

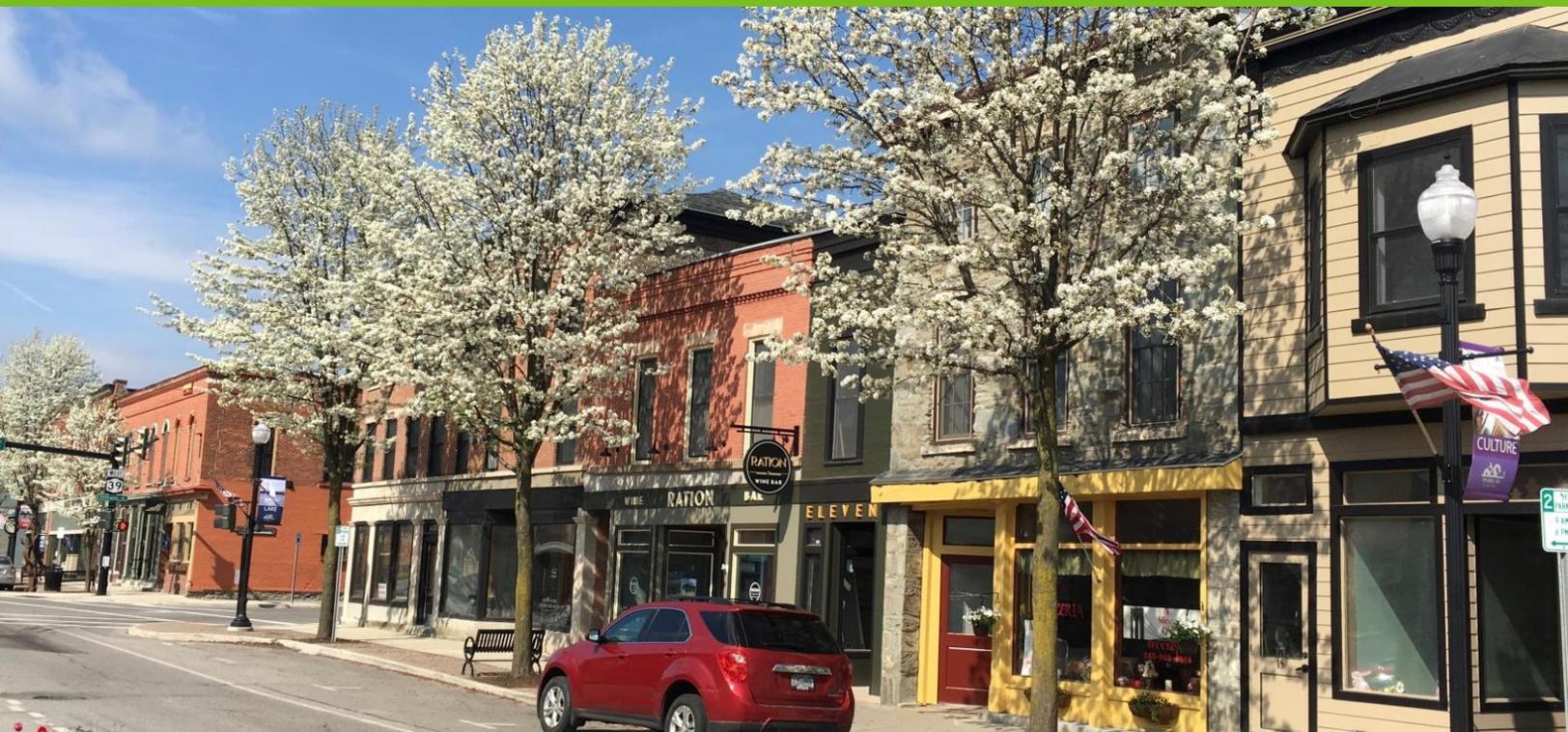


VILLAGE OF PERRY

2019 ROUND 4

DOWNTOWN REVITALIZATION INITIATIVE

NOMINATION APPLICATION



**Downtown
Revitalization
Initiative**

BASIC INFORMATION

REDC Region: Finger Lakes

Municipality Name: Village of Perry

Downtown Name: Downtown Perry

County Name: Wyoming County

Applicant Contact(s) Name and Title: Rick Hauser, Mayor

Applicant Contact(s) Email Address and Secondary Email Address: rick@insitearch.com, mjensen@villageofperry.com

VISION FOR DOWNTOWN

The Vision Statement for the Perry Downtown Revitalization Initiative (DRI) developed by the DRI committee, and reviewed at a Public Meeting, is:

DOWNTOWN PERRY VISION STATEMENT

Downtown Perry is the heart of a compact, walkable community, and a cherished regional recreation hub woven into the itinerary of many of Letchworth's 800,000 annual visitors. Silver Lake and Letchworth are linked by a well-appointed trail, passing through downtown, along which new housing, hospitality and public amenities abound. A diverse community of downtown residents, creative professionals, and seasonal visitors choose our restored historic buildings to enjoy a variety of culinary experiences and retail businesses, our rich arts and culture offerings, and our year-round schedule of signature events.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

For the past 15 years Downtown Perry has been on a revitalization journey. The journey has been led by a group of dedicated individuals who have worked together to realize their vision of community rebirth fueled by Downtown Revitalization. Five years ago the team fortunately was rewarded when Rick Hauser was elected Mayor of the Village. Rick is an architect who lives in the Village and located his firm in the center of Downtown in a building he restored and owns. Rick has helped hundreds of communities and volunteer groups across Upstate New York with downtown revitalization strategies. As Mayor he has been able to practice what he preaches by leading, navigating, and inspiring a committed and persistent group of volunteers and officials who have rolled up their sleeves to direct their love of the community into the hard work of downtown revitalization.

The local group has been passionate about community revitalization because they live and work in a special place. The Village of Perry is located in a peaceful valley of rural Wyoming County and is linked to Letchworth State Park and Silver Lake State Park by the Silver Lake Outlet which meanders through Downtown. Its implausible level of success is disproportionate to its population of 3,570 partly because of the 800,000 tourists that visit Letchworth State Park annually. The compact, walkable, and historic downtown - listed on the National Register of Historic Places – hosts a slate of year-round arts and cultural events that are enjoyed by a diverse population of all backgrounds.



Perry's Downtown, nestled between Letchworth State Park and Silver Lake State Park, is a compact, walkable and historic Village with multiple year-round events.

As a result of the diligence of the Mayor and his team of volunteers Downtown Perry is not at the beginning of their journey. They have understood the Downtown Revitalization Initiative’s approach to community placemaking from the beginning – that it is not one action or project that works – but a comprehensive series of actions over time that create a synergy, critical mass, and momentum to propel a community forward. The Village of Perry is ready for the Downtown Revitalization investment because it has accomplished an impressive resume of success over the last decade:

- Establishment of the Perry Main Street Association which advocates for downtown, plans for downtown and promotes downtown so it can achieve its goal to re-establish Main Street as the heart of the community;
- \$50 million in public and private investments by small entrepreneurs, restaurants, craft food industries, real estate developers and Village;
- 448 jobs created and retained by more than 35 businesses that will help to sustain downtown’s long-term revitalization; and
- Successful implementation of 12 state grants totaling \$20 million.



The 16 transformational projects proposed in the application will be the next step in Perry’s revitalization journey. The mix of public and private projects together totals approximately \$30 million of investment that could be realized with a DRI award. The projects also implement the Finger Lakes Regional Economic Development Council’s (REDC) Strategic Plan objectives:

- Reinforces the identity, sense of place, and character of the area through downtown redevelopment, adaptive reuse of existing buildings and infrastructure, and historic preservation
- Enriches living environments by increasing access to affordable housing and mixed income units; and
- Improves access to credit and capital for revitalization and reinvestment.

Most importantly, the Finger Lakes REDC and the Governor’s office can entrust the Village of Perry, and the Local Planning Committee that will be established, to create a high quality Strategic Investment Plan and competitive, catalytic projects to continue and complement the region’s resurgence. The Mayor sums it up in his letter attached to the application:

We are not seeking the DRI to launch revitalization. Far from it. We seek your help so we can double down on the energy, momentum and successes to date, and to benefit from the confidence investors have when they are part of a larger community investment. It’s what the DRI is so good at.

I humbly ask for your strongest consideration. I know what the DRI means, what it entails. I would not forward this application if Perry were not ready. And if awarded, I will help see it through.

DOWNTOWN IDENTIFICATION

- 1) Boundaries of the proposed DRI area.** *Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.*

The Village of Perry Downtown Revitalization Initiative (DRI) boundary is 226 acres and entirely within the Village of Perry. The DRI subcommittee initially wanted to extend the boundary west to Silver Lake but decided to keep it more compact and within the Village boundaries as the Village and Town of Perry was recently awarded a Transportation Alternatives Program grant that provides access to Silver Lake.

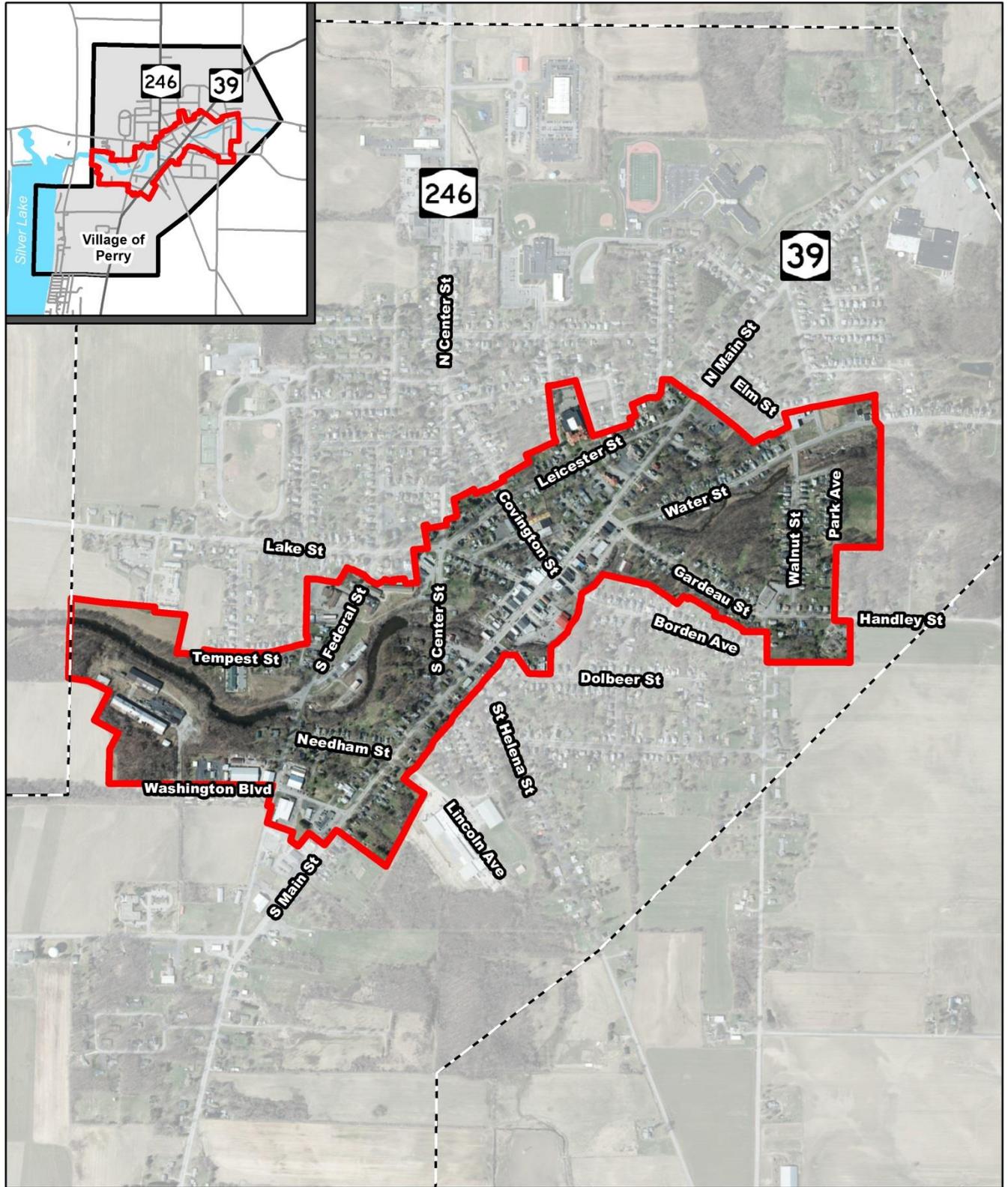
Main Street (State Route 39) and the Silver Lake Outlet act as the spine of the DRI Boundary physically and influence its meandering shape. It is fitting that Main Street and the Outlet influence the boundary because both host the majority of potential transformative projects in this application and both define the community's character.

The majority of the DRI boundary includes the historic, walkable and compact Main Street corridor which is a designated National Register Historic District. To the north and east the boundary extends to a Village Park and also includes the northern gateway into the Village at North Main and Leicester Streets. To the south and west the boundary extends to the Village limits along the Silver Lake Outlet and a significant underutilized Brownfield Opportunity site known as A & A Metals as well as the southern gateway into the Village's traditional, historic core at S. Main Street and Washington Boulevard.

Sections of adjacent neighborhoods within walking distance of the Main Street corridor are also included. These too are historic, unique neighborhoods that not only provide a variety of housing options for Village residents, but also lend to the character of downtown.

Perry is located near the eastern border of Wyoming and its southwestern border is on Silver Lake. Letchworth State Park is less than four miles from the Village and Interstate 390 is less than 15 minutes away. The population is 3,570 people but the population swells with the more than 800,000 tourists that visit Letchworth State Park year-round.

Main Street (State Route 39) and the Silver Lake Outlet act as the spine of the DRI Boundary physically and influence its meandering shape. It is fitting that Main Street and the Outlet influence the boundary because both host the majority of potential transformative projects in this application and both define the community's character.



Legend
[Red outline] Proposed DRI Boundary
[Dashed line] Village Boundary

N
0 500 1,000 Feet
Proposed DRI Boundary

2) Past investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

Over the last decade, Village of Perry public and private leaders have been both visionary and aggressive in their approach to economic and community development. Close to \$50 million has been invested into the community by both public and private entities with an emphasis on downtown investments (Tables 1 & 2). A significant amount of investment has been made by the Village and Downtown partners leveraging grant funds from the Regional Economic Development Council’s (REDC) Consolidated Funding Application (CFA) programs including:

- New York Main Street Program – the Village received funds in both 2008 and 2015 from the New York Main Street program for a building improvement program in the historic downtown core. The program assisted 16 building owners with a total investment of more than \$1.8 million to improve the interior and exterior of downtown buildings.
- CDBG Storm Drainage Improvements – three grants totaling \$1.8 million have been used to improve storm drainage in neighborhoods within and adjacent to the Downtown core.
- Transportation Enhancements Program (TEP) and Transportation Alternatives Program (TAP) grant projects totaling \$2.75 million. The TEP funds were used to provide traffic calming and streetscape improvements on Main Street which completely changed the appearance of Main Street and made it more pedestrian friendly. The TAP funds were recently awarded for Silver Lake Outlet Trail improvements and expansion to link it to Main Street.
- 13 homes in and near the proposed DRI Boundary were improved to provide better living conditions for low to moderate income families.
- Greg O’Connell – a major downtown investor in the Finger Lakes region – took advantage of a \$500,000 Restore NY grant to invest \$1,000,000 of his own funds to rehabilitate four historic buildings downtown.

Table 1. Public Investments/Grants 2008-2018
Village of Perry

| Year | Project | Total Cost |
|--|--|----------------------|
| 2008 | NY Main Street Program – 5 buildings | \$ 1,200,000 |
| 2009 | CDBG Storm Drainage Improvements | \$ 600,000 |
| 2010 | CDBG Capital Improvement Plan | \$ 50,000 |
| 2011 | Festival Plaza Improvements – Ag & Markets/NY Main | \$ 140,000 |
| 2012 | CDBG Storm Drainage Improvements | \$ 600,000 |
| 2013 | TEP Downtown Streetscape Improvements | \$ 1,500,000 |
| 2014 | CDBG Housing Rehabilitation Program - 13 homes | \$ 400,000 |
| 2015 | NY Main Street Program - 11 buildings | \$ 615,000 |
| 2016 | CDBG Storm Drainage Improvements | \$ 600,000 |
| 2016 | Restore NY O'Connell Buildings - 4 buildings | \$ 1,500,000 |
| 2018 | TAP Silver Lake Outlet Trail | \$ 1,250,000 |
| 2018 | EPF Perry Beach Improvements | \$ 700,000 |
| 2018 | Wastewater Treatment Plant Upgrades - EFC | \$ 10,000,000 |
| PAST AND ONGOING PUBLIC INVESTMENTS OVER DECADE | | \$ 19,155,000 |

Over the last decade, Village of Perry public and private leaders have been both visionary and aggressive in their approach to economic and community development. Close to \$50 million has been invested into the community by both public and private entities with an emphasis on downtown investments.

BEFORE



AFTER



Multiple building owners invested more than \$2 million renovating five buildings which had been chronically vacant for a mix of commercial and residential units at a key corner in downtown Perry using Restore NY and NY Main Street funding.

Private investors have complemented public investments in the Village with a variety of mixed use, commercial, and industrial projects. Some highlights include:

- Approximately \$1,800,000 invested in multiple buildings by Perry, New York, LLC – a community-wide group of investors made up of residents and businesses who own several buildings in downtown Perry.
- More than \$6 million invested in two food-related businesses. East Hill Creamery invested \$4 million to expand their gourmet cheese production business which started with 100 acres and 18 cows and now totals 1,000 acres and 700 cows with a brand new manufacturing, warehouse and retail site in the Village. Creative Foods, which produces cookies, expanded twice in the last decade with a \$6 million investment in the Village.
- Silver Lake Brewing invested almost \$400,000 converting a former printing factory downtown into a regional craft beer destination.
- DePaul will be investing more than \$10 million to create 48 affordable, handicapped accessible units

Table 2. Private Investments 2008-2018
Village of Perry

| Year | Business | Capital Investment |
|---|-------------------------------------|---------------------------|
| 2008 | Perry, NY LLC – Rufus Smith Bldg | \$ 850,000 |
| 2008 | Redemption Center | \$ 50,000 |
| 2010 | Perry, NY LLC – Howell Bldg | \$ 475,000 |
| 2010 | In. Site Enterprise – Wise Bldg | \$ 500,000 |
| 2010 | ACO, Inc. | \$ 300,000 |
| 2011 | Sedam’s Tire | \$ 425,000 |
| 2012 | LVM Materials (A&A Metals site) | \$ 196,000 |
| 2013 | Perry Holdings Co., Inc. | \$ 911,040 |
| 2015 | East Hill Creamery | \$ 5,076,000 |
| 2015 | Creative Foods, Inc. | \$ 2,200,000 |
| 2015 | Silver Lake Brewing Project | \$ 393,000 |
| 2016 | Genesee Dance Studio – Sarah Badger | \$ 12,100 |
| 2017 | 73 Main Street, LLC | \$ 660,000 |
| 2017 | Silverlaken | \$ 492,000 |
| 2017 | Olive & Ink | \$ 35,000 |
| 2017 | Pits Pots – Jonathan Thomas | \$ 15,000 |
| 2017 | Robert Doyle | \$ 12,000 |
| 2017 | Esther Doyle | \$ 10,000 |
| 2017 | Jamison Riling | \$ 12,000 |
| 2017 | Josh Rice | \$ 45,000 |
| 2018 | Knitting Mills Apartments | \$ 12,000,000 |
| 2018 | Creative Foods, Inc. | \$ 4,000,000 |
| PAST AND ONGOING PRIVATE INVESTMENTS OVER DECADE | | \$ 28,874,140 |



DePaul will be investing more than \$10 million to renovate a historic knitting mill for 48 affordable housing units near the proposed expansion of the Silver Lake Outlet Trail



Local residents and businesses invested \$400,000 to renovate a vacant printing shop into the Silver Lake Brewing Project.

3) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

For a small, rural community the Village of Perry has seen significant job attraction and retention projects over the last 10 years. Table 3 outlines 14 projects in or near the proposed DRI boundary that have created and retained 448 jobs in a community of fewer than 5,000 people during the last decade.

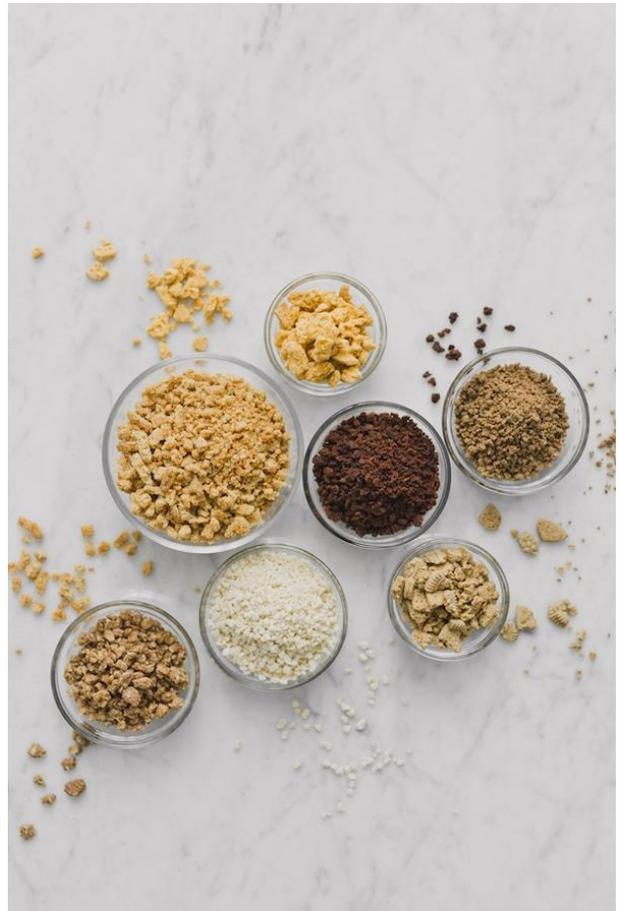
And the jobs created at several of the projects will help to attract professionals and support long term redevelopment in the Downtown:

- **East Hill Creamery:** East Hill Creamery invested more than \$4 million and created seven jobs at their plant in the Village of Perry. The cheese producer is the *only producer of Alpine Style comté cheese in the United States*. The plant produces other grass-fed artisan cheeses (one of which won a blue ribbon at the New York State Fair) and stores more than 1,500 cheese wheels at its new facility. Along with production jobs the project included additional professional employees in sales and other office workers to assist with the growth of the company and worldwide distribution.
- **Creative Foods:** Lew-Mark Baking Company was started by a local family in the 1950s and once produced 20% of Archway cookies in the United States. Today its successor company employs more than 200 people near the proposed DRI and has diversified to include multiple cookie lines, cookie crumbles and other baked goods. Their recent expansion, aided by a NY ReCharge Power allocation of \$4 million, helped create 22 new positions, while Wyoming County IDA funding helped create another 30. Many of the newer jobs are professional and administrative jobs to assist the company's expansion.
- **Silver Lake Brewing:** Silver Lake Brewing invested approximately \$400,000 converting a vacant, underutilized building into a successful local brewery. The brewery was started by younger local entrepreneurs who wanted to make Downtown Perry a destination for beer lovers. But the project is not just a hobby as it has created the need for five jobs in addition to the professional managing partners making the beer and running the business.
- **Olive & Ink:** Another entrepreneur, Rachel Richter, recently started a new printing and promotional business in Downtown Perry. Rachel now has four employees and has located downtown.

Pioneer Credit Recovery (A Navient Company) is also headquartered in the Village of Perry. Pioneer employs more than 600 employees in the Village, is the largest private employer in Wyoming County and one of the largest in Western New York. The company provides jobs for a variety of individuals of varying skill levels including many professionals.

All of the job opportunities noted above are available by foot or transit (Wyoming County Transit Service).

14 projects in or near the proposed DRI boundary have created and retained 448 jobs in a community of fewer than 5,000 people during the last decade.

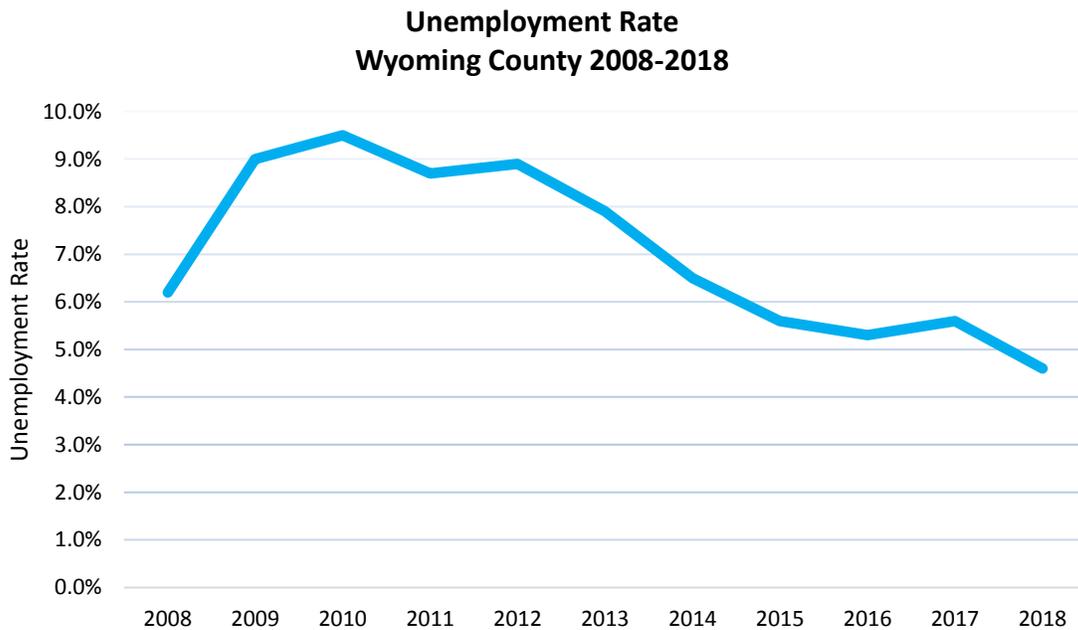


Products from Creative Foods (above) and the 1,500 cheese wheel cave at East Hill Creamery (below) are examples of food products produced in Perry in or near the DRI boundary. Combined with other local food producers, restaurant, wineries and breweries, Perry is becoming a culinary destination. Photo Credits: Bottom- Buffalo Spree; Top – Creative Foods website).

**Table 3. Job Growth 2008-2018
Village of Perry**

| Year | Business | Jobs Created | Jobs Retained |
|---|---|--------------|---------------|
| 2008 | Redemption Center | 1 | |
| 2010 | ACO, Inc. | 10 | 50 |
| 2011 | Sedam’s Tire | 1 | 25 |
| 2013 | Perry Holdings Co., Inc. | 12 | 44 |
| 2015 | East Hill Creamery | 3 | |
| 2015 | Creative Foods, Inc. | 51 | 130 |
| 2015 | Silver Lake Brewing Project | 5 | |
| 2016 | Genesee Dance Studio – Sarah Badger | 1 | |
| 2017 | Silverlaken | 1 | |
| 2017 | Olive & Ink | 2 | 2 |
| 2017 | Pits Pots – Jonathan Thomas | 1 | |
| 2017 | Robert Doyle | 1 | |
| 2017 | Esther Doyle | 1 | |
| 2017 | Josh Rice | 1 | |
| 2008-2018 | 20+ small businesses that started or moved to Perry requiring no public financing | 105 | |
| PAST/ONGOING JOBS OVER DECADE IN / NEAR DOWNTOWN | | 197 | 251 |

As a result of investments in private businesses like those in Perry, the economy continues to improve in Wyoming County where Perry is located. Since 2009 the unemployment rate in the County dropped from 9.5 percent to 4.6 percent in 2018.



- 4) **Attractiveness of physical environment.** *Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.*

Downtown Perry is a National Trust designated neighborhood that contains a mix of uses in an attractive, compact and historic setting. Over the past decade the Village has been committed to redeveloping the downtown to attract resident and businesses by implementing the principles of a new Comprehensive Plan and the Perry Main Street Association’s (PMSA) 10 objectives, posted on their website (www.iloveperry.com), to further downtown’s renewal.

The PMSA’s goal is simple: To re-establish Main Street as the heart of the community.

The Village of Perry, PMSA and other partners have realized these goals to make downtown more attractive in many ways through private and grant funded implementation projects:

- The TEP funded Main Street improvement project installed traffic calming/pedestrian friendly/ aesthetically pleasing improvements including a landscaped center median, corner bump outs, new decorative sidewalks, pedestrian scaled decorative lighting and landscaping downtown.
- Two successful New York Main Street programs and a Restore NY grant helped assist 16 property owners with improvements to commercial and residential spaces in historic mixed use buildings in downtown Perry. The \$3.3 million invested helped to create more than 20 renovated or new commercial spaces, 24 residential units, and jobs for more than 30 people.
- A recently awarded Transportation Alternatives Program (TAP) grant will help the Village and PMSA reconnect downtown with the Silver Lake Outlet Trail through multi-modal trail improvements and multi-modal improvements for both pedestrians and bicyclists along a 2.1 mile stretch of the path.
- The Village of Perry provided home rehabilitation grants to 13 homeowners to make essential home improvements to their properties.
- DePaul is in the process of renovating and adding onto a former knitting mill to create 48 affordable units that are handicapped accessible.

However, more can be done. Several downtown buildings are in disrepair, several upper floor units are vacant and downtown side streets need to be upgraded to complement Main Street improvements.

**PERRY MAIN STREET
ASSOCIATION
10 OBJECTIVES**

1. A pedestrian friendly, well appointed, high quality Main Street
2. No blighting/blighted properties downtown
3. Zoning which is pro-active, anti-blight, neighbor-friendly, reliably and fairly enforced
4. A vital, functioning downtown infrastructure
5. A thriving network of entrepreneurs
6. Perry area residents who think local first
7. A diverse community of downtown upper floor tenants
8. A critical mass of destination retail and services
9. Clear branding of Perry as a recreation destination
10. A recreationally safe, well-maintained Silver Lake Outlet Trail linking Main Street to Silver Lake

To leverage the Village's location next to Letchworth State Park the Village initiated, and is part of the Letchworth Gateway Village's program. The Letchworth Gateway Villages (LGV) GeoTourism Project is a municipal collaboration of six municipalities (the Towns and Villages of Perry, Geneseo, Mt. Morris) in two Counties (Wyoming and Livingston) designed to catalyze economic growth by leveraging tourism associated with Letchworth State Park through branding, marketing and economic development. There has not been a compelling alignment between the Park and the adjacent gateway communities, which significantly limits the approximately one million Park visitors from spending time and money in the communities. Downtown revitalization is a major thrust of the program as it not only builds regional identity for tourism, but it also provides the spaces and places for tourists to enjoy the region including restaurants, retail and accommodations. LGV continues to support a full-time director and targeted consultant team with financial assistance from the USDA and is currently beginning a Food Tourism project that will bring in additional technical assistance and support via the USDA in 2020.

The Letchworth Gateway Villages (LGV) GeoTourism Project is a municipal collaboration of six municipalities (the Towns and Villages of Perry, Geneseo, Mt. Morris) in two Counties (Wyoming and Livingston) designed to catalyze economic growth by leveraging tourism associated with Letchworth State Park through branding, marketing and economic development

To attract more tourists downtown, and to benefit the local population, the Village and PMSA support various entertainment activities in and around the downtown. The Chalk Art Festival held in the summer has become a regional draw that attracts professional artists and other creative adults and children. Pieces of Perry, held in the Fall, complements the Chalk Art Festival and invites artists to create paintings or illustrations of sections of Downtown or the Silver Lake Outlet Trail annually. To round out the season a Holiday DeLights event is held which includes a tree lighting, parade, wine tasting, and other events.



Resident, tourists and artists participate in the Chalk Art Festival in Downtown Perry that attracts thousands

Other cultural and recreational events based in Perry include:

- Shake on the Lake is a professional theatre company started in 2011 and based in Perry that specializes in performances to underserved rural communities. Shake on the Lake host a full year of performances and programming including Summer Shakespeare Tour, Winter Performances, and Educational Programming.
- Tour de Perry is a series of short, medium and longer bike rides held in July annually starting in the Village of Perry (within DRI Boundary) to benefit the ARC of Wyoming and Livingston counties.
- Taste of Summer Culinary Event is an outdoor dining event featuring food from fine dining establishments around Perry.
- Silver Lake Experience is a four day event on Silver Lake that includes fun activities, learning opportunities and events similar to the Chautauqua Institution
- New York State Puppet Festival – held in Downtown Perry for two weeks featuring performers from across the world.

Healthy, affordable food is also available in downtown Perry. Every Saturday from 8:30 a.m. to 12:30 p.m. a Farmers Market is held at Festival Plaza. The market hosts 15-20 vendors between June and September. As stated on the market website:

“The market features vendors providing the full spectrum of fresh fruits and vegetables, maple and honey products, meats, fresh baked breads, fry cakes, cookie, and pies, locally roasted coffee, cut flowers and hanging baskets, herbs, eggs, certified organic chickens, and other unique and homemade products. Farmers' Market Nutrition coupons, available through Office of the Aging and Women, Infants and Children (WIC), will be accepted at the market.”

The market also hosts entertainment by local performers and cooking demonstrations. The market has become a new anchor in downtown that not only provides fresh food, but also brings together a broad base of the community at a former section of a parking lot that was a huge gap in downtown’s built fabric.

As an attractive physical environment is a key asset in the Downtown, The Village hopes to continue investments in physical improvements with the 2019 DRI. Some of the transformative projects at the end of the application include expanding the Silver Lake Outlet Trail, developing an Arts Alley behind buildings, creating an Arts Trail, upgrading streetscape on the side streets and leveraging mixed use projects throughout the DRI Boundary.



The Perry Farmers Market has become a new anchor downtown in a former underutilized parking area that provides fresh food and acts as a gathering space for the community.

5. **Quality of Life policies.** *Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.*

The Village of Perry has multiple policies and plans to provide a high quality of life in downtown Perry. The Perry Main Street Association (PMSA) is a not-for-profit 501 (c) 3 corporation founded in 2016. The board is made up of nine volunteer members from the Village and area including residents and businesses. The PMSA “provides support for a wide range of short and long term efforts including downtown events, community planning, programs, and promotional projects” as stated on their website. In short the group advocates for downtown, plans for downtown and promotes downtown so it can achieve its goal to re-establish Main Street as the heart of the community.

The PMSA has also established Design Guidelines related to a small façade grant program it established. The Design Guidelines were also used for the two New York Main Street programs successfully completed by the Village.

Protecting aesthetics is important because the majority of Downtown is within the Perry Downtown Historic District – designated a National Historic District. The district contains 41 contributing buildings including Perry Village Hall and many of the buildings improved with New York Main Street and Restore NY funding.

In 2015 the Village adopted a new Comprehensive Plan to protect and promote the Village’s downtown, its neighborhoods, businesses and quality of life. The plan had four key priorities that it uses as a framework for decision making:

One of the most important short and medium term goals of the plan was to update the Village’s zoning ordinance to be in compliance with the Comprehensive Plan’s goals and objectives. The zoning update was completed in 2017 and adopted.

Revitalization of underutilized, vacant and brownfield properties is also important to the Village of Perry. In 2012 the Village completed a Brownfield Opportunity Area (BOA) pre-nomination plan for a 100 acre area of 131 parcels. The BOA Boundary is within the proposed DRI Boundary and several underutilized parcels identified in the plan have been included as potential projects in the DRI application.

2015 COMPREHENSIVE PLAN PRIORITIES

- **Priority 1: Continual Reinvestment in the Village’s Infrastructure.** This includes capital improvements and maintenance costs for the Village’s utilities, including water, stormwater and sanitary sewer systems, streets and sidewalks.
- **Priority 2: Constant Improvement of the Village’s Image.** Maintain and improve residential property and downtown. Restore a balance in housing types.
- **Priority 3: Continual Promotion of the Village.** Promote Perry’s strengths with a coherent philosophy and marketing strategy (land and views, dairy farms, local agriculture). Maintain the quality of life and authenticity.
- **Priority 4: Constant Protection of the Village through regulation of use, form and the market.** This includes improvements to Perry’s buildings, entryways and streets

6. **Public support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

The Village of Perry created a Downtown Revitalization Initiative application committee made up of 12 members to develop the DRI application and potential projects. The DRI application committee members were a mix of public officials, economic development representatives, arts/culture organizations, local businesses, Village staff and individuals from the Perry Main Street Association. The committee has met seven times since December and communicated on the application throughout its development.

On Tuesday, May 21st, the DRI application committee hosted a Public Meeting at the Perry Central School District. An ad was placed in the local newspaper, a press release was issued about the meeting which resulted in a positive Batavia Daily News article, notices were sent directly to community members and notices were placed on community websites and social media.

An estimated 75 people attended the meeting to learn about the application and projects. After a brief introduction that included background on the DRI program, DRI principles and DRI project categories, residents were asked to review all the potential projects on boards and place post-it notes with comments on the boards. Comments ranged from simple responses like “Yes” to more substantive comments like “this project would be improved with the addition of childcare facilities.” All the projects were supported.

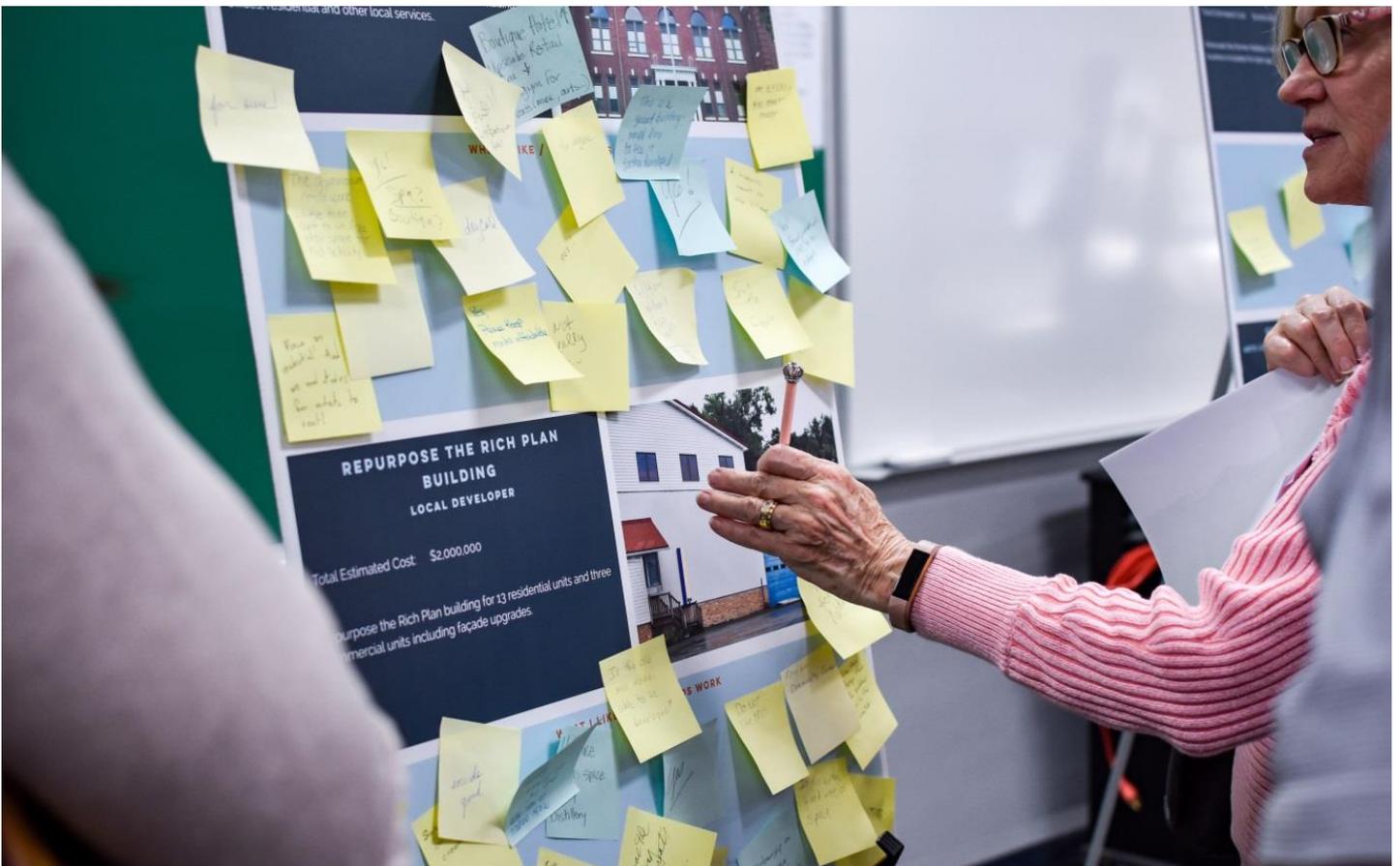
Participation was significant and all the project boards had numerous comments on them. Participants were also asked to comment on the draft DRI Vision Statement and DRI Boundary. A separate table was also set up to encourage participants to provide “other ideas” that the DRI committee may not have thought about.

The commitment demonstrated by the 12 community members and the number of real transformational projects they identified in a very short period of time is proof that the Village is ready for the DRI.

Three of the key activities in preparing a competitive DRI Strategic Plan were completed in less than a month by the Village – a local planning committee was established and met to discuss the application and projects; projects were identified with estimated project costs and an initial assessment of each project was completed; and a successful public engagement process was accomplished. However, this is the norm in the Village of Perry where there is a history of community collaboration to achieve the community’s vision and goals.



Members of the DRI Committee held multiple meetings to discuss the boundary, projects and content for the DRI Application



Participation at the public meeting prior to submission of the application was interactive and participants offered suggestions on proposed projects.

7. **Transformative opportunities.** *Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.*

The Village of Perry DRI Application Committee has identified 16 transformative projects totaling almost \$30 million of investment that could potentially be eligible for DRI funding. The pages that follow provide a list (Table 4) and description of each project which address the key goals of Perry's DRI project:

- Celebrating year-round arts, culture and recreation;
- Leveraging our history and sense of place;
- Welcoming residents and businesses; and
- Capitalizing on local culinary experiences

**Table 4. List of Potential DRI Transformational Projects
Village of Perry**

| Project # | Project | Description | Total Project \$ |
|-----------|--|---|------------------|
| 1 | Renovate the Perry Academy | Renovation of the former historic school for of mix of uses including offices, residential and services. | \$4,000,000 |
| 2 | Repurpose the Rich Plan Building | Repurpose the Rich Plan building for 13 residential units and three commercial units including façade upgrades. | \$4,000,000 |
| 3 | Enhance the Park- Lake Motel | Build a new four unit vacation rental building on Park Lake property to enhance downtown tourist accommodations. | \$1,250,000 |
| 4 | Revive Travers Place | Renovate the residential building for a combination of mixed income apartments and vacation rentals. | \$2,550,000 |
| 5 | Repurpose the A & A Metal site | Redevelopment and repurposing of 17 acre underutilized, remediated brownfield site and buildings for mix of uses. | \$1,350,000 |
| 6 | Renovate Village Hall | Renovation of first floor for Village Hall, repurposing second floor for a community center, and historic exterior renovations including the reconstruction of the historic bell tower | \$1,750,000 |
| 7 | Expand the Silver Lake Outlet Trail | Leveraging the recent Transportation Alternatives Program (TAP) grant, expand the Silver Lake Trail with the next phase of improvements including extensions to Letchworth State Park and development of a Downtown hub. | \$1,350,000 |
| 8 | Develop an Art Gallery @ 58 S. Main | Develop a first floor arts gallery and renovate upper floors for residential uses | \$675,000 |
| 9 | Vacation Rentals @ 59-61 S. Main | Convert the vacant, underutilized property at 59-61 Main Street into a mixed use building with commercial on 1st floor and vacation rentals on 2nd floor. | \$650,000 |
| 10 | Activate a Rural Innovation Hub | Renovate the former Walkley Farm Equipment Building into a business incubator for start-ups. | \$750,000 |
| 11 | Develop Housing on the Outlet | Construction of 15 affordable townhomes that are handicapped accessible. | \$4,500,000 |
| 12 | Create an Arts Alley | Convert alleys and right-of-ways behind buildings into a public Arts Alley. Improvements would include high quality decorative pavements, landscaping, decorative lighting, public art installations and infrastructure for events. | \$750,000 |
| 13 | Establish the Shakes-Perry Center for the Performing Arts | Redevelop the former Agway building or site on Federal Street for a mix of public and private uses including a performing arts center, home of Shake on the Lake, and an artist in residence. | \$2,750,000 |
| 14 | Renovate the Public Library | Renovate the Public Library to provide ADA accessibility, repair and restore the façade, and renovate the children's library. | \$650,000 |
| 15 | Downtown Arts Trail and Streetscape Improvements | Install public art and sculpture on Downtown Streets and along the Silver Lake Outlet Trail. Also install streetscape improvements along downtown side streets to complement and leverage Main Street streetscape improvements. | \$1,125,000 |
| 16 | Establish a Building Improvement Fund | The Downtown Building Improvement Fund will provide matching grants for exterior and interior improvements modeled after the NY Main Street Program for multiple buildings. | \$1,500,000 |
| | TOTAL | | \$29,600,000 |



Project: Renovate the Perry Academy

Description: Renovation of the former historic school for of mix of uses including offices, residential and services.

Estimated Cost: \$4,000,000



Project: Repurpose the Rich Plan Building

Description: Repurpose the Rich Plan building for 13 residential units and three commercial units including façade upgrades.

Estimated Cost: \$4,000,000



Project: Enhance the Park- Lake Motel

Description: Build a new four unit vacation rental building on Park Lake’s property to enhance downtown tourist accommodations

Estimated Cost: \$1,250,000



Project: Revive Travers Place

Description: Renovate the residential complex for a combination of mixed income apartments and vacation rentals.

Estimated Cost: \$2,550,000



Project: Repurpose the A & A Metal site

Description: Redevelopment and repurposing of underutilized, remediated brownfield site and buildings for mixed uses.

Estimated Cost: \$1,350,000



Project: Renovate Village Hall

Description: Renovation of first floor for Village Hall, repurposing second floor for a Community Center, and historic exterior renovations including the reconstruction of the historic bell tower

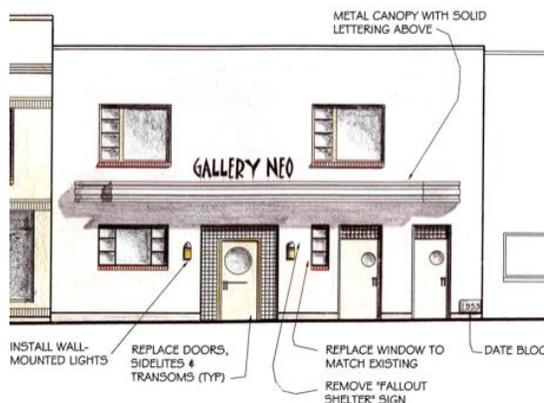
Estimated Cost: \$1,750,000



Project: Expand the Silver Lake Outlet Trail

Description: Expand the Silver Lake Trail including extensions to Letchworth State Park and development of a Downtown hub.

Estimated Cost: \$1,350,000



Project: Develop an Art Gallery @ 58 S. Main

Description: Develop a first floor arts gallery and renovate upper floors for residential uses

Estimated Cost: \$675,000



Project: Vacation Rentals @59-61 S. Main

Description: Convert the vacant, property into a mixed use building with commercial on 1st floor and vacation rentals on 2nd floor.

Estimated Cost: \$650,000



Project: Activate a Rural Innovation Hub

Description: Renovate the former Walkley Farm Equipment Building into a business incubator for start-ups.

Estimated Cost: \$750,000



Project: Develop Housing on the Outlet

Description: Construction of 15 affordable townhomes that are handicapped accessible.

Estimated Cost: \$4,500,000



Project: Create an Arts Alley

Description: Convert alleys and behind buildings into a public Arts Alley. Improvements would include high quality decorative pavements, landscaping, decorative lighting, public art installations and infrastructure for events.

Estimated Cost: \$2,200,000



Project: Establish the Shakes-Perry Center for the Performing Arts

Description: Redevelop the former Agway site for a mix of uses including a performing arts center, home of Shake on the Lake, and an artist in residence.

Estimated Cost: \$2,750,000



Project: Renovate the Public Library

Description: Renovate the Public Library to provide ADA accessibility, repair & restore the façade, and renovate the children's library.

Estimated Cost: \$650,000



Project: Downtown Arts Trail and Streetscape Improvements

Description: Install public art and sculpture on Downtown Streets and along the Silver Lake Outlet Trail. Also install streetscape improvements along downtown side streets.

Estimated Cost: \$1,125,000



Project: Establish a Building Improvement Fund

Description: The Downtown Building Improvement Fund will provide matching grants for exterior and interior improvements modeled after the NY Main Street Program for multiple buildings.

Estimated Cost: \$1,500,000

8. **Administrative Capacity.** *Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.*

The Village of Perry is blessed to have a strong leadership team in place to administer, implement and promote the Downtown Revitalization Initiative program. The Village is led by Mayor Rick Hauser who has been in office since 2013. Rick has unselfishly devoted a significant amount of time to the Village above and beyond what is required. He has been visionary yet practical and fiscally responsible. As evidenced by the number a breadth of public projects completed under Rick's leadership it is clear he, and the Board of Trustees he works with, put equal weight on downtown streetscape projects and storm drainage projects to prevent flooding in neighborhoods.

Rick is a professional architect and landscape architect whose firm is headquartered in Downtown Perry and employs nine people. He walks to Village Hall from his office two blocks away often as he not only presides over the Board of Trustees but is on countless volunteer committees, including the DRI committee, to help advance the Village's goals. The Regional Economic Development Council can be assured that under his leadership the selected DRI slate of projects will be implemented and consistent with what was proposed.

Rick's team includes four other Board members and a Village Manager that follow Rick's lead and tirelessly supports the Village's vision with passion. Each one of the Trustees participates or provides leadership on various volunteer boards throughout the community. Matt Jensen, the Village Manager, ensures projects are being implemented on time and within budget while also participating on various volunteer committees. Matt is assisted by Gail Vosburg, the Village clerk, who has been the main point person for administering grant programs in the Village.

And the Village has been very successful administering grants over the last decade. Since 2008 the Village has administered 12 grants totaling just under \$20 million. Grant administration involved working with 30 business and residential property owners; numerous engineers and contractors; and following rules and regulations of multiple state and federal agencies including successfully completing an arduous Federal Highway Administration TEP grant. All of the grants were completed with no findings.

The Village also works with multiple partners to complete projects. One of the primary partners is the Wyoming County Department of Planning and Development. The Planning and Development Department has assisted most of the private business investments listed in this application and has also provided CDBG micro-enterprise funding to various artists in the Village through their Rural Arts Initiative.

The anticipated management structure to implement the DRI is envisioned as follows:

- Public Projects – Administered by the Village of Perry.
- Private Projects – Administered by individual businesses with the assistance of the Village and Wyoming County.
- Non-profit projects – Administered by non-profits with assistance from the Village and Wyoming County.

All of the organizations may also be hiring design professionals, grant administrators and contractors to implement their projects.

9. **Other.** Provide any other information that informs the nomination of this downtown for a DRI award.
Please find support letters and other additional information regarding the Perry DRI project attached.



MAYOR
Rick Hauser

TRUSTEES
Dariel A. Draper
Eleanor J. Jacobs

Bonnita Matson
Jacquie Billings

ADMINISTRATOR
Matthew Jensen

VILLAGE CLERK
Gail Vosburg

May 29, 2019

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

One crucial piece of information as you weigh Perry's strength as a DRI community - beyond our capacity, our trajectory, and our readiness - is the strength of the people whom you would be entrusting to coordinate, organize, lead, administer and execute this formidable program at the local level.

I'm mayor, so I suppose that starts with me! And through a summary of my own qualifications I hope to provide a short synopsis of Perry's as well.

VOLUNTEER

In Perry, volunteers are at the heart of our revitalization. For my part, I co-founded Perry Farmers' Market (2002), Chalk Art Festival (2006), and Last Night Perry (1998), events that have built the foundation for Perry's resurgent arts reputation. In 2005 I launched and chaired Perry Main Street Association, which has grown into a model downtown advocacy coalition responsible for many of Perry's successes. Soon after I launched the Silver Lake Trail Council and wrote a nomination to put downtown on the National Register. Both of these laid the foundation for investments that came later. Finally, I secured GTC funding and coordinated master plans for both Main Street and the Silver Lake Trail which as mayor I have been able to help implement.

COMMUNITY ENTREPRENEUR

As a community entrepreneur, to deal with the challenge of buildings that were too large and far gone for any one owner to tackle, I invented Main Street LLC, a broad-based, community-wide investment group concept that we used to tackle some of the "tough nuts" of downtown. Between 2005 and 2015 I coordinated and managed the rehab of five such projects in and around downtown, over 40,000 sf and 27 tenancies of mixed use. The Main Street LLC model creates dozens of cheerleaders - Main Street's newest owners - who each become vested in the success of downtown, supporting businesses, advocating for policies and helping ensure the undertaking's success. This model - with its ability to effectively leverage tax credits and create momentum - has been adopted in many other communities and I've spoken nationally and across New York State on it.

Phone: (585) 237-2216

46 North Main Street, Perry, New York 14530

TDD: 1 (800) 662-1220

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If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.

VILLAGE OF PERRY

ARCHITECT

My architecture firm sits above the bookstore, next door to the microbrewery and across from the wine bar. About 75% of our work is downtown revitalization consulting across New York State, so I preach what I practice. I build coalitions, develop plans, help put the tools in place, design and manage rehab projects, work with owners, state agencies, and grant funding. That includes experience with the DRI as part of the consultant teams in Penn Yan and Batavia. I would suggest that my skill set and preparedness for this funding helps set Perry apart.

MAYOR

In six years as mayor, I along with my board have seen great success even beyond the projects enumerated in the application. We rewrote our Comprehensive Plan essentially around the vision statement in this application.

And then we executed: We've revamped our zoning laws, put into place key economic development strategy recommendations, and taken a pro-active stance on property maintenance. That particular investment has resulted in the enforcement, turnover and subsequent rehabilitation of key properties downtown. On the residential side, we've helped bring 204 residential properties into compliance. Property values are up as a result, and we've been able to lower the tax rate 6%. That's no small feat in a climate where our neighbors have seen their rates rise between 6% - 28% during the same time.

We've seen millions of investment dollars by growing businesses, attracted craft food and beverage manufacturing, and are helping attract residential offerings downtown and nearby like the Knitting Mill Apartments and the Old School. To safeguard and anticipate continued growth, we're in the midst of a \$10 million capacity upgrade to our wastewater plant. Excluding even that large infrastructure investment, the numbers tell the story - between 2013 and 2018, the value of village assets has grown 40%.

We are not seeking the DRI to launch revitalization. Far from it. We seek your help so we can double down on the energy, momentum and successes to date, and to benefit from the confidence investors have when they are part of a larger community investment. It's what the DRI is so good at.

I humbly ask for your strongest consideration. I know what the DRI means, what it entails. I would not forward this application if Perry were not ready. And if awarded, I will help see it through.

Sincerely,



Rick Hauser, Mayor, Village of Perry

**VILLAGE BOARD OF THE VILLAGE OF PERRY
RESOLUTION SUPPORT SUBMISSION OF A ROUND 4
DOWNTOWN REVITALIZATION INITIATIVE APPLICATION**

Adopted: May 20, 2019

WHEREAS, the Village Board of the Village of Perry met at a regularly scheduled board meeting at the Village Offices located in the Village of Perry, New York on May 20, 2019, commencing at 7:30 p.m., at which time and place the following members were:

| | | |
|-----------------|---------|-----------------|
| <u>Present:</u> | Mayor | Rick Hauser |
| | Trustee | Jacque Billings |
| | Trustee | Dariel Draper |
| | Trustee | Eleanor Jacobs |
| | Trustee | Arlene Lapiana |

WHEREAS, all Board Members, having due notice of said meeting, and that pursuant to Article 7, §104 of the Public Officers Law, said meeting was open to the general public and due and proper notice of the time and place whereof was given as required by law; and

WHEREAS, the State of New York offers up to \$10 million for each region to assist one community with a Downtown Revitalization Initiative (DRI) strategy; and

WHEREAS, the DRI will provide the Village with the opportunity to leverage a decade worth of public and private investment in Perry's historic downtown; and

WHEREAS, the Village will work with cooperatively with involved State agencies to advance the DRI; and

WHEREAS, the Village Board of the Village of Perry looks forward to working with the DRI Local Planning Committee that will be made up of a broad base of organizations and residents within the Village and region to develop the Strategic Investment Plan.

NOW ON MOTION OF Mayor Hauser which has been duly seconded by Trustee Billings, be it

RESOLVED, that the Village Board of the Village of Perry does enthusiastically support submission of a Round 4 Downtown Revitalization Initiative application.

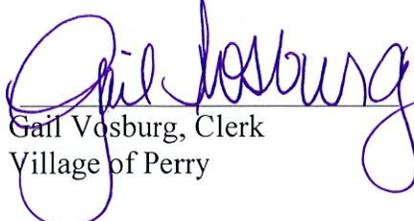
Ayes: 5

Nays: 0

Quorum Present: X Yes No

Dated: May 20, 2019




Gail Vosburg, Clerk
Village of Perry

ida

WYOMING COUNTY

Innovative Solutions for Business Growth

May 30, 2019

Vincent Esposito, Regional Director
400 Andrews Street
Suite 300
Rochester, NY 14604

Dear Mr. Esposito,

Vinnie

On behalf of the Board of Directors of the Wyoming County Industrial Development Agency (WCIDA), I strongly support the Village of Perry's application for the Downtown Revitalization Initiative (DRI).

The WCIDA has a long history of supporting economic development projects in the Village of Perry including the development and financial support of entrepreneurs that have located in the Main Street Business Districts. The WCIDA has also recently assisted manufacturers located in the Village that dovetail in with the Finger Lake's Forward Strategic Plan's pillar of Agriculture and Food Production. The expanding manufacturers are East Hill Creamery, an artisanal cheese manufacturer and, Creative Foods Ingredients, a contract food manufacturer, collectively now employing over 200.

The Village of Perry and their administrative leadership have done a great job in the last five or six years of working collaboratively with our economic development organizations to breathe some life into the Main Street District that was in dire need of some economic development attention. There is now some real promising development in the Main Street District which is gaining the attention of business professionals and entrepreneurs for endeavors such as a microbrewery, a wine bar, food offerings, arts and other retail and service businesses. An initiative to bring in visitors from tourism destinations from Letchworth State Park and Silver Lake has also started to grow some increased foot traffic that is supporting the local business community.

The progress that has been made recently has been admirable, but the community has just scratched the surface of the economic development potential of the Main Street District. There are a number of potential projects the Village Board and the community have envisioned and if implemented will get the Village of Perry and the Main Street District to become a thriving community as it was mapped out in their comprehensive plan. The Main Street District will be a major economic driver of private capital investments and new jobs.

The Wyoming county Industrial Development Agency is very supportive of this DRI project application and encourages NYS Empire State Development please give it strong consideration.

Sincerely,

Jim Pierce

James Pierce
Executive Director

Email Copy- Rick Hauser, Mayor, Village of Perry

WYOMING COUNTY INDUSTRIAL DEVELOPMENT AGENCY

36 Center Street Warsaw, New York 14569 · Phone: (585)786-3764 · email: jpierce@wycoida.org

www.wycoida.org



Perry Main Street Association, Inc.
PO Box 186
Perry, NY 14530

May 29, 2019

Vincent Esposito, Regional Director
400 Andrews Street, Suite 300
Rochester, NY 14604

RE: Perry DRI Application

Dear Mr. Esposito:

On behalf of the board of the Perry Main Street Association (PMSA), I write today to express our strong support for the Village of Perry's application for the Downtown Revitalization Initiative (DRI).

The Perry Main Street Association (PMSA) was launched in 2005 as a downtown advocacy group. It was established through the work of developing a conceptual plan for a Silver Lake Trail and the engagement and community advocacy groups to support that plan. In 2014, the Perry Main Street Association, Inc. became a not-for-profit corporation.

As it has developed, the mission of re-establishing a thriving downtown through advocacy, organization, innovation and preservation has remained a constant. Today, in addition to its core advocacy for downtown as a thriving civic space, the Perry Main Street Association serves the community in a broad range of ways.

First and foremost, as a community planning advocate; but also as a fiscal sponsor for grants, manager of a GIVE PERRY local gift certificate program, the administrator of a downtown sign and facade grant program and backer of the Silver Lake Trail's annual Pieces of Perry: En Plein Air event. The volunteer executive board meets monthly, and hosts community meetings twice a year for information sharing and idea development, and to facilitate communication across the community by inviting representatives from other groups and projects to participate.

Is this opportunity a fit for Perry? Yes! It would serve as both a catalyst and an envelope for investments made and work that has been seeded over the last decade.

There's enormous pride of place in Perry, and a long history of being a livable, working community that is/has been home to significant industrial, commercial and agricultural innovation and leadership. Perry is perfectly placed to serve many as a hub— 30 minutes south of Route 90, between Letchworth State Park and Silver Lake, and zooming out, between Rochester and Buffalo.



Perry Main Street Association, Inc.
PO Box 186
Perry, NY 14530

From my individual point of view, as a person who was raised in Perry, left the area for college and then worked in Internet/Software Technology, eCommerce and Financial Services for 20 years outside New York, I couldn't be more excited about the work I see happening in Perry.

I returned as a remote worker in 2008, working for the Seattle-based national bank Washington Mutual as a VP on their Marketing and eCommerce team. Shortly after returning, I was asked to help with a PMSA project, and not long after, I was hooked.

In 2009, I started a boutique marketing and creative agency, working largely with people from my network who are not in WNY that I don't get the opportunity to be with regularly due to geography.

While I love it, I did find that I missed the in-person collaboration experience found on the entrepreneurial teams I've had the opportunity to be part of at businesses like AltaVista and Washington Mutual.

I *expected* that I would need to go to Rochester or Buffalo to find that kind of team energy.

I found it in Perry, with the Perry Main Street Association.

I mention this because the work that Perry is doing appeals to others, too—and the possibility of amplifying the attractive impact of this work through the transformational projects that a successful DRI application would enable is an enormous opportunity, and the timing is great.

On behalf of the Perry Main Street Association, thank you for your consideration of Perry's application.

If I may provide further assistance, please contact me at: 949-697-3978 or sandy@littlehive.com.

Sincerely,

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

Sandy Schneible
Director, Perry Main Street Association
www.iloveperryny.com

May 31, 2019

Vincent Esposito
400 Andrews Street
Suite 300
Rochester, NY 14604

Dear Mr. Esposito,

I strongly support the Village of Perry's Downtown Revitalization Initiative (DRI) Application. My role in Perry is multifaceted – I am two-time business founder, resident, and rural arts advocate. I believe that supporting Perry with the DR is critical to the sustainability and longevity of our investments in our organic, effective arts-based community development.

I started two arts-based businesses – Shake on the Lake Professional Theater Company and Silver Lake Brewing Project. Both of these projects in live theater and culinary arts provides a shared "third" space that served the critical function of bringing the community together in a place that is not work or home. Rural communities often lack these spaces and through the arts, we have created them.

In Perry, our artists are professional. This means we pay our artists and they are continually investing in their craft. Our artists have MFAs, PhDs, Conservatory Degrees, faculty appointments at Stony Brook University, American University, and other universities, and invitations to attend national forums such as the ARTPLACE America Summit, and to speak at others like National Rural Assembly. We are invested in making our community not only an artist destination but also an artist-invested community. This is a critical difference – we are building an economy based on the arts so that we can live and work here.

Last year, my colleague Josh Rice started the New York State Puppet Festival in Perry. He invested in his hometown and created a venue for his colleagues to perform in our rural community. A Guggenheim Fellow, multiple Jim Henson Family Foundation Awardees, and a fifth generation puppet master from Japan all were part of the festival. The Jim Henson Family Foundation sent a representative to speak at the opening panel. During the ten days of the festival, 1,200 people visited our artists who traveled from Japan, Chicago, New York City, the Hudson Valley, and Wyoming County.

Over the eight-year run of Shake on the Lake, we have traveled to countless rural communities, performed hours of Shakespeare, brought company members from throughout the country and locally, and we have learned one very important lesson about why we are based in Perry. Because our community cares a lot, works hard, and doesn't take "it can never happen here" as a reason not to move forward.

With the DRI, Perry can take our arts community to the next step, and we are excited to be there when we do.

Thank you,



Pilar McKay, Ph.D.

Founder Shake on the Lake & Silver Lake Brewing Project
Perry Central School '00



May 30, 2019

Vincent Esposito, Regional Director
Finger Lakes Regional Economic Development Council
400 Andrews Street, Suite #300
Rochester, NY 14604

Dear Mr. Esposito,

My name is Nicole Manapol and I currently serve as the Director of the Letchworth Gateway Villages (LGV) initiative - a municipal collaboration established by the Villages of Perry, Mount Morris, and Geneseo in 2017 to catalyze economic growth and new tourism-related opportunities for the rural communities surrounding Letchworth State Park.

I'm writing in support of Perry's application for the Downtown Revitalization Initiative (DRI) program and to share with you and the DRI selection committee why this community matters so much to our region's economic development and growth - especially as we grapple with reinventing our rural economy for the 21st Century.

My story of Perry deals with issues that strike at the very heart of rural development challenges in Western NY and beyond. These are the challenges of depopulation, the outmigration of young people and the resulting "brain drain" and economic decline. To tell it, I have to first say a little bit about my background and how I came to work with Perry and the Letchworth Gateway Villages initiative.

I am originally from Western New York but like so many of our young people, left right after high school to attend university in DC and pursue opportunity that simply didn't exist here. My career path led me to work internationally first as a Peace Corps Volunteer in post conflict Guatemala, then as an international development practitioner and consultant working on behalf of the US State Department, Microsoft, USAID and the higher education sector. Over the course of my 15 year career I lived and worked in 14 countries across Latin America, the Middle East and North Africa, South Asia and the Asia-Pacific. **Coming back to Western New York was never part of my plan.**

That is until my mother sent me a job description for an economic development initiative called Letchworth Gateway Villages - a start-up municipal collaboration spearheaded by the Village of Perry to advance economic growth for the communities adjacent to Letchworth State Park. Accompanying the job description was Mayor Rick Hauser's bio and an article my mom had cut out about Perry's downtown revitalization efforts. When I read through the materials I had a fluttering in my stomach and the hair stood up on the back of my neck. I wanted to be part of the transformation taking place in my hometown, but more than that I wanted to work with Rick Hauser and the Perry team. **After 20 years I was finally going home.**

Perry - a model for reversing rural "brain drain"

I give this background to illustrate how Perry's community, through their own efforts to revitalize their economy, are inspiring others to return to the region and "join the cause." When I sit at a Rotary, Perry Main Street Association or village board meeting - I see people my age (late 30s) sitting around the table. I also see young entrepreneurs from places beyond Western New York - places like Texas, Utah, California, New York City, the UK, Turkey and Central America to name a few. This is not the case in other communities I work in. And I can't overemphasize the importance of this ability to inspire people to return to the area - especially at a time when we in Perry and so many other rural communities struggle to attract and retain the talent needed to reinvent our economies.

Perry - a model for rural entrepreneurship and innovation

As director of Letchworth Gateway Villages, I work with multiple communities in Wyoming and Livingston Counties. I see each community's distinct character. One of the hallmarks of Perry is its entrepreneurial and collaborative spirit and culture of innovation. A great example of this is Perry's grassroots efforts to revitalize their main street. Unlike some of the other communities in which I work, Perry did not have an angel investor swoop in to revitalize its main street buildings or have the benefit of being the County seat and host to a top performing state university which makes attracting investment easier. Perry had to bootstrap its main street revitalization - and as you will read in this application - did so with remarkable success.

But perhaps the most remarkable thing about this community is that its impact and lessons learned don't begin and end with Perry. The Letchworth Gateway Villages initiative, which was spearheaded by Perry back in 2016, is an example of this community's commitment to "passing it forward" and sharing the knowledge and expertise they've gained over the years to benefit other rural communities facing similar economic development challenges. It also reflects a mindset within Perry that is unique - that their success as a community is inextricably linked to the success of their neighbors. Over the past two years this collaborative effort has generated **\$380,282 in new public-private resources, established a cooperative marketing program, strengthened the digital capacity of over 200 businesses and developed a strategic plan for building an outdoor recreation economy.** In 2019 LGV is poised to expand its network and scale its impact across a five-county region through the USDA's new Rural Economic Development Innovation (REDI) initiative, a new federal planning initiative to support compelling models of rural innovation and entrepreneurship. Winning the USDA's REDI opportunity is a testament to the regional cooperation Perry has been able to cultivate and promote through **"leading by example."**

What I hope you and the selection committee take away from this letter is that by awarding Perry a DRI you will not just be investing in Perry's economic revitalization - you will be investing in an innovative rural economic development model that stands to support rural revitalization in Western New York and beyond.

Thank you in advance for considering this application. I can be contacted at (585) 237-8079 should you require further information.

Kind regards,

A handwritten signature in blue ink, appearing to read "Nicole Manapol", is centered within a light gray rectangular box.

Nicole Manapol

Director, Letchworth Gateway Villages

Email | director@letchworthgatewayvillages.org

Web | www.letchworthgatewayvillages.org

TOWN OF PERRY

P.O. BOX 206, 22 SOUTH MAIN STREET
PERRY, NEW YORK 14530
585/237-2241 FAX: 585/237-3074
Email: townofpe@rochester.ny.com

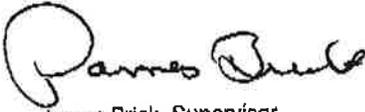
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|-------------|---------------|---------------|----------------|----------------|-----------------|
| SUPERVISOR | COUNCILMAN | COUNCILMAN | COUNCILMAN | COUNCILMAN | TOWN CLERK |
| JAMES BRICK | ADELBERT BELL | GERALD SAHRLE | TRACY ROZANSKI | FORD EBERSTEIN | SARAH BALLINGER |

May 31, 2019

Vincent Esposito, Regional Director
400 Andrews Street
Suite 300
Rochester, NY 14604

Dear Sir;

The Town of Perry is very supportive of the Village of Perry's application for the Finger Lakes Regions Downtown Revitalization Initiative. The Village has worked extensively to upgrade the Perry downtown area and this grant will enhance those efforts. As the area is encompassed within the Town the grant would also benefit the Town as we have projects within the Village that could be benefited if the Village receives the award.



James Brick, Supervisor
Town of Perry

Village of Perry aims for DRI grant funding

By MATT SURTEL
MSURTEL@BATAVIANEWS.COM
PUBLISHED: SATURDAY, MAY 18, 2019 AT 5:15 AM

◀ PREV Item 1 of 1 NEXT ▶



PERRY — Downtown Perry has made a big turnaround compared to about 20 years ago, and state DRI funding could allow it to do more.

That's why the public is invited to provide input during a Tuesday evening community meeting. It will take place 6 p.m. in the Perry Central School band room at 33 Watkins Ave.

The results will help the village as it applies for the state's Downtown Revitalization Program. If successful, the village would receive \$10 million for downtown development.

"The DRI is really geared toward communities that have already been working hard and accomplishing a lot," said Mayor Rick Hauser. "Perry has been on this path for 15 years, investing in its infrastructure; investing in downtown; investing in its recreational amenities; building reputation; and attracting and supporting key new businesses.

"The DRI is really the push to the finish line for downtown and the village of Perry," he continued. It's a significant amount of funding to match investments by private owners and the municipality, that if done collectively will have a huge transformative impact." The village is well-positioned and has projects in the planning phases, he said. Officials are working with business owners and are optimistic.

The DRI application process is highly competitive and only one municipality in each region statewide is awarded the \$10 million in funding. The City of Batavia received the grant last year, while the Village of Medina is among those applying for this year's round of funding.

Those attending the meeting will be provided with information on the DRI, followed by an open house to review potential projects to include in the application.

"The DRI Committee is working on the application and would like to know what you love about downtown

Perry, what draws you downtown today, and what types of projects or amenities would bring you downtown more often," village officials said in a news release.

ORTHOPAEDICS AT WCCHS



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