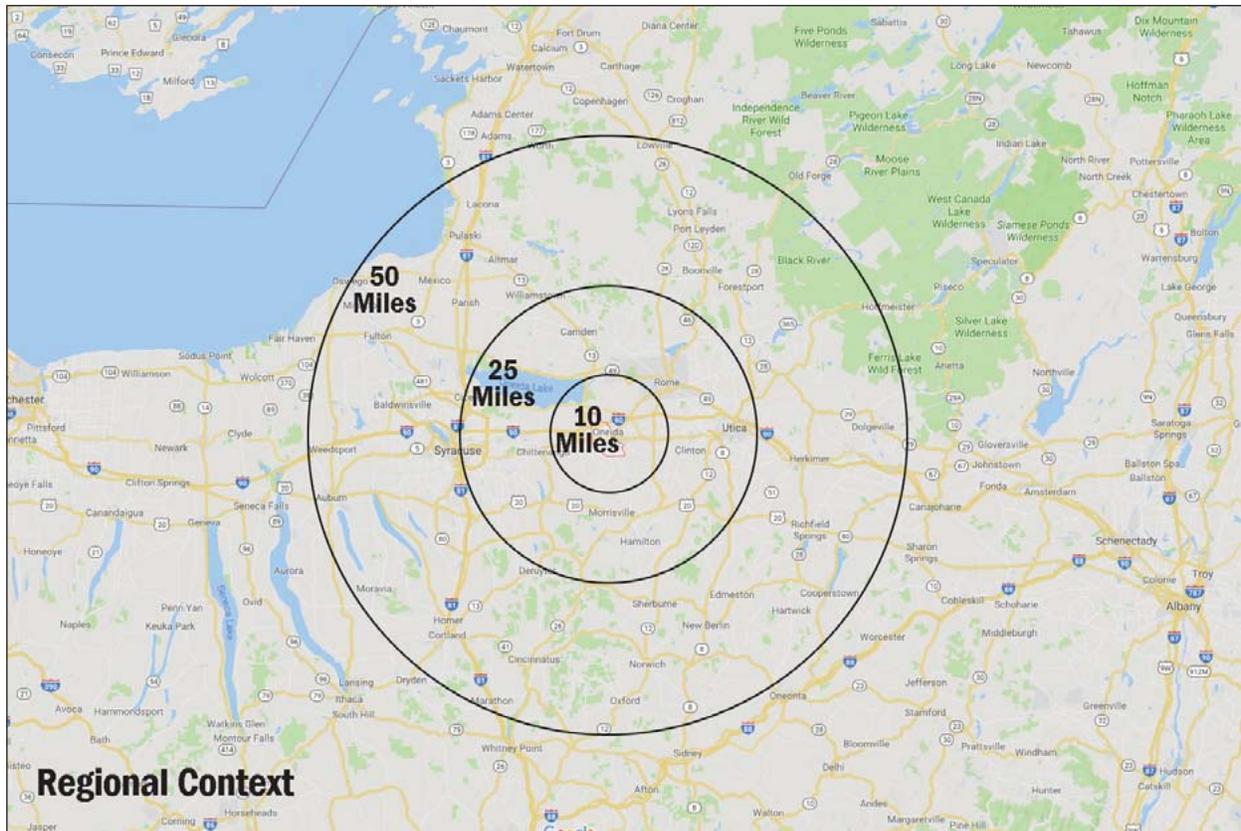
Identified key drivers of Downtown success radiate outward from the defined DRI area in “spokes” linking some important economic and cultural assets that will feed the health of Oneida’s Downtown. The identified DRI area itself, is compact and easily walkable, a traditional, diverse central business district, with strong connections to the surrounding neighborhoods.

The City of Oneida is the second largest city, geographically, in Central New York State, behind the City of Syracuse, and the only city in beautiful Madison County. With 11,393 residents, Oneida comprises 15.5% of the County’s total population of 73,442. Oneida is located at the center of transport opportunities, strategically set between the metropolitan areas of Utica, Rome, and Syracuse, with a combined population of over a million people.

- Downtown Oneida is highly accessible to primary transportation routes, just a mile from the Empire State Trail tourism corridor, and able to draw from multiple Central New York communities including Rome (14 miles), Utica (27 miles) and Syracuse (30 miles).
- At the crossroads of NYS Routes 5, 46, 365A,

and just a short distance from the NYS Thruway, Downtown is easily accessible to the 361,046 Madison County residents and nearly 500,000 visitors to the Central New York and Finger Lakes Region annually.

- In the “Leatherstocking Region”, just south of the Adirondacks in the central section of the state, Oneida is rich in history and tradition. The Region’s museums, performing arts centers, reconstructed villages, farmsteads, folk art treasures and geological wonders are just a few of the attractions that draw thousands of visitors each year.
- The Kallet Civic Center, owned by the City and located in the heart of downtown, attracts visitors from all over the region to its concerts and events. The sidewalks and streets come to life with cafes, a weekly Farmers’ Market, 5K races, and large festivals such as the highly successful Annual Madison County Hops Festival and Craft Days.
- The new Oneida Public Library, a \$6M project, is a substantial investment in modernization of a key cultural/community venue in Downtown Oneida.
- Oneida has a rich history and is renowned as the location of the Oneida Community, and

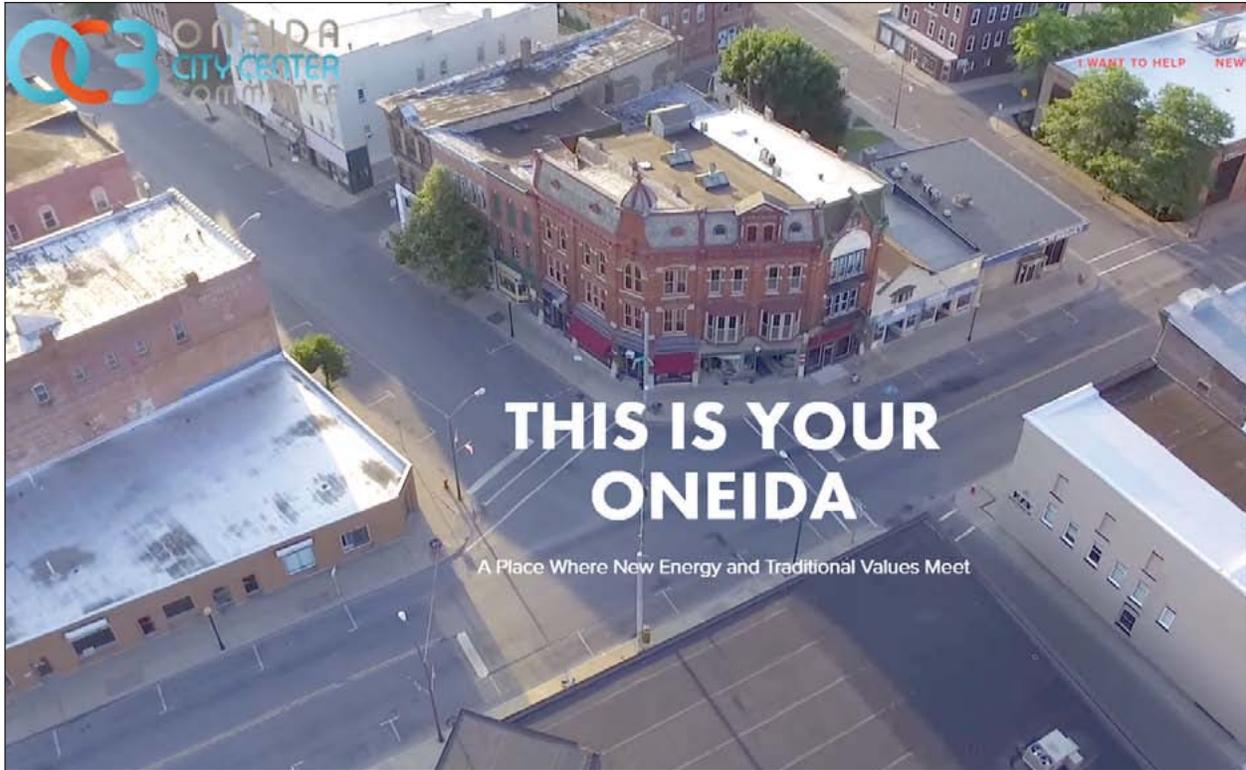


the Oneida Community Mansion House, a museum, residence, golf course, and wedding venue, open to the public year-round, and attracting visitors from all over the country.

- Within 10 miles of Downtown Oneida, the local retail area includes the densely populated greater City of Oneida, parts of 17 towns and villages, and CSX Railway lines for freight and shipping opportunities across New York State.
- At 25 miles, the City's industry and trade area includes the Rome and Utica Amtrak Rail Stations, the Counties of Madison and western Oneida, the Towns of Vienna, Verona, Vernon, Augusta, Sullivan, Lincoln, Lenox, Fenner, Nelson, Cazenovia, Smithfield, and Stockbridge, and 7 Villages, for a potential 385,069 customers.
- At 50 miles, the City has access to convenient travel methods at Syracuse Hancock International Airport, and Amtrak Rail in Syracuse, and a population of over 1 million people
- Nearby Mohawk Aeronautical College, Colgate University, SUNY Polytechnic, Hamilton College, Cazenovia College, Mohawk Valley CC, Syracuse University, SUNY ESF, Le Moyne College, Utica College, and SUNY Morrisville

College are all with 30 miles of Downtown Oneida.

- Major employers include Oneida Healthcare (with 737 employees, it is the largest healthcare provider in Madison County), All Seasonings Ingredients, H.P. Hood, Precision Reel, and Hartman Enterprises.
- The City is unparalleled when it comes to parks, trails, and recreational opportunities including the Oneida Rail Trail which will connect to the Erie Canalway/Empire State Trail in two locations, linking Oneida to employers, services, and communities across the state.
- The Oneida City School District continually ranks high for quality education, student achievement, innovative programs, and unique enrichment opportunities.
- The City of Oneida was one of the first municipalities in the state to be powered by the sun, with a 1.75 MW solar array installed within the City in early 2018.
- Downtown is an architecturally vibrant setting with closely set multi-story brick buildings featuring Victorian era details, turrets and pediments on traditionally-scaled walkable urban streets.



- Through the investment efforts of young developers, the City Center is currently experiencing renewed attention with creative new business and housing developments.
- SKYTUBELIVE Safe. Private. Secure. Live Drone Video Streaming was recently awarded \$100k at the first IDEA NY competition on March 21 at the Griffiss Institute in Rome, NY.

Despite its convenient location for doing business, raising families, and growing older, Downtown Oneida has some challenges to meet:

- Oneida Limited, and Smith Lee, two of the larger employers in the Oneida area, closed their operations in 2014.
- Over time, manufacturing and commercial establishments at the core of Downtown Oneida also experienced significant vacancies and a general lowering of property values, rents, and a stagnation in some of the former commercial activity.
- Prior to the recent reexamining of the City's land use regulatory structures and tools, some of the development that took place downtown was of inappropriate design, form and scale,

with single-story buildings and expansive frontage parking lots.

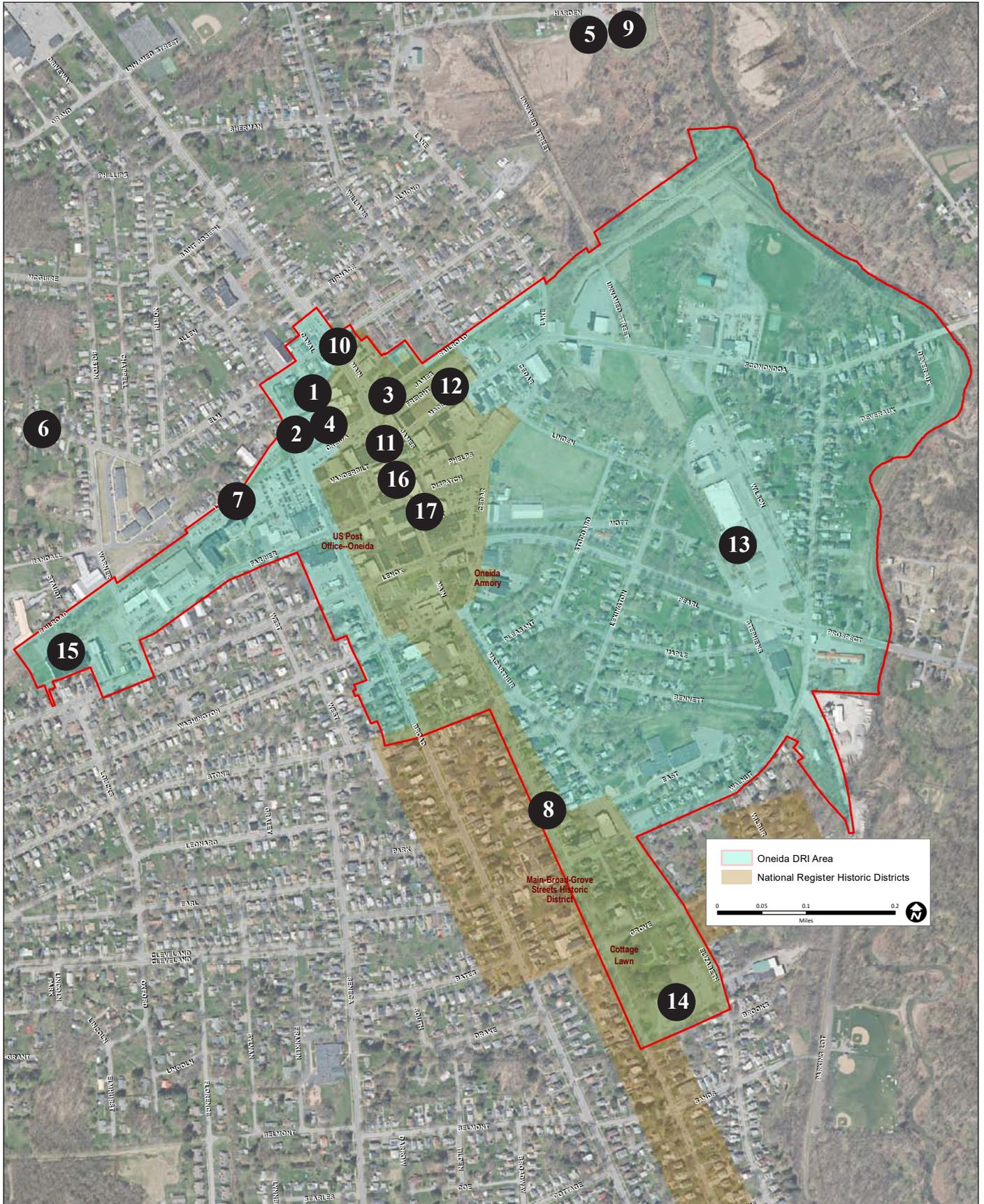
- A perceived lack of safety, insufficient lighting, code violations, and general lack of commercial and service offerings in downtown deter thriving business and healthy street life.
- The City has seen an increase in crime in recent years and has a 26% lower than NYS average number of police officers per 1,000 residents.
- The Flats Neighborhood in the City, formerly comprising 55% of the population of the DRI area within the flood plain of Oneida Creek, and with more frequent flooding events in recent years, has experienced repeated disasters.
- 45% of the City's housing is pre-1940, and the City has a 12% housing vacancy rate.
- The City has a poverty rate of 19%, and a median family income of \$44,388, 24% lower than that of families in Madison County and 30% lower than families across New York State.
- 8% of the City's population are Veterans.

Despite some positive trends, outside help is needed and Oneida is ready for the technical and financial assistance that a DRI investment can bring.



	Active Project Name	Anticipated Project Cost	Brief Description
1	WWTP Energy Performance Project	\$34,000,000	Satisfy NYSDEC Consent Order. Conduct project with an Energy Efficiency and Performance Contract Approach.
2	City-wide LED Streetlight Project	\$995,000	Convert existing streetlights to LED technology, installation of ornamental LED streetlights in targeted locations
3	Oneida NY Rail Trail Pedestrian Plaza City Center	\$3,000,000	NYS DOT, City, NY Main Street, and NPO-funded multi-use recreational pathway and City Center Plaza, connecting Downtown Oneida with neighboring communities and the Empire State Trail.
4	Glenwood Dam Improvements	\$8,000,000	Restore reservoir capacity and repair deteriorated components, securing supply
5	New DPW Facility*	\$1,900,000	DASNY Grant. Construct new DPW Facility out of flood zone
6	West Elm Street Infrastructure*	\$2,100,000	\$1M ESD Grant. Provide public Water/Sewer to support development
7	Sidewalk Improvements*	\$50,000	DASNY Grant. Construct new sidewalks to support Rail Trail
8	Annual Street Program	\$300,000-\$450,000	Annual Street Improvement Program
9	WWTP Aeration Improvements*	\$1,140,000	Satisfy NYSDEC Consent Order with Aeration Improvements
10	NYS HOME Program	\$400,000	Housing rehabilitation for low-mod households
11	NY Main Street Program	\$365,000	Façade Improvements for buildings in Downtown Commercial Historic District, streetscape enhancements
12	RESTORE NY Program	\$1,899,400	Construct upper floor market-rate residential units in Downtown Commercial Historic District
13	FEMA Hazard Mitigation Grant Program	\$21,193,909	Acquisition and Demolition of properties in flood zone
14	New Oneida Public Library	\$6,117,000 (financing from USDA Rural Development Facilities Loan & Grant Program)	Construction of new Library Building will double the usable space, state-of-the-art infrastructure, energy-efficient climate control, fiber-optic communications, public WiFi, creative laboratory space and 100-seat Community Room.
15	Harden Plaza Upscale Living Apartments	\$3,500,000	30 luxury upscale living units in progress on Railroad St., repurposing a historic furniture factory near the heart of Downtown.
16	130 Main St. Mixed Use Building Rehabilitation	\$600,000	Full transformation through renovation of this historic Downtown building is in progress for 3 new commercial units and 8 new residential units
17	159 Main St. Kallet Civic Center	\$262,000	Since 2016, the City has invested in ongoing building renovations and upgrades on the Kallet Civic Center.
	<b>Total Investments:</b>	<b>\$85,897,309</b>	

\*Grants obtained through CFA





Current and future investment potential, as envisioned in this DRI proposal, are well-aligned with CNY REDC Strategies and Pillars. In support of three key CNY REDC strategic goals for Central New York, the City of Oneida continues its efforts to grow strong, collaborative partnerships of public, private, and community-based organizations.

A. First, the strategy of *Strengthening Targeted Industry Concentrations that Leverage Unique Economic Assets*, is being advanced through implementation of an \$80M investment by Mastronardi's Green Empire Farms in the City of Oneida on 290 acres to establish an indoor farm producing tomatoes, cucumbers and strawberries. This hydroponics farm will add approximately 200 jobs to the local economy, through local agricultural production. New specialty grower jobs in hydroponics at Green Empire Farms will require targeted work-

force training. The City's cooperative efforts in this \$80M development envision establishment of a "Downtown Innovation District" to be anchored by a Workforce Training and Entrepreneurial Center focusing on indoor agriculture to prepare the local workforce to fulfill demand for specialized Green Empire Farms jobs in Oneida.

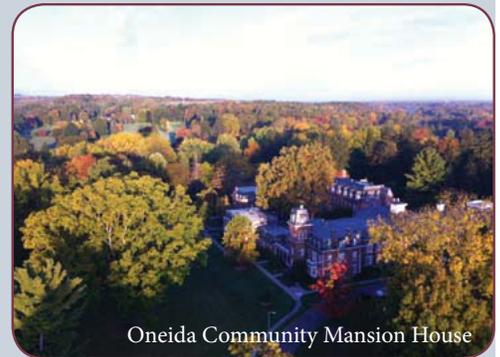
Development of a new "Oneida Band Shell Park" along the creek at the edge of Downtown, like Flanders Performance Park at Tupper Lake in the Adirondacks, will bring in visitors to enjoy events at a unique and beautiful landscape for outdoor music where concerts in the park will host visiting performances, chamber music, experimental music sessions, and more main-stream musicians, attracting entertainment tourism into the City for outdoor concerts all summer long.

The City of Oneida enjoys four-season recreation, and with the establishment of its own new "Skateline" ice skating path, winding along Oneida Creek and through the fields and woodlands, Oneida families and visitors will enjoy an outdoor winter



# Development Opportunity

*Oneida has everything needed to be a phenomenal place. With its compact downtown, historic character, quality greenspaces, and connected streets and sidewalks, Oneida is primed to attract new development.*



Oneida Community Mansion House



Kallet Civic Center



Oneida City School District

## Infill and Redevelopment Potential

Oneida's downtown reflects 100+ years of character and charm that draws upon its history as a center of retail and commerce in Central New York. These buildings were constructed with longevity, distinct architectural style, and utility in mind and present mixed-use redevelopment opportunities bursting with unique charm and character. The framework of buildings that represent Oneida's past are ready to serve as the template for its future.

## Capitalize on Growing Investments

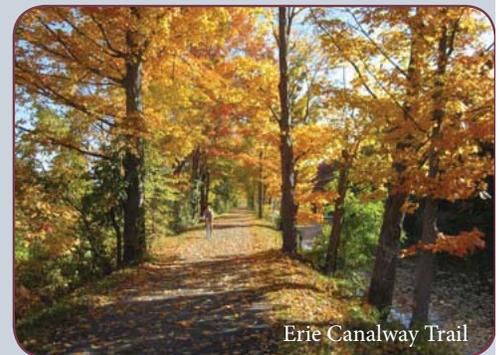
### Oneida is investing in its City Center:

City Center is getting a facelift. In 2018, new streetscape, curbcuts, and pedestrian amenities will be installed through Oneida's downtown as part of a \$1.6 Million investment for the Oneida Rail Trail. This trail system will create a six mile loop around the city and goes right through the heart of Oneida's City Center. This trail system will be a one-of-a-kind quality of life amenity and destination that will attract new foot traffic to downtown.

Oneida has support like never before. The Oneida City Center Committee (OC3), a non-profit with a mission to revitalize downtown, formed in 2016. OC3 is actively working with the City to further beautify and promote downtown.

New investment has already begun. The City received a \$365,000 Main Street grant which will be matched with private funds and will result in the renovation of commercial spaces and apartments in the summer of 2018.

*This is the place. Now is the time.*



Erie Canalway Trail



Pedestrian friendly City Center

skating tradition like the “Skateline” in Albulas Switzerland.

**B. Second, *Improving Competitiveness in and Connections to Regional, National, and Global Economies***, is supported in this proposal with implementation of strengthened connectivity with the Empire State Trail, to support a globally-competitive tourism region. Through bike infrastructure, wayfinding, pedestrian amenities and beautified streetscapes linking the Empire State Trail and Old Erie Canal State Historic Park (that bisect Oneida), Oneida’s Downtown, city parks, cultural venues, shops, and new live-work spaces can participate in the region’s robust new tourism economy. Oneida’s diverse trove of historic architecture, including the Oneida Community Mansion House, scenic views of surrounding hills and farmlands, and its unique cultural history comprise a powerful draw in support of an outstanding New York State, and national tourism region currently in development.

\$1.6M is being invested in these connections with implementation of the City’s Oneida Rail Trail (ORT) through Downtown. A one-of-a-kind multi-use trail network, the ORT will soon bring new foot traffic to downtown Oneida. Due to the linear



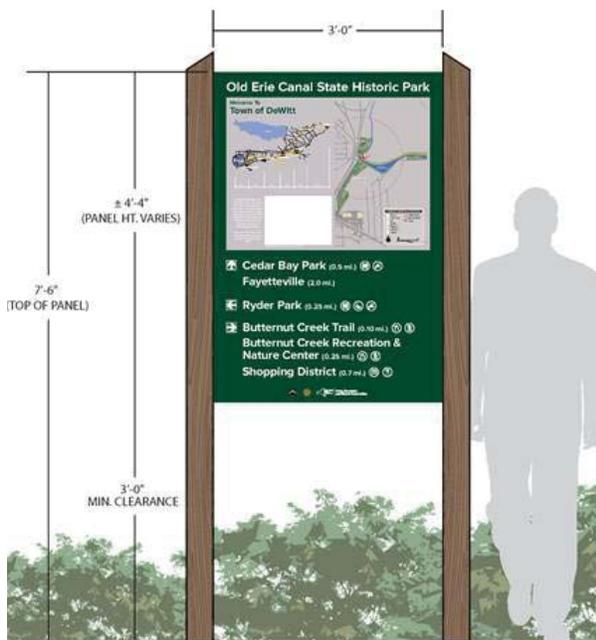
nature of railbeds, most rail trails only offer an out and back experience often located on the periphery of a community. The City of Oneida, however, was home to three intersecting rail lines (including one rail line that ran right through the heart of downtown) which uniquely positions Oneida as one of the only cities with a loop rail trail through and around its downtown, an ideal compliment to the Empire State Trail experience. Through the use of these intersecting rail beds, the City of Oneida is creating the Oneida Rail Trail to link multiple neighborhoods, businesses, offices, parks, tourist destinations, education facilities, and the Empire State Trail to Oneida’s downtown.



The City has demonstrated success by opening two segments of the ORT. Recently, the City was also successful in securing two NYS DOT TAP grants to open approximately 4 more miles of the trail including the highly visible downtown portion of the ORT, which will be complete in the summer of 2019. Through the TAP funding for the ORT, a significant portion of the streetscape in the heart of downtown was professionally redesigned. The construction of these planned improvements is almost complete and includes the resurfacing of Oneida St., including new curbing and sidewalks, new downtown landscaping, a new 10 ft multi use path through downtown, and a new downtown pedestrian plaza along Clinch Park.

Ultimately, this summer’s completion of the Oneida Rail Trail through the downtown will enhance the attractiveness of city center streetscape, bring new visitors and foot traffic to downtown businesses, and be a highly visible signal to private developers that downtown Oneida is ready for re-investment. Currently, local planning for the *CNY Peacemaker Trail* through the City, a 5-County regional network of 29 bike touring corridors linked in multiple locations to the Empire State Trail, is also under way.

In October 2013 the City of Oneida hosted 2 *Bicyclists Bring Business* workshops. A spin off group, the *Old Erie Canal Community Working Group* was formed, consisting of representatives



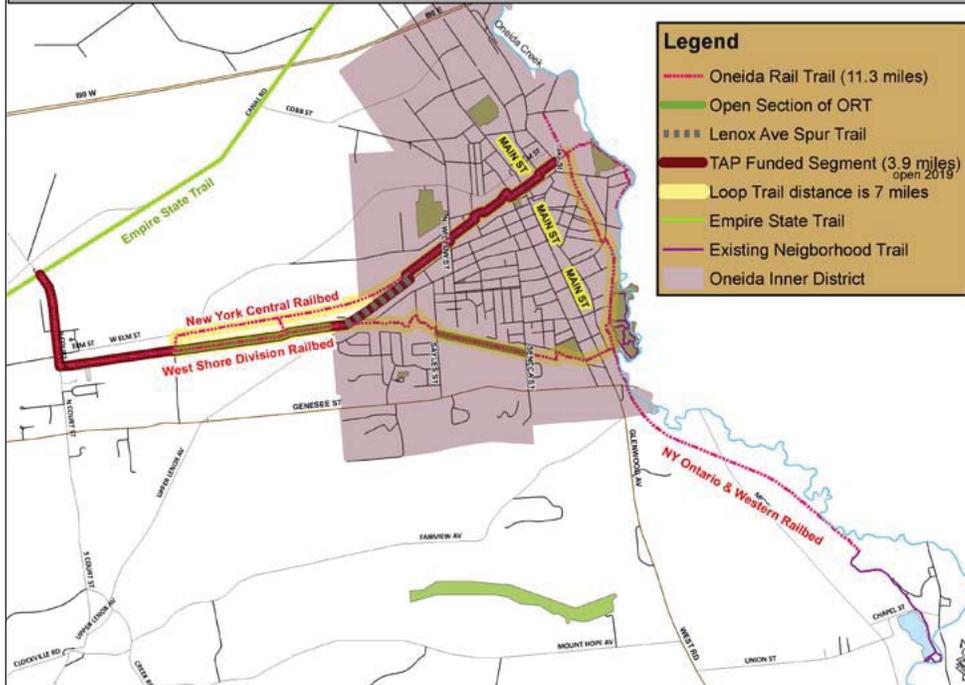
# 1/2 MILE SEGMENT OPENS

Prior to the opening, volunteers installed trailhead signage and the gates on both ends of the segment.

The view from Seneca Street



ONEIDA RAIL TRAIL



Thank you to all the volunteers!

As you can see from the photos, trail work days are also fun!



# Old Erie Canal Water Trail **Paddle Guide**



from each municipality along the 36-mile Old Erie Canal State Park (museums, not-for-profits, Canal Corp, NYS Parks, Madison County Planning, etc). The group meets monthly at the Chittenango Landing Boat Museum and has made great strides in creating awareness for the State Historic Park. Having received several grants, they are currently working to improve the water quality and implement a water trail through the City on the Old Erie Canal. One of the grants that was received was for cohesive wayfinding along the 36 mile corridor, a part of the 750 mile Empire State Trail. Great care was given by the group to use signage that sets the 36 mile state park apart from the bigger 750 mile system, while still letting users know they are on the Empire State Trail. Wayfinding signs are being installed in spring of 2019. Downtown Oneida is just 1.5 miles down the road, a very short distance where visitors can eat, drink and explore a historic



CNY city. Wayfinding signs are also planned at each road that crosses the trail.

C. The third CNY REDC goal, to *Revitalize the Region's Urban Cores, Main Streets, and Neighborhoods*, is supported through the City's investment of \$365,000 in New York Main Street Grant funding, matched with private investment, in renovation of facades, and commercial spaces downtown. A Restore NY Round 5 grant award of \$700,000 in 2018 is currently supporting a \$1,899,400 rehabilitation project at 155 Madison Street for development of 8 - 10 market rate apartments on the upper floors of a mixed-use historic downtown building. The proposed investment in revitalization of the identified DRI area in partnership with several private, public and community-based investors for new market rate housing in rehabilitated buildings downtown, will add demand for restaurants and other local businesses. This will bring people of all ages and families who want to live downtown in easy walking distance of the City's wonderful parks, events, and rehabilitated historic buildings. Townhouses or upper floor apartments developed Downtown, near all of Oneida's offerings, public transit and trails.

The City has already worked successfully through FEMA's Hazard Mitigation Program to recover the 2013 flooded "Flats" neighborhood. Through this federal program, the City is in the process of transitioning a major downtown sector to sustainable community uses, supporting the relocation of affected families, and creating new community assets in support of quality of life in the City center. Rehabilitated buildings and redesigned, leafy streetscapes proposed in the City's Downtown core will link the surrounding dense urban neighborhoods to a pleasant, walkable business district.

New York State's four interconnected strategic pillars, intended to drive economic growth, and complement the State's overall economic growth plan, are directly supported in Oneida's DRI proposal.

1. Placemaking in Downtown Oneida, with the addition of the Oneida Rail Trail in progress, pedestrian plazas, parklets and outdoor dining, will provide a foundation for diverse business investment, an





accessible job center, and walkable business district directly connected to City Center neighborhoods, beloved parks, and the new Oneida Band Shell.

2. The City’s envisioned “Workforce Training Center” in a “Downtown Innovation District” will ensure that high-paying, in-demand jobs in Oneida’s growing indoor ag and healthcare sectors are filled in an equitable way through locally-targeted job training and education programs.

3. Tradeable sectors of the Oneida economy are found in manufacturing, healthcare, and agricultural products, creating increased expert-based employment opportunities in existing and expanding Oneida workforce sectors. New entrepreneurial ventures in the Innovation District, paired with existing industry and service clusters will grow these tradeable sectors.

4. Innovation, through the “Downtown Innovation District” will create synergies between research and commercialization to drive the Oneida economy forward. A resurgence of Downtown Oneida in the growth and expansion of the regional indoor agriculture and healthcare clusters will meet the needs of local growing industries demand-driven innovation strategies through incentivized public-private partnerships in Downtown Oneida.

- There are 22 commercial properties ready for development in the DRI area, including several vacant infill parcels as well as multi-story brick commercial buildings. These properties can be used to provide varying levels of housing affordability and mixed uses downtown, and are in close proximity to the 126 FEMA Buyout parcels in the



Oneida Creek flood plain, which are ideal recreational re-development lands forming the eastern Downtown boundary.

- Anchor institutions such as the Kallet Civic Center, the Oneida Recreation Center in the historic Oneida Armory, the extraordinarily active Madison County Historical Society, Oneida Healthcare, HP Hood, and All Seasonings Ingredients bring a diverse array of commercial, civic and professional activity, growth potential, and community involvements in and near the downtown.

- The Madison County Historical Society at historic “Cottage Lawn” works to preserve, collect, promote, and exhibit the history of Madison County through the development of programs that enhance the County’s heritage. This beloved anchor institution hosts “Heritage Handicrafts: A Leisure Arts Series”, the Cottage Lawn Farmer’s Market, Madison County Craft Festival, and the Madison County Hop Fest, which brings the best of Madison County arts and culture, along with many hundreds of visitors, into the DRI area all year long.

- The City of Oneida’s current investment commitment to downtown is demonstrated through collaboration with many active groups and non-profits including Madison County Planning



Department, the Oneida Chamber of Commerce, Oneida Rotary Club, Oneida's Club, Oneida City Center Committee (OC3), and the Oneida Improvement Committee.

- The City is moving forward on a \$34 million dollar Wastewater Treatment Plant project to meet the current and future development needs. Capital projects slated for 2019 include \$220,000 in funding to repair the Municipal Pool at Vets Field, \$50,000 to resurface Allen Park's tennis and basketball courts, and \$100,000 to replace the gym floor at the Recreation Center. Among the capital projects is the Glenwood Dam Rehabilitation project totaling \$7.35 million in investment. All are important to support new development downtown, which will in turn maximize the impact of these infrastructure upgrades.

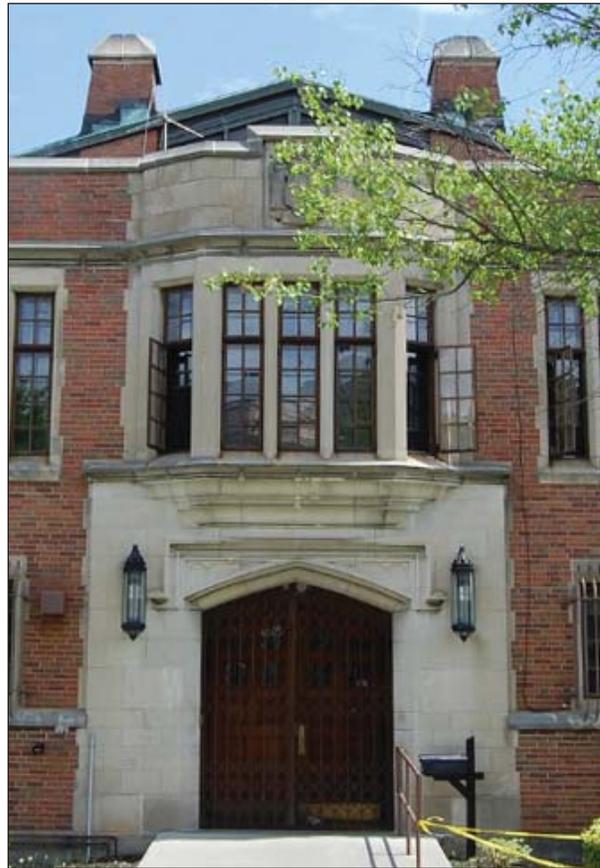
- Application of Smart Growth principles Downtown found in Goal 5 of the City's Comprehensive Plan, to "Improve land management by updating the City's Zoning Ordinance," include creating a downtown overlay district to improve commercial area aesthetics, and developing and implementing Historic Preservation and Neighborhood Conservation laws to maintain and enhance the character and integrity of Oneida's older/historic building stock



and neighborhoods. The City is currently reviewing the most recent regulatory updates, and considering implementation of Form-Based Zoning in a special Historic Downtown Mixed Use District.



- Development of energy-efficient projects and opportunities for green jobs has already begun in Oneida with a 1.75 MW solar array installed within the City in early 2018 and LED light replacements throughout the City.



## Recent or Impending Job Growth

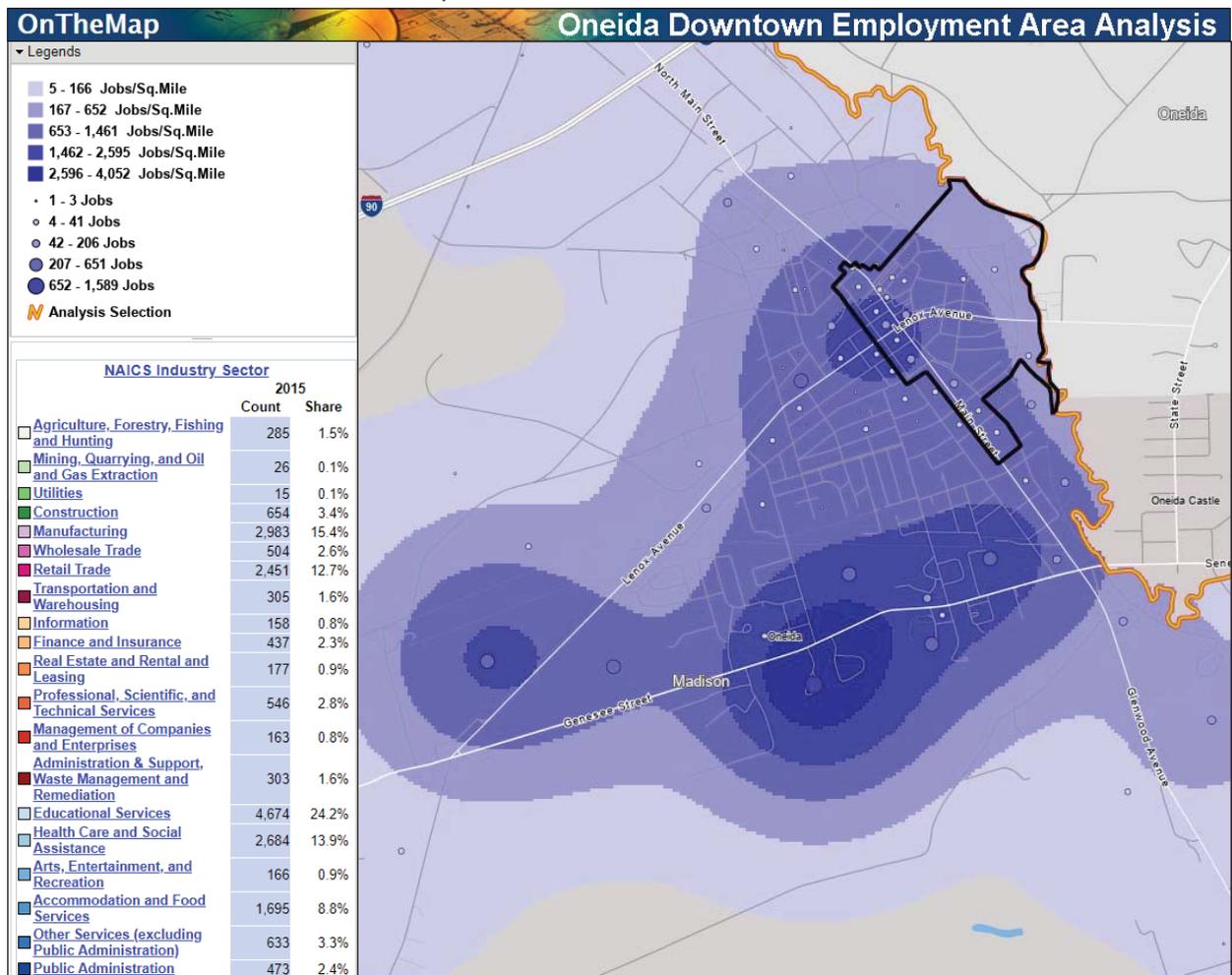
Oneida is a major contributor to Madison County’s overall commerce with nearly 933 business establishments with 4,666 jobs in the City. Retail Trade, Manufacturing, and Healthcare are the largest employment sectors. Since 2012 Oneida has steadily reduced the 9.3% unemployment rate, which hit the City hard with the closure of the Oneida Limited and Smith Lee manufacturing facilities. In 2017 Oneida’s unemployment rate was down to 6.6 percent and has continued to fall in recent months.

The City retains a solid base of large scale employers and is adding significantly to that base with the arrival of Green Empire Farms bringing 200 new jobs in a new 290-acre indoor hydroponic farming facility. With the addition of DRI funding, the City envisions

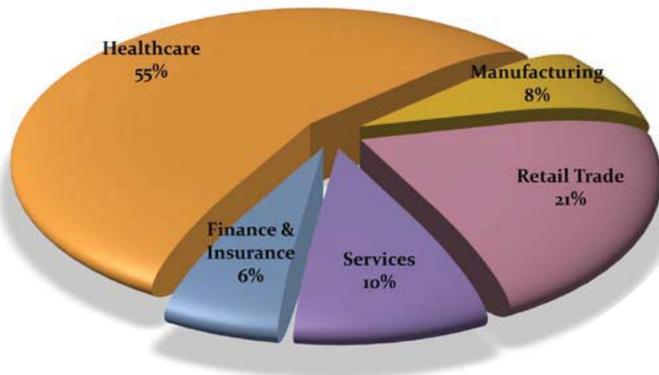


a new “Workforce Training and Entrepreneurial Center” in the Innovation District Downtown, to support the skilled labor recruitment needs of new local employers like Green Empire Farms, and to provide a basis for local businesses to innovate, grow and become employers, community assets, and customers.

Downtown continues to grow a diversity of job opportunities. Major adjacent employers include



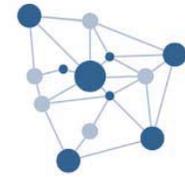
Percent of Oneida Jobs by Sector (2012)



# Turning Stone

RESORT | CASINO

along the Old Erie Canal State Historic Park, promises growth in related retail trade and visitor activity, canal ventures, heritage explorations, and stays in Downtown Oneida.



**P·TECH OHM**  
 Oneida · Herkimer · Madison BOCES  
 for Nanotechnology and STEM

nearby Turning Stone Resort & Casino with 4,500 employees, Oneida Healthcare, with their recently expanded Cancer Center, HP Hood, which added approximately 25 new positions with the expansion of their milk processing facility, All Seasonings Ingredients, Inc. that has expanded in the past year, with 11 new jobs and just received Site Plan approval for 2 new buildings, each approximately 16,000 sq ft. All Seasonings Ingredients is expecting construction to start by summer 2019.

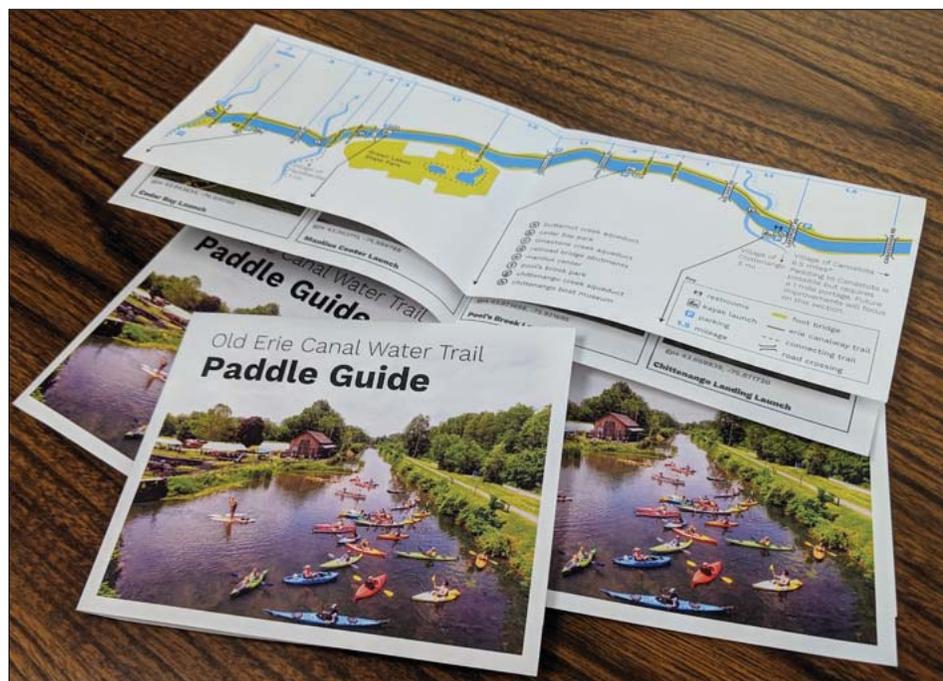
With a “Downtown Innovation District” planned to be the locus of entrepreneurial start-ups businesses, off-shoots from Oneida’s healthcare, drone technology, agriculture, and other strong sectors, including a new Downtown workforce training space, Oneida will be poised to sustainably attract professionals, long-term, to an active life in Historic Downtown Oneida!

The conversion of the former Harden Furniture Factory in downtown Oneida to the planned “Harden Plaza”, 30 units of downtown luxury living, has employed 30 contract workers over the past two years and will continue to employ local labor through its completion over the next two years.



A variety of small retail outlets and professional services and the City’s dense downtown residential neighborhoods make for easily accessible job opportunities for people of all ages and means.

A growing tourism market associated with Oneida’s own section of the Empire State Trail,



## Attractiveness of the Physical Environment

*Downtown Oneida has a diversity of housing options:*

### *Herbert D. Brewer Apartments*

Five family-friendly row house buildings downtown each have eight apartment units. There are 40 one, two, and three bedroom units, with ADA accessible units available.

### *Oneida Towers One*

This 11-story, 100 unit public housing development is conveniently located in downtown Oneida within easy walking distance to banks, post office, restaurants, farmer's market, parks, and various other shopping options.

### *Oneida Towers Two*

A 6-story, 100 unit public housing development with 10 ADA units, conveniently located in downtown Oneida within easy walking distance to banks, post office, restaurants, farmer's market, parks, and various other shopping options.

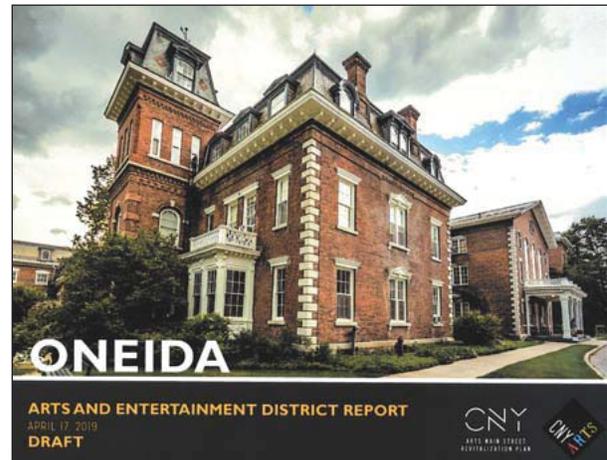
*The Oneida Section 8 Program* helps to provide choices for decent, safe and sanitary housing for eligible participants through improved living conditions for very low income families, elderly, non-elderly and the disabled, while maintaining their rent at an affordable amount.

### *Main Street South and Walnut-Grove Neighborhoods*

Dense traditional neighborhood clusters of single family homes and apartments of all types are located in the DRI area, offering a diversity of housing options from grand old Victorians and Queen Annes to modest studio apartments.

### *Oneida's Main Street - Forging Our Place!*

Main Street in Oneida features a number of National Register-listed historic properties among the Main-Broad-Grove Streets Historic District and the Downtown Commercial Historic District. Visitors to "Cottage Lawn", now Madison County Historical Society, come for the Farmer's Market, Madison County Craft Festival, and Madison County Hop Fest, bringing the best of Madison County arts and culture to Downtown, along with many hundreds of visitors into the DRI area all year long.



### *Oneida Arts & Entertainment District Project*

A new 2019 report, part of CNY Arts ENGAGE 10-Year Cultural Plan for districts in Auburn, Cortland, Oneida, Oswego and Syracuse, is being launched in Oneida to facilitate a high impact revitalization tool for traditional commercial districts and neighborhoods employing strategies and initiatives related to the cultural arts sector; placemaking, historic preservation, and small business development. CNY Arts, in partnership with the City of Oneida, are working over the next 36 months to develop "Key Ideas" for Marketing and Promotion, Increasing Audience Participation Numbers, and Urban Design Initiatives to engage Tourists in spending money in Downtown Oneida.

### *Downtown Oneida has Healthy and Affordable Food!*

In Downtown, healthy and affordable food can be found at Oneida City Farmer's Market, Cottage Lawn Farmer's Market.



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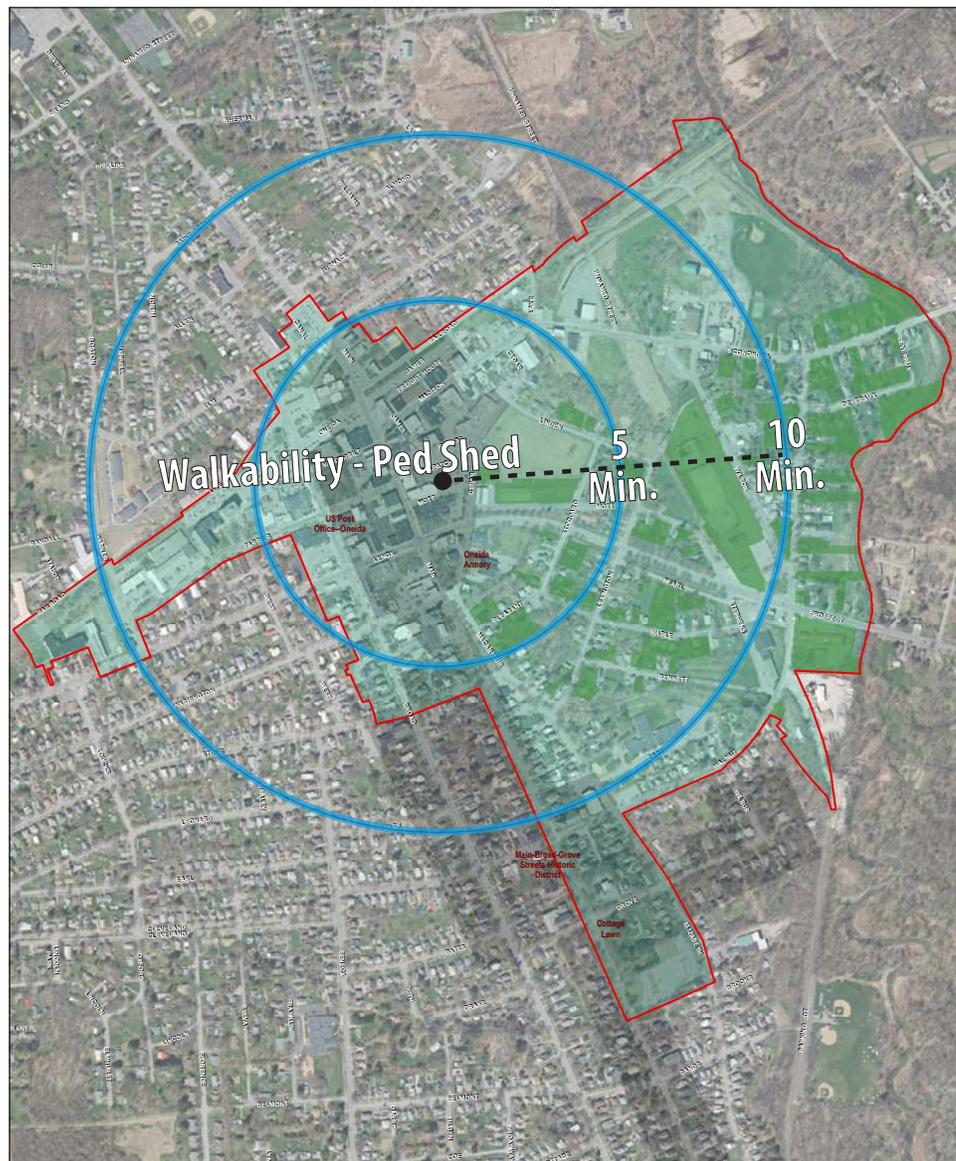
In Downtown, healthy and affordable food can be found at Oneida City Farmer’s Market, Cottage Lawn Farmer’s Market. The Market at the Commons, Napoleon’s, Hipstir Cafe, The Culture Cafe, China King Chinese, The Wagon Wheel, Sweet Temptations, 31 Express, and Giovanni’s Big Cheese.

### ***Downtown Multi-Modal Transportation***

Downtown Oneida’s walkability index rating indicates a “Very Walkable” Downtown, with a Walkscore of 72. The multi-use Oneida Rail Trail, currently under construction, will bisect Downtown and link to the Old Erie Canal

State Park and Empire State Trail, just 1 mile north of Downtown via the CNY Peacemaker Trail, a Central New York regional network of bike touring corridors planned to connect five CNY Counties and their scenic, outdoor recreation and heritage resources.

The Madison Transit System (MTS) serves the City of Oneida with a routes within the City of Oneida and linking to points across the County. There is a dial-a-ride program for areas not already served by regularly scheduled MTS routes. The bus fare is \$1.50 for rides within the City limits, otherwise countywide service is \$3.00 a ride. There is a 50% discount for children between 1-16, residents over





***Oneida's Unique Social & Cultural History***

In the context of New York State history, Oneida's cultural and manufacturing history is uniquely interesting. Oneida Limited Flatware Company, and the Oneida Community Mansion House were associated with a utopian community that remains legendary in upstate New York. This historic "social experiment" is still reflected in the City's preserved historic architecture and landscapes. In May of 2016, WBUR, an NPR affiliate, produced a story about Oneida's fascinating history: *"The Rich, Sexy History Of Oneida — Commune And Silverware Maker"*, based on a conversation with Ellen Wayland-Smith, a descendant of founder John Humphrey Noyes. Wayland-Smith is the author of *"Oneida: From Free Love Utopia To The Well Set Table - An American Story."* Oneida's fascinating social history, silver-forging past, and surviving built heritage provide a significant foundation for

culturally-based economic development that is easily accessible from the Empire State Trail just a mile from Downtown.

“Cottage Lawn” (designed by renowned architect Alexander Jackson Davis and constructed in 1849), was the home of Niles Higginbotham, founder of the City of Oneida. Today the historic home on Main Street houses the Madison County Historical Society which collects, preserves, interprets and exhibits the history of Madison County, its fifteen towns, and the City of Oneida. The building is on the National Register of Historic Places and features period furnishings, as well as a genealogical library.

*The Oneida Armory*, in the heart of Downtown, is a Tudor Revival building designed by William Haugeard and listed on the State and National Registers. The Armory is currently home to the City’s recreational leagues and youth programs, offering year round activities for community members of all ages, and demographics. Offering Tot Run and Fun programs, rentals for birthday parties, adult health and wellness, as well as youth and adult recreation leagues in a 12 hour a day, 7 days a week facility.

*The Oneida Community Mansion House*, just a few minutes from Downtown, is a massive brick building constructed in several stages from the 1850s to 1914 as a multipurpose principal building for the Oneida Community, a utopian religious society founded in 1848 by John Humphrey Noyes. With more than 300 rooms, the Mansion House offers eight guest rooms for an extraordinary experience in overnight stays.

*The U.S. Post Office* in Oneida, across from Higginbotham Park, is part of a thematic listing in the National and State Registers, “United States Post Offices in New York State, 1858 – 1943”, designed by James A. Wetmore.

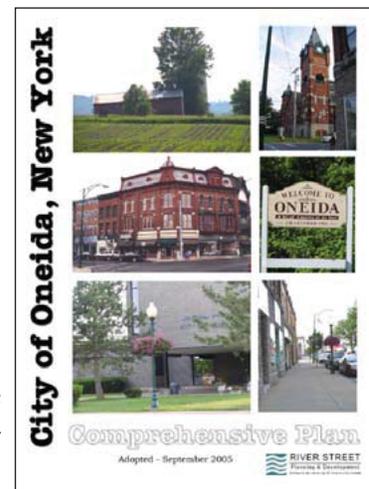
*The Kallet Civic Center*, a c.1938 Downtown anchor, in State Register of Historic Places as a component of the Downtown Commercial Historic District with a formal application for this designation in progress.

*The Oneida Public Library* has been a cultural anchor on Broad St. since 1953. The new Library Building on Elizabeth and Main Streets in Downtown will double the usable space, add state-of-the-art infrastructure, energy-efficient climate control, fiber-optic communications, public WiFi, creative laboratory space, and 100-seat Community Room.

*The Mount Hope Reservoir*, located between Mt. Hope and Fairview Avenues, just a short distance from Downtown, is an expansive city nature park offering fishing, hiking trails and camp sites.

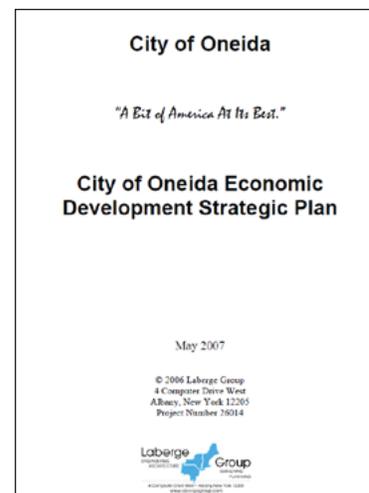
## Quality of Life Policies

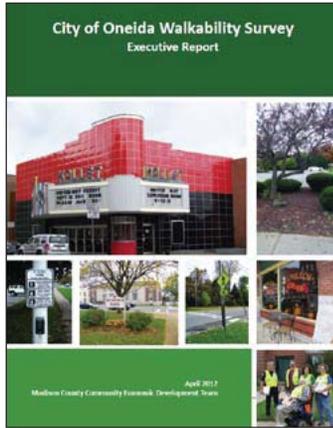
Downtown Oneida’s revitalization is the focus of 17 years of community planning with substantial public input. The City of Oneida is leading the way in supporting, developing, and adopting many new policy tools, stewarding capital projects, and encouraging public-private partnerships. The City’s implementation of long-term sustainability initiatives has already had visible and measurable results. The City’s efforts to foster a higher quality of life include:



### City Planning Efforts

In 2002, River Street Planning & Development worked with the City to develop a *Downtown Strategic Plan* with an analysis of comparable cities. In 2005, the same planning group





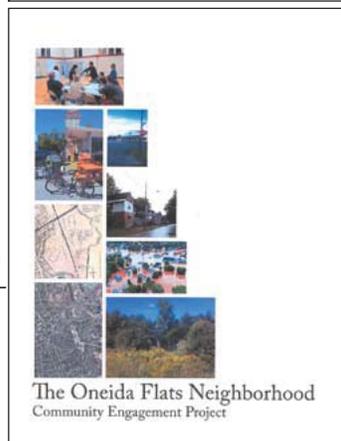
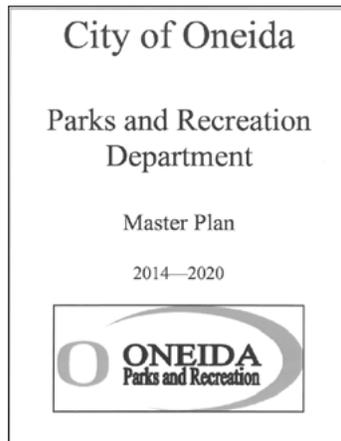
assisted the City with development of the City's Comprehensive Plan.

In 2007, the Laberge Group worked with the City to prepare the *City of Oneida Economic*

*Development Strategic Plan* with a marketing segmentation and retail analysis, goals and recommendations for business development.

In April of 2012, the Madison County Economic Development Team released the *City of Oneida Walkability Survey*, intended to help frame future changes to the Comprehensive Plan and accompanying zoning updates. That same year, the County also developed an Economic Development Strategy through the CNY Regional Planning and Development Board (CNY RPDB).

In 2013, CNY RPDB developed *Vision CNY - Central New York Regional Sustainability Plan*. Oneida projects in the 2013 plan included hops and culinary market opportunities; the Oneida Elm Street/Curtin Business Park, and Oneida Creek Stream bank Restoration Program and a Community Pedestrian Trail.

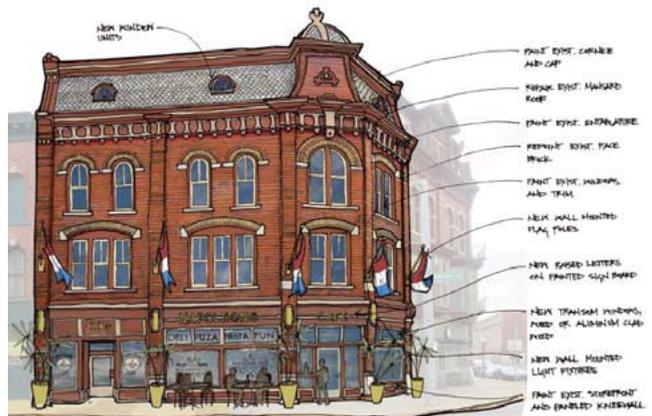


In 2014, the *City of Oneida Parks and Recreation Department Master Plan 2014 - 2020* was completed with an eye toward planning improvements and programming for the City's 15 parks on 160 acres.

In 2015, in response to the devastating June 2013 flood in the City, SUNY College of Environmental Science and Forestry's Center for Community Design Research collaborated with the City in the *Oneida Flats Neighborhood Community Engagement Project* to assist in planning for recovery, with regard to 320 affected residential and commercial parcels in a developed flood plain area of the City.

In 2016, Madison County Planning Department conducted a Downtown Parking Study, and the City continued to engage in updates to its Zoning Ordinances.

In 2017, In. Site: Architecture assisted the City in development of the *Oneida NY Facade Renovation Handbook*, a guide to better design decision-making to protect and enhance Oneida's historic downtown.





***Use & Implementation of Modern Codes, Principals & Strategies***

Application of Smart Growth principles Downtown began with Goal 5 of the City’s 2005 Comprehensive Plan, to “*Improve land management by updating the City’s Zoning Ordinance.*” Current efforts include exploring creation of a downtown overlay district to improve commercial area aesthetics; and developing and implementing Historic Preservation and Neighborhood Conservation laws to maintain and enhance the character and integrity of Oneida’s historic building stock and neighborhoods.

Currently, the City is working to review and update the Downtown development ordinances to accompany guidance provided in the City of Oneida Facade Renovation Handbook, reviewing the most recent regulatory updates, and considering the implementation of Form-Based Zoning in



a special Historic Downtown Mixed Use District; and requiring application of NY Complete Streets Principles in all capital projects.

In 2017, the City amended its Lot Development Standards and adopted a new combined Planning and Zoning Board that allows for a more coordinated and efficient review of projects in its historic City Center.

The City of Oneida is a NYS designated Clean Energy Community, demonstrating its commitment to energy sustainability with a 1.75 MW municipal solar array installation and City-wide LED lighting upgrades.





**Community Collaboration**

The City of Oneida, through its nine Boards and Commissions, collaborates with public and private agencies and organizations on a wide variety of initiatives. The City and members of the Oneida community joined forces to support the Oneida Improvement Committee (OIC) which successfully garnered the most public votes in the CNY85 Giving Project’s final round of organizations within the categories of arts, culture, recreation and civic engagement. They received an \$8,500 grant to begin repurposing existing historic asset rail beds, as a new community destination that will eventually circle the City. The grant enabled the OIC to recruit volunteers, design signage and work with local government, utility companies and homeowners to bring the trails to fruition.

The City of Oneida is the newest Energize NY member and the second city in the Central Region to join. Oneida is the 40th municipality in NYS to offer commercial PACE financing for clean energy projects. Through this strategic collaboration, the City is now able to offer the community low interest financing for energy improvements.

The City has worked with the community to put in place key tax exemptions including Business improvement exemptions, Veterans, Partial Tax Exemption for Senior Citizens, Basic STAR, Enhanced STAR(for seniors over 65 years of age), Capital im-

provement, Persons with disability, Agricultural exemptions, Nonprofit organization and Clergy.

The Oneida City Center Committee (OC3) was incorporated in 2015 for the purpose of civic benefits for the community and its citizens. In October of 2016 the Oneida City Center Committee, Inc. attained 501(c)(3) status and continues to grow. Partnering with the City of Oneida and other local organizations, the organization strives to improve Downtown and the lives of the citizens of Oneida.

The Kallet Civic Center is a City owned building, and host to a collaborative non-profit organization created in 1983 whose purpose is to maintain the City’s Kallet Theatre building as a community center and provide programs of interest to the community and general public.

**Public Support**

The vision for revitalization of Downtown Oneida was developed collaboratively with the Oneida Community through a series of Downtown Strategy Workshops beginning in January of 2019. The City prepared for community outreach beginning in November 2018 with formation of a DRI Working Committee representative of key stakeholders. The committee met regularly, and through three community workshops, the Community was asked to identify key issues, assets and opportunities for the revitalization of Downtown.



# The Oneida Rail Trail....



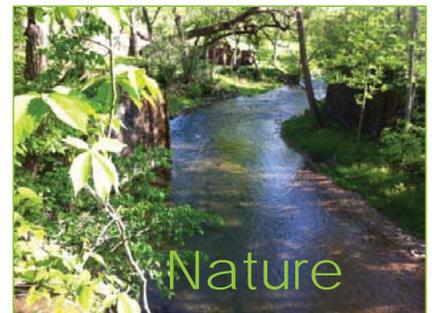
attracting visitors to Oneida and physically linking....



Neighborhoods



Downtown



Nature



Parks



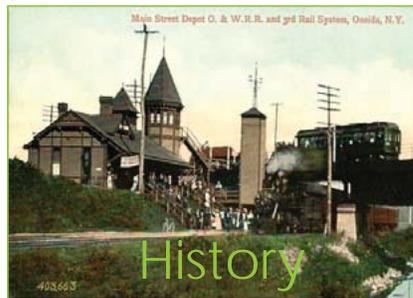
Shopping



Schools



Erie Canal



History



Tourism



The City of Oneida DRI Working Committee, representing a broad cross section of residents, developed a plan to ask the Community to create a Vision for the future, and then to decide what is necessary to achieve it. The DRI working committee wanted to know what community members most value about Oneida; to identify the shared image of what they want their community to become; and to develop a strategy to get there, because, “If you don’t know where you are going - you might end up someplace else.”

Two separate online Community Surveys were conducted to collect detailed community feedback from Downtown Oneida Shoppers and from Downtown Business Owners. The “Shopper Survey” and “Business Survey” responses were posted on the City Website and printed results were made available at following community meetings. See Appendix A.

The City of Oneida conducted and analyzed a robust community engagement process through these meetings and surveys, resulting in a strongly supported community vision for downtown revitalization, and a preliminary list of projects and initiatives included in this DRI proposal.

*Community Workshop #1 - January 22, 2019*

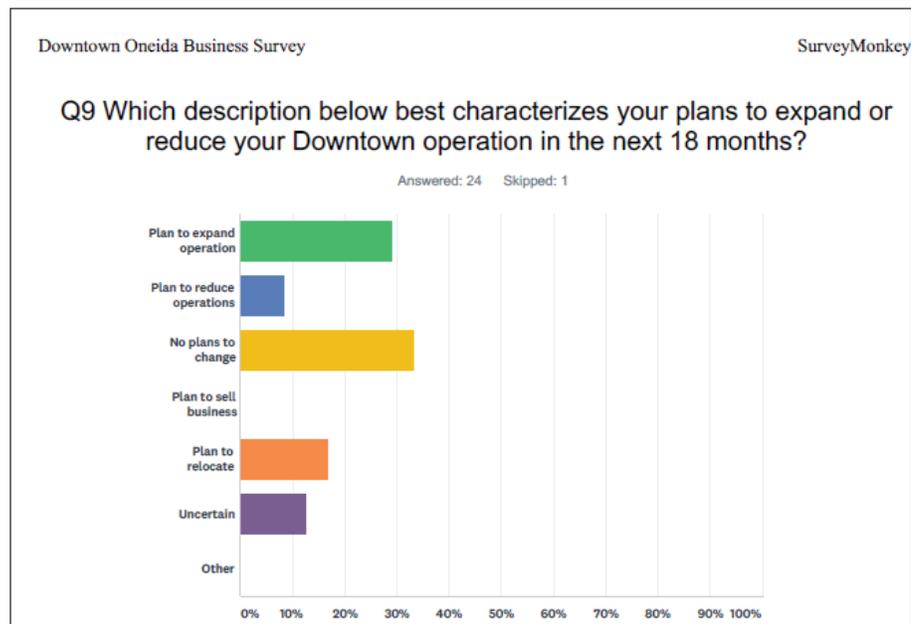
This Community Meeting & Action Strategy ses-



sion, held at the Kallet Theater, was attended by over 50 community members who were introduced to the Governor’s DRI Program, the local visioning process, and how it could help the Oneida community. Attendees worked to identify the top issues affecting Oneida. Issues identified at this workshop were organized into 7 broad categories for further exploration: *Agency & Organizational Coordination; Government Policy & Budget; Parks & Open Space; Building Revitalization & Housing; Streetscape & Aesthetics; Events & Activities; and Shopping/Restaurants/Retail.*

*Community Workshop #2 - March 11, 2019*

From the community input of the 1st workshop, the 7 issue topics served as the basis for committee taskforces to further explore solutions and stakeholder groups. At the 2nd Community Workshop, community members were asked to identify positive attributes; weaknesses, problems and opportunities —





and what can be done to improve the situation, both short and long-term. Over 50 community members worked in 7 issue groups to compile a “wish list” for each of the 7 issue topic areas.

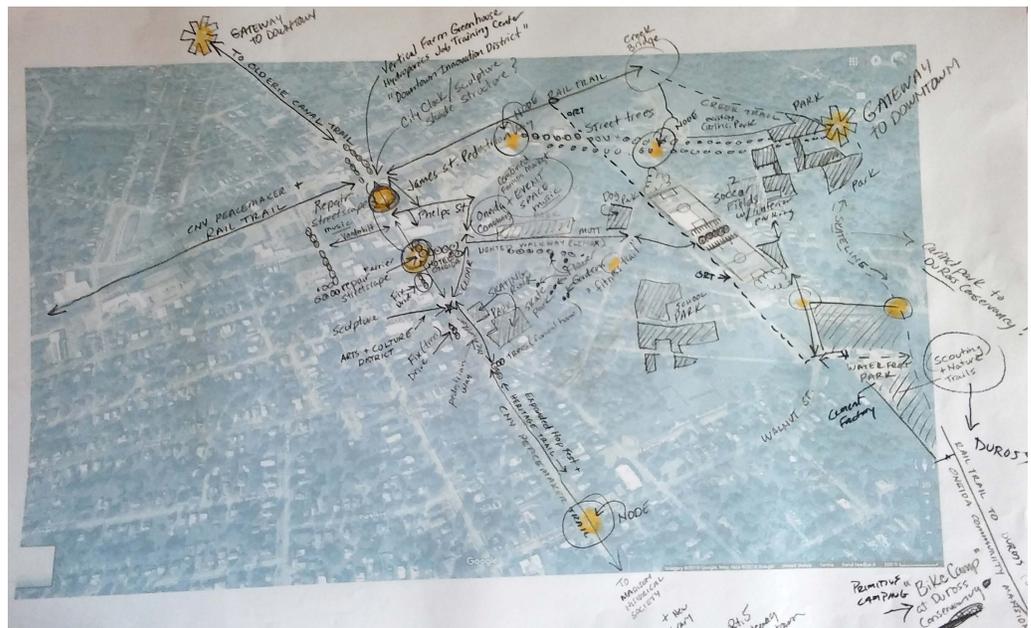
### Community Workshop #3 - April 24, 2019

At this workshop, an open discussion of the issues explored the timeframe for potential solutions. Small groups met again to begin writing down their collective vision for Downtown Oneida and its future. As a result of these efforts, a community vision statement, and 3 clear downtown revitalization strategies were developed for this DRI proposal:

- A. Forging Our Place**
- B. Building Resilience**
- C. Policy Support & Coordination**

With a fresh community vision, and three downtown development strategies, enthusiastically endorsed by City, agency, organization, community leaders and visionary developers, the City worked on a DRI proposal with the Central New York Regional Planning & Development Board. Using the 2019 DRI Guidebook, the community workshops and surveys as guidance, along with the *City’s Comprehensive Plan*, the *Oneida Downtown Strategic Plan*, the *City of Oneida Economic Development Strategic Plan*, the *City of Oneida Parks and Recreation Department Master Plan 2014 - 2020*, and the *CNY Regional Economic Development Council Central New York 2018 Progress Report*, a DRI proposal was developed to present to the CNY REDC.

City leaders and key stakeholders, as well as the community, are excited about the possibilities for Downtown Oneida and committed to working together with the future Local Planning Committee to advance Oneida’s DRI vision and revitalization efforts. The City of Oneida is enthusiastically ready to begin the next chapter in long-range planning and future transformational projects for the revitalization of its historic Downtown!



## SECTION III

### Transformative Opportunities - Our Strategies & Projects:

The community vision and three downtown revitalization strategies developed for this DRI proposal laid the foundation for an exciting collection of synergistic and transformative projects and designed to catalyze the renaissance of one of only two historic Central New York Erie Canalway Cities. The City of Oneida is pleased to present these public-private partnership initiatives for catalytic investment within three strategies:



#### A. Forging Our Place

Like Oneida's historic role in trade and commerce in many ways forged this place to become the fine city it has always been, this strategy will focus on building rehabilitations and "placemaking" as the urban revitalization forge of today, preserving and shaping historic Oneida into an exceptional urban center located on the Empire State Trail.



##### 1. The Oneida

Owners: Sullivan Contracting, Inc.

Address: 181 Main Street, Oneida, New York 13421

Timeline: Concept Design: Complete.

Historic Part I Design and Review: May – August 2019

Historic Part II Design and Review: 7-10 months after Part I approval

Design and Contract Documents: 4-6 months

Construction: 12 months

Estimated Construction Jobs: 50-65

Estimated New FTE Jobs: 12-15

Project Readiness: Property Acquisition/Ownership Secured, Concept Design Complete, Environmental/Asbestos Survey Complete, Owner Equity Contribution Commitment, Construction and Permanent Finance Application after DRI and Historic Review

Total Budget: \$5.5 million

DRI Funding Request: \$2.5 million

#### Project Summary:

Located in the heart of downtown Oneida, the original Hotel Oneida opened in 1927. An addition to the building was completed in 1970, and in 2017 the City declared the property a public nuisance. A proposed rehabilitation of The Oneida, will return the building to its former glory and have a transformational impact in the City.

The project, a transit-oriented development just 3/10 of a mile from Oneida public transit, will provide over 12,000 square feet of new downtown mixed use space and over 17,000 square feet of apartment and tenant support spaces on four floors. The Oneida will include an exterior restoration of the masonry, window replacement, and a roof repair. Site improvements will be proposed to include new parking and historically-compatible developments to restore the pedestrian friendly streetfronts along Main Street and Lenox Avenue.





1. The Oneida
2. Oneida Visitor Welcome Center Pavillion at Higginbotham Park
3. Harden Plaza - 30 Residential Units
4. 130 North Main St. Mixed Use
5. 128 North Main St. Mixed Use
6. Madison Bistro Farm to Table Restaurant & Mico-brewery
7. Oneida Armory/Recreation Center
8. Dispatch Commons
9. Oneida Elks Lodge
10. Oneida Rail Trail Plaza City Center
11. Empire State Trail Linkage - Oneida Rail Trail & Corridor #22 of CNY Peacemaker Trail
12. Madison County Historical Society Heritage Trail, Hop Festival & Craft Days Expansion
13. "Flats Neighborhood" Redevelopment
14. DuRoss Conservancy "Bike Camp"
15. Kallet Civic Center Rehabilitation
16. Downtown Streetscape Improvements
17. Oneida Downtown Innovation District
18. "Spark Main Street" Program
19. Downtown Arts & Culture District

**City of Oneida  
Downtown Revitalization Initiative  
(DRI) Area Vision Concept**

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## 2. Oneida Visitor Welcome Center & Pavilion at Higginbotham Park

Owners: City of Oneida

Address: 126 Farrier Ave.

Timeline: Spring 2020 - Fall 2020

Estimated Construction Jobs: 6

Estimated New FTE Jobs: 0

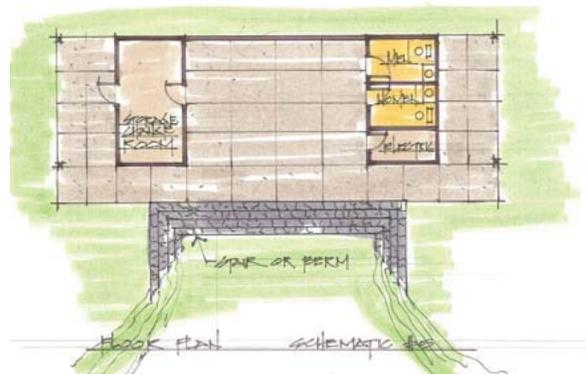
Project Readiness: Planning complete, site control

Total Budget: \$200,000

DRI Funding Request: \$50,000

### Project Summary:

This public pavillion, linked directly to the Oneida Rail Trail in Downtown, will fulfill the need for public access to bathrooms and provide a small performance space at the heart of Downtown. A small gathering place for community events is represented in these schematic drawings by architect Bruce MacKnight, envisioned in a historic train depot/grain mill style, inspired by the historic architecture to be found in central NY, and the former Kenwood Train Station that stood near Sunset Lake in Oneida. The planned design will make for a one of a kind structure, reminiscent of Onieda's rich train history, and a needed welcoming place for visitors from the Empire State Trail to begin their explorations of all the City of Oneida has to offer.





**3. Harden Plaza**

Owners: David Labrecque  
 Address: 433 Railroad St.  
 Timeline: Spring 2019 - Spring 2021  
 Estimated Construction Jobs: 30  
 Estimated New FTE Jobs: 3  
 Project Readiness: Site control, planning and design completed, construction in progress

Total Budget: \$3,456,000  
 DRI Funding Request: \$1,700,000

**Project Summary:**  
 The former Harden Furniture Factory rehabilitation will result in the development of 30 upscale living units within walking distance of the heart of Downtown. Interior and exterior common areas and detailed amenities will provide for a comfortable, socially active living lifestyle. This project has been in progress over the past two years with \$1.5M of owner investment to date.

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**4. 130 North Main St. Mixed Use/Residential**

Owners: Center Street Residential LLC  
 Address: 130 Main St.  
 Timeline: 4 Months – Start: May 1, 2020  
 Estimated Construction Jobs: 4  
 Estimated New FTE Jobs: 6  
 Project Readiness: Site control, planning complete, Owner funding secured.



Total Budget: \$50,000  
 DRI Funding Request: \$50,000

**Project Summary:**  
 130 North Main Street has undergone a full interior transformation and renovation of 3 Commercial Units and 8 residential units, which represents an investment in the community of over \$500,000 to date. This project, a transit-oriented development just 4/10 of a mile from Oneida public transit, will update the exterior of the building to ensure that the building is both energy efficient as well as beautiful, replacing all of the existing exterior windows and doors for the property, as well as repointing the brick where appropriate, and existing exterior siding repair or replacement, as well as cornice repair and repainting.

---

**5. 128 North Main St. (Facade)**

Owners: Center Street Residential LLC  
 Address: 128 North Main Street  
 Timeline: 3 Months – Start: July 1, 2020  
 Estimated Construction Jobs: 3  
 Estimated New FTE Jobs: 5  
 Project Readiness: Site control, planning complete, Owner funding secured.

Total Budget: \$50,000  
 DRI Funding Request: \$25,000



**Project Summary:**

128 North Main Street needs a revitalized facade. This property has had its southern side of the building exposed at some point where a structure had provided covering for its southern wall. This project will look to secure the southern wall with a stone/brick appropriate exterior wall covering. This project would also beautify its exterior street facing portion with new signage, brick pointing where appropriate, paint and new doors.

**6. Madison Bistro Farm To Table Restaurant & Micro-Brewery - Devereaux Building Rehabilitation**



Owners: TBE: Devereaux Building LLC  
 Address: 146 Main Street, Oneida NY  
 Timeline: 24 Months – Start: Feb 1, 2020  
 Estimated Construction Jobs: 12  
 Estimated New FTE Jobs: 12  
 Project Readiness: Site control, planning in progress

Total Budget: \$2,500,000  
 DRI Funding Request: \$1,250,000

**Project Summary:**

This expansion of the current Madison Bistro business model, in its 9th year of operation, will add an on-site micro brewery, seating for 50-60 people with additional outdoor seating, a stage for live music and room for a dance floor, and smoke house with 2-20 sqf smokers for our famous BBQ Brisket. The expansion and relocation of Madison Bistro to Oneida will include a 3 bbl system for micro brewing craft brews to be sold at that location only. The dining room will feature a full view of the brewing process behind glass walls with a bar.

The Devereaux building is a historic anchor in Oneida City Center and the tallest building in the city with a rich history dating back to the mid 1800s. Currently, this building is only 60% occupied, with the 5th floor completely abandoned. This project, just 2/10 of a mile from Oneida public transit, will seek to fully renovate and reposition this building to be a cornerstone of Oneida's Downtown Business District. The project would include installation of a building-wide sprinkler system, full redesign and renovation of the interior, and renovation of the building's lovely historic facade.

**7. Oneida Recreation Center - Historic Oneida Armory**

Owners: City of Oneida  
 Address: 217 Cedar St.  
 Timeline: Fall 2019 - Fall 2021  
 Estimated Construction Jobs: 7  
 Estimated New FTE Jobs: 0  
 Project Readiness: Planning complete, site control

Total Budget: \$750,000  
 DRI Funding Request: \$750,000



Owners: Dispatch Commons, LLC  
 Address: 130 Broad St.  
 Timeline: Fall 2019 - Spring 2020  
 Estimated Construction Jobs: 10  
 Estimated New FTE Jobs: 100  
 Project Readiness: Site Control, planning complete, rehabilitation of this building is currently in progress.

Total Budget: \$2,000,000  
 DRI Funding Request: \$1,000,000

**Project Summary:**

The historic Oneida Armory Building will be rehabilitated to include a new roof, new gym floor, new generator and electric upgrades. This will support use of the building for a community emergency shelter in addition to its primary use a recreation center. Improvements to the exit and entrance on Rt 365A, a Lenox Ave. parking lot curb and lighted walkway would be added to facilitate a new seasonal community ice skating rink.

**Project Summary:**

This project, a transit-oriented development just 1/10 mile from Oneida public transit, entails rehabilitating and repurposing the 16,000 s.f. former newspaper building into a multi-purpose retail and office space, including an eatery and micro-brewery, making a major contribution to the revitalization of Downtown Oneida - "A bit of America at its best."

**8. Dispatch Commons**



**9. Oneida Elks Lodge #767 Windows Replacement**



Owners: Oneida Lodge No. 767 Benevolent and Protective Order of Elks of the USA, Inc.

Address: 191 Main Street

Timeline: spring 2020 - fall 2020

Estimated Construction Jobs: 2

Estimated New FTE Jobs: 0

Project Readiness: Site control, planning complete

Total Budget: \$88,000

DRI Funding Request: \$83,000

#### Project Summary:

The historic Oneida Elks Lodge building on Main Street, near the center of Downtown is presently completing a long awaited repainting of the exterior which has involved approximately 4 years of fund raising to secure the necessary monies to complete the project. The Lodge will have spent approximately \$10,000 when the project completes this summer. The Painting Project has also required the Lodge to arrange for the use of volunteer Inmate Labor from the Midstate Correctional Facility and Maxwell House to significantly reduce the labor expense. Currently, the lodge is working with National Grid and their SmartWatt program to upgrade all interior florescent lighting to LED's to reduce Energy costs. These upgrades are expected to pay for themselves in two years and reduce expenses long term.

The Lodge wants to make the next phase of restoration and refurbishment the replacement of all exterior windows with energy efficient weather tight windows. Presently, a combination of original wooden double hung windows in very poor repair and metal framed windows that are loose and leak air do not support an otherwise very energy inefficient building or the Lodge's Operating Expenses. The upgrades will also enhance the exterior appearance of this historic building, while providing low maintenance window units.

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## B. Building Resilience

This strategy is focused on recovering the City DRI area from the gradual ravages and impacts of economic downturns, superstore consolidations, outmigration, and neighborhood flooding, to position the community more sustainably to thrive.

### 10. Oneida Rail Trail Plaza City Center



Owners: City of Oneida

Address: Oneida St/Railroad St./Main St.

Timeline: Fall 2019 - Fall 2020

Estimated Construction Jobs: 15

Estimated New FTE Jobs: 1

Project Readiness: Planning Complete

Site Control - City ROW

Total Budget: \$1,599,500

DRI Funding Request: \$500,000

#### Project Summary:

This public plaza at the heart of Downtown will welcome visitors on the Oneida Rail Trail, and from the CNY Peacemaker Trail, and the Empire State Trail. It will include Gateway Sign/Treatment, Downtown Business/Museum Wayfinding, Public Art, Furniture in the plaza – tables with chairs attached/umbrellas, Canopy System/Sails, Accent Lighting, a Public Bike Repair Stations,

Mobile Stage/Trailer/Sound System/Generator/Movie Screen/Projector. It will finish paving Freight House Alley, and redo the sidewalk on Freight House Alley,

### 11. Empire State Trail Linkage - Oneida Rail Trail Extension & Corridor #22 of CNY Peacemaker Trail



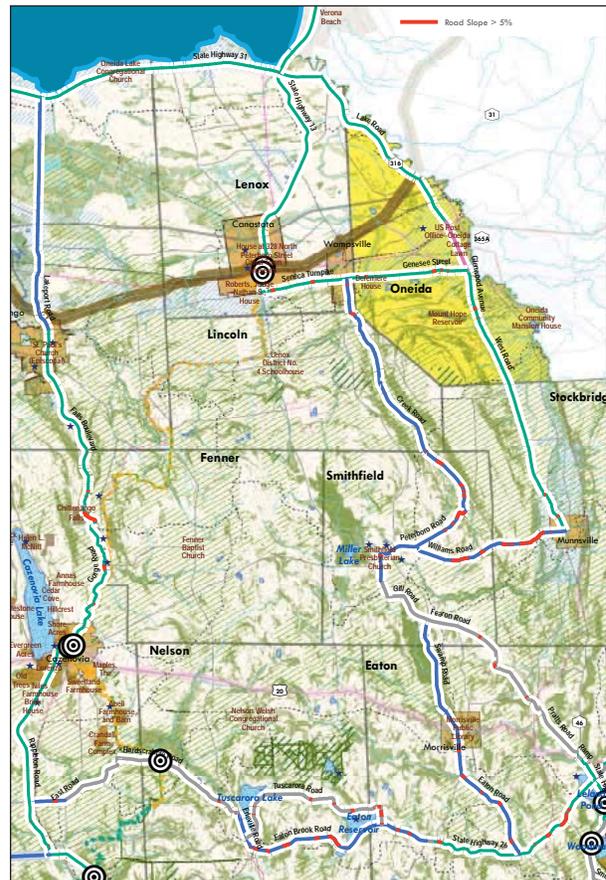
Owners: City of Oneida, Oneida Community Mansion House  
Address: Empire State Trail at 1101 NY 316 in Oneida, to Oneida Community Mansion House  
Timeline: Spring 2020 - Fall 2021  
Estimated Construction Jobs: 15  
Estimated New FTE Jobs: 1  
Project Readiness: Planning in progress, site control in progress

Total Budget: \$1,500,000  
DRI Funding Request: \$1,500,000

**Project Summary:**  
The Oneida Rail Trail, aligning partially with the regionally planned CNY Peacemaker Trail (29 bike touring corridors connecting five counties) will bisect the City of Oneida. These trails connect CNY's extensive collection of heritage and outdoor recreation sites in Oneida and across Central New York. The City is currently implementing portions of the Oneida Rail Trail and working with the CNY Regional Planning Board to facilitate the necessary local planning for the "Peterboro - Oneida - Bridgeport Corridor" of the CNY Peacemaker Trail. The Oneida section of this corridor aligns with a planned extension of the Oneida Rail Trail from the Empire State Trail in Oneida to Main St, through Downtown and the Flats Neighborhood, and following a partially exist-



ing trail on the former rail track to the historic Oneida Community Mansion House. The project would include the addition of trail wayfinding and bike facilities, a park playground, dog park, and public bathroom facilities as well as multi-use trail development along this 4-mile Oneida City corridor connecting the Empire State Trail with the historic Oneida Community Mansion House and catalyzing supportive and significant trail system-related development in Downtown Oneida.



**12. Madison County Historical Society Heritage Trail, Hop Festival & Craft Days Expansion**



Owners: City of Oneida  
 Address: Main Street, Cedar St, Phelps St.  
 Timeline: Spring 2020 - Spring 2021  
 Estimated Construction Jobs: 4  
 Estimated New FTE Jobs:  
 Project Readiness: Site Control, planning in progress

Total Budget: \$200,000  
 DRI Funding Request: \$200,000

**Project Summary:**  
 This project will work to expand the already highly successful annual events that draw tens of thousands of visitors to Downtown Oneida each year, and add a QVC code Heritage Trail App and link from the Madison County Historical Society to expanded event grounds Downtown, where the Annual Hop Festival and Crafts Days Festivals will be able to meet the enormous

demand for vendor space that has been unavailable in recent years. With the growing use of the Empire State Trail through the City of Oneida, these festivals are only going to grow, contributing as visitation generators for the Empire State Trail, by way of direct linkage to Downtown Oneida. The project will capture a growing visitor tourism market share through this project which will seed further synergistic Downtown developments.



**13. "Flats Neighborhood" Park Redevelopment**



Owners: City of Oneida  
 Address: "Flats Neighborhood"  
 Timeline: Fall 2020 - Fall 2022  
 Estimated Construction Jobs: 35  
 Estimated New FTE Jobs: 2

Project Readiness: Site Control, Planning in progress

Total Budget: \$4,000,000

DRI Funding Request: \$4,000,000

**Project Summary:**

From 126 City-owned FEMA Buyout parcels in the Oneida Creek flood plain, several transformative community recreation initiatives are planned including new uses that are directly accessible to the Oneida Rail Trail, and more sustainable than the former residential development in this low-lying sector of the City. Two new AYSO soccer fields with restroom facilities and a Skate Park will be developed between Oneida Commons Market and Oneida Creek. With an added 4 acres to the 12-acre Carinci Park on Oneida Creek, the City will create an outdoor concert venue, a "Band Shell" performing space in a redesigned concert park with lawn seating, paved paths, a lovely treed surrounding landscape, trail connections to a creekwalk nature path, and direct link to Downtown and connecting recreational trails. Travellers through the City of Oneida on the Empire State Trail will be able to take a 1 mile diversion south to enjoy outdoor concert performances in the park all summer long. The Oneida Band Shell Park will draw visitors from near and far from May to September to enjoy music concerts from Classical to Pops and others. The Park will include a winter "Skateline" dedicated ice skating path for wintertime family fun. The concept is based on the Skateline park in Albula Switzerland, and is a creative new use that will be welcome and fitting for Oneida's winter environment. Public flower gardens, mini parks, a fitness trail, and dog park will also be developed from the reclaimed flood lands. Welcoming signage kiosks will greet visitors from the NYS Thruway and Route 365 to the Historic City of Oneida.

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**14. DuRoss Conservancy "Bike Camp"**

Owners: City of Oneida

Address: DuRoss Conservancy

Timeline: Fall 2019 - Summer 2020

Estimated Construction Jobs: 2

Estimated New FTE Jobs: 0

Project Readiness: Site control, planned



Total Budget: \$100,000

DRI Funding Request: \$50,000

**Project Summary:**

This is another trail-oriented development project planned to be in support of Empire State Trail visitors to the City of Oneida less than 2 miles from DuRoss Conservancy. The project will offer long distance trail travellers a unique camping experience in a beautiful, quiet nature conservancy, with easy access to all of the benefits of the historic urban setting of Downtown Oneida, including a variety of eateries, micro-breweries, heritage sites, festivals, and events. The project will be designed to be a low impact, walk-in site, with a small shelter building/common area, restrooms, showers, table, chairs, grill and surrounding camping lawn for visiting cyclists with tents.

### 15. Kallet Civic Center Rehabilitation



Owners: City of Oneida  
Address: 159 Main St  
Timeline: Present - Fall 2021  
Estimated Construction Jobs: 25  
Estimated New FTE Jobs: 1  
Project Readiness: Site control, planned, in-progress

Total Budget: \$1,250,000  
DRI Funding Request: \$1,220,000

#### Project Description:

The City has already invested thousands of dollars in the critical needs of this historic theater, and plans to rehabilitate the downtown anchor civic building interior and exterior to include the return of a stage and seating, lighting and electric, sound equipment, small dressing rooms, restroom improvements, marquee restoration, an art gallery, new HVAC, elevator and balcony. The exterior will get a loading dock, front doors, and ticket booth restoration. As a key component of the City of Oneida Arts & Culture District, this project will provide an indoor venue for community and public shows and events downtown.

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### 16. Downtown Streetscape Improvements

Owners: City of Oneida  
Address: Main, James, Madison, Phelps and Cedar Streets and Freight Alley  
Timeline: Spring 2020 - Fall 2021



Estimated Construction Jobs: 35  
Estimated New FTE Jobs: 1  
Project Readiness: Site control, planned

Total Budget: \$3,500,000  
DRI Funding Request: \$3,000,000

#### Project Summary:

The heart of Downtown Oneida and the DRI area specifically, need aesthetic improvement to better support the establishment and retention of local business and residency. This project will implement improvements to storm, sanitary and water infrastructure, along with roadway and sidewalk corridor, traffic, pedestrian and street lighting upgrades. The project will add street trees, furnishings, human-scale lighting, pedestrian amenities including historically-compatible bump-outs with colored surface texture brick sidewalk areas, and bold, user-friendly crosswalks, and develop a James Street Pedestrian Walkway. Sidewalk plazas and large flower pot clusters at key locations will support a more lively and active street life in support of opportunities for outdoor cafe dining and local brew pub gardens.



## C. Policy Support & Coordination

Through collaborative development of a suite of tools, the City proposes to implement a highly supportive environment for small business development, transit-oriented housing development, and public sphere amenities that will attract and retain residents and investments.

### 17. “Oneida Downtown Innovation District”



Owners: City of Oneida/District Property Owners  
Address: Oneida - Madison - Phelps Blocks  
Timeline: Fall 2020 - Fall 2022  
Estimated Construction Jobs: 25  
Estimated New FTE Jobs: 1  
Project Readiness: Planning in process, Site Control

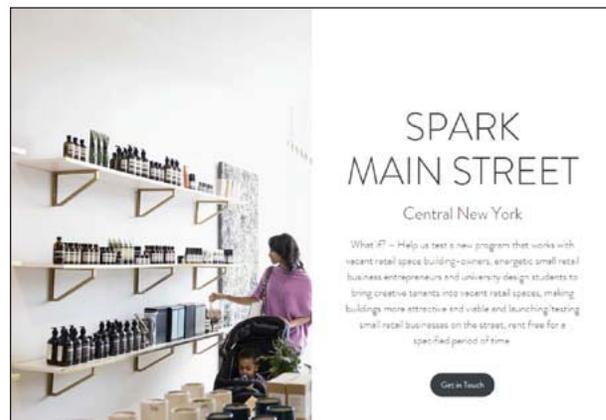
Total Budget: \$1,750,000  
DRI Funding Request: \$1,000,000

#### Project Summary:

This project will establish a new Downtown “Innovation & Arts District” focused on creating a historically-compatible, mixed-use district-wide setting that brings innovation in technology, art, design, and sustainable and renewable energy initiatives that can be perceived at street level. Innovative technological amenities, strategies, and policies that support and encourage entrepreneurial business development and collaborative space in the district, will include City initiatives in placemaking along pedestrian streets and plazas, with both historically-compatible human-scale lighting, and readiness for 5G wifi service. District-wide green infrastructure and renewable energy practices will be featured among

several owner-participant buildings and public spaces. Oneida’s strong arts identity will be nourished as well, with the development of artist’s studio space, traditional crafter spaces, and a City of Oneida Museum to feature historic maps, photos and artifacts. The Oneida Innovation District will support collaborations between entrepreneurs and existing anchor sectors including Local Ag, Medical institutions, and the Arts to forge new downtown business ventures. District components will include collaborative classroom space and a quality daycare facility. Job training initiatives like a “Green Empire Farms Demonstration & Workforce Training Center” will anchor the district with a greenhouse, and job-fulfillment training site for skilled labor in Oneida’s new, growing Hydroponic Farming industry, as well as a public demonstration site showcasing NY-Grown local produce including tomatoes, cucumbers and strawberries, in a glass building downtown. The center will be accompanied by a daycare/play center pilot program for the children of job trainees as well as other community members in need of quality local daycare downtown. This will make affordable childcare available Downtown in support of the current high demand, as well as job recruitment, better retainment, wages and productivity, and ultimately, more business success.

### 18. “Spark Main Street” Program



Owners: City of Oneida  
Address: Downtown Oneida/DRI Area  
Timeline: Fall 2019 - Fall 2022  
Estimated Construction Jobs: 3

Estimated New FTE Jobs: 7  
Project Readiness: Planned

Total Budget: \$750,000  
DRI Funding Request: \$325,000

**Project Summary:**

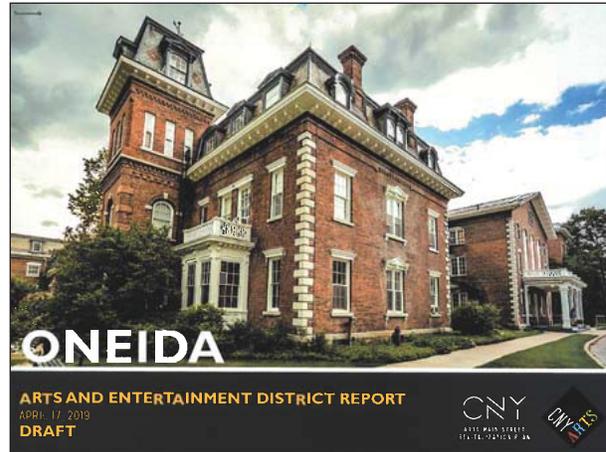
“Spark Main Street” will be a Pop-Up Downtown Retail Generator Pilot Program with Rental Assistance aimed at Downtown Start-ups. The City of Oneida will work with vacant, or under-occupied building owners and entrepreneurs to establish physical improvements and new uses in under-used Downtown spaces. Through a joint program of CNY RPDB’s EDC loan program assisting in interviews with retail business applicants, and aligning lease contracts with building owners/developers, and an inventory of potential retail spaces, this program will connect business applicants with affordable spaces redesigned through semester projects in a partnership with Syracuse University’s Design Programs. Viable “pop-up shop” tenants, CNY RPDB-EDC and the City of Oneida will work together to ID compatible vacant space. The program will be promoted locally through community development organizations, municipal offices, COCs and universities, aiming to match energetic entrepreneurs that have promising ideas, with vacant Downtown Oneida building spaces needing to be filled. Once a match is identified, a lease contract (rent free) will be established between the parties, and a fresh small space design is implemented through collaborative client/design school student projects, sparking life in a formerly vacant space. The rent-assisted contract runs its course to a pre-determined end date for the free rent. At that time, an established, “early stage” affordable rent amount takes effect. If the retail business is successful and decides to stay in the space, the final rent is established and payback is determined for the life of the tenancy.

Ultimately, Downtown building owners get a creative tenant in their space, making their building more attractive and viable than a vacant space. Emerging retail business entrepreneurs get a chance to launch and test their retail business rent free and the program funds itself over time. “Spark Main Street” will be a pilot

program that can be replicated in revitalization initiatives across New York State.

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**19. Downtown Arts & Culture District**



Owners: City of Oneida  
Address: Central Downtown Oneida as defined in the 2019 Oneida Arts & Culture District Report  
Timeline: Fall 2019 - Fall 2020  
Estimated Construction Jobs:0  
Estimated New FTE Jobs: 1  
Project Readiness:

Total Budget: \$200,000  
DRI Funding Request: \$100,000

**Project Summary:**

This project will implement the 2019 Oneida Arts & Culture District Report, developed through the “CNY Arts Main Street Revitalization Plan” program completed for the City of Oneida in 2019. Through support for individual district recommendations and initiatives, including facilitating capital investments, promotion and creative industry development through marketing, and placemaking and design initiatives, the creative arts will become a stronger component of the Downtown Oneida experience. The City will support this project by hiring a staff Arts & Culture District Manager to oversee initiatives, partnerships with community and other organizations and implementation.

## Administrative Capacity

The City of Oneida Department of Planning and Development Director, Cassie Rose will serve as the Downtown Revitalization Initiative (DRI) point of contact throughout the Strategic Plan Initiative and project contract process. Ms. Rose assists the Mayor and Common Council in ensuring orderly growth and development in the areas of planning, zoning, community development, and economic development and has over 20 years experience in working with the Oneida community in developing and administering the City's Comprehensive Plan and Master Plan, Zoning Regulations, Site Plan and Subdivision Regulations, and is responsible for coordinating all physical, environmental, transportation, land use, and related grant management activities in the City of Oneida. Key City staff involved will include Barbara Henderson, Community Development Assistant, and Eric Schuler, PE City Engineer, all having worked extensively with NYS agencies



and having a combined 45 years experience in local government, project management, required compliance and funding regulations for state-aid projects. Madison County and the CNY Regional Planning & Development Board assisted the City with the outreach, planning and development of this proposal and remain committed to assisting the City in future initiatives.

A Local Planning Committee (LPC) will be established to help lead the DRI initiative in Oneida with the assistance of NYS, DOS, NYS HCR, and the recommended consultant team. The City anticipates many of the Study Advisory Committee working group organizations such as the Oneida City Center Committee (OC3), Oneida Chamber of Commerce, Madison County Planning Department, and anchor private sector leaders to be instrumental in the planning and implementation of the DRI funds. The City of Oneida is looking forward to working toward *Forging its Place* in a stronger REDC CNY Region!



HOUSE OF REPRESENTATIVES  
WASHINGTON, D. C. 20515

May 6, 2019

Mr. James Fayle, Regional Director  
CNY Regional Economic Development Council  
Syracuse Regional Office  
620 Erie Boulevard West  
Syracuse, NY 13204

Dear Director Fayle:

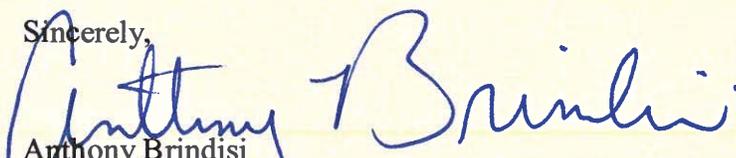
I would like to express my support for the City of Oneida's submission to the New York State Downtown Revitalization Initiative (DRI) Program titled 'Forging Our Place.'

This proposal is a creative envisioning designed to help redevelop downtown Oneida. Oneida already has many unique assets, including the Erie Canalway trails; architecturally significant homes and churches; and beautiful tree-lined streets. The city also hosts notable events like the Annual Madison County Hops Fest.

The DRI is an outstanding opportunity for the City of Oneida, and I support this collaborative effort in Madison County's largest community. For these reasons, I ask you to give full and fair consideration to the City of Oneida's application for the Downtown Revitalization Initiative, consistent with all relevant rules and regulations.

If you have any questions, please feel free to contact my office.

Sincerely,

  
Anthony Brindisi  
Member of Congress

Chair  
Aging  
Legislative Commission on Rural  
Resources  
Committees  
Agriculture  
Cultural Affairs, Tourism, Parks  
and Recreation  
Elections  
Environmental Conservation  
Higher Education

**THE SENATE  
STATE OF NEW YORK**



**RACHEL MAY  
SENATOR, 53<sup>RD</sup> DISTRICT**

**Albany Office:**  
Legislative Office Building  
Room 803  
Albany, New York 12247  
(518) 455-2838

**District Office:**  
State Office Building  
Room 805  
333 East Washington St.  
Syracuse, New York 13202  
(315) 478-8745  
may@nysenate.gov

May 20, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Dear Director Fayle:

I would like to express my enthusiastic support for, and endorsement of, this unique opportunity for the City of Oneida to envision a renaissance of its historic downtown, "Forging Our Place," through this application for funding from the fourth round of the New York State Downtown Revitalization Initiative Program.

The City of Oneida, located in the geographic center of New York State and bisected by the Empire State and Erie Canalway Trails, is home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined historic neighborhoods with prominent architectural structures; notable events like the annual Madison County Hops Fest; and a diverse, creative population of residents, community leaders and business owners.

I recognize the unique opportunity this call for applications represents, and I fully support collaborative efforts to showcase downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100-plus new jobs, and several current investments being made in the downtown area, I believe this application to be worthwhile and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative award.

Sincerely,

A handwritten signature in cursive script that reads "Rachel May".

Senator Rachel May  
53<sup>rd</sup> Senate District, NY



JOHN SALKA  
Assemblyman 121<sup>st</sup> District

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

COMMITTEES  
Aging  
Banks  
Higher Education  
Social Services  
RANKING MINORITY MEMBER  
TASK FORCE  
Food, Farm & Nutrition Policy

May 20, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

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I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

John Salka  
121<sup>st</sup> Assembly District



## MADISON COUNTY BOARD OF SUPERVISORS

**JOHN M. BECKER**

*Chairman*

**MARK SCIMONE**

*County Administrator*

**CINDY URTZ**

*Clerk*

138 N. Court St., PO Box 635

Wampsville, NY 13163

Phone: 315/366-2201

Fax: 315/366-2502

May 20, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Dear Director Fayle:

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Sincerely,

A handwritten signature in black ink, appearing to read "John Becker", written in a cursive style.

John Becker, Chairman  
Madison County Board of Supervisors



## MADISON COUNTY BOARD OF SUPERVISORS

**JOHN M. BECKER**

*Chairman*

**MARK SCIMONE**

*County Administrator*

**CINDY URTZ**

*Clerk*

138 N. Court St., PO Box 635

Wampsville, NY 13163

Phone: 315/366-2201

Fax: 315/366-2502

May 20, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Dear Director Fayle:

I would like to express my enthusiastic support for, and endorsement of, this unique opportunity for the City of Oneida to envision a renaissance of its historic Downtown, "Forging Our Place", through this application for funding from the fourth round of the New York State Downtown Revitalization Initiative (DRI) Program.

The City of Oneida, located in the geographic center of New York State and bisected by the Empire State and Erie Canalway Trails, is home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined historic neighborhoods with prominent architectural structures, notable events like the Annual Madison County Hops Fest, and a diverse creative population of residents, community leaders and business owners.

I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

A handwritten signature in black ink that reads "Mark Scimone".

Mark Scimone, County Administrator  
Madison County, New York



## **MADISON COUNTY BOARD OF SUPERVISORS**

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**JOHN M. BECKER**

*Chairman*

**MARK SCIMONE**

*County Administrator*

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CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office, 620 Erie Blvd. West  
Syracuse, NY 13204

Dear Director Fayle,

As Madison County Supervisor, representing the City of Oneida Wards 4,5, & 6, I would like to express my enthusiastic support for the City of Oneida's application for funding from the fourth round of the NYS Downtown Revitalization Initiative(DRI) Program. The City of Oneida application, "Forging our Place", helps to not only build on the anchors in our historic downtown, but to continue to build on current investments in our community.

Those anchors, the Kallet Civic Center, Oneida Recreation Department located in the historic former NYS Armory, and the Oneida Rail Trail(ORT) are all magnets bringing people downtown. Building on the street scape improvements that the ORT has begun, situating a beautifully landscaped pedestrian plaza in the heart of our downtown for events, will energize our downtown. Improvements to the Kallet Civic Center to draw higher caliber national talent, will bring in people from far and wide. Improvements to the Recreation Department, and it's key facilities located in the DRI zone, will continue to provide a staggering array of services year round, to all demographics.

The City of Oneida is situated at the geographic center of NYS, and is bisected by the Empire State Trail, as well as the historic Erie Canalway Trail. The ORT actually connects to the Erie Canal Trail, both East, and West, and signage directs travelers into our community.

Energetic new downtown business owners, active Not For Profits organizations, and various community groups, are actively working to make Oneida "A little Bit of America, at it's Best"

I thank you for this opportunity to express my support for this DRI application. As a two decades plus community volunteer, and elected official previously in the City, now at the County level, I welcome the opportunity for consideration for the DRI Award.

Sincerely

Joe Magliocca  
Madison County Supervisor  
City of Oneida, Wards 4,5,& 6



Madison County  
DEPARTMENT OF PLANNING  
AND  
WORKFORCE DEVELOPMENT



May 8, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Eric Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

On behalf of Madison County, I would like to express my enthusiastic support for and endorsement of the proposal submitted by the City of Oneida to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

Madison County recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, the County is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Scott Ingmire  
Director of Planning and Workforce Development

---

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

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



**GREATER ONEIDA**  
CHAMBER OF COMMERCE

136 Lenox Avenue • Oneida, NY 13421 • (315) 363-4300 • [www.oneidachamberny.org](http://www.oneidachamberny.org)

May 15, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Dear Director Fayle,

I'm writing as the Executive Director of the Greater Oneida Chamber of Commerce. I would like to express my enthusiastic support for and endorsement of the opportunity for the City of Oneida to envision a renaissance of Downtown Oneida, "Forging Our Place", through the application for funding from the fourth round of the NYS Downtown Revitalization Initiative (DRI) Program.

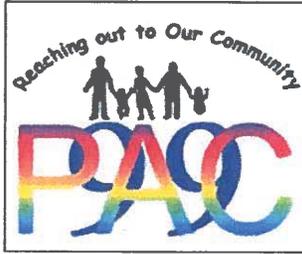
The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active, energetic and creative community of young and older residents, community leaders and business owners.

The Greater Oneida Chamber of Commerce recognizes the rare opportunity this call for applications represents and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, the Greater Oneida Chamber of Commerce is fully supportive of the submission of this application and welcome the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Very truly yours,

Jennifer M. Cossette  
Executive Director,  
Greater Oneida Chamber of Commerce



P.O.B. 116  
Oneida, New York 13421  
May 1, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As president, representing Public Access Channel 10, Inc, dba PAC 99, public access television in Madison County, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

PAC 99 recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, PAC 99 is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Bruce J. Burke  
President

**CITY OF ONEIDA  
OFFICE OF THE CITY ENGINEER**

*Eric G. Schuler, P.E.  
City Engineer*

*Benjamin G. Smith  
Assistant City Engineer*



109 North Main Street  
Oneida, New York 13421  
Tel: 315-363-4800

[eschuler@oneidacity.com](mailto:eschuler@oneidacity.com)  
[www.oneidacity.com](http://www.oneidacity.com)

**May 20, 2019**

Cassie Rose  
Director of Planning  
City of Oneida  
Oneida NY 13421

**Subj: Letter of Support for Downtown Projects**

Mrs. Rose:

The Department of Public Works fully supports the Planning Department's effort in revitalizing the Downtown District. The Downtown District would benefit significantly from new pedestrian, vehicular, and utility infrastructure that would be constructed as part of a Downtown Revitalization Initiative. The Department of Public Works will provide assistance through in-kind engineering and utility construction (sewer and water) for projects identified on City-owned parcels and within City Right-of-Way.

Sincerely,

A handwritten signature in black ink, appearing to read "EGS", written over a white background.

Eric G. Schuler, P.E.  
City Engineer

**CITY OF ONEIDA**  
**DEPARTMENT OF PLANNING AND DEVELOPMENT**

Cassie S. Rose  
Director  
crose@oneidacity.com



109 North Main Street  
Oneida, New York 13421  
Tel.: 315-363-7467  
Fax: 315-363-2572

May 24, 2019

Mr. James Fayle, Regional Director  
CNY Regional Economic Development Council  
Syracuse Regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As the City of Oneida Director of Planning and Development, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

Over the last several years, the City has taken a number of steps forward to improve the downtown area. We were successful in our nomination of the Oneida Downtown Commercial Historic District, which was listed on the National Register of Historic Places on July 13, 2018. We have also been awarded a \$365,000 NY Main Street grant for downtown façade work, and a \$700,000 RESTORE NY grant for downtown upper floor market-rate apartments. The City is switching to LED luminaires on our 51 decorative light poles downtown, and adding 16 additional decorative LED light poles along the Oneida Rail Trail as it passes through the downtown. The lighting upgrades will be completed by the fall of this year, as will the Oneida Rail Trail, which is a \$1.35 million project, accomplished with \$1.07 million of NYSDOT funds. We are also, through my department, moving forward to update our Zoning Ordinance and our Comprehensive Plan.

The City of Oneida recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application. We are uniquely poised to take full advantage of the DRI funding award.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, Oneida is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cassie S. Rose". The signature is stylized with a large initial "C" and a long horizontal flourish at the end.

Cassie S. Rose  
Director

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



109 North Main Street  
Oneida, New York 13421  
Tel.: 315-363-7467  
Fax: 315-363-9558  
[crose@oneidacity.com](mailto:crose@oneidacity.com)  
[www.oneidacity.com](http://www.oneidacity.com)

May 21, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Director Fayle:

As a 40 year resident of the City of Oneida, I strongly support this application for funding from the fourth round of the New York State Downtown Revitalization Initiative (DRI) Program. The City currently finds itself in the unique position of being able to truly envision, as well as implement, a realistic renaissance for its essential downtown historic district.

Oneida is in the geographic center of New York, traversed by the Empire State and Erie Canalway Trails, and home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined neighborhoods that highlight marvelous architectural structures, special events that build on historic activities, like the Madison County Hop Fest, and a diverse creative population of residents, business owners and community leaders.

This application presents a compelling opportunity to showcase Oneida's vision for a serious revitalization effort, and I am excited to support collaborative endeavors that will make it a reality. New and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and multiple private assets directed to downtown projects are providing an important foundation and impetus for moving forward. I welcome the opportunity for the City of Oneida to be considered for a DRI award, and believe it will be an excellent investment in advancing the future of Central New York.

Sincerely,

Barbara Henderson  
City of Oneida DRI Committee Member

**LEO MATZKE**  
Mayor



**LUKE GRIFF**  
Recreation Director

**CITY OF ONEIDA**  
**DEPARTMENT OF PARKS AND RECREATION**  
ONEIDA RECREATION CENTER, 217 CEDAR STREET  
ONEIDA, NEW YORK 13421  
Telephone: (315) 363-3590/Fax: (315) 363-6062  
[www.oneidacity.com](http://www.oneidacity.com)

May 28, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office, 620 Erie Blvd West  
Syracuse, NY 13204

Dear Director Fayle,

As Director, representing the City of Oneida Department of Parks and Recreation, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the fourth round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

The City of Oneida Parks and Recreation Department has had a growing presence in this community for many decades. The Oneida Recreation Center (former NYS Armory) located in Downtown Oneida has been home to the department for nearly 20 years. We are bursting at the seams with programming. A more recent project for the department is repurposing three abandoned railways in the city into the Oneida Rail Trail. The City of Oneida has been successful in obtaining two NYS DOT alternative transportation grants for the construction of 3.9 miles of the Oneida Rail Trail which runs through the center of Downtown Oneida.

With several projects included in the Downtown Revitalization Initiative (DRI) application, The City of Oneida Parks and Recreation Department recognizes the rare opportunity this call for application represents, and is excited to support collaborative efforts to show case Downtown Oneida's vision for revitalization. The City of Oneida Parks and Recreation Department is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

A handwritten signature in black ink, appearing to read "Luke Griff", is written over the word "Sincerely,".

Luke Griff, Director  
City of Oneida Parks and Recreation Department

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



109 North Main Street  
Oneida, New York 13421  
Tel.: 315-363-7467  
Fax: 315-363-9558  
[crose@oneidacity.com](mailto:crose@oneidacity.com)  
[www.oneidacity.com](http://www.oneidacity.com)

May 7, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Director Fayle:

I would like to express my enthusiastic support for, and endorsement of, this unique opportunity for the City of Oneida to envision a renaissance of its historic Downtown, "Forging Our Place", through this application for funding from the fourth round of the New York State Downtown Revitalization Initiative (DRI) Program.

The City of Oneida, located in the geographic center of New York State and bisected by the Empire State and Erie Canalway Trails, is home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined historic neighborhoods with prominent architectural structures, notable events like the Annual Madison County Hops Fest, and a diverse creative population of residents, community leaders and business owners.

I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Thomas Simchik  
Common Councilor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



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May 7, 2019

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Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Director Fayle:

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I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

James Chamberlain  
Common Councilor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



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May 7, 2019

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Syracuse Regional Office  
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Syracuse, NY 13204

Director Fayle:

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The City of Oneida, located in the geographic center of New York State and bisected by the Empire State and Erie Canalway Trails, is home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined historic neighborhoods with prominent architectural structures, notable events like the Annual Madison County Hops Fest, and a diverse creative population of residents, community leaders and business owners.

I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Helen Acker  
Common Councilor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
Director



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May 7, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
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Syracuse, NY 13204

Director Fayle:

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I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

A handwritten signature in black ink, appearing to read "James Coulthart".

James Coulthart  
Common Councilor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



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May 7, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
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Syracuse, NY 13204

Director Fayle:

I would like to express my enthusiastic support for, and endorsement of, this unique opportunity for the City of Oneida to envision a renaissance of its historic Downtown, "Forging Our Place", through this application for funding from the fourth round of the New York State Downtown Revitalization Initiative (DRI) Program.

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I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Alan Cohen  
Common Councilor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
Director



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May 8, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd. West  
Syracuse, NY 13204

Director Fayle:

I would like to express my enthusiastic support for, and endorsement of, this unique opportunity for the City of Oneida to envision a renaissance of its historic Downtown, "Forging Our Place", through this application for funding from the fourth round of the New York State Downtown Revitalization Initiative (DRI) Program.

The City of Oneida, located in the geographic center of New York State and bisected by the Empire State and Erie Canalway Trails, is home to significant scenic, natural, cultural and recreational resources. It encompasses beautiful tree-lined historic neighborhoods with prominent architectural structures, notable events like the Annual Madison County Craft Festival, Madison County Hops Fest, Cottage Lawn Farmer's Market, and a diverse creative population of residents, community leaders and business owners.

I recognize the rare opportunity this call for applications represents, and as a lifelong resident I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Cavanagh".

Mary Cavanagh  
Supervisor, City of Oneida

**CITY OF ONEIDA**  
**OFFICE OF PLANNING AND DEVELOPMENT**

CASSIE ROSE  
*Director*



109 North Main Street  
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May 7, 2019

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I recognize the rare opportunity this call for applications represents, and I am excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization. Given all the new and continuing initiatives, such as the establishment of Green Empire Farms with 100+ new jobs, and several current investments being made in the Downtown area, I am fully supportive of this application and welcome the opportunity for Oneida to be considered for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Michael Bowe  
Common Councilor, City of Oneida



## Construction Div.

10 Castle Street  
Oneida, NY 13421  
(315)-361-1768

April 30, 2019

RE: Downtown Revitalization Project  
Dispatch Commons, LLC  
130 Broad St  
Oneida, NY 13421

To whom it may concern;

Our Dispatch Common LLC group (Todd Schaal, Richard Kristan, Dr's Pat & John Costello) purchased the old Oneida Dispatch building in 2017. We are planning to re-purpose the 16,000 sq. ft of space into a multipurpose retail and office space with proposed eatery and microbrewery totaling transforming that section of downtown Oneida

We are focusing first on the exterior façade to produce a new fresh look while keeping the historic former uses of the building in mind. Our budget for the entire construction project is two million dollars with the owners able to contribute up to one million dollars in addition to the money we have already spent.

We would like to start the project immediately and complete within the next year. We have already secured Architect's and have preliminary drawings.

During construction this project will employ 10 full time construction workers as well as numerous subcontractors. Once complete we expect to have 100 people employed full time at the various entities who will call Dispatch Commons home.

We believe the revitalization of such a large property in the heart of downtown Oneida will be a beautiful addition to other improvement projects past and future and maintain/bring back the charm of small-town America – "A bit of America at its best".

Sincerely,

MELD, LLC

  
Todd M. Schaal

Todd M. Schaal



## Construction Div.

10 Castle Street

Oneida, NY 13421

(315)-361-1768

CNY Regional Economic Development Council

Attn: Mr. James Fayle, Regional Director

Syracuse regional Office, 620 Erie Blvd. West

Syracuse NY 13204

Dear Director Fayle,

As both a business owner and property owner, representing MEID Construction, LLC, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

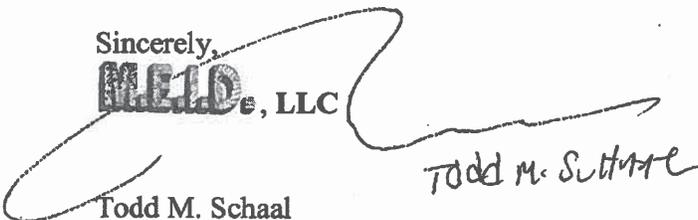
The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

MEID Construction, LLC recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, MEID Construction, LLC is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

MEID Construction, LLC

  
Todd M. Schaal

Todd M. Schaal



## ONEIDA IMPROVEMENT COMMITTEE

P.O. BOX 55 ONEIDA, NEW YORK 13421  
WWW.IMPROVEONEIDA.COM

May 29, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office, 620 Erie Blvd West  
Syracuse, NY 13204

Dear Director Fayle,

As President, representing the Oneida Improvement Committee, Inc., I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the fourth round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

The Oneida Improvement Committee, Inc. has had a growing presence in this community for many decades. Our mission is to improve the quality of life for the citizens of Oneida, NY. A more recent project for the department is repurposing three abandoned railways in the city into the Oneida Rail Trail. The OIC is the not-for-profit partner of the Oneida Rail Trail. We have supplied materials for gates, wayfinding signs, bike racks and kiosks. We continue to fundraise to enhance the project.

With the continuation of Oneida Rail Trail project included in the Downtown Revitalization Initiative (DRI) application, The Oneida Improvement Committee recognizes the rare opportunity this call for application represents, and is excited to support collaborative efforts to show case Downtown Oneida's vision for revitalization. Our organization is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Joe Magliocca, President  
Oneida Improvement Committee, Inc.



May 22, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office, 620 Erie Blvd West  
Syracuse, NY 13204

Dear Director Fayle,

As Board President, representing the Greater Oneida Civic Center, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the fourth round of the NYS Downtown Revitalization Initiative (DRI) Program.

A positive and widespread undercurrent has been present recently which is working to bring new optimism and prosperity to Oneida, NY. The Kallet Civic Center is positioned as a key aspect to Oneida's potential vibrant city center. Its situation as a landmark building and anchor of the downtown district offers visibility and accessibility. It offers both economic and social benefits to the Oneida community and will serve as an example to create a complete revitalized corridor.

The Kallet Civic Center is excited to be one of five communities in Central New York that have been selected to create an Arts and Entertainment District in our Downtown. With guidance from CNY Arts, we are committed to bring the district to our community. To be selected to receive funding for the fourth round of the DRI Program would ensure Downtown Oneida's vision for revitalization.

We recognize the rare opportunity this call for applications represents, and are excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application. The Greater Oneida Civic Center is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Morgan Harrington, President  
Greater Oneida Civic Center

159 Main Street  
Oneida, NY 13421  
info@kalletciviccenter.org  
www.kalletciviccenter.org

# Community Bank N.A.

PO Box 240  
182 Main Street  
Oneida, New York 13421

April 25, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As a Commercial Banking Officer, representing Community Bank, NA, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

Community Bank, N A recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, Community Bank, NA is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,



Steven J. Potter  
Commercial Banking Officer



PERSONAL BANKING • BUSINESS BANKING • WEALTH MANAGEMENT

MEMBER  
FDIC

A FRATERNAL ORGANIZATION



# Oneida Lodge No. 767

BENEVOLENT AND PROTECTIVE ORDER OF ELKS

191 Main Street  
Oneida, New York 13421  
Phone (315) 363-2370

May 18, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As Exalter Ruler, representing Oneida Elks Lodge # 767 of the Benevolent and Protective Order of the Elks, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida. "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

The Oneida Elks Lodge # 767 recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, The Oneida Elks Lodge # 767 is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Matthew Malinowski, PER  
Lodge Exalted Ruler  
Oneida Lodge # 767 B.P.O.E.



1065 Northside Shopping Center  
Oneida, NY 13421  
(315) 363-6323  
Parksideliquors@gmail.com

## Parkside Liquors

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May 7, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Blvd West  
Syracuse, NY 13204

Dear Director Fayle:

As the owner of Parkside Liquors in Oneida, NY, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the 4<sup>th</sup> Round of the New York State Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural, and historical resources, the annual Madison County Hops Festival, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders, and business owners.

Parkside Liquors recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, Parkside Liquors and its owner and employees, is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,

Scott McKinnon, Owner  
Parkside Liquors

# Oneida Healthcare

EXCEPTIONAL CARE ... ALWAYS

321 GENESEE STREET • ONEIDA, NY 13421-2611 • PHONE (315) 363-6000 • [www.oneidahealthcare.org](http://www.oneidahealthcare.org)

April 26, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse Regional Office  
620 Erie Boulevard West  
Syracuse, NY 13204

Dear Director Fayle,

I'm writing as President and CEO of Oneida Healthcare to enthusiastically support the opportunity for the Oneida community to receive funds to help with the renaissance of the City of Oneida downtown area. My understanding is the City of Oneida is submitting an application for funding from the 4<sup>th</sup> round of the New York State Downtown Revitalization Initiative (DR) Program.

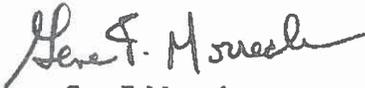
Oneida Health provides a full array of healthcare services to the City of Oneida and surrounding areas including the majority of Madison County as well as Western Oneida County. We have an operating budget of over \$100 million and employ approximately 1,000 individuals. We have recently entered into a joint venture arrangement with Roswell Park Cancer Center, Buffalo, NY, to establish a regional cancer care program in the city of Oneida which will no doubt generate significant business to this area as the program grows and expands. With our healthcare organization continuing to grow and develop unique programs, travel to the Oneida area will increase year to year and will support any development that occurs in the downtown area. We have also developed a formal arrangement with Touro College from down state New York and they will be sending to Oneida each year 24 medical students. These medical students will spend one full year in Oneida achieving their clinical experience through Oneida Health. This is another shot in the arm for the Oneida area as these future physicians will have an experience of rural America which hopefully they will enjoy and will result in their considering this area once they complete their residency program.

I could go on and on with the many plans we have here at Oneida Health to further develop our healthcare network ensuring that we can provide a full array of care and services to this region without our community members having to travel distances for those care and services. Having a downtown community with modern, well-kept buildings and new businesses will add to the attraction for this region and further the economic development of this area.

Please accept this letter as this Organization's support of the submission of the application and I hope you and the other decision makers will give this application every consideration. I welcome you and others from your development council to visit us at your convenience to see the growth in this area that we have been responsible for over the recent years.

Thank you again for your consideration of the City of Oneida's grant application.

Sincerely,



Gene F. Morreale  
President and Chief Executive Officer

Cc: Oneida Chamber

# Community Bank N.A.

PO Box 240  
182 Main Street  
Oneida, New York 13421

April 25, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As an Office Manager, representing Community Bank, NA, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

The historic City of Oneida, at the geographic center of New York State and bisected by the Empire State Trail and Erie Canalway Trail is home to significant cultural, natural and historic resources, the Annual Madison County Hops Fest, beautiful tree-lined historic neighborhoods, and an active and energetic creative community of young and older residents, community leaders and business owners.

Community Bank, N A recognizes the rare opportunity this call for applications represents, and is excited to support collaborative efforts to showcase Downtown Oneida's vision for revitalization in this application.

With the many heritage sites and initiatives in progress, such as the establishment of Green Empire Farms and the 100+ new jobs it will bring to the City, and the many other current investments being made in Downtown living and working, Community Bank, NA is fully supportive of the submission of this application and welcomes the opportunity for consideration for a Downtown Revitalization Initiative (DRI) award.

Sincerely,



Cindy Lindauer  
Officer Manager



PERSONAL BANKING

• BUSINESS BANKING

• WEALTH MANAGEMENT

MEMBER  
FDIC

# Community Bank N.A.

PO Box 240  
182 Main Street  
Oneida, New York 13421

April 25, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

Dear Director Fayle,

As a Commercial Banking Officer, representing Community Bank, NA, I would like to express my enthusiastic support for and endorsement of this opportunity for the Oneida Community to envision a renaissance of the Downtown of the City of Oneida, "Forging Our Place", through this application for funding from the Fourth Round of the NYS Downtown Revitalization Initiative (DRI) Program.

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Sincerely,



Thomas W. Lewin  
Commercial Banking Officer



PERSONAL BANKING

• BUSINESS BANKING

• WEALTH MANAGEMENT

MEMBER  
FDIC

# Community Bank N.A.

PO Box 240  
182 Main Street  
Oneida, New York 13421

April 25, 2019

CNY Regional Economic Development Council  
Attn: Mr. James Fayle, Regional Director  
Syracuse regional Office, 620 Erie Blvd. West  
Syracuse NY 13204

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Sincerely,



Russell H. Brewer  
Commercial Banking Officer



PERSONAL BANKING

• BUSINESS BANKING

• WEALTH MANAGEMENT

MEMBER  
FDIC

## Q1 What is the nature of your Downtown business?

Answered: 24 Skipped: 1

Banking  
Food service  
Public Library  
Oneida Floral  
Human Service  
Youth, Adult, Senior & Family health, fitness,  
well-being and child care programming  
service  
Optimal Health Coaching, inclusive of  
supervised, evidence-based weight loss  
Skin and Lash Studio Health and Beauty  
Wellnes  
Retail  
Arts  
Internet sales  
Healthcare/Chiropractic  
Coworking for Freelancers  
Retail Jeweler  
Insurance  
Entertainment, Civic, Wedding venue  
Real Estate and Marketing  
Professional services  
Deli  
Tupperware  
Banking  
retail

## Q2 How long have you been operating this business in Downtown Oneida?

Answered: 23 Skipped: 2

150 Years

8 years

80 plus years

23 years

about 10 years

26 years in the City of Oneida- although not physically located downtown, we serve the entire city and can provide programming anywhere in the City.

114

Since 2009 & not exclusively in downtown Oneida

1 year

Two years

2 years

1 month

36 1/2 years

6 months

sixty plus years. This has been an ongoing business since 1881

20 years

24 years

5 years for me - business started 1983

6 Months

26 years

1 year

less than 1 year

2+ years but business has been here for 30 years

### Q3 Name up to three advantages or strengths you associate with doing business in Downtown Oneida

Answered: 22 Skipped: 3

Easy access for customers and centrally located for our market.

Business can be transacted quickly during work breaks

Location on Main Street

Convenience

We provide financial assistance to those that may not have resources for inclusive programming. We have close-knit connection with local banks and businesses that provides a stronger community network.

keep local; supports our neighbors, convenience

1. Meeting with Clients at HipStir is a major plus. 2. We often walk the Oneida Rail Trail with Clients then gather at HipStir for a group coffee afterwards. 3. Would love to be able to teach & train our clients in how to effectively "dine out" in local, health-food restaurants that support health-conscious yet delicious food

Location, Parking, Revival

Community. Architect of the buildings

1. Businesses try to support one another 2. Groups of citizens are banding together to make downtown successful 3. Historical Significance

Easy access to mail and banking

None

It's walkable, I grew up in Oneida

We can be a draw to people coming to downtown as there are few retail business that offer our type of product or the service we provide.

local, proximity, friendly

Located in the center of downtown

cheap co-working space, affordable housing and restaurants

Proximity to services and supplies

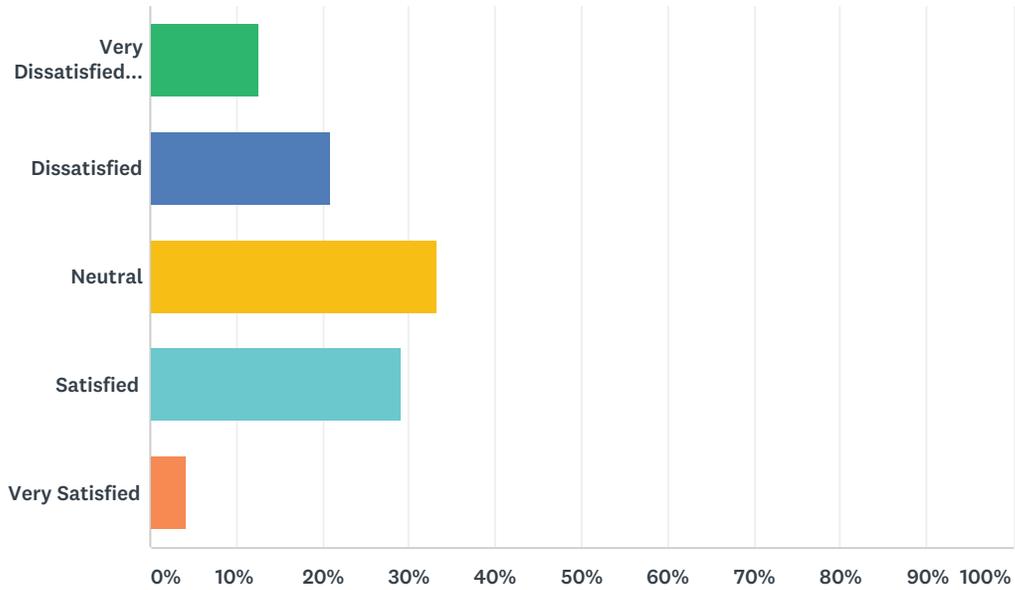
All the close businesses in the area

I can walk or ride my bike to the post office and Oneida Office Supply (other businesses)

Short commute, community involvement, community support

# Q4 How satisfied are you with Parking availability for your Downtown business?

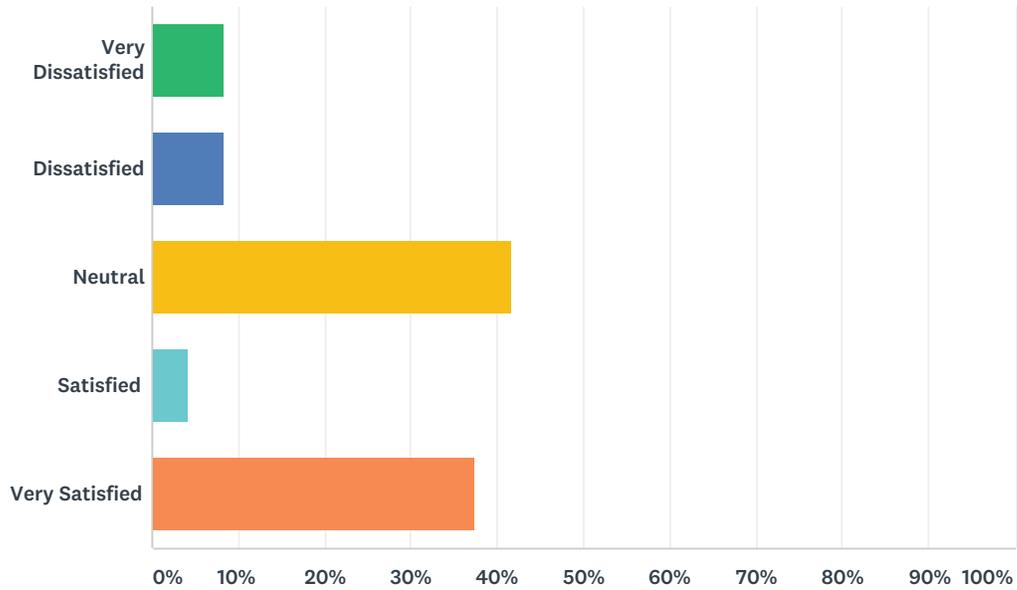
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Dissatisfied	12.50%	3
Dissatisfied	20.83%	5
Neutral	33.33%	8
Satisfied	29.17%	7
Very Satisfied	4.17%	1
<b>TOTAL</b>		<b>24</b>

### Q5 How satisfied are you with Parking Cost for your Downtown business?

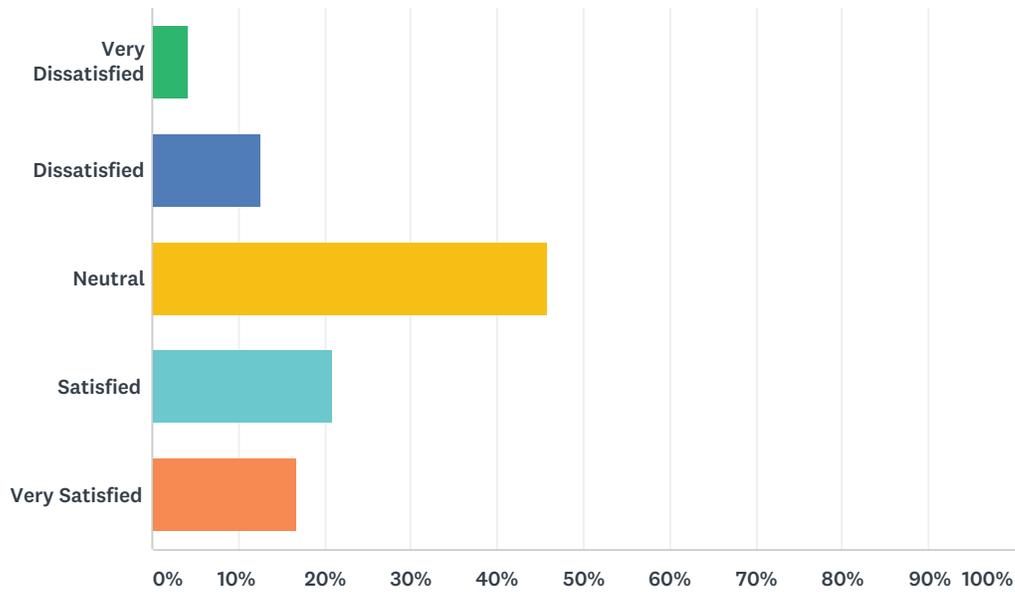
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Dissatisfied	8.33%	2
Dissatisfied	8.33%	2
Neutral	41.67%	10
Satisfied	4.17%	1
Very Satisfied	37.50%	9
<b>TOTAL</b>		<b>24</b>

## Q6 How satisfied are you with Accessibility (ADA, deliveries, etc.) for your Downtown business?

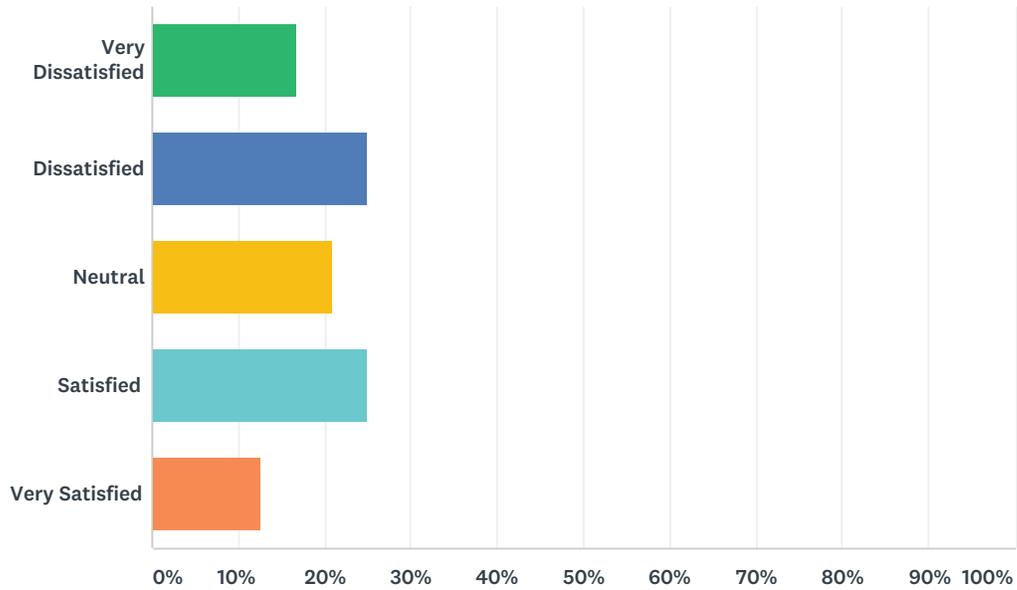
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Dissatisfied	4.17%	1
Dissatisfied	12.50%	3
Neutral	45.83%	11
Satisfied	20.83%	5
Very Satisfied	16.67%	4
TOTAL		24

## Q7 How satisfied are you with Public Safety at your Downtown business?

Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Dissatisfied	16.67%	4
Dissatisfied	25.00%	6
Neutral	20.83%	5
Satisfied	25.00%	6
Very Satisfied	12.50%	3
<b>TOTAL</b>		<b>24</b>

## Q8 How would you characterize your current business' activity level (i.e. last 12 months of operation)?

Answered: 22 Skipped: 3

Steady

busy

Very steady and rewarding

good

Not active within the downtown region, but have the ability and desire to increase opportunity for downtown programming.

normal

Monthly

My business is generally referrals from clients so client care and satisfaction are instrumental to my growth. Since relocating to my current location my business has growth has increased.

No growth

Should be better

Decreasing

just getting started

We have seen a steep decline in foot traffic. Central New York has a weak business climate. Also, many customers have commented on the number of people that stand idly on the streets

Poor due to big names on RT 5

declining slightly

We have had our best year in 2018

steady

Stable

Slow

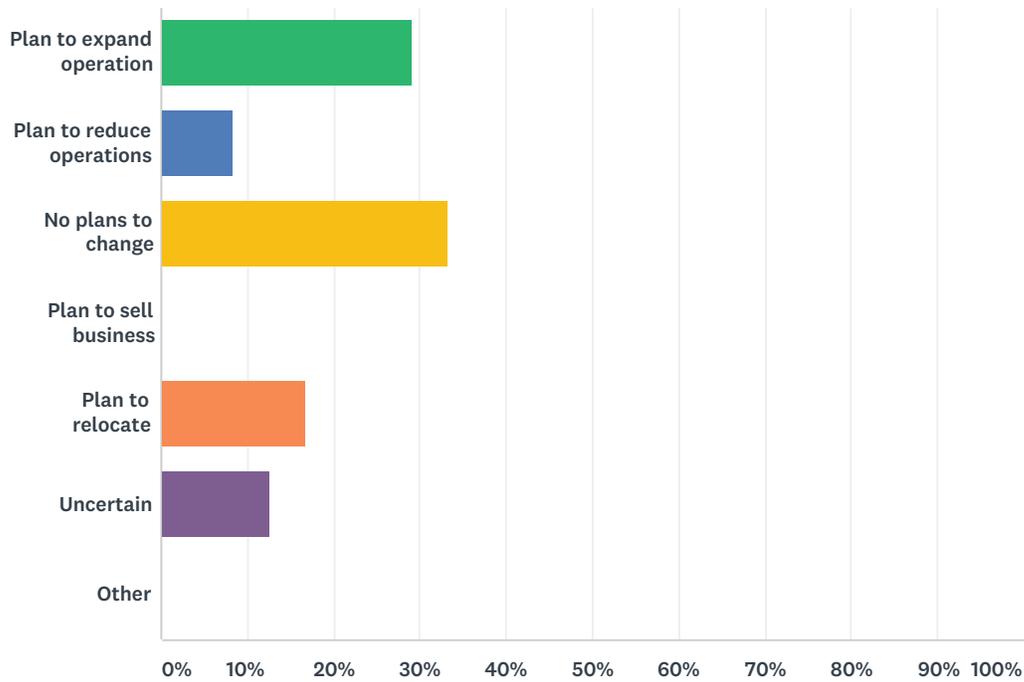
less than good.

poor

Busy

### Q9 Which description below best characterizes your plans to expand or reduce your Downtown operation in the next 18 months?

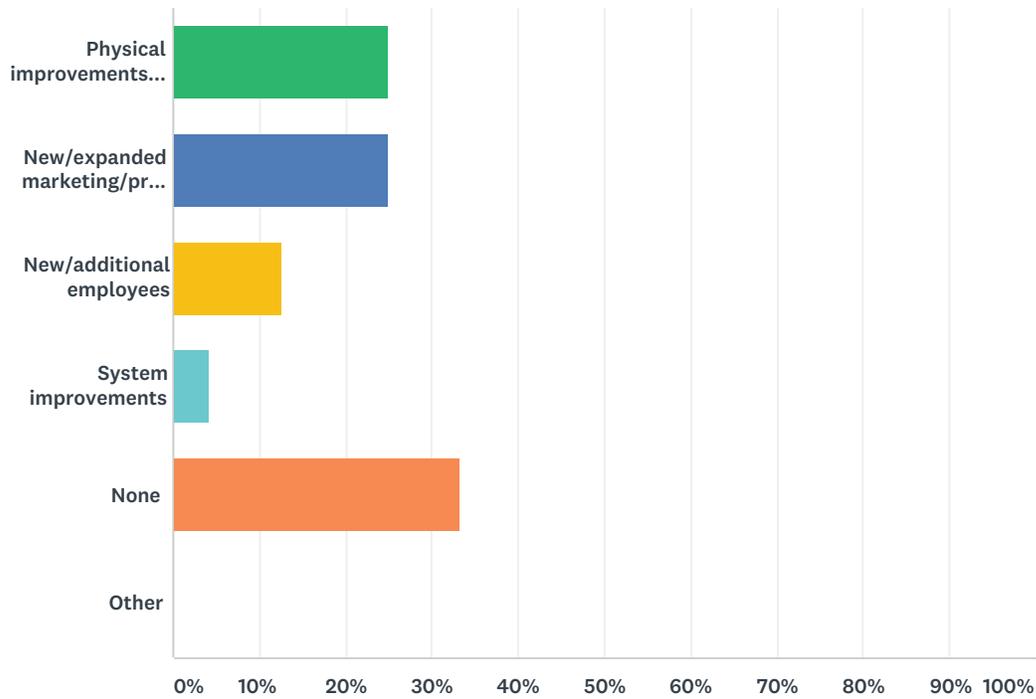
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Plan to expand operation	29.17%	7
Plan to reduce operations	8.33%	2
No plans to change	33.33%	8
Plan to sell business	0.00%	0
Plan to relocate	16.67%	4
Uncertain	12.50%	3
Other	0.00%	0
<b>TOTAL</b>		<b>24</b>

### Q10 Please check any type of investment or improvement you plan on making in one-to-two years.

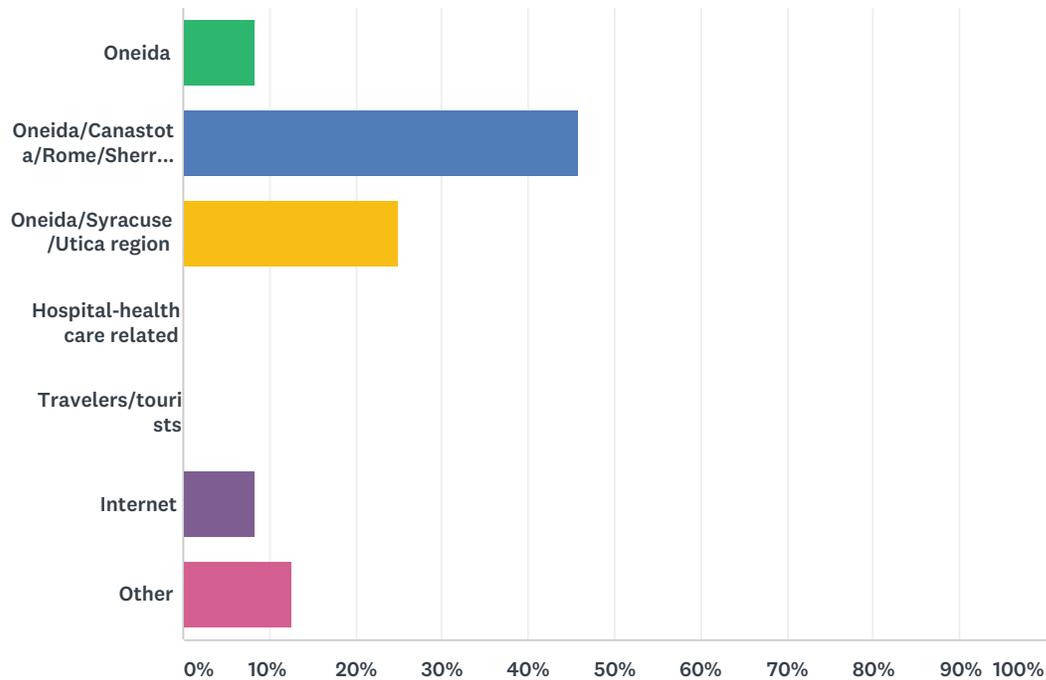
Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Physical improvements (store design/layout, interior or exterior remodeling)	25.00%	6
New/expanded marketing/promotional activities	25.00%	6
New/additional employees	12.50%	3
System improvements	4.17%	1
None	33.33%	8
Other	0.00%	0
<b>TOTAL</b>		<b>24</b>

### Q11 What is the primary market area from which the majority of your sales are derived? (Choose just one)

Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Oneida	8.33%	2
Oneida/Canastota/Rome/Sherrill area	45.83%	11
Oneida/Syracuse/Utica region	25.00%	6
Hospital-healthcare related	0.00%	0
Travelers/tourists	0.00%	0
Internet	8.33%	2
Other	12.50%	3
<b>TOTAL</b>		<b>24</b>

**Q12 If you checked “Travelers/Tourists,” please provide more detail on this market. (For example, “We cater to business travelers.”)**

Answered: 5 Skipped: 20

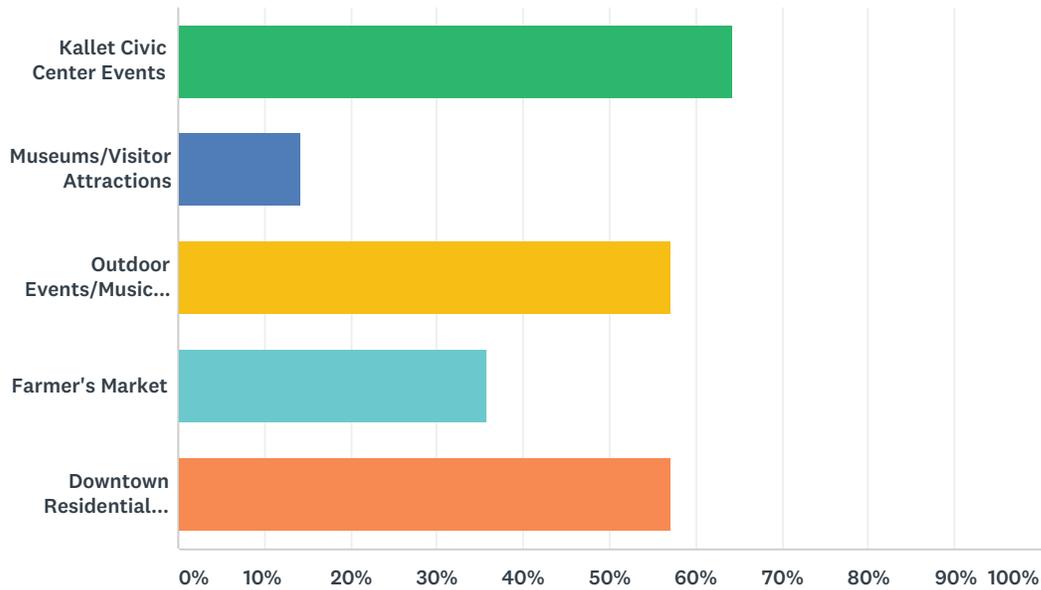
We provide services to snow birds and other temporary residents

We are a Madison County Tourism destination and provide opportunities for guests to visit the region. We have approximately 1,00 visits per day and serve 4,400 members.

No tourism in Oneida

### Q13 Which of the following Downtown activities and developments have a positive impact on your business in terms of foot traffic, customer sales, image and overall well-being? (check ALL that apply)

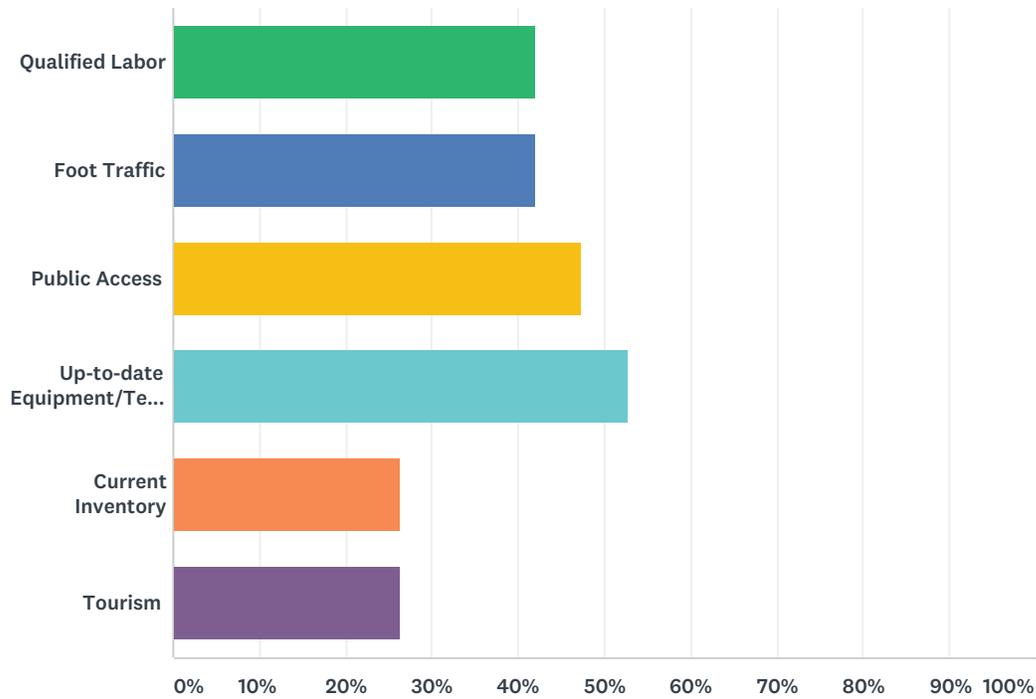
Answered: 14 Skipped: 11



ANSWER CHOICES	RESPONSES
Kallet Civic Center Events	64.29% 9
Museums/Visitor Attractions	14.29% 2
Outdoor Events/Music/Concerts	57.14% 8
Farmer's Market	35.71% 5
Downtown Residential Developments	57.14% 8
Total Respondents: 14	

### Q14 In addition to a strong economy, what are the critical factors for the success and expansion of your business (check ALL that apply)

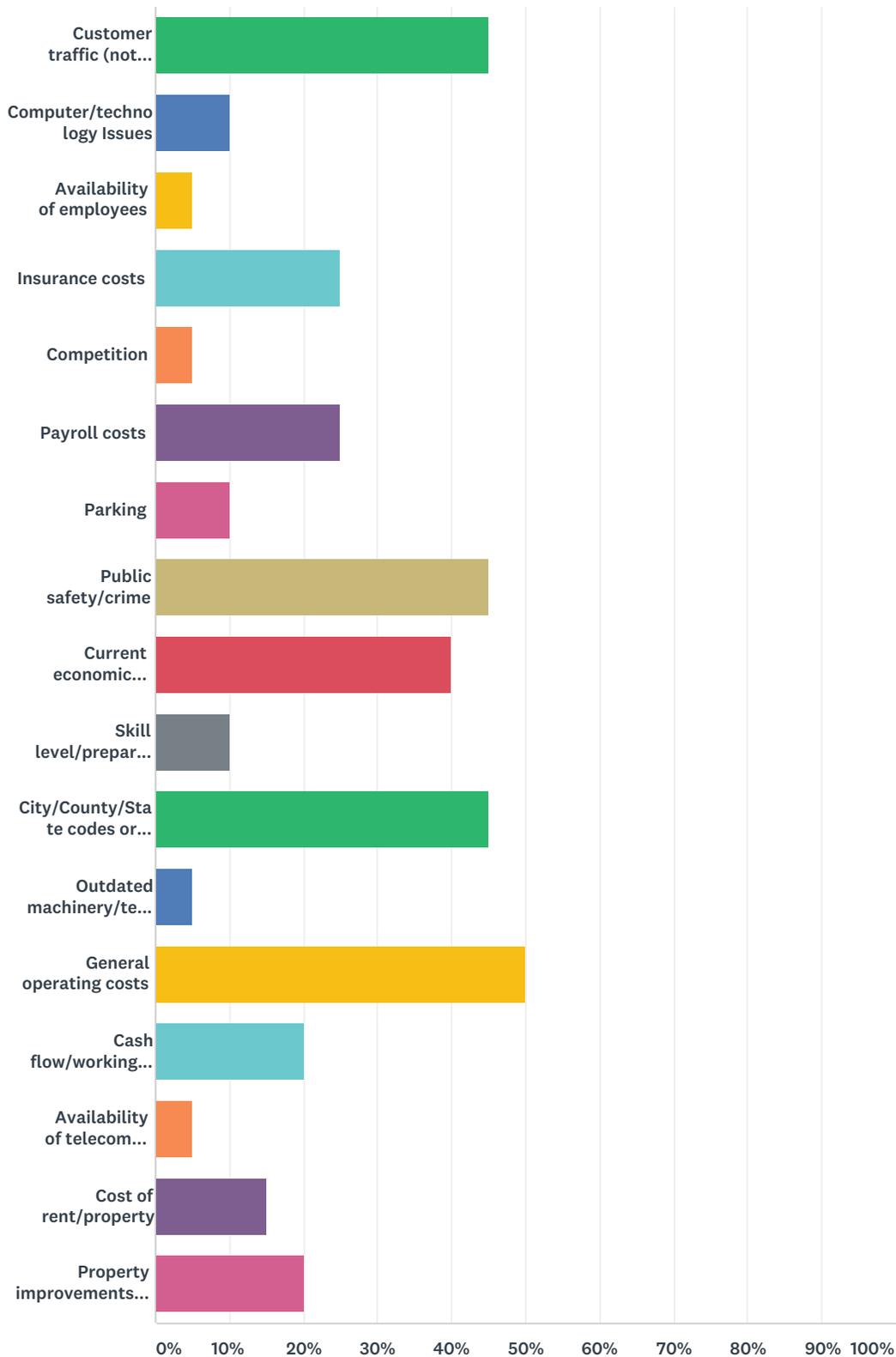
Answered: 19 Skipped: 6



ANSWER CHOICES	RESPONSES
Qualified Labor	42.11% 8
Foot Traffic	42.11% 8
Public Access	47.37% 9
Up-to-date Equipment/Technology	52.63% 10
Current Inventory	26.32% 5
Tourism	26.32% 5
Total Respondents: 19	

### Q15 What are your TOP 5 major issues or obstacles facing your business today? (Check FIVE priority issues.)

Answered: 20 Skipped: 5



ANSWER CHOICES	RESPONSES	
Customer traffic (not enough/shrinking)	45.00%	9
Computer/technology Issues	10.00%	2
Availability of employees	5.00%	1
Insurance costs	25.00%	5
Competition	5.00%	1
Payroll costs	25.00%	5
Parking	10.00%	2
Public safety/crime	45.00%	9
Current economic conditions	40.00%	8
Skill level/preparation of employees	10.00%	2
City/County/State codes or regulations	45.00%	9
Outdated machinery/technology	5.00%	1
General operating costs	50.00%	10
Cash flow/working capital	20.00%	4
Availability of telecom services	5.00%	1
Cost of rent/property	15.00%	3
Property improvements (façade, etc.)	20.00%	4
Total Respondents: 20		

**Q16 Please expand on any of your answers to the question above. If you checked "City/County/State code or regulations," please explain the issues or obstacles.**

Answered: 14 Skipped: 11

Fewer people frequent down town Oneida in the evening hours due to the lack of integrity the city has developed.

The level of skill the job demands should command more than minimum wage but the budget will not allow for that higher cost.

Encouraging businesses to accept needs of people with disabilities

Specific streets/areas of the Downtown region are unsafe for evening/daytime activities. There are often members of our community who leave that state they are not willing to stay in a community with a wide array of crime, drugs, etc. People don't feel safe, especially to go downtown at night. This hinders development of new businesses and development and the customers that would support them. Until the region is stabilized in drugs/crime/safety, development will continue to be a major obstacle.

We need codes that reflect our historical buildings and requirements. I'm not clear on what our codes actually are- but just last week had to call a landlord of the Chase building to complain about snow & ice on the sidewalks - while the Local bank across the street had clear, if only wet sidewalks ( they had shoveled and de-iced way before 8am ) we need to clean up downtown

There's additional cost to have a sign that other cities don't charge

Money extraction and taxes

would love to have more foot traffic downtown (restaurants, etc.)

i think part of the problem is the age of the buildings and the excessive costs to bring the buildings up to code before any viable business building effort is put forth

City codes officer is a joke. Depending on your last name diff rules apply

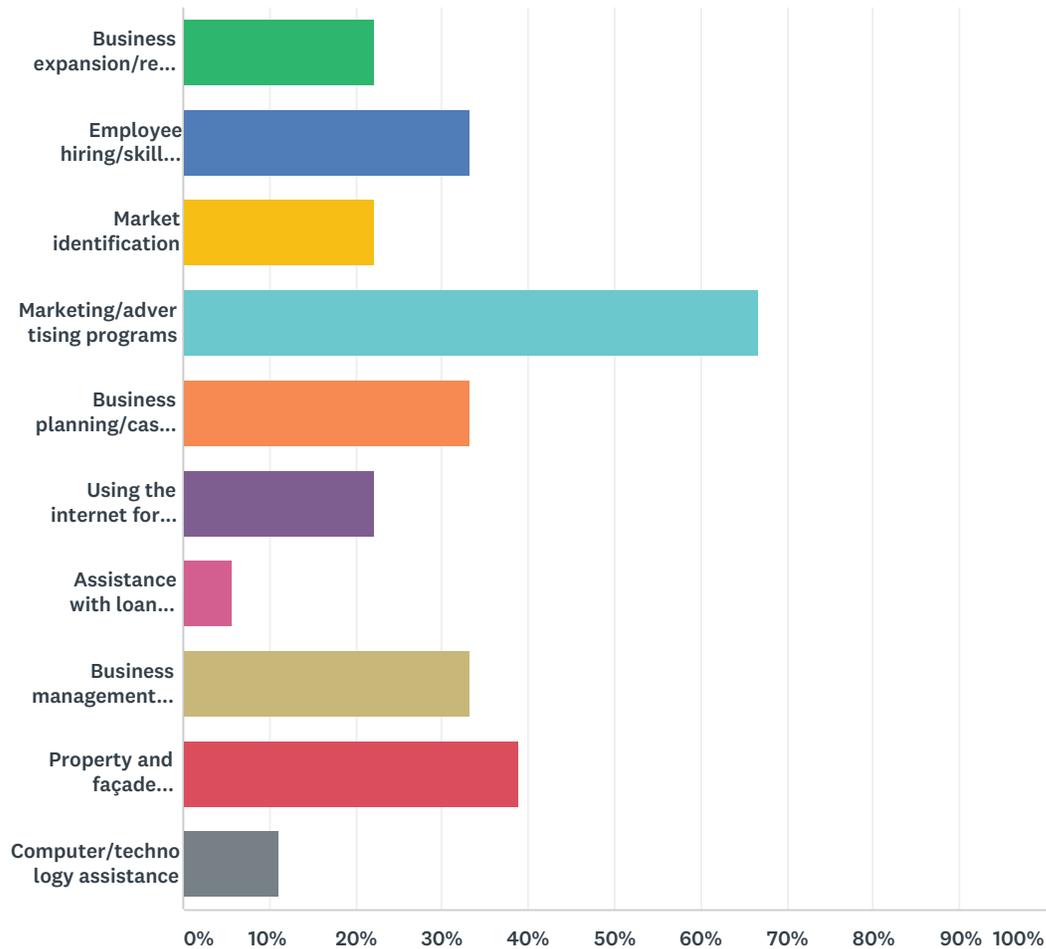
New York State is putting upstate and Central NY out of business with too much regulation that is tailored for New York City

Advertising limitations, laws restricting raffles and giveaways, neighborhood association solicitation rules

high taxes eat up too much profit

### Q17 To keep your business healthy and competitive, which of the following types of information or assistance are important? (Select those most important to your business)

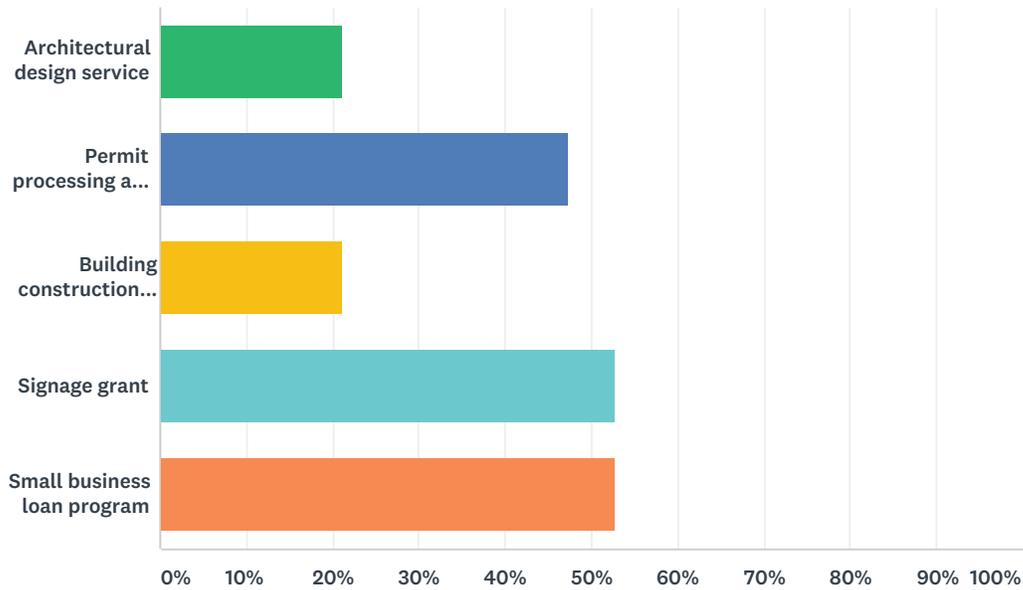
Answered: 18 Skipped: 7



ANSWER CHOICES	RESPONSES	
Business expansion/relocation	22.22%	4
Employee hiring/skills training	33.33%	6
Market identification	22.22%	4
Marketing/advertising programs	66.67%	12
Business planning/cash flow	33.33%	6
Using the internet for e-commerce	22.22%	4
Assistance with loan preparation	5.56%	1
Business management training	33.33%	6
Property and façade improvements	38.89%	7
Computer/technology assistance	11.11%	2

### Q18 Which services, if offered by the City of Oneida and/or Madison County would be of great assistance to business and property owners within Downtown area?

Answered: 19 Skipped: 6



ANSWER CHOICES	RESPONSES	
Architectural design service	21.05%	4
Permit processing and fee payment assistance	47.37%	9
Building construction management assistance	21.05%	4
Signage grant	52.63%	10
Small business loan program	52.63%	10
Total Respondents: 19		

## Q19 For the programs and services listed above, please share any information about why you may or may not have utilized any of the programs/services available.

Answered: 14 Skipped: 11

Am not aware of any

Programs and services for us need to be library specific

Lack of awareness of availability.

Our small business does not need any of these

unaware of availability and accessibility

When I inquired about the facade Grant I was told immediately NO. before even getting an application

Unaware of programs

Not aware of them, nor aware of this survey.

time factor filling out applications and unsure of requirements should we go forward with such a program.

Taxes and fees are too high

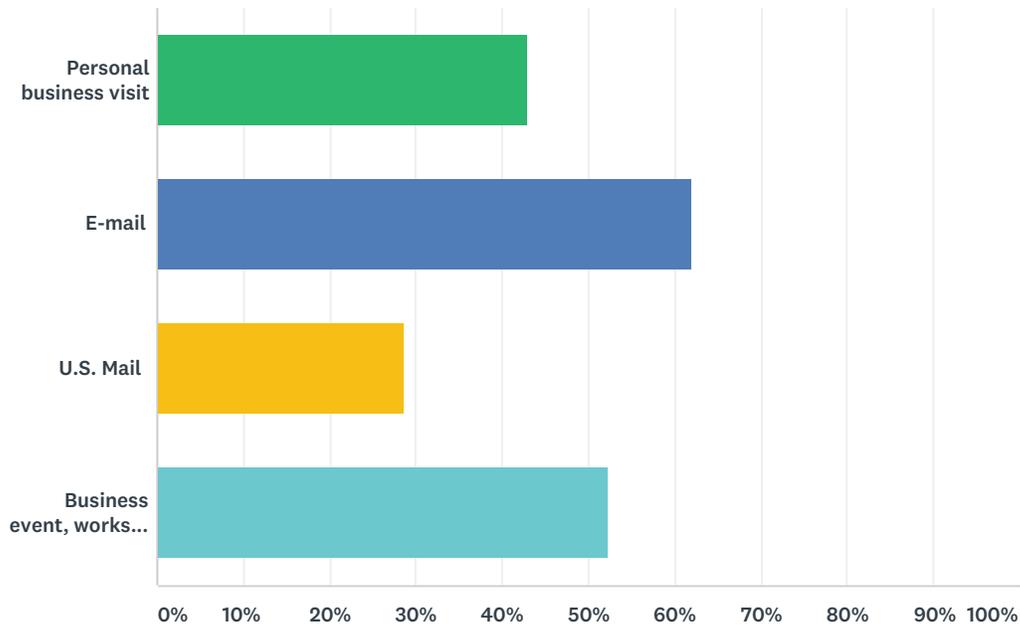
I am a Libertarian and I think that the biggest problem for businesses is the government getting in the way. I think making laws better for private funding of small businesses is better than a taxpayer-funded city loan program. Stimulate the private market to do its job rather than substituting it.

Services listed not relevant to my work. More government spending generally means less available for private spending, so not generally supportive of additional governmental spending funded by taxes

New business, too small to utilize, lack of ability to produce continued sales due to restrictions.

### Q20 What is the best way for you to receive information about and to access City programs? (Please check your top two choices.)

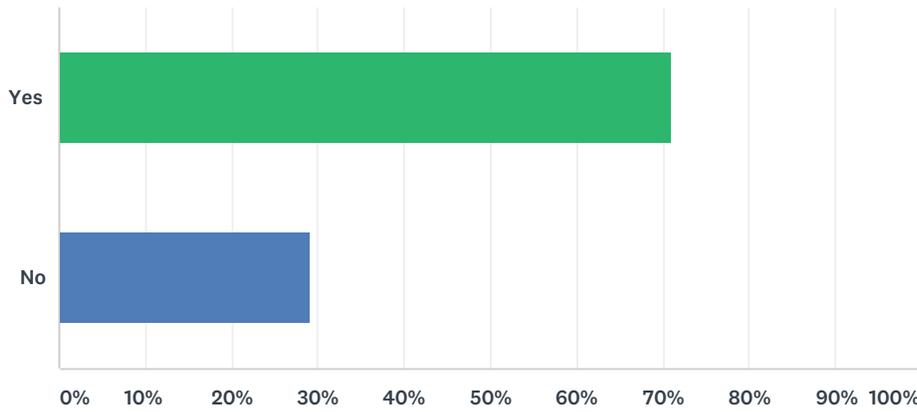
Answered: 21 Skipped: 4



ANSWER CHOICES	RESPONSES
Personal business visit	42.86% 9
E-mail	61.90% 13
U.S. Mail	28.57% 6
Business event, workshop or seminar	52.38% 11
Total Respondents: 21	

### Q21 Are you interested in participating in a cooperative business marketing effort to attract customers to Downtown Oneida or to encourage residents to shop locally?

Answered: 24 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	70.83%	17
No	29.17%	7
TOTAL		24

## Q22 If you answered "yes," may we contact you about future business promotions? (if yes, please provide contact information)

Answered: 18 Skipped: 7

info@madisonbistrocny.com

mryan@midyork.org

Lisa Marshall (315)361-1481

jmonfiletto@ariseinc.org

Stephanie Neff, 315-363-7788 x232 sneff@ymcatrivalley.org

yes

Margaret S. Argentine, PhD, RN

315-264-4998 Irene Kiner

131 Broad Street Oneida

Yes! We'd love to use our space/expertise for workshops and events.  
abbey@abbeywoodcock.com

via email, talmony@twcny.rr.com

457-1830

logan@growinvestorgroup.com / 315-761-5095 / 155 Madison St M-F

conte8857@gmail.com

315-366-3354

Chantell Bayle, Sole Proprietor at Chantell Bayle's Tupperware 317 North Street, Oneida, NY  
13421

Stacy Jones - oneidaofficesupply@gmail.com

## Q23 What identity or image would you like to see Downtown Oneida develop for itself as a unique shopping district attractive to residents, employees and visitors?

Answered: 21 Skipped: 4

Speciality shops and dining

The removal of public housing.

A more urban center with shopping and restaurants.

More retail / eateries

A place with a variety of businesses that close to eachother

safe, family friendly, small town feel with all the amenities of larger areas

don't know; considerable damage

We need a unified, city-wide & comprehensive identity and image plan. This plan needs to be developed from the bottom up- ie, from the current, potential and businesses that declined to locate and place roots here. It will fail if it is a top-down approach

Aesthetically pleasing environment to spend the afternoon or weekend with cultural events, high end shopping and dining.

I think if we took the buildings on Madison Street and painting them different colors like pink, blue,purple, yellow as a tourist attraction. Like they do in South Carolina.

Modernization of local stores, noise pollution reduced, any police presence

Clean the streets of the welfare people

the best place in the country for creative freelancers.

cleaner downtown, less loitering, multiple small shops that appeal to shoppers

Historical - Erie Canal, railroads

An entrepreneur / freelancer business owner environment with less restrictive laws

Shop local first.

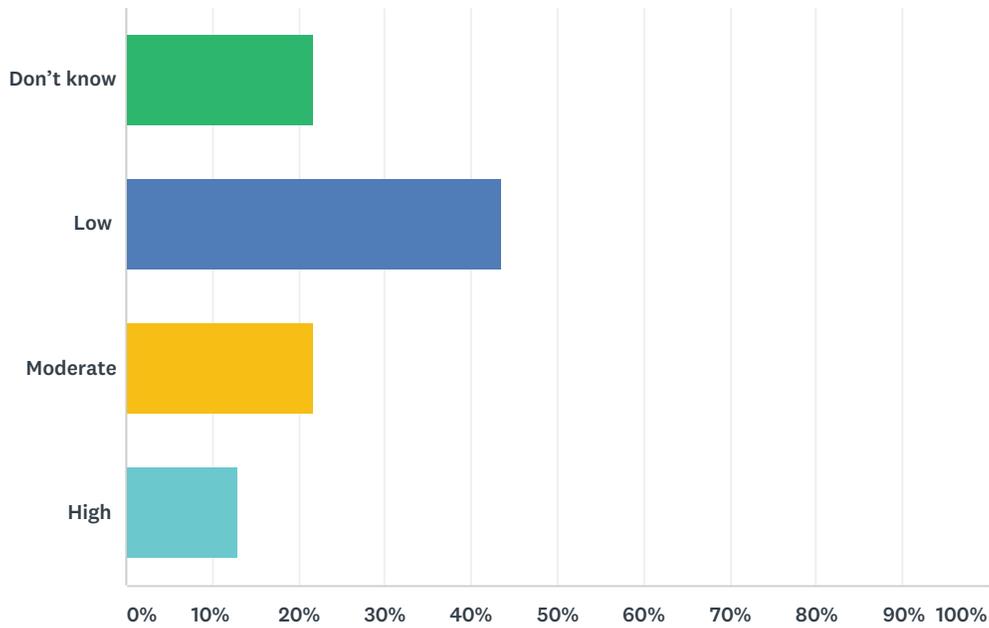
Tieing Past to the Future-Oneida, NY (image of the rail crossing from the Rail Trail)

I do not believe it can be done

A community involved image

## Q24 How would you rate your overall confidence in the economic future or vitality of Downtown Oneida as a whole?

Answered: 23 Skipped: 2



ANSWER CHOICES	RESPONSES
Don't know	21.74% 5
Low	43.48% 10
Moderate	21.74% 5
High	13.04% 3
TOTAL	23

## Q25 What types of businesses (products and/or services) do you think should be recruited to Downtown Oneida to improve its attractiveness as a shopping and business district?

Answered: 19 Skipped: 6

Small niche speciality shops

More office space developed in the upper floors as opposed to low income apartments.

Clothing stores

Eateries boutique shops

Coffee houses with entertainment, downtown variety store

restaurants, entertainment, coffee shops, bookstores, small retail boutiques, etc

Middle- and upper middle income housing opportunities; more coffee & restaurants of all levels.  
Excellent businesses

High end retail, fine dining, tea and coffee shops and cafes, bakeries and bagel cafes, personalized health and wellness centers with alternative treatments, farmers markets on a Saturday.

More retail. Restaurants that are open after 3 p.m.

Restaurants and Breweries that are actually open in the evening that accept credit cards

Theater, music

Develop a business park

hotels, restaurants, upscale cocktail bars

as I said, smaller shops with appeal to customers. Restaurants would be attractive as well.

Crooks

Niche retail - good property owners/landlords

entertainment, tourist attractions, more alcoholic businesses, marijuana farms and shops, collaborative hubs like co-working spaces

A designated bakery open every day from 6am-6pm, Smaller gift shop with locally-made merchandise, locally-sourced meat store (incorporating other locally-sourced items)

family oriented, bowling, roller skating

## Q26 Please share with us any other comments you may have.

Answered: 11 Skipped: 14

Can not stress enough how much the city of Oneida can improve simply by removing all public housing.

I'd much rather shop locally if the options were here. We need a large anchor to build around

The projymect we identical needs to be part of a comprehensive downtown strategy that should be mylro- year, comprehensive and have a vision for economic development to carry us through the next 50 years

Too many to list here. Plan on attending the meeting.

Please stop offering free services to low-income families. We need people and businesses that bring in more money into the city not detract from it

Oneida does not like business. Example: Origlio's Wagon Wheel

We would really like to contribute to downtown development.

The reason for our low confidence in success to rebuild this city is that as much as the residents want to see success, this community as a whole does not support the business community. Yet, they seem to find us when they want a donation for an organization or fund raiser. We support the community as much as we can. However, we have to pay bills. When people are not shopping here, we do not have the resources to give back to the community.

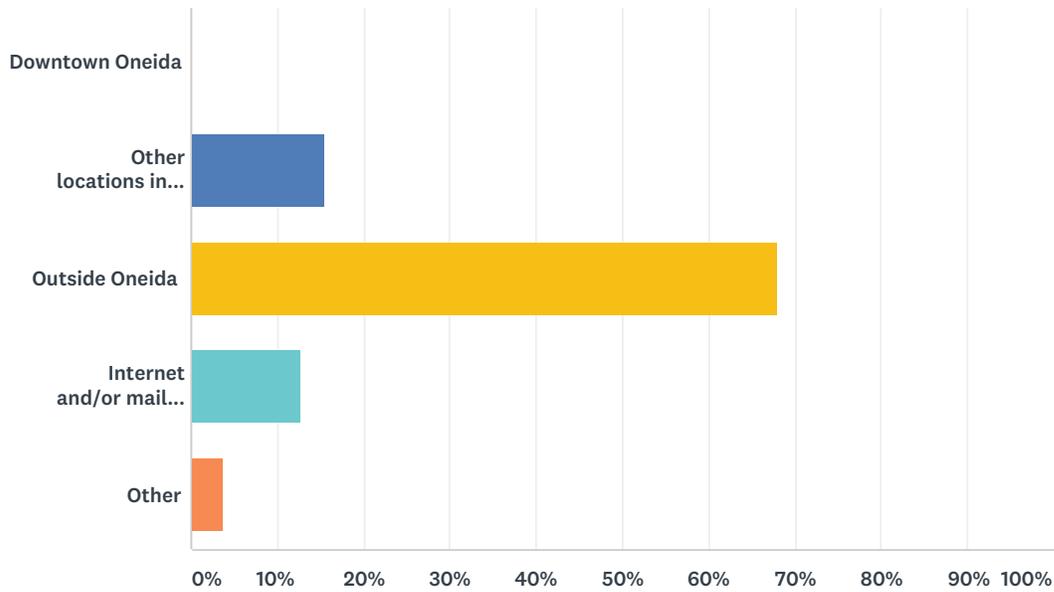
Need a new major and not the assistant mayor. New business minded person to change things

Love living in Oneida! Increase police presence and stiffer penalties on drugs (public safety needs to be #1 priority here) and harsher penalties on landlords who have bad tenants.

This survey asks for more than one answer, but then doesn't allow more than one answer to be clicked!

# Q1 Where do you do most of your non-grocery shopping (e.g., apparel, home furnishings, sporting goods, etc.)?

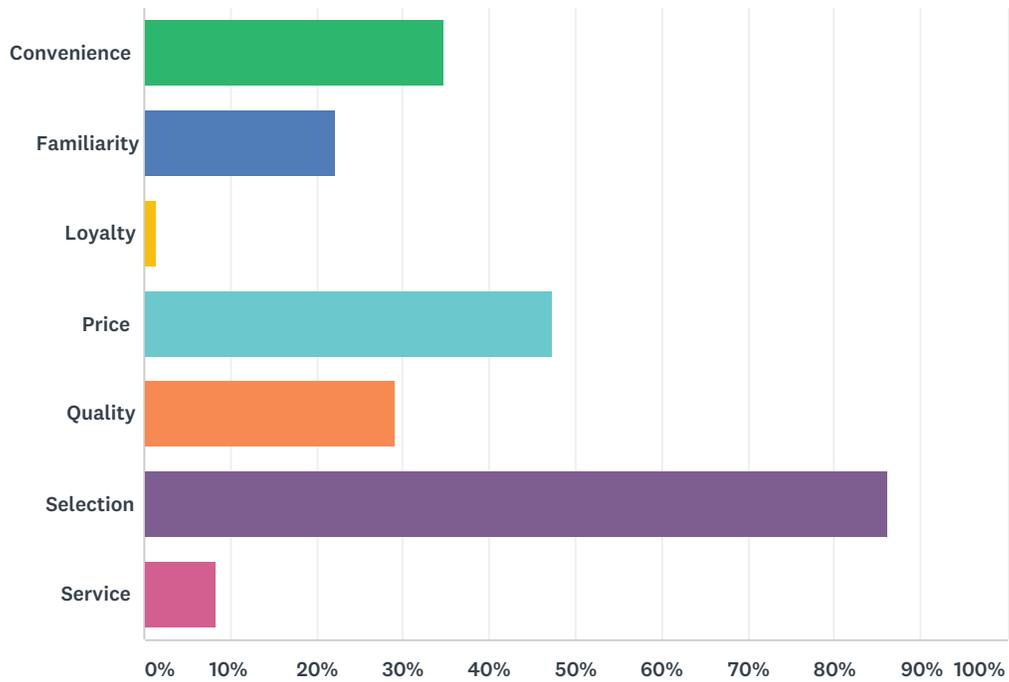
Answered: 78 Skipped: 2



ANSWER CHOICES	RESPONSES	
Downtown Oneida	0.00%	0
Other locations in Oneida	15.38%	12
Outside Oneida	67.95%	53
Internet and/or mail order	12.82%	10
Other	3.85%	3
<b>TOTAL</b>		<b>78</b>

## Q2 What are the primary reasons for shopping where you do? (Please select your TOP 3 reasons.)

Answered: 72 Skipped: 8



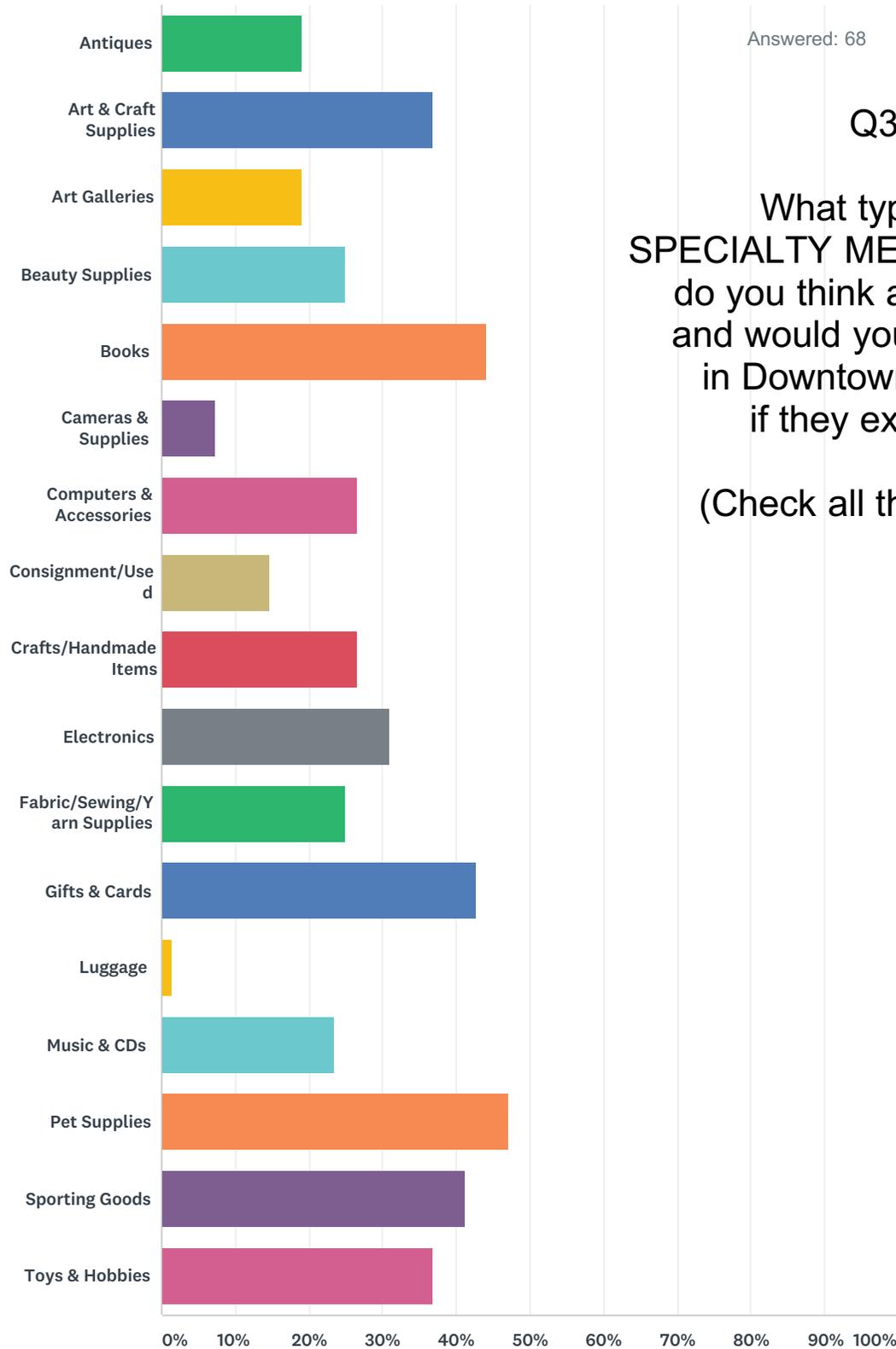
ANSWER CHOICES	RESPONSES	
Convenience	34.72%	25
Familiarity	22.22%	16
Loyalty	1.39%	1
Price	47.22%	34
Quality	29.17%	21
Selection	86.11%	62
Service	8.33%	6
Total Respondents: 72		

Answered: 68 Skipped: 12

Q3

What types of SPECIALTY MERCHANDISE do you think are needed and would you patronize in Downtown Oneida if they existed?

(Check all that apply.)

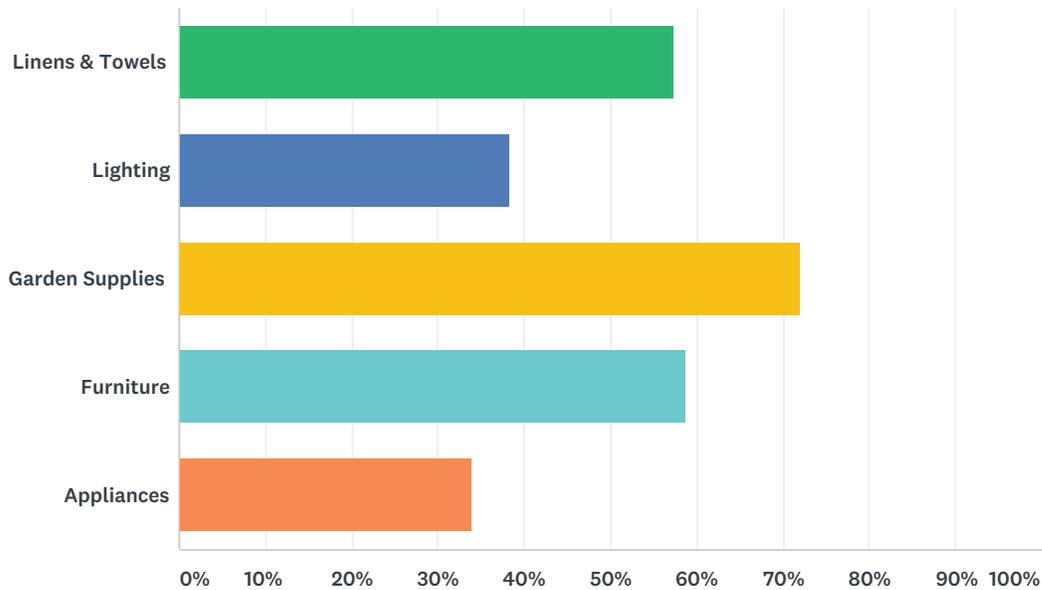


ANSWER CHOICES	RESPONSES
Antiques	19.12% 13
Art & Craft Supplies	36.76% 25
Art Galleries	19.12% 13

Beauty Supplies	25.00%	17
Books	44.12%	30
Cameras & Supplies	7.35%	5
Computers & Accessories	26.47%	18
Consignment/Used	14.71%	10
Crafts/Handmade Items	26.47%	18
Electronics	30.88%	21
Fabric/Sewing/Yarn Supplies	25.00%	17
Gifts & Cards	42.65%	29
Luggage	1.47%	1
Music & CDs	23.53%	16
Pet Supplies	47.06%	32
Sporting Goods	41.18%	28
Toys & Hobbies	36.76%	25
Total Respondents: 68		

### Q4 What kinds of HOUSEHOLD FURNISHINGS are needed and would you patronize in Downtown Oneida if they existed? (Check all that apply.)

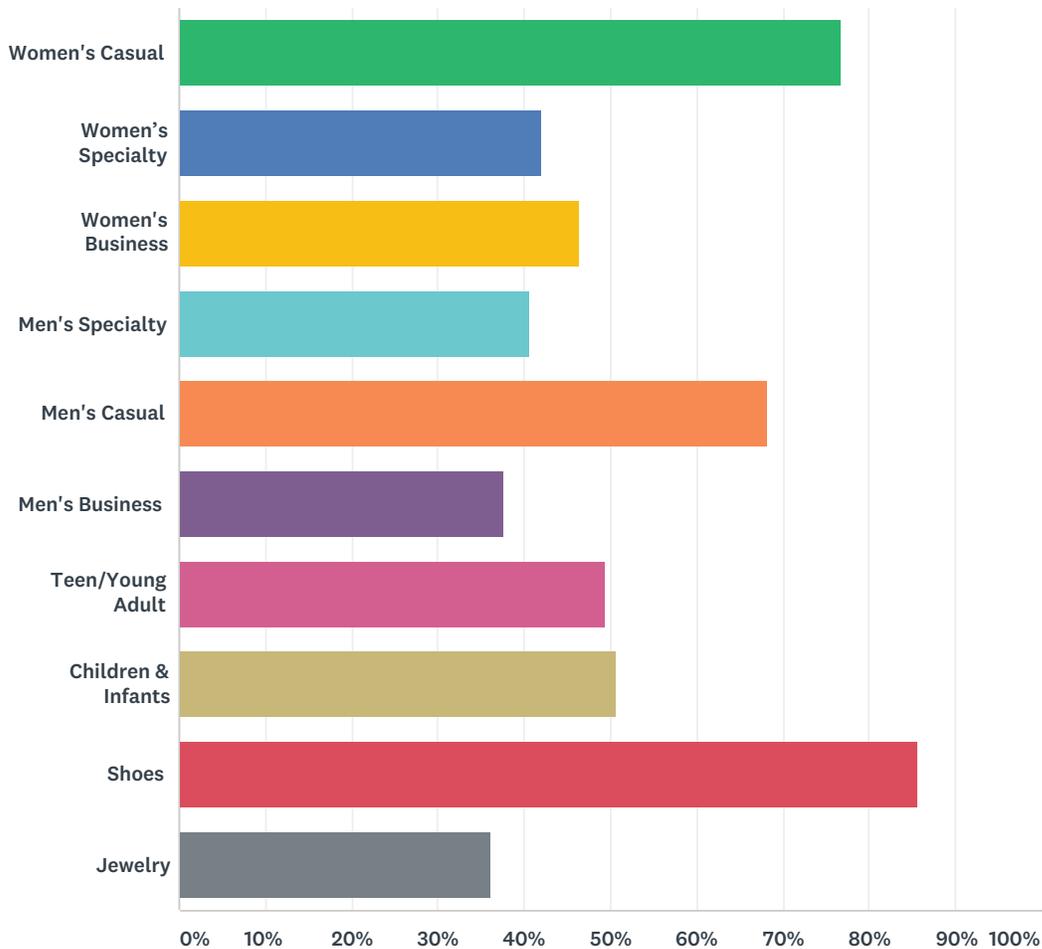
Answered: 68 Skipped: 12



ANSWER CHOICES	RESPONSES
Linens & Towels	57.35% 39
Lighting	38.24% 26
Garden Supplies	72.06% 49
Furniture	58.82% 40
Appliances	33.82% 23
Total Respondents: 68	

### Q5 What kinds of APPAREL stores are needed and would you patronize in Downtown Oneida, if they existed? (Check all that apply.)

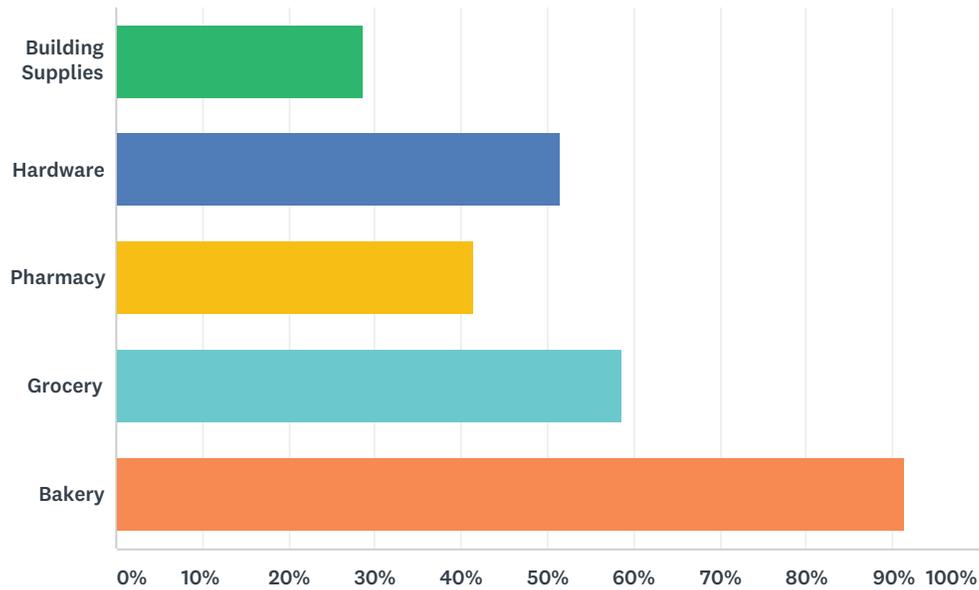
Answered: 69 Skipped: 11



ANSWER CHOICES	RESPONSES	
Women's Casual	76.81%	53
Women's Specialty	42.03%	29
Women's Business	46.38%	32
Men's Specialty	40.58%	28
Men's Casual	68.12%	47
Men's Business	37.68%	26
Teen/Young Adult	49.28%	34
Children & Infants	50.72%	35
Shoes	85.51%	59
Jewelry	36.23%	25

### Q6 What kinds of CONVENIENCE MERCHANDISE do you think are needed and would you patronize in Downtown Oneida if they existed? (Check all that apply.)

Answered: 70 Skipped: 10



ANSWER CHOICES	RESPONSES
Building Supplies	28.57% 20
Hardware	51.43% 36
Pharmacy	41.43% 29
Grocery	58.57% 41
Bakery	91.43% 64
Total Respondents: 70	

**Q7 If you have shopping needs (not found in any of the above questions) that you would patronize in Downtown Oneida if they existed, please list them here.**

Answered: 34 Skipped: 46

bagel shop

Cigars

specialty food store

Deli, Bookstore, Tea Shop, Holistic healing products

Deli, bagel shop, dog park,

Restaurants

Cigar Specialty Shop, Specialty Hobby Shops ( look to the success of Mind Games) With the closing of Toys r Us we could do with a Toy store or Lego store. Something hobby related

Local Grocery

Marshall's or tj max need nice restaurants

Gift shops

A department store other than Walmart and in the downtown area would be someplace I would shop.

Restaurants, sushi, brew pub, deli

My family needs a smoke-free environment where we can shop. Sangertown Square is smoke-free so we often go there, but it would be more convenient to shop in downtown Oneida.

olive garden

Juice bar, heathy food choices

Baby gifts, baby clothes, baby supplies

Art supplies

A clean downtown without the element of people would be more inviting. Too much low income housing.

Maybe bring in a classy cigar lounge.

books and music

Steakhouse with gluten free options not fast food or pizza

Hair stylist, shoe repair

We need retail to support the basic needs & desires of the families in the city. Less smoke shops and dollar stores and low end retail that doesn't cater to the crowd coming in with money. Think like downtown Caz or Hamilton - that's the ideal. I think it would be nice to have a bookstore downtown and a bakery again.

Weekend farmer's markets when people can attend. A drive up coffee shop for the many busy workers that either work downtown, or pass through and that cannot have a sit down meal at Hipstir. A nice quick service family restaurant with options for busy professionals to take home- I am so bummed that if I want a quick and healthy dinner options to bring home to my family, I can't get it in our city. It's pizza, chinese, and fast food.

The younger families want healthy choices.

Bakery(I have to say that one again) Meat specialty, bulk, fermenting-wine-beer specialty-this would bring a lot of traffic to town) HEALTH FOOD/NATURAL

Organic foods

Clothing

Need a Target store it would bring in alot of shoppers also need a Best Buy's .

Athletic sports gear.

## Q8 If some of the above merchandise is available in Downtown and you are not buying these products in Downtown, why is that?

Answered: 49 Skipped: 31

Selection & cost

Needing multiple types of items and wanting them in one stop.

Downtown looks dumpy & creepy people walking around

The lack of security in the evening hours. Too many taking advantage of federal assistance in the area.

Selection, price

hours of operation parking

I try to patronize local when it is available

It needs alot of TLC downtown. We house too many low income.families who don't take care of things and it trickles everywhere...not only downtown

Downtown is not that inviting

Downtown has none of the above to offer and is completely unsafe, uninviting and needs a complete overhaul and elimination of low income housing as does most of the city of Oneida.

I do not buy things at Hinmans because it is over priced and depressing when you go in there. Price is a factor. I want to have a positive buying experience. I'd even pay a little more if I enjoy my time in the store. our family uses Oneida office supply when we know we can get EVERYTHING cheaper elsewhere because the shopping experience is positive.

Business hours

The hours they are open are usually when I am at work.

Not a good selection

Unfamiliar

Class of people on the streets, downtown drug problems

It's not a safe area, it's rundown, it's dirty, there is nothing there

I don't know if any of these products are available in the downtown area.

Limited selections available

I try to shop local unless what I am looking for isn't available. For example I always buy flowers local. Office supplies local ..etc

There's no reason to go downtown

People are smoking on the sidewalk outside the stores.

Cost, quality

Madison street has gone downhill, looks creepy. Not inviting. Parking is not the greatest either

Too many slum lord locations to navigate around

I don't know that any of these are available

Price

Selection and Price

Parking can be a problem. Some stores are not open after 5 pm or on weekends.

Most, if not all, of the listed items used to be available in Downtown and they were purchased there. As availability decreased, and I found work in other communities, it became easier to purchase items closer to employment locations, and that trend has continued.

There is a certain element of people downtown that make it uncomfortable for people. Plus the buildings look terrible. Clean up downtown and get rid of the low income housing. Make property owners fix up the buildings like Hamilton & Canastota. Bring in a classy cigar lounge.

Price

Location

Not aware if they are available.

The things I would like to buy locally aren't offered here, sadly!

Price

The hours of the stores are very odd and they aren't offering the products at hours I can patronize.

Lack of parking and increased crime rate.

too expensive

Thst atmosphere leaves much to be desired

Some bad sections and sketchy people

Downtown Oneida is not interesting looking way to many medical buildings & banks . Downtown Oneida needs to catch the consumers eye by having nice looking stores with big windows decorated with lights & accessories.Everyone loves window shopping it gives you the feeling of comfort in your home town.

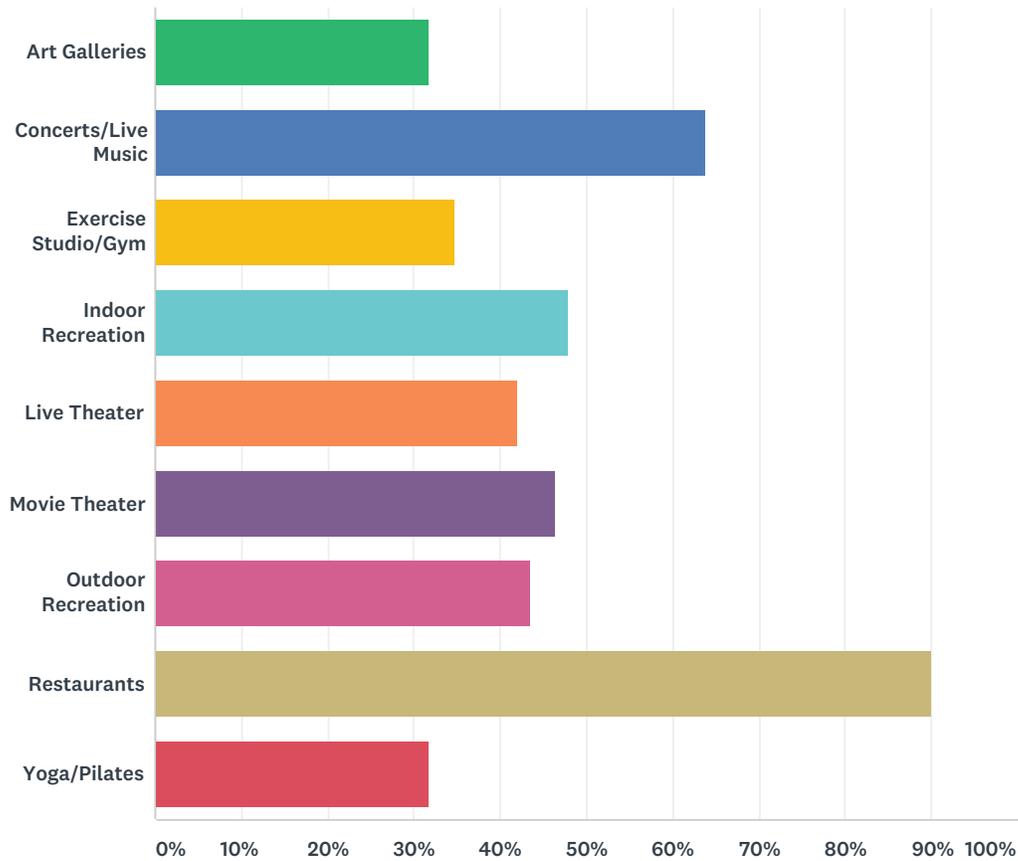
Business owners do not take care of their stores. They are very run down and dated. Madison Street in particular does not feel shopper friendly with many vacant buildings and loiterers.

Would buy

Too expensive

### Q9 What kinds of LEISURE/ENTERTAINMENT services are needed and would you patronize in Downtown Oneida if they existed? (Check ALL that apply.)

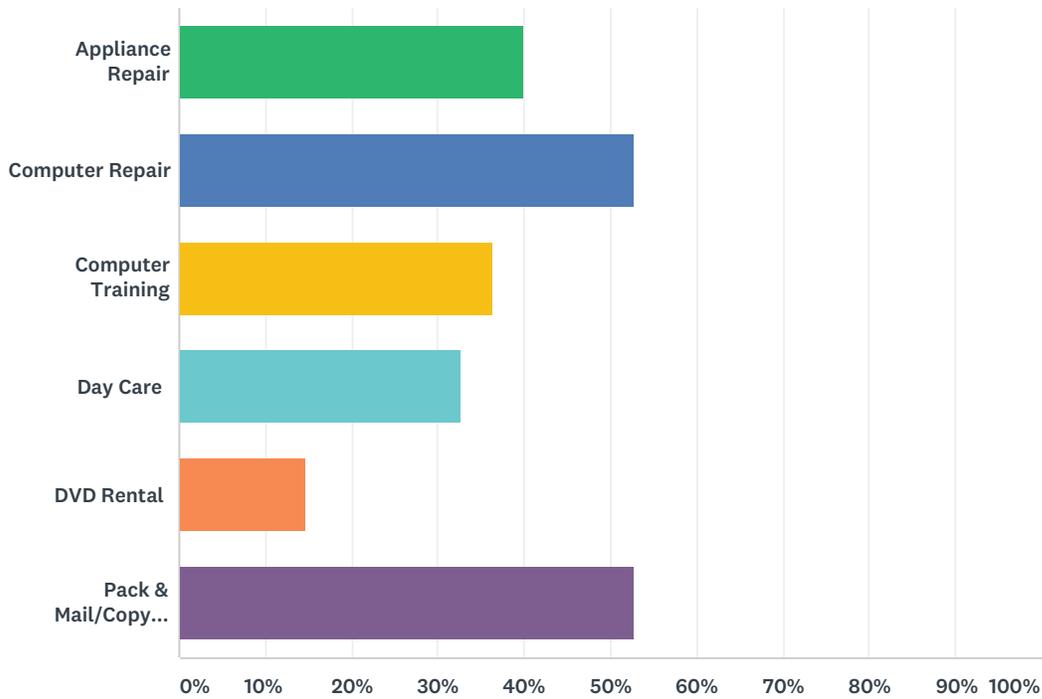
Answered: 69 Skipped: 11



ANSWER CHOICES	RESPONSES
Art Galleries	31.88% 22
Concerts/Live Music	63.77% 44
Exercise Studio/Gym	34.78% 24
Indoor Recreation	47.83% 33
Live Theater	42.03% 29
Movie Theater	46.38% 32
Outdoor Recreation	43.48% 30
Restaurants	89.86% 62
Yoga/Pilates	31.88% 22
Total Respondents: 69	

### Q10 What kinds of GENERAL SERVICES are needed and would you patronize in Downtown Oneida if they existed? (Check ALL that apply.)

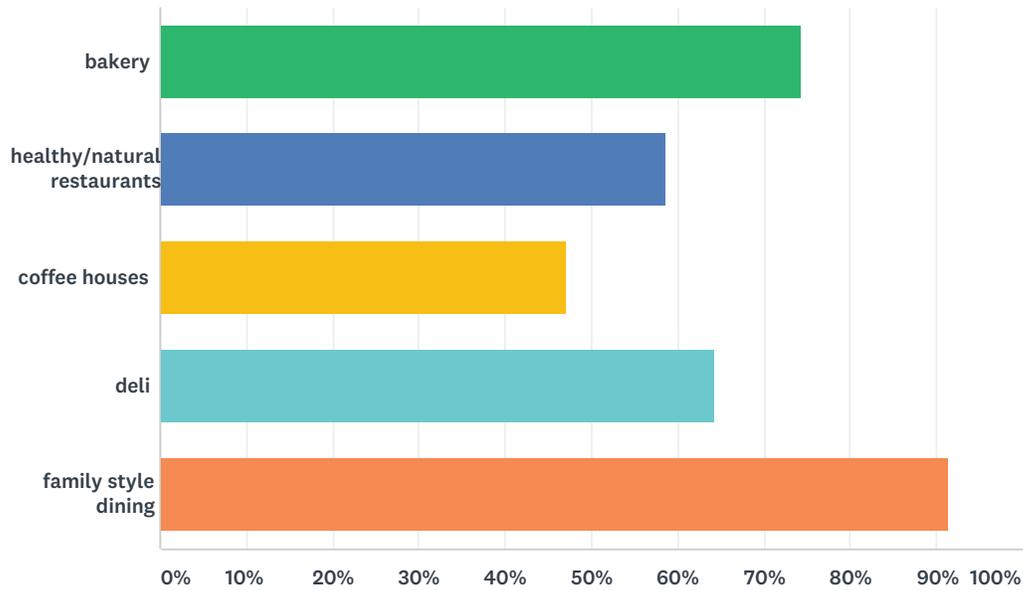
Answered: 55 Skipped: 25



ANSWER CHOICES	RESPONSES
Appliance Repair	40.00% 22
Computer Repair	52.73% 29
Computer Training	36.36% 20
Day Care	32.73% 18
DVD Rental	14.55% 8
Pack & Mail/Copy Center	52.73% 29
Total Respondents: 55	

### Q11 In your opinion, what types of RESTAURANTS AND EATING PLACES are needed in Downtown Oneida and would you patronize if they existed? (Check all that apply.)

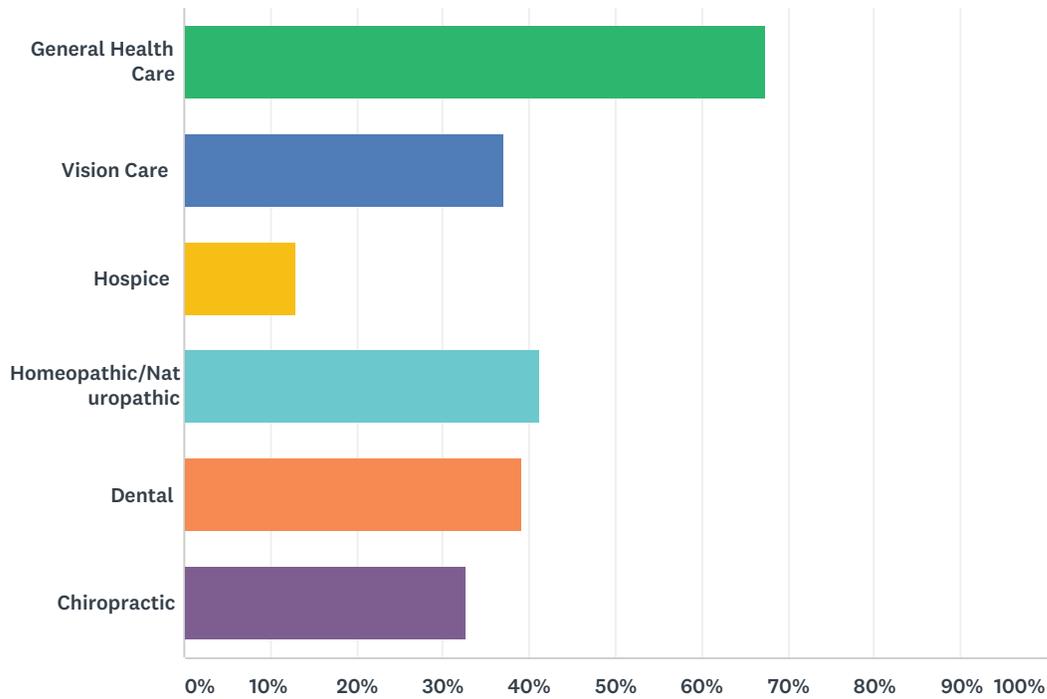
Answered: 70 Skipped: 10



ANSWER CHOICES	RESPONSES
bakery	74.29% 52
healthy/natural restaurants	58.57% 41
coffee houses	47.14% 33
deli	64.29% 45
family style dining	91.43% 64
Total Respondents: 70	

## Q12 What HEALTH SERVICES do you think are needed and would you patronize in Downtown Oneida if they existed?

Answered: 46 Skipped: 34



ANSWER CHOICES	RESPONSES	
General Health Care	67.39%	31
Vision Care	36.96%	17
Hospice	13.04%	6
Homeopathic/Naturopathic	41.30%	19
Dental	39.13%	18
Chiropractic	32.61%	15
Total Respondents: 46		

## Q13 Some of these services may be available in Downtown. Please explain why you may not choose Downtown providers, if you are aware of their services.

Answered: 40 Skipped: 40

### Quality & cost

Already get vision care downtown

Dont know if they exist or where they are

I do patronize

not aware of services

Unaware of existance

some of their prices are too high

None that I can think of

Not aware of these services

Again, the hours are random and not convenient.

Need good food

Some of the people who walk around are unkempt and unfriendly.

Class of people walking thw streets

Parking is terrible, it's rundown.its not safe

Unaware of these services if they exist in the downtown area.

I use local unless not available

Poor service or lack of uniqueness. Need more creativity like HipStir has added.

dont take debit cards

People are smoking on the sidewalks as we try to get to these services. I have spoken to them about it and there is nothing they can do, the city has to make it a law.

already have providers, do go to costellos for eyes

We also need a new print shop

No need as of yet, also trying to stick with Oneida Healthcare Services versus outside providers

Not participating providers

It often depends on whether the providers will take my insurance.

I go to the coffee shop and deli and restaurant already. Bring in more like that!

I do support those presently in Oneida

I dont need tatoos or head shops

### Location

I understand MVHS is brand new downtown - but I am not sure if the doctor is available yet, don't know anything about it. Bassett on the southside says they have a doctor on staff, but they really don't - just nurses only a few times a week.

### Price

No appointment times available, mostly the hours are not convenient, we work weird hours or its a walk to get there and I need a ride or to be able to wait for my husband to come home to take me-not safe after dark to walk downtown.

Lack of parking, increase in crime rate.

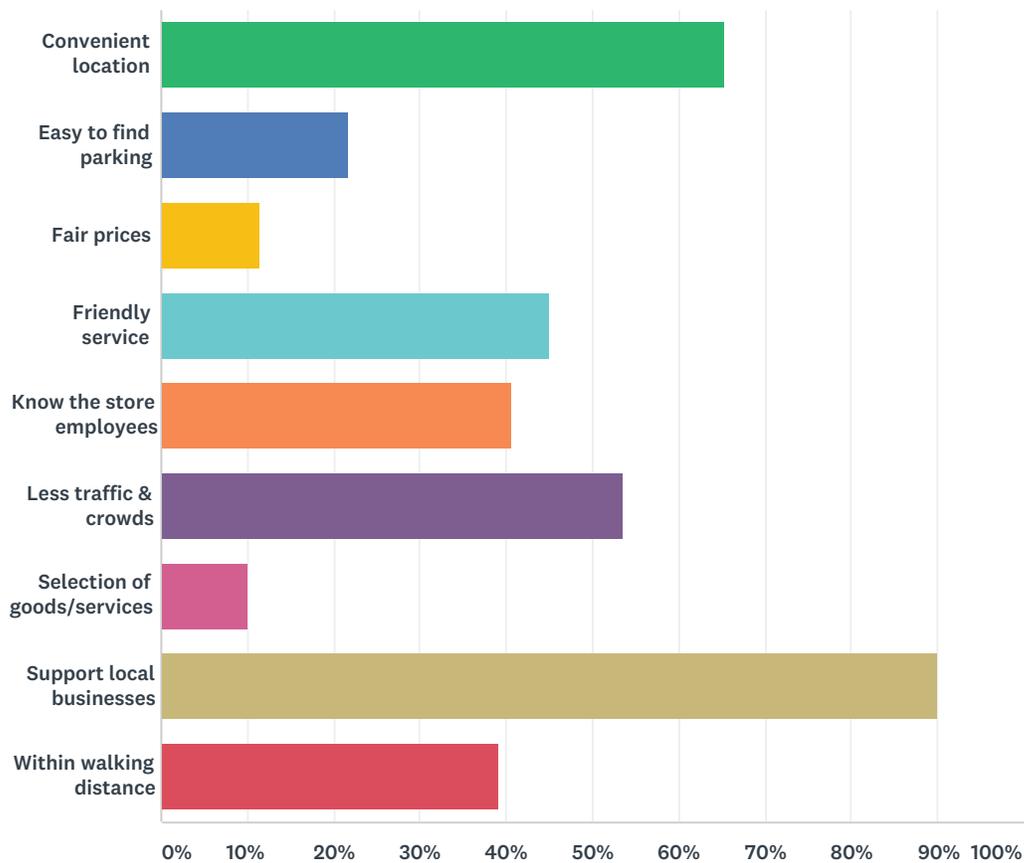
Downtown Oneida needs to be cleaned up and look sweet on the eyes. We need new street lights that are bright so at nite we feel safer walking to our stores or driving down our street.The streets are way too dark !!

Buildings look unkempt and unprofessional. I'm not going to use a service that looks like it's at someone's house.

Sports injury. Cheaper to go to Syracuse where they have the availability to X-ray and not have the cost of emergency room. We now have well care. So will use that

### Q14 Currently, what are the major ADVANTAGES of shopping or doing personal errands in Downtown? (Please check top three.)

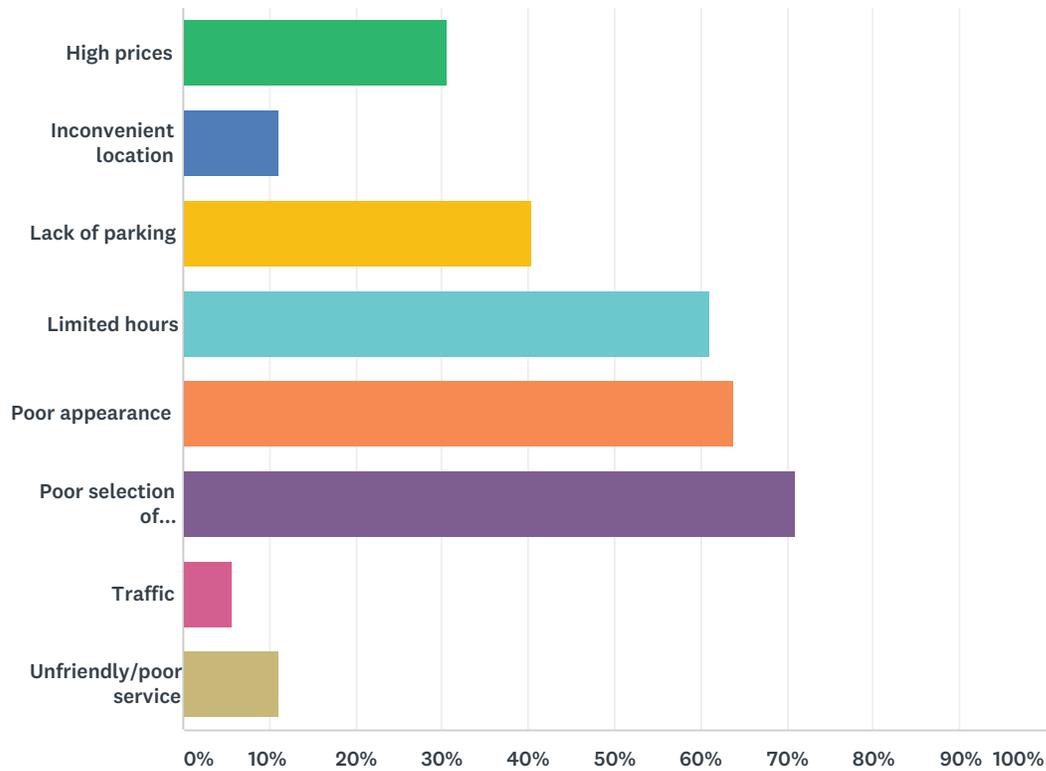
Answered: 69 Skipped: 11



ANSWER CHOICES	RESPONSES	
Convenient location	65.22%	45
Easy to find parking	21.74%	15
Fair prices	11.59%	8
Friendly service	44.93%	31
Know the store employees	40.58%	28
Less traffic & crowds	53.62%	37
Selection of goods/services	10.14%	7
Support local businesses	89.86%	62
Within walking distance	39.13%	27
Total Respondents: 69		

### Q15 Currently, what are the major DISADVANTAGES of shopping or doing personal errands in Downtown? (Please check top three.)

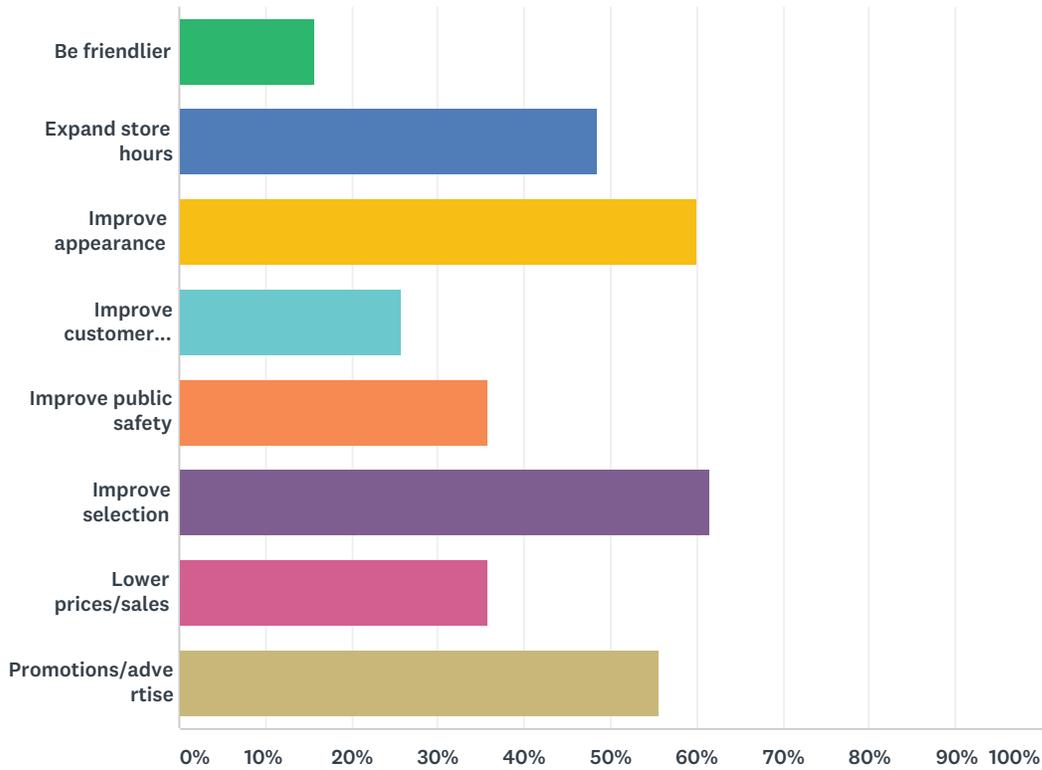
Answered: 72 Skipped: 8



ANSWER CHOICES	RESPONSES	
High prices	30.56%	22
Inconvenient location	11.11%	8
Lack of parking	40.28%	29
Limited hours	61.11%	44
Poor appearance	63.89%	46
Poor selection of goods/services	70.83%	51
Traffic	5.56%	4
Unfriendly/poor service	11.11%	8
Total Respondents: 72		

# Q16 What can Downtown merchants do to improve their stores?

Answered: 70 Skipped: 10



ANSWER CHOICES	RESPONSES
Be friendlier	15.71% 11
Expand store hours	48.57% 34
Improve appearance	60.00% 42
Improve customer service	25.71% 18
Improve public safety	35.71% 25
Improve selection	61.43% 43
Lower prices/sales	35.71% 25
Promotions/advertise	55.71% 39
Total Respondents: 70	

## Q17 If there are other considerations (not found in the above questions) that impact your shopping in Downtown Oneida, please list them here.

Answered: 36 Skipped: 44

Slum apartments detract

As some one new to the area, a business directory should be mailed to each new homeowner and have them available to renters

poor selection of goods

Oneida used to have a lot of the types of businesses listed, but is now very business unfriendly.

Clean it up and get drugs off the street. The police department is literally across the street from drug deals

Our downtown is not inviting

There is nothing downtown to offer

Take risks, bring variety. Do ONE thing great rather than a hodgepodge of things in one shop. Have cafes and places open after 3pm on weekdays

There are many shopping venues in the greater Oneida area that offer more selection than is available in downtown. Lowes, Walmart, Peebles, etc. I don't know how downtown would compete with those vendors.

Clean up the people all over ! More police waking around and visible

Downtown feels cold and hardened. It need to look more welcoming. The only welcoming store I see when I drive down there is ONEIDA Floral.

There is no reason to go downtown, nothing is there and certInly won't go at night time as it isn't safe

Promotion of businesses in downtown is probably most important. I can't shop there if I don't know it exists.

There is nothing there besides banks, vape shop etc.

Hire a city administrator

many businesses are cash only and do not accept debit cards

Clean up the drugs

People smoking on the sidewalks and outside businesses.

beat walmart prices.

Need more coffee houses and places to go in the late afternoon and evenings

With reatil going the way it is, I don't think shopping destinations will save downtown. Services, Restaurants, and unique shopping destinations will be important.

Downtown does not feel pedestrian friendly. There are certain building scales that are not appropriate or comfortable, many storefronts are empty or provide only occasional use, too many services rather than retail businesses are located on ground floors, and there is litter, as well as abandoned shopping carts and random items on the streets and sidewalks.

Make the property owners clean up their buildings and eliminate the low income housing! No one wants to go down there because it looks terrible and the people are disgusting

No "charm" or character like other small towns. No cohesive look. The big brick box build after Joy's block burned down is intimidating and off putting. We need to focus on restoring the original buildings that are left to at least somewhat original design. Would live to see someone take down the 70s facades, and siding back to brick.

There's a stigma of there being a lot of crime downtown that is keeping consumer families away. I don't feel comfortable shopping downtown with my child after dark. There's a lot of loitering and loud people doing nothing.

More of a selection

I've tried getting gas downtown and a fight nearly broke out between a couple patrons. Downtown is less than desirable.

Poor aesthetics

Fix the roads

I cannot choose 3 items your questions only allow one check off.a

Communication. Shop owners need to have websites that communicate what they offer and when they're open. Hire someone if you don't know how to do it. A Facebook page doesn't cut it. Operate your business like a business. You're not entitled to local patronage just because you're here.

Downtown looks run down. People and kids hanging out in store fronts.

## Q18 If you could change one thing about Downtown Oneida, what would it be?

Answered: 63 Skipped: 17

Drug behavior and accessibility. Get rid of vape shops  
 Oneida needs a reason for shoppers/consumers to spend money here  
 Amount of available shops  
 More activities to bring people downtown  
 Get rid of the slumlords & their apartments  
 The removal of Public housing \*section 8. I lived in the largest sec8 housing in the country when i was a child. It has since been removed . The city still owns the property. Now there are Lofts and apartments and shops. The city has made a huge impact on small business owners and they are thriving.  
 Directory of what is where  
 better appearance  
 the appearance  
 Improve storefront appearances throughout!  
 get rid of Hotel  
 The aesthetic appearance.  
 The people who run the city  
 lower crime activity that detures us from going down there  
 Make it more like downtown Clinton  
 Restore store fronts. Lovely buildings being neglected  
 More specialty shops and eateries  
 Eliminate low income housing and restore all historic store fronts to their former glory. Take note of Clinton, Hamilton and Cazenovia. Codes and zoning have destroyed downtown and the city. Stop making the city a convenient place for people living off the system. It has brought a drug and crime epidemic. Surrounding cities are doing a wonderful job while Oneida is plummeting.  
 The mentality of the ways of the "Old Oneida". It is not the same people, families, demographics, and economy that once was. Progression WE NEED IT -DESPERATELY!  
 Make it more inviting. Many of the store fronts are shabby (Madison St. and Main). The deserted Oneida Hotel is an eysore that NEEDS TO BE DEMOLISHED.  
 Slum lords  
 less medical/insurance businesses, more shops  
 A nice family restaurant that will bring people in from out of town  
 Parking & advertising  
 Dress it up! Make it inviting!  
 Get rid of drug problem , slum lords fix up apartment to rent to better class of people  
 Perception  
 Add good places to eat  
 Attitude of the people. As a newcomer to Oneida I don't feel like a welcomed member of the community.  
 Appearance  
 Appearance. Oneida is a beautiful city but not well maintained. The overall look of downtown attracts a certain crowd which adds to the negative image of the city.  
 Appearance  
 SOMETHING FOR THE CHILDREN TO DO !!! IE; ICE/ROLLER SKATING..MOVIE THEATER..ETC. Anything to get them off the Rt. 5 Strip !!!!!  
 Hire a city administrator position  
 a unique destination for the evening - a unique restaurant, brewery, or experience to bring people to Oneida at night  
 Cleaner appearance, clean up the drugs  
 Prohibit smoking on sidewalks and in entryways  
 get rid of the empty buildings like oneida hotel  
 More appealing  
 Remove transient tenants  
 Add restaurants, especially healthy ones. Oneida is adding medical facilities and fast food. Maybe we need to rethink our goals here. Not everyone wants to eat out at these restaurants. Downtown would be an excellent location for good, healthy food choices. There are farms everywhere in CNY yes we have garbage choices for the most part. Hipstir is excellent but limited food. How about a salad bar? Or a juice/smoothie bar? A vegetarian restaurant maybe or one that has healthy vegetarian options? Or even a health food market/vitamin shop? We need to think outside the pizza, fast food, Italian restaurants or Oneida is going to become a town filled with medical facilities.  
 More shopping  
 Sidewalk condition and traffic awareness of pedestrians and sometimes poor, especially in the area where I will be walking to reach downtown  
 Less low income housing  
 More restaurants and higher end living accomdations  
 Make sure it is CLEAN and ALL storefronts look attractive, even if there is no current permanent business in the building.  
 No more low income housing. Clean up the buildings  
 more small shops  
 Add more stores with NEW merchandise. E.g. Dresses/mens shops books/cards

## Q19 As Downtown Oneida continues to grow and change, if you could keep one thing the same about Downtown, what would it be?

Answered: 57 Skipped: 23

No marijuana  
 Pedestrian access  
 small town appearance  
 The look and feel of the Kallet  
 any historic building  
 The Kallet  
 Friendly individual service from small business owners  
 accessibility  
 the historical buildings  
 Parking areas.  
 Kallet kept as a vibrant facility  
 The exterior historic look of the buildings.  
 Napoleon's  
 The hometown feel  
 The small private shops.  
 It isn't growing at all. Keep the flower shops, Napoleons, Hipster, post office, Kay, attorneys, jewelers and eliminate the garbage.  
 The Kallet and other Historic buildings and houses.  
 Can't think of a single thing.  
 Old nostalgic buildings  
 The old buildings (renovated of course) They are beautiful.  
 Nothing it's a mess ! Clean it up joes wagon wheel best part  
 Maintaining sidewalks, cleanliness & curb appeal  
 The historic look of the buildings.  
 Kallet Theater  
 Frontage and look of the old buildings  
 It's quaint atmosphere.  
 Hometown feel  
 The brick buildings. This is a huge attraction and we should invest in it.  
 The architecture is great. We should play up the old brick buildings and not just main st but Madison, Phelps etc.  
 its many sidewalks and connected streets  
 The old architecture incorporated into newer designs  
 Keep existing businesses here.  
 alexanders  
 Keep the character. But empty store fronts make it look bad  
 Historic buildings  
 The desire for a select handful of residents who want change.  
 Historical buildings, local owners  
 I haven't lived here too long but people are now cautioning me that I need to be more careful of my safety than I would have needed to be in the past. I hope Oneida maintains its small, friendly atmosphere. Outdoor and sidewalks eating helps a lot with General openness and appearance  
 Character of historic buildings. we have great architecture, we just need to clean it all up.  
 The historic structures.  
 The old architecture of the buildings, just clean them up. Like Hamilton and Canastota did  
 small town feel  
 Hipstir is a friendly,welcoming place where friends meet.  
 Historical buildings  
 Easy parking and walkability  
 I really wouldn't keep anything the same. We have a long ways to go to make things better.  
 Francois pizza  
 The buildings/heritage, keep up painting and general upkeep, Friendly people, convenience.  
 Free parking.  
 historical features  
 Historic buildings  
 Some of the old building  
 The barber shop  
 Historical character  
 The structures., but restore them to their natural beauty

## Q20 What identity or image would you like to see Downtown Oneida develop for itself as unique business, shopping and entertainment district?

Vibrant, growing, fun place to live, shop, eat

Small town speciality shops and dining

A center for unique events and goods

historic image

Small shops. A barbershop that look up to date. New office space in the upper floors of buildings as opposed to low income apartments. Restaurants with live music in the evening hours. The removal of or restriction with limitations of vape shops. Again, the removal of all public housing.

Convently located between Syracuse and Utica with small town feel

Convenient and fun

we need to rid the meth, drug and sex offenders before we can improve identity

Overall business improved signage!

Top customer service and business, shopping and entertainment variety.

Those who run Oneida do not support the few businesses we have right now.

Have it be more like Clinton. Cute shops, good eateries, clean, remove low income

Take a look at Clinton or Cazenovia and admire how there are keeping there downtown looking and feeling inviting

Small town charm

Emulate Cazenovia, Hamilton and Clinton

ONEida- Something for every ONE. or Oneida..truly the Center of it ALL! \*\*We should be a melting pot of everything NY has to offer as we are the center of it all.

Downtown should not try to compete with other shopping zones that are well established. Instead, become a locale for offices, banking and other spaces where people in the community can work in non-retail jobs. The Post Office building does not have enough parking space for the convenience of patrons. Develop strong building codes and enforce them. Develop a theme for business fronts that reflects the ambiance the city wants to project. Currently the downtown is a hodgepodge. There are a number of villages and towns nearby that seem to have been able to achieve cooperation from businesses in this regard.

More artsy environment

Infrastructure, mid-80's, planters, lights

Place to have lunch outside on a summer day from work and walk around shops

Community events to draw people there (Dickens Christmas etc)

Not sure but something friendly and welcoming.

Festival for holidays , more welcoming

Fun, friendly atsmoshpere, happening place to be

An image like Hamilton has of an upbeat current lively city

Friendly, convenient, diverse.

Friendly merchants working with friendly customers

More attractive, quaint.

The American town. We have a God given beauty in our green lawns and trees and beautiful nature. We have beautiful historical buildings. We need to promote that American touristy image.

It's the larges city in the county and should be a regional center..... but it's not.

more shopping stores

Friendly small town, cleaner than its current reputation

Family friendly, healthy and clean.

More entertainment and less loitering

I love the idea of local. Local foods, local bands, locally made items, etc.

Historical district with local owners

It would be nice to see some unique shops, restaurants and night life!

One that highlights the historic aspects and perhaps enhances the many culinary opportunities available in the area.

Not as a place for scumbags and crime. Make it beautiful and less low income apartments, and people may actually care. Otherwise, everyone will go elsewhere.

old school shops,businesses,family friendly

Safe & family friendly establishments. like 5 and dimes and shoe stores,

More upscale & family oriented

We can't compete with big-box stores. I think we'd do well as a destination for antiques and collectibles, unique shops and restaurants and cafes. We already have a number of antique/collectibles shops in the area and good places to eat downtown (Hipstirs and Sweet Temptations for example) I'd love to see more antique shops downtown. The more shops in an area, the more likely folks are to travel. They can make a day of it, including lunch. That could be a good for identify to market. Something like "The Shops at Oneida City Center" rather than "downtown"

Find your marketing identity. We should have a city planner or administrator to carry it out, because a vision is multiyear and elected officials can't do it. Get grants to support that vision, get the folks that are passive and not helping out of our local gov't, please. Let the next generation step in. We have energy. Invite us to help you. I don't know if we can ever be like Caz or Hamilton when we think about downtown, but it would be nice to feel safe downtown again . It's been 20 years since I have wanted to buy much down there other than we love Hipstir and Big Cheese as our only real options for food downtown. I think you need to pick the consumer you are trying to attract - if it's young families like us, then it's good to ask us what we want. This survey is a lovely start. Thank you for listening.

Clean. It's very dirty and dark. Brighten it up even in winter. Clean the leaves.

Tying the Past to the Future-with the image of the Rail Trail Railroad crossing

Downtown of yesteryear is gone. Used to be so great with stores. I don't think it can ever be what it was. Business would need to gear toward service. With more and more people shopping online, small businesses won't survive unless they provide a service.

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