



Downtown Revitalization Initiative
May 31, 2019

TABLE OF CONTENTS

LETTER FROM THE MAYOR.....	1
DRI APPLICATION	3-30
Vision for Downtown	3
Justification	4
Downtown Identification.....	7
Boundaries of Proposed DRI Area	7
Past Investment, Future Investment Potential	7
Recent or Impending Job Growth	11
Attractiveness of Physical Environment.....	13
Quality of Life Policies	15
Public Support	17
Transformative Opportunities.....	19
Shovel Ready Projects.....	24
Administrative Capacity	32
Additional Supporting Documentation	34
Letters of Support	35
Current Grant Funded Projects	46
Completed Grant Funded Projects.....	48



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June 29, 2019

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

Dear Mr. Fayle,

The Village of Phoenix is proud to submit our application for the New York State's 2019 (DRI) Downtown Revitalization Initiative grant through the Central New York Regional Economic Development Council.

The Village had the pleasure and opportunity to prepare and submit an application for this funding opportunity in 2018. Although we were not successful in the end with the award, that preparation and dedication by The Village board, administrative staff, grant writer and community involvement allowed us the opportunity to build on our strategic and comprehensive plans and keep the momentum moving forward in a positive direction.

Since the creation of our 2018 application and presentation, we have heard and have noticed small acts of growth, enthusiasm and optimism towards our downtown projects, economic changes and community involvement with our events, festivals and resident participation. We have begun to work more closely with our schools and our Village Police Department and have implemented a number of quality of life programs from our youth to our senior citizens.

The Village has seen vacant storefronts become filled with unique shops and eateries. Various development projects have come to fruition and are now flourishing destination spots that are attracting visitors to our Village from other villages, towns and counties. We are excited to see that valuable and strategically placed vacant parcels of land have been purchased and new growth is underway in both our Village center as well as along the inside perimeter of our Village lines.

With all the exciting ideas and input that we have received since our creation of this new marketing project and community involvement, the future of The Village of Phoenix looks not only inviting to individuals looking to relocate here but also to our residents who are proud to call this Village on the river their home. We believe our application will tell our story and with the assistance of this funding opportunity, individual private investment that is now blooming and the momentum that we have built on our current and revitalized destination spots, our vision will become a reality.

Respectfully Submitted,

Caleb B. Sweet
Mayor

Sweet Memorial Building · 455 Main Street, Phoenix, NY 13135 · Tel. (315) 695-2484 · Fax (315) 695-3311



Downtown Revitalization Initiative



2019 DRI APPLICATION

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by 4:00 PM on May 31, 2019 at the email address provided at the end of this application.

In New York City, the Borough Presidents' offices will be the official applicants to the REDC and organizations interested in proposing an area for DRI funding should contact the respective Borough President's office as soon possible. Based on these proposals, each Borough President's office will develop and submit no more than two formal applications for consideration by the New York City REDC. Applications to the offices of the Borough President must be received by email no later than 4:00 PM on May 10, 2019. The subject heading on the email must be "Downtown Revitalization Round 4."

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2019 DRI Guidebook, available at www.ny.gov/DRI.

Applicants in the Mid-Hudson region must limit their application to a total of 15 pages, and no attachments will be accepted. The map of the DRI Area requested in question number 1 must be part of the 15-page limit.

Applicants should make every effort to engage the community in the development of the application. Prior to submission, applicants must have held a minimum of one meeting or event to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

BASIC INFORMATION

REDC Region: Central New York

Municipality Name: Village of Phoenix

Downtown Name: Canal Waterfront District

County Name: Oswego County

Applicant Contact(s) Name and Title: Jim Lynch, Village Administrator

Applicant Contact(s) Email Address and Secondary Email Address: jlynch@villageofphoenix-ny.gov; klama3481@gmail.com

VISION FOR DOWNTOWN

Provide a brief statement of the municipality's vision for downtown revitalization.

The Village of Phoenix is a destination community that takes pride in and embraces their canal history through continued economic development initiatives and commitment to compatible building and open space design. The economy is growing in diversity and sustainability, the nucleus of which will be a vibrant, historic downtown along the Canal. The businesses and setting will attract people from around the country to the Village's distinctive canal-centered environment.

The Village of Phoenix has a canal-oriented environment that will be continually enhanced and preserved in a manner that ensures a healthy ecosystem and robust economy. The citizens and visitors will use and appreciate the Village's water resources responsibly. The Village will continue to work collaboratively with local and regional schools; governments; and community institutions to provide valuable services and opportunities to all residents and visitors.

The Village of Phoenix seeks to protect and develop its economic, historic, and natural resources; enhance the canal waterfront district; and expand year-round cultural, recreational, and entertainment opportunities while maintaining adequate and affordable community services and improving the quality of life.



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.

The Village of Phoenix is a canal community rich with 19th century history and character.

It is located within the Town of Schroepel in southern Oswego County, New York and covers 1.145 square miles. Lock 1 of the Oswego Canal, on the Oswego River, is located within the Village limits.

The Village of Phoenix and the Oswego River system (a subsection of the Erie Canal) have significant historical appeal dating back to the 18th Century. From 1750 to 1763, critical events in the French and Indian War can be linked to the Oswego River and surrounding waterways. British troops erected a small fort to protect ammunition and other supplies at the junction of the Oneida, Seneca, and Oswego Rivers, which is known as Three Rivers Point and is south of Phoenix. Eventually, the troops traveled along the Oswego River and past what is now the Village of Phoenix as they made their way to Fort Ontario.

In addition to its role in the French and Indian War, the Oswego River system has always served as a critical connection between the Atlantic Ocean and the Great Lakes. When the Erie Canal was completed in 1825, commercial shipping opportunities in New York State were limitless. The Oswego River system was then canalized and locks and dams were constructed to allow commercial shipping from the Atlantic Ocean to the Great Lakes via the New York State Canal System. With the marked success of the canal system, Hamlets and Villages were created alongside the canal. In 1846, the Village of Phoenix was incorporated. It was primarily an industrial

hub, focused on the manufacturing of goods and services to be shipped along the canal to westernmost locations.

Over the past decade, elected officials have partnered with Federal and State agencies, in addition to dozens of residents and business owners to reinvent and reinvest in the Village, especially the Canal Waterfront District. The District once consisted of brick buildings in rows parallel to the canal. Each building could be entered from the front, facing the street, or from the rear, facing the canal. Mills, industry, and retail uses lined the canal, while residential units were placed further inland. By the late 1800's, the Village of Phoenix had developed into a community rich in opportunity and cultural experience. In the late 19th century, several major fires reshaped the character and appearance of the Village. The Great Fire in 1916 was the most devastating, destroying 80 buildings. Most of the existing buildings along the Canal Waterfront District today were built between 1917 and 1929. Beginning in the early 1920's, almost all of the industry left the Village and thus began the trend towards becoming the "bedroom community" that it is today.

Since 2008, the Village has had great success securing funding and implementing projects and activities that will ignite economic development, attract new residents and expand tourism in the community by addressing the need for increased boater services and accommodations, enhancing recreational opportunities, restoring key properties, and making changes to existing policy and management protocols. The Village has been the recipient of over \$9 million dollars in grants and interest free financing for a variety of projects within the Canal Waterfront District and throughout the community. Funds were used to rehabilitate 9 key waterfront buildings that were vacant and rundown. All the buildings were carefully renovated to preserve historical features and are

now occupied by commercial and residential tenants. One of the Village's greatest accomplishments was the successful completion of eminent domain proceedings to ensure that 86 State Street, a historically significant building at the corner of State and Bridge Streets, received the renovations needed to fully restore the building rather than demolish it as planned. This building is now a fully occupied, beautifully restored, mixed use property that can easily be seen from the canal. The Village is currently implementing a grant from the Empire State Development Restore NY Communities Initiative (Round 4) for the renovation of 17 Culvert Street and 1 Bridge Street. Both buildings needed a substantial amount of work to attract commercial tenants. 17 Culvert Street will be the home of the award-winning Lock 1 Distilling Company, Oswego County's first distillery since the prohibition.

In addition to community development projects, several years ago the Village began pursuing funding to offset the cost of making repairs and upgrades to their aging infrastructure to address problems identified in a Consent Order issued by the NYS Department of Environmental Conservation and a Surface Water Treatment Rule Compliance Agreement issued by the Oswego County Department of Health. The Village has secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Act Grant Program and recently connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water. In order to support the economic development proposed by Village leaders and outside investors, additional work needs to be done within the Village's sanitary sewer system to make it ready to accept new users.

Over the past 10 years the Village has been the recipient of several grants to improve the quality of life for its residents by enhancing recreational opportunities and developing arts and cultural programming. The Village has also focused their attention on improving facilities for the boating community, especially since Lock 1 of the Oswego River (at Phoenix) is one of the most heavily used locks in the system. The Village now provides a free boat sewage pumpout station and convenient access to a newly constructed waterfront restroom and shower facility. The Village also renovated the pavilion on Lock Island for use by members of the community and boaters interested in spending time in the Village. The Village organizes a concert series on Friday nights during the summer to provide free, family friendly entertainment. Each week, these concerts are attended by hundreds of residents and boaters.

Lastly, the Village has organized several events over the past few years to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. In partnership with the newly formed Phoenix Rising Community Group, Flip Flops and Firebirds, Locktoberfest, Crocks on the Lock and many other events have been attended by thousands of residents of the Village and surrounding communities. Each year the events have grown in popularity and local vendors have experienced great success promoting their businesses.

The leaders of the Village of Phoenix have also spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State agencies, in addition to residents and local business owners. Without these partnerships, none of the work listed above would have been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, these relationships will help guide them through the process.

It is now the Village's desire to enhance the economic, residential, and recreational opportunities available in the Canal Waterfront District and throughout the Village by reinvesting in the buildings and recreating the thriving canal community that once existed along the Oswego Canal at Lock 1.

There is much work that still needs to be done in the Village of Phoenix and within the Canal Waterfront District. The Village's Comprehensive Plan, completed in 2013, has identified a substantial number of projects that could be done to ignite economic development, expand tourism and recreation, and improve the quality of life for residents. The marina feasibility study prepared by Miller Engineers earlier this year indicated that there is great potential for development of a marina, boat launch, and commercial and residential units along the Canal on Village-owned property. This multi-million-dollar project has the potential to create a significant amount of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development in the area. However, the Village cannot proceed with the development of this parcel unless the wastewater treatment plant is expanded to allow additional users. Expansion of the plant will also serve new users at the Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

In addition to Village-sponsored projects, there are a number of property owners and private developers interested in investing in the Village of Phoenix. Since our 2018 DRI application, three key properties in the Canal Waterfront District have been sold to parties that are interested in renovating the mixed-use buildings to expand commercial opportunities in the Village and improve the residential housing stock. Another developer has purchased several parcels in close proximity to the Canal Waterfront District with the intent to construct commercial buildings, a community room for public use and patio homes all within the Village limits. The Lock 1 Distilling Company has achieved such great success that they are already looking to expand their facility by purchasing the parcels adjacent to their property at 17 Culvert Street. Lastly, the Phoenix Enterprise Fire Department has presented the Village Board with plans to construct a new Fire Station and has recently acquired the land to do so.

The Village of Phoenix is seeking a Downtown Revitalization Initiative award to complete their transformation into a vibrant, canal community. They have a list of shovel ready projects, a proven track record of successful project implementation and a team of dedicated, experienced stakeholders and State experts ready to assist them on this last phase of their journey.



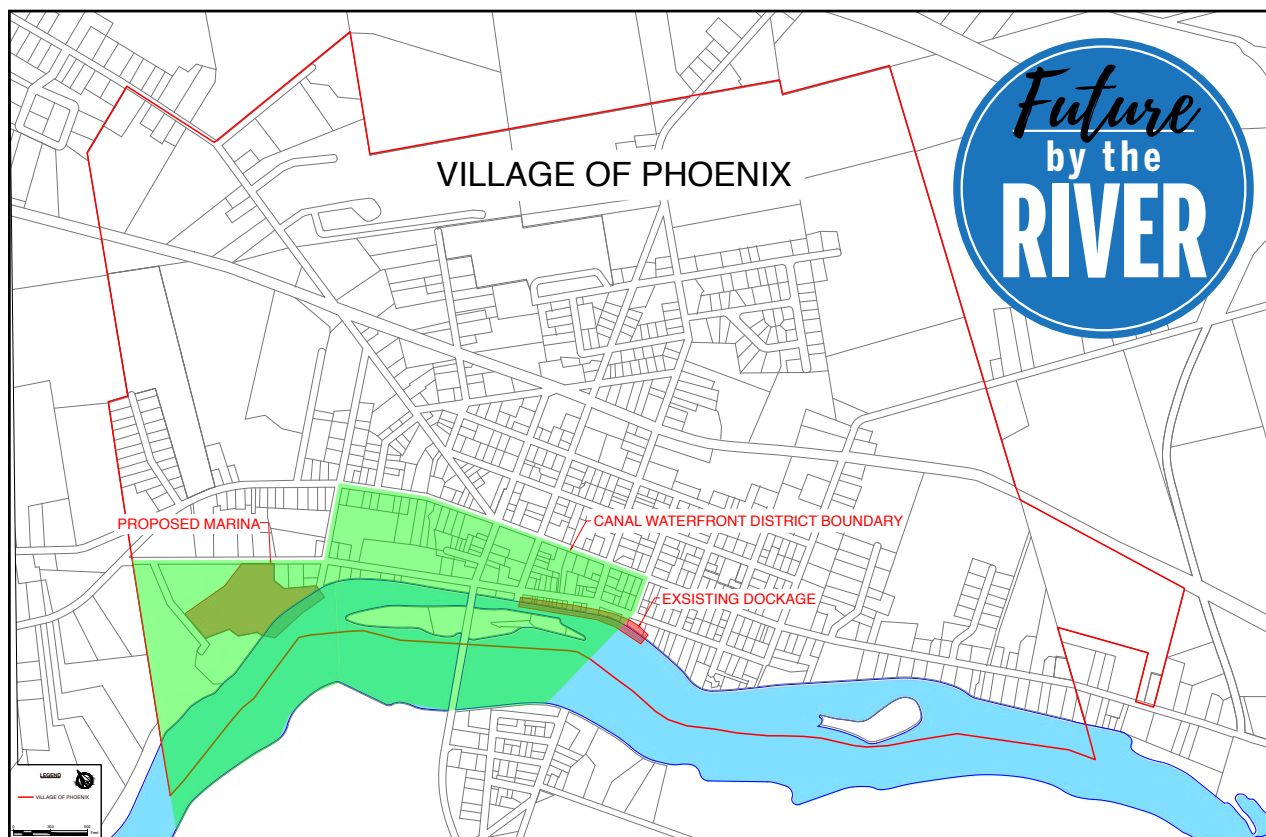
Fall decorations in front of the Carole Sponable Pavilion



Annual Fireworks Celebration attended by thousands of people



Friday night concerts at Henley Park



Downtown Phoenix map of DRI boundaries for 2019 proposal, as outlined in item 1.

DOWNTOWN IDENTIFICATION

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 Phoenix, located in southern Oswego County, is 1.145 square miles and has been designated as the proposed DRI area. Within the Village of Phoenix, there are several key areas that the Village would like to focus on including the Canal Waterfront District (bounded by Main Street to the east, the Oswego River to the west, the Town/Village border to the north, and Church Street to the south) and the parcel of land owned by the Village that is proposed for development of the marina, boat launch and mixed-use development.

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.

In 2006, the Village of Phoenix was awarded a grant to complete a strategic plan for the Canal Waterfront District. The plan outlined a path for community revitalization that the Village has been following ever since. The Village has been the recipient of over \$9 million dollars in grants and interest free financing to help implement the Strategic Plan for the Canal Waterfront District and the more recent update of the Village's Comprehensive Plan. A Restore NY Round 2 award for the State Street Revitalization Project in 2008 was the Village's first major community development project. Funds were used to renovate 86 State Street, a historically significant property that was condemned and slated for demolition into a beautiful, mixed use property that is now fully occupied. Two waterfront properties included in the grant were also renovated and are currently 100% occupied as well. Since the completion of the Restore NY project, the Village has been the recipient of grants from the Department of Homes and Community Renewal (New York Main Street Program and Comprehensive Planning Program), Empire State Development Corporation (Feasibility Study Incentive Proposal, Restore NY Round 4), the New York State Canal Corporation (Erie Canalway Grant Program), the Erie Canalway National Heritage Corridor Commission (Pilot Grants Program), and CNY Arts (Decentralization Grants). The Village has secured financial assistance for significant upgrades to their sanitary sewer and drinking water systems in the form of interest free financing from the Environmental Facilities Corporation and grants from the Department of Homes and Community Renewal and

NYS Water Infrastructure Improvement Act. In addition to the assistance from New York State, the Village of Phoenix spent nearly \$250,000 in 2017 to construct a new mechanical sludge dewatering facility for solids management at the wastewater treatment plant. Using Village funds, specialized dewatering equipment was purchased and a new building to house the processing plant was constructed. This investment eliminated the operational constraints on the solids management treatment train; thus allowing the Village's facility to be utilized to its fullest extent under current capacity. The investment also provides significant future capacity for sludge solids processing to compliment future expansion of the liquid treatment processes without further expenditures for the management of solids.

Most recently, the Village was awarded another Restore NY grant (Round 4) to renovate 17 Culvert Street and 1 Bridge Street – two vacant buildings in need of significant renovations to make them attractive to potential tenants. Work at 17 Culvert Street was completed in 2018 and the Lock 1 Distilling Company has reported that business is doing so well that they are already working on an expansion plan. The Distillery has won numerous national and international awards for their spirits and their tasting room, located within the Village of Phoenix, is a tremendous asset to the community and is quickly becoming a destination for tourists. The renovations proposed for 1 Bridge Street will be completed in 2019. The restaurant will feature locally grown products and greatly enhance the dining options in the Village.

The Village has already undergone a significant and noticeable transformation along their waterfront. They have secured funding for the rehabilitation of 9 key waterfront buildings that were vacant and rundown. All the buildings were carefully renovated to preserve historical features and new commercial and residential tenants now occupy these properties. There is more work that can be done and the future development potential in the Village has been realized. There has been a resurgence of development interest in the Village recently. Several key parcels are under

new ownership and a very ambitious and experienced developer has purchased several other properties with the intent to construct new commercial and residential opportunities within the Village.

In addition to community development projects, the Village has been pursuing funding to offset the cost of making repairs and upgrades to their aging infrastructure, as a result of a Consent Order issued by the New York State Department of Environmental Conservation for violations at the Village's wastewater treatment plant and throughout the sanitary sewer system and a Surface Water Treatment Rule Compliance Agreement issued by the Oswego County Department of Health due to the Village's drinking water wells being under the influence of surface water contamination. The Village has secured numerous grants and interest free financing from the Department of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Act Grant Program to improve operations at the wastewater treatment plant and reduce inflow and infiltration issues. The Village also connected to the Onondaga County Water Authority's drinking water system to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area. Most recently, Oswego County and the Village of Phoenix entered into discussions about mutually beneficial development projects at the Oswego County Industrial Park located on State Route 264 in the Town of Schroepfel. These large-scale economic development opportunities can only occur if the Village's sanitary sewer system is able to accept new users. Therefore, the Village of Phoenix is seeking funding from the DRI to expand their wastewater treatment plant to and upgrade their sanitary sewer collection system to satisfy the requirements of the consent order and allow new connections so that economic development within the Village and throughout the Town can continue.

Over the past 10 years the Village has been the recipient of several grants to improve the quality of life for its residents by enhancing recreational



1 Bridge Street



New Wastewater Treatment Plant Sludge Processing Facility



The Lock 1 Distilling Company has already won several national awards.



Flip Flops & Firebirds



Free music at Henley Park

opportunities and developing arts and cultural programming. They have also improved facilities for the boating community by providing a free boat sewage pumpout station (Clean Vessel Assistance Grant) and convenient access to a newly constructed waterfront restroom and shower facility (Canal Corporation Grant). Grant funding from the Canal Corporation was also used to renovate the pavilion on Lock Island for use by members of the community and boaters interested in spending time in the Village. CNY Arts has provided support through their Decentralization Grant Program for the Village's Friday Night summer concert series to provide free, family friendly entertainment to residents of the Village and surrounding areas, in addition to the boating community. Local businesses also contribute annually to this program and have helped make it a huge success. Lastly, with the help of the newly-formed Phoenix Rising community group, the Village has organized and sponsored several events over the past few years to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. Flip Flops and Firebirds, Locktoberfest, Cocks on the Lock and many other events have been attended by thousands of residents of the Village and surrounding communities. Each year these events have grown in popularity and local vendors have experienced great success promoting their businesses. The Village would like to expand on these opportunities to bring the community together by sponsoring other events like camping on Lock Island and kayaking and canoeing in the lock.



New canalside restroom and shower facility at Lock 1 in the Village of Phoenix.



Thrive Cafe renovations



86 State Street Exterior Renovation



69 and 71 State Street Renovations



New pavilion on Lock Island



71 State Street Interior Renovation



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.

According to the 2012-2016 American Community Survey, the Village of Phoenix has a workforce of nearly 1,300 people of which 6.9% of persons over the age of 16 are not employed and 30.2% of the persons over the age of 16 were not in the labor force. In addition to being ripe for economic investment and conveniently located along the water, the Village of Phoenix has residents looking for employment and ready to earn an honest wage.

The Village of Phoenix Downtown Revitalization Initiative will serve as a catalyst for significant job growth and employment opportunities in the Village and surrounding area. Initial projections from the marina feasibility study indicate that the project will create an average of 25 construction jobs for twelve months and ultimately result in dozens of new seasonal and permanent jobs. The marina area will include approximately 34 boat slips and generate an estimated \$200,000 per year in revenue from boat docking fees, fuel sales, boat repair services, and winter storage. The residential component of the marina development is expected to create an average of 15 construction jobs per month for 12 months and at least 3 new, permanent jobs. The increase to the Village's tax roll is estimated to be \$3.6 million dollars from the 48 condominiums.

A private developer, S & S Premier Realty, LLC, has recently purchased several vacant or abandoned properties within the Village of Phoenix and has presented the Village Board with preliminary site plans and conceptual drawings for a 12,000 square foot commercial development on Davis and Volney Street. White Pine Commons will feature 1,200 to 3,600

square foot spaces for lease, in addition to a large, community room that will be available for rent. S & S Premier Realty, LLC also proposed the construction of a 15-20 unit single, story patio home "senior village" at another parcel on Volney Street. Lastly, S & S Premier Realty LLC has purchased a property on Main Street that can accommodate several commercial establishments such as a coffee shop, credit union, restaurant, and some small retail stores. It is hard to determine the impact that these developments will have on the Village until the actual tenants are identified; however, it is safe to estimate that all three of these projects will create a variety of employment opportunities for members of the community including those in the construction industry, service industry and those with a more technical skill set. The jobs created by these projects will employ high school aged residents, in addition to adults.

Earlier this year, 73 State Street was purchased by a local couple interested in improving and expanding upon the café concept created by the former owners of the property. They have developed an extensive renovation plan for the building that includes the first-floor restaurant area, in addition to reconfiguring the second floor to accommodate new apartments. This project will create several construction jobs for a minimum of 6 months, in addition to at least 3 or 4 full time equivalent positions that would be suitable for Village residents just entering the workforce and those looking for part-time employment.

Since the completion of the renovation at 17 Culvert Street, the Lock 1 Distilling Company has experienced great success in the sale of their spirits and the launching of their upscale pub restaurant and tasting room. They have developed an expansion plan and are



Phoenix Industrial Park

in the processing of securing several parcels adjacent to 17 Culvert Street to provide additional warehouse space, outdoor areas for their patrons, and more room for their distillery. The expansion of the Lock 1 Distilling Company will create a number of construction jobs, in addition to a variety of permanent jobs (est. 10-12 full time equivalent positions) for distillers, warehouse workers, bartenders, servers and kitchen staff.

In addition to employment opportunities in the Village limits, there are existing and future employment opportunities at the Oswego County Industrial Park located on State Route 264 in the Town of Schroepel. The Village's Downtown Revitalization Initiative will also support growth at the Oswego County Industrial Park and along State Route 264 and County Route 57 in the Town of Schroepel creating a diverse array of job opportunities for skilled workers and laborers, with different salaries, entry levels and the potential for advancement. Currently, there are 135 acres available at the Industrial Park with an additional 600 acres of privately owned industrial zoned property in close proximity to the Village. Eleven businesses are currently operating within the Industrial Park with a 12th business building a new facility right now. EJ USA, a sewer infrastructure product manufacturing company, has proposed to employ 91 persons at their new facility within the Park. Half are relocations of jobs from Onondaga County and half are new positions. The proposed health care industry project (which has not been publicly announced) could create up to 30 new jobs in the industrial park, according to Operation Oswego County's Deputy Director Austin Wheelock. There are a few other potential companies early in the process of evaluating the industrial park as locations for light manufacturing and service industries; however, sewer capacity may become a critical issue.

Deputy Director Wheelock has indicated that "it is difficult to say how many projects have been eliminated from consideration specifically for wastewater treatment plant capacity issues (that will be addressed by the Village's Downtown Revitalization Initiative); however, we have had difficulty marketing the park for any new



Oswego River at Lock 1, Village of Phoenix

construction manufacturing users that need process water or any other major employers that would require public sewer for sanitation or even sinks and toilets. It has been a major factor in a lack of new construction in the park from 1995 – 2017. We have been able to successfully attract multiple new companies to the existing buildings that have come available like OTIS Technology, R&D Design & Associates, CiTi BOCES, and SAM North America; however, the lack of additional sewer capacity has stymied new construction."

Direct jobs and investment created in the Village of Phoenix and Oswego County's Industrial Park will have a "spinoff effect" in the surrounding communities. Indirect jobs will be created through spending at local businesses by both the companies in the Village and the Park. The attraction of anchor companies and new commercial establishments has the potential to attract other ancillary companies such as suppliers, service providers, and hospitality and accommodations businesses.

In order to entice professionals and skilled workers to reside in the Village of Phoenix, the Downtown Revitalization Initiative must also address the local housing stock. A neighborhood revitalization plan, as suggested in the 2013 Comprehensive Plan, must be implemented to provide assistance and incentives for repairs and renovations to be made to existing residential units. The Plan also recommends adding to the housing stock in the Village by constructing an assortment of housing types including affordable single family, two-family and multi-family dwellings and apartments. The development at the marina will provide another housing alternative in the form of market rate apartments and condominiums along the Oswego River.

Residents of the Village of Phoenix have begun to realize the benefits of the public and private investment that has been made in their community. They are enjoying a more active lifestyle, rich with arts and cultural programming and social interaction with their neighbors. They are more aware of the community's resources and local businesses. Additional investment and economic development in Phoenix will help others realize that the Village of Phoenix truly is a great place to live, work and play!

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.

The Village of Phoenix has many characteristics and attributes that make it worthy of continued investment through the Downtown Revitalization Initiative. The Village is conveniently located within minutes of Interstate 481 and it is a short drive (south) to the City of Syracuse. County Route 57 (Main Street), State Route 264 (Volney Street), and Route 12 (Lock Street) are the major roadways that run through the Village and connect to the City of Fulton (north) and Town of Clay (south).

The Village of Phoenix maintains the public water supply for all Village residents and provides almost 250,000 gallons of drinking water per day. They also own and maintain a sewage treatment facility located on the east shore of the Oswego River near the Town/Village boundary. The plant is permitted to treat up to 600,000 gallons of wastewater per day. The system serves over 800 customers, including all residences and businesses within the Village limits and a few customers in the surrounding area, including West Phoenix (Town of Lysander), the Oswego County Industrial Park, and a portion of Chestnut Street in the Town of Schroepfel.

Children that live in the Village of Phoenix attend classes in the Phoenix Central School District which consists of three main campuses and a building for youth with special needs. The Enterprise Fire Company provides fire service within the Village. There are a few small, medical offices located within the Village of Phoenix, including a doctor and dentist. The Phoenix Primary Care Center, on Bridge Street, is a branch of the Lee Memorial Hospital (Fulton). Within the Village of Phoenix, there are numerous retail establishments including a bakery, distillery, bar, boat/marine repair shop, craft shop, embroidery studio, financial advisor, insurance agency, gas station, graphics design shop, hair salon, ice cream shop, internet café, laundromat, pharmacy, photography studio, pizza shop, sports memorabilia store, and several restaurants. There is also a general contractor, law firm, nursery school, and real estate agency located within the Village limits. The Bridge House Museum, containing historic canal and Village artifacts, is located at Henley Park. The Phoenix Post Office is located on Bridge Street, along with the public library. Large scale chain grocery stores (Wegmans, etc) are located in Clay and Fulton. The Great Northern Mall, the closest retail shopping center, is also located in the Town of Clay on Route 31 along with many other big box retail stores, restaurants, banks and other commercial establishments.

In addition to the Village's existing amenities and resources, there are several water front properties and inland parcels suitable for infill development and pocket parks to enhance the local economy and quality of life for residents of all ages, according to the 2013 Comprehensive Plan. The Plan also has numerous recommendations that capitalize on the Village's greatest strength: it's location adjacent to Lock 1 of the Oswego (River) Canal to bolster the local



State Street Courtyard Archway



Lock 1 Distillery



economy and improve the community's walkability. The Plan focuses on making connections between the waterfront, local businesses and more inland resources to improve access and increase use of the Village's waterfront; while supporting local businesses and ensuring residents take full advantage of the Village's cultural and natural resources. The Plan also identifies initiatives to create vibrant, attractive and resilient neighborhoods by facilitating a healthy mix of single family, two-family and multi-family dwellings and apartments, in addition to encouraging mixed use development along the waterfront and throughout the Canal Waterfront District. The development projects proposed in the marina feasibility study, comprehensive plan and by private investors are in close proximity to or co-located with the majority of the Village's housing stock which would encourage folks to abandon their vehicles and walk or bicycle to work. The marina feasibility study also proposes new walking and biking trails, public parkland and open space and connections to the existing trail network.

The updated comprehensive plan, coupled with previous and ongoing investment in the Village, has laid the foundation for a very successful Downtown Revitalization Initiative. The additional support will have an immediate impact on the community in the form of a more vibrant, attractive and livable community for a diverse population. The added investment in the area will create jobs, increase tourism and enhance the natural and cultural resources in the Village.



The Village of Phoenix is a pedestrian and bicycle friendly community. There is a network of sidewalks and trail connections in the Canal Waterfront District; however, the 2013 Comprehensive Plan identifies numerous improvements that could be made to increase pedestrian and bicyclist safety and increase access to recreational opportunities throughout the Village.



New pavilion on Lock Island



Waterfront dining along the Oswego River

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.

Elected officials in the Village of Phoenix strive to make decisions and adopt policies that ensure a high quality of life for the residents of the Village. In 2007, the Village completed the Strategic Plan for the Canal Waterfront District to develop a roadmap for economic development, recreation and tourism along the canal. In 2013, the Village updated their Comprehensive Plan to merge the recommendations of the 1994 Comprehensive Plan and the Strategic Plan for the Canal Waterfront District with new ideas from the communi-

ty. The Village participates in the Municipal Separate Storm Sewer System (MS4) program to address water quality threats to the Oswego River via stormwater discharge and sanitary sewer overflows. Most recently, the Village has initiated the process to become certified as a Climate Smart Community. They have adopted policies and implemented practices to reduce energy consumption and encourage energy efficiency throughout the community. The Village has incorporated the principles of Smart Growth into the planning and design of all projects and periodically reviews and updates their zoning and land use laws.

The Village of Phoenix is always looking for ways to encourage a healthy and active lifestyle for its residents by adopting policies and implementing projects that encourage recreation, social interaction and community pride. In 2018, the Village broadened their partnership with the Phoenix Central School District by teaming up with Erin's Angels, a non-profit organization dedicated to fighting childhood hunger, by offering

a parcel of Village-owned land for the development of a community garden. In addition to providing a source for fresh fruits and vegetables, the community garden will beautify the area by converting vacant land into an attractive landscape; promoting outdoor activity; improving air quality and reducing stormwater runoff; developing a sense of ownership for residents; and educating the youth about sustainability, work ethics and business development.

In order to provide a high quality of life and a safe, walkable community the Village of Phoenix works closely with its police department during special events and throughout the year. The Village Administrator and the Chief of Police are actively involved in the KIND (Kids in Need of Direction) Program and have mentored at risk youth from the community. The Village also supports and promotes the CHOOSE (Cops Helping Our Seniors in Emergencies) Program. The Village maintains a list of approximately 50 seniors that have enrolled in the program and wish to have officers and Village staff visit



Nationally recognized "Bridge House Brats"

with them; check on them; deliver holiday baskets, goodies, blankets, and meals; and assist them with transportation to appointments in emergencies. The Village and its police department also participate in the Shop with a Cop/Shop with a Hero Program to provide an opportunity for selected youth to obtain holiday presents for their loved ones. This particular program has been offered in the Village for several years and has grown in popularity amongst the community. Contributions to assist the program are received from the Village of Phoenix Police Department, several local restaurants and businesses, in addition private foundations. Lastly, the Village of Phoenix has provided support to its police department so that the department can perform their public safety duties as efficiently and effectively as possible by securing state and federal grants for the purchase of police vehicles (ATV, police boat, patrol vehicles), equipment (bulletproof vests, video recording system) and station upgrades. This exemplary partnership is evident throughout the community and residents within the Village appreciate all that the elected officials have done to ensure the police department is adequately staffed and equipped to protect the public and respond to emergencies.

As part of the Downtown Revitalization Initiative, the Village of Phoenix would like to further investigate what other quality of life policies should be implemented to increase the livability and quality of life of the community. They would also like to build a relationship with the Oswego County Land Bank to continue to improve the housing stock in the Village. The Land Bank has successfully renovated and sold a few properties in the Village and with an investment of Downtown Revitalization Funds, the Land Bank could leverage their existing funds to make a larger-scale investment in the Village of Phoenix's housing stock to renovate and rehabilitate properties that will attract first time home buyers to the community.



911 Ceremony participation with police, fire and rescue teams



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.

Since 2006, there has been a tremendous amount of local participation in and support for the revitalization of the Village of Phoenix and the Canal Waterfront District. The Strategic Plan for the Canal Waterfront District (2007) was completed after a series of highly productive and enlightening public visioning and community brainstorming sessions, in addition to a thorough review of the other planning documents from the Village of Phoenix, Town of Schroepel and County of Oswego. Representatives of the business, boating and recreational community were actively involved in the plan's development, in addition to several, active residents and community volunteers. The development of the Village's Comprehensive Plan relied heavily on participation from the public in order to ensure the recommendations being suggested supported the community's vision for the Village's future.

The Village's elected officials have been partnering with local businesses, property owners and residents to develop projects and secure grant funds for over a decade. Whenever possible and practical, the Village seeks project ideas, participation, letters of support and/or financial contributions from community groups and businesses to enhance the competitiveness of grant applications and demonstrate the community's support for the proposed projects.

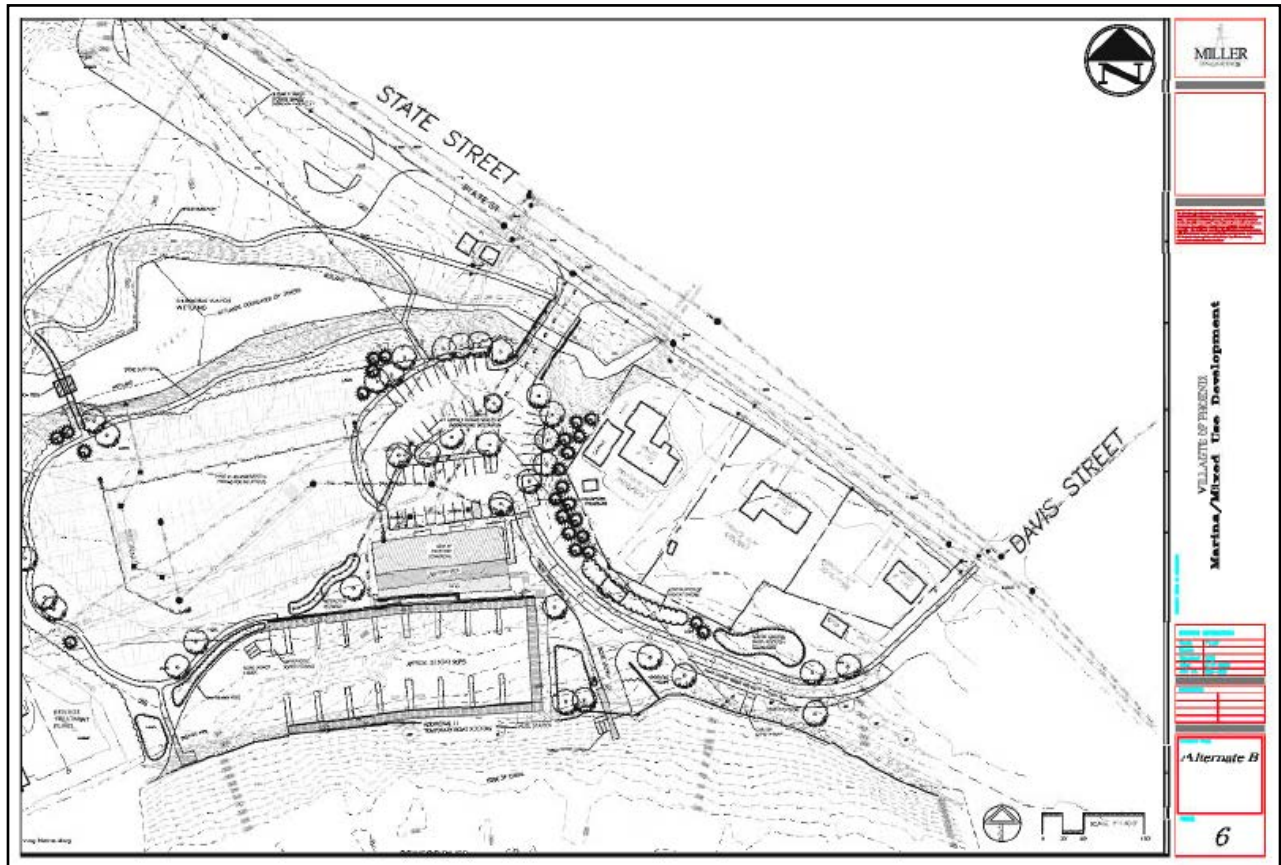
The Village of Phoenix held a public meeting on May 21, 2019 to discuss this year's DRI application. There were many opportunities for public comment and the offering of project ideas prior to the application deadline. Village officials met with many property owners and private developers to discuss their project ideas and visions for not only their properties, but the Village of Phoenix, as a whole. The DRI application was also discussed during Board meetings, which are open to the public and provide a forum for public comment after the Village's business meeting has concluded.

This mutually beneficial relationship has resulted in the Village securing over \$9 million dollars in grant funds and interest free financing for mixed use, recreational and infrastructure upgrades and improvements to public and private property within the Canal Waterfront District and throughout the Village.

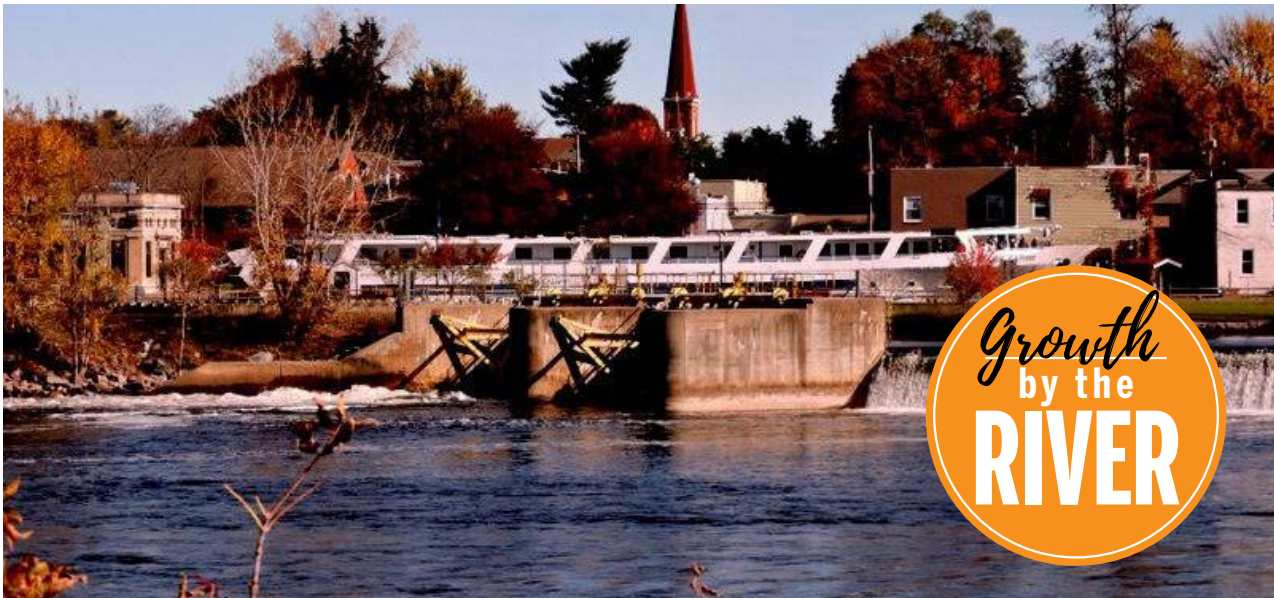
Lastly, being that Phoenix is a small community, several conversations have taken place amongst residents about the work that has been done and projects that still need to be completed within the Canal Waterfront District and throughout the Village. Many of these ideas were brought to the attention of the elected officials and incorporated into the 2019 DRI application as appropriate.

The Village of Phoenix Marina Feasibility Study is a perfect example of a recent project that was developed through the public planning, participation and engagement process. The concept represents the community's vision for redevelopment of their waterfront and supports the need for additional economic investment in the community. The proposed study is the first step towards making the public's vision for their Village a reality. Upon award notification, the actual development of the feasibility study required continued collaboration and strengthened the existing relationships that the Village had with State, regional, local and public and private stakeholders.

The Village of Phoenix will continue to work with residents, special interest groups and members of the business community to implement a successful Downtown Revitalization Program, if funding is awarded. The current administration is committed to fulfilling the community's vision and completing its transformation into a vibrant, sustainable, mixed use, canal community. A strong team of elected officials, business owners, and residents have been working with representatives from various State agencies over the last ten years to reinvent and reinvest in Phoenix. This team, led by Mayor Caleb Sweet and Village Administrator Jim Lynch, is now ready and willing to work with outside experts to convene the Downtown Revitalization Initiative Local Planning Committee to oversee the Village's plan. The team is available to meet on a monthly basis and more frequently (if needed) during critical times in the planning process and will utilize the Village's website and social media resources to keep the community informed of the Downtown Revitalization Initiative program progress.



Phoenix Marina Site Plan



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.

Based upon input from the comprehensive planning team and participation from the public, the following goals and project ideas have been included in the 2013 Village of Phoenix Comprehensive Plan. Some of these projects have already begun or have been completed (as noted).



Future Lock 1 Distillery expansion site.



Future site of (proposed) White Pine Commons on Davis Street

GOAL 1

Continue to recognize the Village's waterfront as a primary asset and maximize its potential in playing a key role to community success.

- Make additional improvements to Lock Island and North Island Parks to provide additional recreational amenities and more opportunities for residents and visitors to enjoy the resource; and to ultimately convert the island and adjacent downtown area into a premier destination along the Canal.
- Aggressively market and utilize the Canal system to enhance economic development and recreational opportunities in the Village.

GOAL 2

Actively support and participate in the revitalization and reinvestment of the Downtown Canal District

- Actively encourage and provide assistance where practical for the revitalization and reuse of underutilized, unoccupied and vacant buildings.
- Actively encourage and provide assistance where practical to facilitate new economic development opportunities for residents and improve the overall economic health of the Village. **Restore NY Round 2 and Round 4 resulted in several new businesses and apartments in the Village.**
- Improve the overall aesthetics of the Downtown Canal District including but not limited to building facades, streetscape infrastructure and pedestrian amenities. **New York Main Street Grant (2015) focused on façade improvements and interior renovations to 60, 63, 67, and 77 State Street, in addition to streetscape improvements in the targeted area.**
- Improve physical and visual connections between State Street and Lock Island Park

GOAL 3

Create vibrant, attractive and resilient residential neighborhoods which provide homes for a healthy mix of homeowners, renters and families of all income levels.

- Establish a comprehensive neighborhood improvement program for the Village's residential neighborhoods. Improve the quality and appearance of residential and non-residential structures in neighborhoods, both renter and owner-occupied.
- Encourage new single-family dwellings and subdivisions consistent with the existing Village pattern of development.
- Facilitate a healthy mix of single-family, two-family and multi-family dwellings and apartments.
- Construct one or more pocket parks or small playgrounds within safe walking distance of the core residential neighborhoods.

GOAL 4

Protect and enhance the natural resources upon which the success of the Village depends.

- Continue implementing various strategies to protect the Village's water supply. **NYS Water Infrastructure Improvement Funds were awarded for the Village's connection to the Metropolitan Water Board and decommissioning of the Village-owned well fields**
- Ensure the Village's key environmental resources are protected as new development occurs.
- Consider creating an interpretive program focused on the Canal and Oswego River and on environmental stewardship of these and other resources. Downtown Canal District Recommendations



RECOMMENDATIONS FOR THE CANAL WATERFRONT DISTRICT

Henley Park Enhancements

- Construction of additional docking space along the Canal to provide a total of approximately 275 feet of broadside berthing space for boaters to tie up before passing through Lock 1 and in turn may lead to additional customers for local businesses.
- ✓ Provide more seating and picnic areas directly along the Canal.
- Construct a boardwalk parallel to the shoreline with seating and direct connections to the waterside dock area.
- ✓ Construct bathroom and shower facilities adjacent to the Bridge House. Erie Canalway Grant Program (2012) renovated the pavilion on Lock Island and built a shower and restroom facility with storage.

Lock Island Park East Enhancements

- Utilize unused concrete pillars located parallel to the Village shoreline to construct new docking space along with a walkway to Lock Island Park.
- ✓ Removal of the overgrown planters that appear not to be sufficiently maintained.
- ✓ Construction of clearly delineated public parking spaces; along with new walking paths surrounded by additional shade trees and small pavilions and outdoor grills for picnics and family gatherings.
- Installation of a small playground and delineated viewing and seating areas along Lock 1.
- ✓ Obtain clarification from NYS to determine who is ultimately responsible for current maintenance at the Park.
- Improve pedestrian safety and bicycle connections to Lock Island Park by constructing a small pedestrian bridge from the Village pocket park along State Street to Lock Island.

North Island Park Enhancements

- Reconfigure parking lots and boat launch areas by reorganizing the lot with one-way access to minimize conflict and adding striped parking stalls.
- ✓ Separate Boat Launch and Fishing Areas to avoid conflicts between park users fishing and others launching and retrieving trailered boats, kayaks and canoes.
- Construct small pavilions, designated picnic areas and delineated walking paths to make North Island more attractive to visitors and expand the types of recreational uses offered by the Park.

Village-Wide Waterfront Enhancements

- ✓ Evaluate the feasibility of having a marina and residential development constructed on the Village-owned property east of the wastewater treatment facility to provide an additional canal-based economic development resource for the community to increase the attractiveness of the Village and to provide additional opportunities for boaters to stop and stay in the Village for longer periods of time. Empire State Development Incentive Proposal (2016) awarded funding for a Marina Feasibility Study which will be finalized during the Summer of 2018.



State Street – Southside Enhancements

- Convert the open space at the corner of State and Culvert Streets into a pocket park creating visual interest and an additional location for viewing Lock 1.
- Develop the vacant property (owned by the Village) adjacent to the proposed pocket park for future infill development. If conveying this property for future development is not feasible, officially integrating the area into the Canal-side park space is recommended.
- Address Windstream Building's incompatible architecture by sufficiently screening the building from public view or relocating it to a more suitable location since the building is an inefficient use of valuable Downtown Canal District Property.
- Create a public plaza at the end of Bridge Street complete with attractive concrete pavers and other decorative improvements at grade to maintain existing access via the draw bridge while at the same time improving the aesthetics of the road through integration with the Canal-side park lands.
- ✓ Identify opportunities to improve the canal-side building facades to add additional character to the Village as seen from the canal.
- Convert the parking lot across from Lock 1 on State Street to infill development as market conditions dictate.
- Bury the power lines to improve streetscape aesthetics.
- ✓ Complete a comprehensive streetscape improvement project which would include street trees, pedestrian-scaled lighting and sidewalk details to add additional character to the pedestrian environment.

State Street Northside Improvements

- Screen National Grid property on corner of State and Culvert Streets to improve the community aesthetics to someone traveling into the Village from across the Canal.
- Reorganize the Village-owned public parking lots and encourage future infill sites if the opportunity arises under the optimum market conditions (on at least one lot) to create a clear building edge along State Street and a more interesting pedestrian realm for visitors.
- Add planters, benches and additional pedestrian-scaled lighting to create a more welcoming environment for pedestrians.
- Bury the overhead lines and telephone poles.
- Screen the back of buildings by the public parking lot nearest Bridge Street to screen a portion of the wall or construct an infill building to screen the structure.

Bridge and Culvert Street Enhancements

- Improve building facades and facilitate new uses at the corner of State and Bridge Street, on Bridge Street near Cam's Pizza and on Culvert Street just north of the National Grid Facility. Restore NY Round 2 provided the funds to restore and renovate 86 State Street (corner of State and Bridge Street) into a fully occupied, mixed-use space and Restore NY Round 4 funds will be used to renovate 17 Culvert Street and 1 Bridge Street.
- Encourage infill development at the two vacant properties currently owned by Nice N Easy Grocery Store across Culvert Street.



Main Street Enhancements

- Construct a pedestrian walkway from the public parking lots on State Street along the waterfront to Main Street by utilizing the open space between the Village Hall and the Masonic Lodge.
- Convert the redemption center at the corner of Main and Bridge Streets into a new mixed-use structure with commercial on the ground floor and residential on the upper floors.
- Repair the sidewalks and plant street trees consistent with the rest of Main Street.

Gateway Improvements

- Remove various street signs and overhead power lines at the northeast corner of Main and Culvert Street and at the intersection of Main and Volney and install low flower beds, a seating area and other enhancements to frame these important architectural and gateway resource.
- Convert the vacant parcel at the northeast corner of Culvert and Main into an attractive pocket park or playground that adds additional character to this gateway and highly visible section of the Village.

Post Office Façade and Pedestrian Improvements

- Coordinate with the Post Office to enhance the building facade and seek to better integrate the structure from a pedestrian and aesthetic perspective.



Shovel Ready Transformative Projects Proposed by the Village of Phoenix and Private Investors

This list can serve as the foundation for the Village's Downtown Revitalization Initiative and will compliment the significant investment that has already been made in the Village. These projects are ready to be implemented with an infusion of Downtown Revitalization Initiative funding and will result in additional investment from private and public sources. Preliminary designs and site plans have been submitted to the Village of Phoenix for several of these projects. Site demolition and clearing work has already begun for a number of these projects as well.

WHITE PINE COMMONS

Address: Davis Street and Volney Street Intersection

Owner: S & S Premier Realty, LLC

Funding Sources: Developer

Total Project Cost: \$1.2 million

White Pine Commons is being proposed by S & S Premier Realty as a 12,000 square foot facility with commercial lease spaces available from 1,200 to 3,600 square feet, along with a common area equipped with a full commercial kitchen that will can be rented for meetings, weddings, banquets and other uses. The developer intends to donate use of the common area to non-profit organizations for fund raising. Site plans have been developed and presented to the Village Board for review and approval. Initial site preparation work has already been started.



“With the support of Village officials and the local community, we are proud to be a part of the redevelopment of this quaint Village.”

- Phil Slocum, S & S Premiere Realty

VOLNEY STREET SENIOR VILLAGE

Address: Volney Street

Owner: S & S Premier Realty, LLC

Funding Sources: Developer

Total Project Cost: \$2 million

S & S Premier Realty, LLC recently acquired a 9.61 acre parcel on Volney Street with the intent to construct 15 to 20 1,200 square foot, single story patio homes along with a recreational room to be used by the residents of the complex. This development is expected to attract seniors looking to continue owning a home but looking to downsize their residence.



MAIN STREET PLAZA

Address: Main Street and Culvert Street Intersection

Owner: S & S Premier Realty, LLC

Funding Sources: Developer

Total Project Cost: \$2.5 to \$6 million

S & S Premier Realty, LLC recently acquired a property at the intersection of Main Street and Culvert Street that will be transformed into a retail plaza with potential tenants including a coffee shop, bank, restaurant and smaller retail shops. The site will require extensive site work due to the extreme elevation gradient. Two houses are slated for demolition and a sizeable retaining wall will need to be designed and installed. The acquisition of several adjacent parcels will be needed for this project concept to be adequately built out.



LOCK 1 DISTILLING COMPANY

Address: 17 Culvert Street

Owner: Lock 1 Distilling Company

Funding Sources: Developer

Total Project Cost: \$2 million

The Lock 1 Distilling Company was the recipient of a grant from Empire State Development's Restore NY Round 4 Grant. They completely transformed 17 Culvert Street into a beautiful, modern tasting room and facility to continue distilling their award-winning spirits. They are currently working on acquiring two parcels of property adjacent to 17 Culvert Street to allow for additional customer parking; an outdoor amphitheater/entertainment space; additional warehouse for barrel aging and production; an outdoor patio and seating area; and outdoor recreation area (volleyball, cornhole, horseshoes, etc).



CURRENT



PROPOSED

"I'm interested in Phoenix because not only has the Village invested in me, it has and continues to invest in itself."

- Brenden Backus, Lock 1 Distilling Company



CURRENT



PROPOSED

WATERSIDE CLUB

Address: 60 State Street

Owner: Gabriel Quattrocchi

Funding Sources: Developer

Total Project Cost: \$1.2 million

The owner of this property has been the recipient of New York Main Street grant funds in the past to renovate the interior and exterior of this property. Currently, the Waterside Club is located in this building. The Waterside Club is a private, membership based club offering indoor bocce ball courts, golf simulator, cigar bar and humidor, and other amenities to their members. The owner is now interested in constructing a second story on this building to accommodate luxury waterfront residential units and a rooftop terrace to overlook Lock 1 of the Oswego River.



ENTERPRISE FIRE COMPANY EXPANSION

Address: 461 Main Street

Owner: Enterprise Fire Company

Funding Sources: Fire Department

Total Project Cost: \$100,000.00

The Fire Department purchased 461 Main Street and the 2 parcels immediate behind this property (on Bridge Street) with the intent to expand the current fire station, in addition to adding a small museum, public information center, and possibly additional commercial space. After replacing a fire engine, the Department has scaled back their development plans due to financial constraints. The Department will renovate the building located at 461 Main Street instead of tearing it down. The renovated structure will be used for office space for the fire department, which they are in desperate need of. The building is structurally sound and interior construction and exterior renovations should be completed rather quickly when funding is available.

THRIVE CAFÉ ON STATE STREET

Address: 73 State Street

Owner: Favorable Enterprises, LLC

Funding Sources: Property Owner,
New York Main Street Grant

Total Project Cost: \$252,359.00

In 2019, Favorable Enterprises LLC purchased 73 State Street, home to the State Street Café, with the intent to improve and expand upon the café concept. The new owners have an extensive renovation plan for the first-floor restaurant space, in addition to completely reconfiguring the layout of the second story apartments and installing new windows, doors, plumbing, electrical and all interior finishes. The building renovation can be done in stages, with the priority being the first-floor restaurant space so that the new Thrive Café can open during the summer months when business is at its peak.



PHOENIX MARINA

Address: North Street/State Street

Owner: Village of Phoenix currently; Private Developer preferred

Funding Sources: Developer

Total Project Cost: Approximately \$9.2 million

Based on the results of the marina feasibility study and preference of the Village Board, a 34-boat marina would be constructed. The arrangements would allow for the ability to dock 11 additional boats along the outside (riverside) dock, thereby increasing revenue from the marina. This scenario would also provide a kayak/canoe launch adjacent to the marina, fueling station, restrooms, and a public boat launch on the east side of the marina. The vehicle and trailer parking design reduces the number of parking slots immediately adjacent to the marina. Located directly behind the marina, there would be a 4,000 square foot two story (total of 8,000 square feet) commercial only building. This building would contain the boater's services along with a restaurant/bar for the public to use. The second floor presents the possibility that the Village Offices could be relocated to this building. The second floor could also be used as a meeting space or a large party space. The commercial meeting or party space could present opportunities for hosting different types of events such as weddings or receptions. A deck would be constructed off the second floor of the building while a patio would be constructed at ground level to give access to the building from the waterside. The deck and patio would be a focal point for gatherings, giving them an area to spend time while at the restaurant/bar or at a scheduled gathering. The boaters service department would also be a key feature of the commercial building, providing the needed services for boating activities at a convenient location. This design concept also includes 48 residential units beyond the commercial building, being either 600 square feet or 1,200 square feet. There would be a total of 23, 2-story buildings containing 2 units each of 600 square feet while 2 buildings contain 1 unit each of 1,200 square feet. The larger units could be constructed if demand for larger units was shown. Each of the 600 square foot units would also include a 200 square foot deck. The residential units could be developed as rental apartments or for sale condominiums.

In the area of the residential buildings, parking would be constructed to accommodate marina/restaurant visitors and current residents. The parking lot would have porous pavement and two bioswales to control stormwater runoff from the parking lot.

Outdoor recreational opportunities have been planned for and include a public kayak/canoe launch to the east of the marina. Along with the kayak/canoe launch, there would be a nature



trail north of the residential buildings to incorporate the wetlands into the design. The nature trail would provide the opportunity for new flora and fauna that standing water wetlands contain.

Connecting the proposed development with the Village center was an important aspect of the design. An access road is available on the east side of the project study area that gives direct access to State Street. State Street will connect the new development to the Village Center. The access road will also support the kayak/canoe and boat launching site.



WASTEWATER TREATMENT PLANT EXPANSION

Address: North Street

Owner: Village of Phoenix

Funding Sources: Village, Environmental Facilities Corporation, United State Department of Agriculture and Markets Rural Development Program, New York State Homes and Community Renewal

Total Project Cost: \$40 million

A preliminary study was conducted to evaluate the ability of the Village of Phoenix WWTP to accept new wastewater contributions because the plant is at capacity under spring snow melt and wet weather conditions. While dealing with an existing Consent Order, this prohibits accepting any new contributions. There are proposals for development within the Village limits that would create at least 30 units of new residential housing; in addition to new commercial users of the system. Substantial economic expansion in the Town of Schroepel and at the Industrial Park as well as development along the Route 57 corridor

to the north and south of the Village (Regional Service Area) is also proposed, but cannot move forward without connecting to the Village's sanitary sewer system.

The new facility is based upon conventional activated sludge with phosphorous removal. Data from an EPA published technical report titled "Construction Costs for Municipal Wastewater Treatment Plants: 1973-1978" were used and adjusted upward using ENR's construction cost index from 1978 and today. Using this approach, the cost of constructing a new wastewater treatment plant would be approximately \$32.25 million. This estimate is construction only. Soft costs, engineering, indirect costs, administration would (conservatively) add approximately 25% more to the total project cost.

NEIGHBORHOOD REVITALIZATION PARTNERSHIP

Address: Various residential homes within the Village

Owner: Oswego County Land Bank

Funding Sources: Oswego County Land Bank, Phoenix Rising

Total Project Cost: \$350,000



The Village of Phoenix would like to leverage their Downtown Revitalization Initiative funds with the Oswego County Land Bank funding to improve the Village's housing stock by renovating and rehabilitating vacant, blighted residential properties into modern, energy efficient, affordable single-family homes to attract first time home buyers and encourage them to relocate to the Village of Phoenix. There are several streets within the Village where numerous properties are in foreclosure or will be auctioned off by Oswego County due property tax default. The Land Bank has successfully renovated and sold several properties throughout Oswego County within that last three years, including properties in the Village of Phoenix and the Village is excited about the opportunity to improve the housing stock for current and future residents of Phoenix.



PHOENIX COMMUNITY GARDEN

Address: Corner of Culvert & Jefferson Street

Owner: Village of Phoenix

Funding Sources: Village of Phoenix, Phoenix Rising

Total Project Cost: \$50,000

The Village of Phoenix would like to partner with the Phoenix Central School District and Erin's Angels, a non-profit organization with a mission to "decrease the burden of hunger in the Phoenix Central School District" by creating a community garden to grow fruits and vegetables that will be made available to local families in need. Since nutrition affects cognitive, social and emotional development, children who do not get proper foods are more likely to have problems learning, growing and interacting. The community garden will be located on Village-owned property and maintained by members of the community with direct oversight provided by Erin's Angels and volunteers from the community.



MARKETING THE VILLAGE OF PHOENIX

Address: throughout Village

Owner: Village of Phoenix

Funding Sources: Village of Phoenix, Phoenix Rising

Total Project Cost: \$25,000

Description: In 2019, the Village of Phoenix hired Lynn Minney Graphic Design to assist with the development of a marketing and branding campaign. The slogan “_____ by the River” was developed and has

served as the theme of the Village’s 2019 Downtown Revitalization Initiative application. The Village would like to continue this marketing activity by inviting the public to “fill in the blank” and brainstorm all the different activities and emotions that describe the Village of Phoenix. The information gathered will then be used to develop marketing and promotional materials that can be distributed locally and throughout the State to attract new visitors and residents to the Village of Phoenix. Funds will be used to solicit input from the public, develop additional print materials and for the publication of the marketing materials locally and statewide.

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 Phoenix is ready to undertake a Downtown Revitalization Initiative program as a result of the investments that have been made over the last ten years and the team that has been formed to successfully implement a variety of projects concurrently. With the help of KL Consulting Services, the Village of Phoenix has successfully implemented and received reimbursement for all of the grants that have been awarded to them. KL Consulting Services is a NYS Certified Women-owned Business Enterprise that has been working with the Village of Phoenix to prepare grant applications and provide grant administration services since 2008.

Prior to starting her own consulting/grant writing business, Ms. LaManche was a planner at the Central New York Regional Planning and Development Board. She began working with the Village of Phoenix in 2005 and was responsible for preparing the Strategic Plan for the Canal Waterfront District. Ms. LaManche was also responsible for securing grant funds to implement the Plan's recommendations including awards from the Empire State Development Corporation (Restore NY) and Erie Canalway National Heritage Corridor (Pilot Grants Program). In 2008, Ms. LaManche started KL Consulting Services and was selected by the Village of Phoenix, following their procurement policies, to administer their existing grants and prepare applications to secure additional State and Federal dollars to help implement the Plan. The Village, as a result of KL Consulting Services' assistance has been awarded almost over \$9 million in grant funding and interest free financing from the NYS Office of Homes and Community Renewal, Empire State Development Corporation, Environmental Facilities Corporation, NYS Canal Corporation, the Office of Justice Programs, and the NYS Department of Justice and Criminal Services.

In regards to the Downtown Revitalization Initiative, Ms. LaManche will work directly with Village staff, State agency representatives and the consultants assigned to the project to ensure the program stays on track, is within budget, and meets all of the requirements of the Downtown Revitalization Initiative Program. She will provide assistance to Administrator Lynch, who will serve as the Project Manager and liaison to the Village Board of Trustees. Mr. Lynch was a Village Trustee for 6 years and has been employed as the Village Administrator for the past 4 years. He is responsible for overseeing the Village Department of Public Works and managing the Village's day-to-day operations. The Village Clerk/Treasurer, Roxanne Demo, will retain fiscal

accounting responsibility for the grant and work with KL Consulting Services to disburse the grant funds, when appropriate. Ms. Demo has been the Village Clerk/Treasurer for 7 years. She is well versed in the Village's accounting system and is fully capable of managing the financial aspects of this project.

If a Request for Proposals for Administrative Services must be prepared, the Village Board will look to their attorney to prepare the request, assist the Board in reviewing the responses and issue the contract to the awarded entity. The Village will follow their procurement policies for evaluating and selecting a contractor. They will consider the contractor's history with grant administration, staff qualifications, proximity to the Village of Phoenix, timeline for completing the work and proposed cost for providing administrative services.

OTHER

Provide any other information that informs the nomination of this downtown for a DRI award.

The Village of Phoenix's Downtown Revitalization Initiative is consistent with and supports the Central New York Regional Economic Development Council's (CNY REDC) goals for revitalizing and reinvestment in the Region. Specifically, the Village's vision for their community aligns with the CNY REDC's Five Year Strategic Plan by striving to revitalize the Village's main street and neighborhoods, "given high concentrations of poverty, crumbling infrastructure, and untapped waterfront potential." The REDC's Plan also states that "our municipal centers represent significant investments in physical infrastructure that must be preserved and enhanced for future growth, and to ensure that our region's workforce is connected with employment and training opportunities." The Village's Downtown Revitalization Initiative will leverage existing infrastructure to drive economic investment and infill development.

The concept of developing a marina, waterfront housing, retail shops, a public park and trail system along the Oswego River is directly in line with the Strategic Plan's goal to "strengthen targeted industry concentrations that leverage unique economic assets." The Plan states that "tourism is a \$1 billion industry in Central New York, and current global economic conditions, including the weak dollar, create opportunities for our region to draw additional international visitors across our shared boundary with Canada and from entry points downstate." The Oswego River/Canal is part of the 525-mile long New York State Canal System which connects all major waterways in New York State to the rest of the Great Lakes and the Atlantic Ocean. Throughout the summer months, it is not uncommon to see vessels equipped to handle salt water voyages tied up along the docks in Phoenix. Therefore, it is realistic to think that the development of a marina in the Village of Phoenix would attract visitors from far and wide, especially if some of the slips were designed to accommodate larger, ocean-going vessels.

The CNY REDC Strategic Plan also identifies leisure travel as "the most vital part of our region's portfolio." The Village of Phoenix has focused on improvements to the waterfront and throughout the community that will attract more visitors to the area for leisure trips; in addition to enhancements that will provide day trips and special events for residents of the Village that are seeking ways to spend less money on travel costs so that they can provide a quality, memorable experience to their family when funds are limited.

"Water is a strength for industry attraction. It is also an amenity for its wide array of recreational and sports opportunities, helping with worker attraction

and retention (CNY REDC Strategic Plan)." The NYS Canal System is no longer the premier transportation corridor used for shipping raw materials and manufactured goods throughout New York State. Instead, the Canal System has become a world-renowned recreation corridor, connecting the Great Lakes to the Atlantic Ocean and providing boating enthusiasts with an opportunity to visit unique, canal communities along the way and learn about the history and development of New York State. Within the last decade, elected officials and residents of the Village of Phoenix have begun to realize that their location on the canal could serve as a catalyst for renewed commercial and residential investment in the Village. The Village administration and members of the community have joined forces in 2008 to begin a "revitalization" movement in the Village. Over \$9 million dollars in grant funds and interest free financing have been awarded to the Village for façade improvements, mixed use restoration projects, infrastructure repairs and upgrades, and canal-side projects. The development of the marina, residential housing, retail shops, public park, trail system and other projects, like the expansion of the wastewater treatment plant, development of key parcels in the Village, opening several new commercial businesses and enhanced partnerships with residents, business owners and the Phoenix School District that can be accomplished through the Village of Phoenix Downtown Revitalization Initiative will expand waterfront amenities available to boaters, attract new businesses to the Village, create new jobs, increase sales tax revenue and make the Village a more attractive community to live, work and raise a family.

ADDITIONAL SUPPORTING DOCUMENTATION

Over the last 200 years, the Village of Phoenix has experienced significant changes to its community. In the 1800's commercial shipping and reliance on the canal system was influential in creating the Village. In the 1900's overland transport of goods drastically reduced the use of the canal system for commercial shipping. The devastating fires, coupled with the decline in the use of the canal system, caused the mills and manufacturing companies in the Village to close and/or relocate. Slowly, the Village of Phoenix turned into a bedroom community, with few manufacturing or industrial enterprises and little focus on the Oswego River.

In the past few decades, numerous federal, state, and local agencies such as the New York State Thruway Authority, the New York State Canal Recreationway Commission, the Erie Canal National Heritage Corridor Commission, and the Oswego County Planning Department have documented the importance of waterfront and main street revitalization as the cornerstone to reviving towns, villages, and hamlets across New York State and reconnecting them to the historic canal system. Many of the goals, objectives, and recommendations that have been presented in the plans are appropriate for the revitalization effort taking place throughout the Village of Phoenix and within the Canal Waterfront District.

The economic and recreational resource value of the Oswego River remains strong, although most of the businesses along the river and throughout the Village of Phoenix rely on pedestrian and vehicular traffic. Lock 1 on the Oswego River System is consistently the most heavily used lock on the Oswego River System. To reconnect the land and water, the Village of Phoenix has been implementing numerous recommendations from the 2007 Strategic Plan for the Canal Waterfront District and the 2013 Comprehensive Plan for the Village of Phoenix. They have also reviewed and incorporated recommendations from the Central New York Canal Plan, the New York State Recreationway Plan, the Preservation and Management Plan from the Erie Canalway National Heritage Corridor, and Oswego County's Comprehensive Plan. The Village has tried to capitalize on the tremendous amount of local and tourist revenue passing them by each season as boaters travel through Lock 1 of the Oswego River. The people that continue to use the canal system for short and long-term boat trips are willing to spend money for gas, food, and other accommodations. The Village has tried to find a way to tap into that revenue stream by reinventing themselves into a community that can cater to the needs of their residents, as well as the transient boater population. There are several

services and accommodations that both populations demand including food, public restrooms, shelter, and lodging. By making these types of investments into the economy of the Village, residents and tourists alike have been able to reap the benefits.

As the Village of Phoenix continues to experience economic investment and growth, so too will the surrounding areas. There are many projects proposed for Oswego County's Industrial Park and along State Route 264 and County Route 57, all within the Town of Schroepel. All these projects require safe, potable drinking water and sanitary sewers which could be provided by the Village of Phoenix if they can obtain the funds necessary to upgrade and expand their infrastructure. Investing in the Village of Phoenix's transformation into a vibrant, sustainable canal community will have positive impacts throughout Oswego County and serve as a catalyst for additional growth and investment in the area.



Canal Corporation

ANDREW M. CUOMO
Governor

JOHN R. KOELMEL
Chairman

BRIAN U. STRATTON
Director

May 17, 2019

Mr. James Fayle
Empire State Development Corporation
620 Erie Boulevard West
Syracuse, New York 13204

RE: Village of Phoenix 2019 Downtown Revitalization Initiative Application

Dear Jim:

As the stewards of the historic New York State Canal System and a long-time partner with the Village of Phoenix, we enthusiastically support the village's application for designation as a 2019 Downtown Revitalization Initiative (DRI) community.

Several economic development successes and redevelopment projects are driving positive momentum in the village. Phoenix has already made progress toward creating an inviting and vibrant community for its residents and visitors along the Oswego Canal. And with more plans on the horizon that will add commercial and residential opportunities, it has developed a strategic investment plan that promises to transform the village center into a dynamic and inviting downtown.

Phoenix has undergone a significant and noticeable transformation already – with the renovation of several buildings along the village's waterfront, restoration of the historically significant building at 86 State Street and a new home for Lock 1 Distilling Company serving as a prelude to the revitalized downtown that the village envisions.

By partnering with the Canal Corporation and other state agencies, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and its relationship with those who visit via our Canals. New waterfront laundry and shower facilities, improvements to the lock and approach wall, and the completely renovated pavilion on Lock Island (a 2019 Canalway grant/CFA funded project) – and of course, the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats" – have all transformed the waterfront as well.

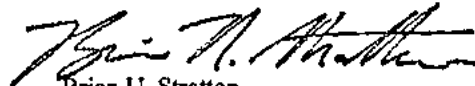
Phoenix has not rested on these accomplishments, though. Canal festivals and events, taking advantage of the reinvigorated downtown and Lock Island, are now attracting thousands into the heart of the village each year.

Page 2
Jim Fayle
May 17, 2019

Awarding the Village of Phoenix a Downtown Revitalization Initiative award would help the village complete its transformation into a dynamic and vibrant canal community. It has a proven track record of successful project implementation and a team of dedicated, experienced local and State experts ready to assist it on this next phase of their journey.

I support its application for the Central New York Regional Economic Development Council's 2019 Downtown Revitalization Initiative Program and we look forward to continuing our mutually beneficial partnership in the years ahead.

Sincerely,



Brian U. Stratton
Director

BUS:lms

SECRETARY OF THE SENATE MINORITY

RANKING MINORITY MEMBER
ENERGY AND TELECOMMUNICATIONS
LOCAL GOVERNMENT

THE SENATE
STATE OF NEW YORK



COMMITTEES

HEALTH
VETERANS, HOMELAND SECURITY AND
MILITARY AFFAIRS

SENATOR PATTY RITCHIE
48TH DISTRICT
OSWEGO, JEFFERSON, ST. LAWRENCE COUNTIES

May 24, 2019

Jim Lynch, Village Administrator
Village of Phoenix
455 Main St.
Phoenix, NY 13135

Dear Jim:

I'm writing to strongly support the Village of Phoenix's 2019 Downtown Revitalization Initiative (DRI) Grant application.

The Village has done a great job with the assets it has focused on Lock 1 of the Oswego Canal and the downtown area surrounding it.

With the addition of the Lock One Distillery to its entertainment options, the Village is poised to bring more visitors to the Village and Oswego County.

I know the DRI award would build on the Village's distinctive character and make it a major water tourism destination area in Upstate New York.

Again, I wholeheartedly support the Village of Phoenix's DRI application.

Sincerely,

Patty Ritchie
State Senator

REPLY TO: ☐ ALBANY OFFICE: ROOM 302, LEGISLATIVE OFFICE BUILDING, ALBANY, NEW YORK 12247 (518) 455-3438
☐ JEFFERSON COUNTY OFFICE: 317 WASHINGTON STREET, ROOM 418, WATERTOWN, NEW YORK 13601 (315) 782-3418
☐ OSWEGO COUNTY OFFICE: 46 EAST BRIDGE STREET, FIRST FLOOR, OSWEGO, NEW YORK 13126 (315) 342-2057
☐ ST. LAWRENCE COUNTY OFFICE: 330 FORD STREET, OGDENSBURG, NEW YORK 13669 (315) 393-3024
E-MAIL: RITCHIE@NYSenate.GOV
WEBSITE: RITCHIE.NYSenate.GOV





WILLIAM A. BARCLAY
Assemblyman 120th District
Jefferson, Onondaga, and
Oswego Counties

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Ways & Means Committee

COMMITTEES
Rules

May 29, 2019

President Deborah Stanley
Co-Chair CNY Regional Economic Development Council
Mr. Randy Wolken
Co-Chair CNY Regional Economic Development Council
620 Erie Boulevard West - #112
Syracuse, NY 13204

Re: Village of Phoenix Downtown Revitalization Initiative Application

Dear President Stanley and Mr. Wolken:

The purpose of this letter is to express my support for the application submitted by the Village of Phoenix under the Downtown Revitalization Initiative ("DRI").

Over the last several years, local officials from the Village of Phoenix have focused their efforts on revitalizing downtown to improve the quality of life for its residents, bringing in new business opportunities to the village and to further connect the community to the waterfront. As you may know, in 2017, the village was awarded \$500,000 under the Restore NY Initiative to rehabilitate two vacant buildings in the Canal District. This grant helped the Lock One Distilling Company to further develop its property and has added to their success in the community. Additionally, the village has been successful in securing grants for other targeted initiatives such as improvements to its infrastructure for the boating community and the recently renovated pavilion on Lock Island.

The village's 2019 DRI application seeks to build off of these successes and to further leverage public-private partnerships. It is my understanding that there is a new developer who has purchased three building lots within the village. The developer intends to build a community center, professional building, senior patio homes and potentially a grocery store or some other type of commercial building. Also, I am aware the application also contains plans for renovations to apartments, façade improvements to downtown buildings and the further expansion of The Lock One Distilling Company. Overall, the village's plan will encourage residents and individuals from neighboring communities to its downtown and will bring new interest to the area.

Phoenix is a small vibrant community in Central New York. Its local officials have worked hard to focus its efforts on revitalizing the village and in doing so have created a close-knit community. It is for these reasons that I support its DRI application and it is my hope that it receives appropriate consideration.

ALBANY OFFICE: 444 Capitol, Albany, New York 12248 • 518-455-5841, FAX: 518-455-5362
DISTRICT OFFICE: 200 North Second Street, Fulton, New York 13069 • 315-598-5185, FAX: 315-592-2359
EMAIL: barclaw@nyassembly.gov



David R. Turner
Director

**OSWEGO COUNTY DEPARTMENT OF COMMUNITY
DEVELOPMENT, TOURISM AND PLANNING**

COUNTY BUILDING
46 EAST BRIDGE STREET
OSWEGO, NEW YORK 13126

TELEPHONE (315) 349-8292
FAX (315) 349-8279

Janet W. Clerkin
*Office of Promotion
And Tourism*

Donna B. Scanlon
*Office of Community
Development Programs*

Scott Smith
Office of Housing Assistance

May 14, 2019

Central New York Regional Economic Development Council
c/o Co-Chairs Randy Wolken and Deborah F. Stanley
620 Erie Boulevard West
Suite 112
Syracuse, NY 13204

Dear Mr. Wolken and Ms. Stanley:

I write to you today to endorse the proposal by the Village of Phoenix for Governor Cuomo's \$10 million Downtown Revitalization Initiative (DRI). The Village is well positioned to build on recent successes and a community that has become re-engaged around neighborhood and downtown revitalization. The DRI funds, if awarded, would help them leverage this energy with private business investments to recreate a vibrant and sustainable downtown in this historic riverfront Village.

As the County planning agency, we have a unique opportunity to stay abreast of planning and development activities throughout the County and we are excited about the vision and energy that is inspiring a renewed spirit and can-do attitude in Phoenix. Within the last few years, the County of Oswego adopted a comprehensive economic development strategy to facilitate future growth and job creation and the initiatives proposed by the Village of Phoenix are consistent with our objectives. The proximity of the Village and its quaint waterfront downtown to the urban areas of Onondaga County make it an ideal environment to attract new visitors and budding entrepreneurs, one of the many targeted growth sectors identified in our plan. In addition, the Village is adjacent to Oswego County's largest industrial park and improvements to the downtown will greatly enhance the quality of life in the area, making the industrial park even more attractive to prospective tenants.

Phoenix is, without a doubt, a community with great potential to support new business development and the addition of support through the DRI program could very well be the key to making that happen. I support the application by the Village for assistance through Governor Cuomo's \$10 million Downtown Revitalization Initiative and I appreciate your earnest consideration of their request.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Turner".

David Turner

L. Michael Treadwell, CEcD
Executive Director



44 West Bridge Street
Oswego, NY 13126
315-343-1545

Fax: 315-343-1546
email: ooc@oswegocounty.org
www.oswegocounty.org

Operation Oswego County

An Economic and Job Development Corporation Serving Oswego County, NY

May 20, 2019

Central New York Regional Economic Development Council
c/o Co-Chairs Randy Wolken and President Deborah Stanley
620 Erie Boulevard West - #112
Syracuse, NY 13204

RE: Village of Phoenix DRI Application (Round 4)

Dear Mr. Wolken and President Stanley:

We are submitting this letter in support of the application being submitted by the Village of Phoenix for Round 4 of the Downtown Revitalization Initiative. Operation Oswego County, Inc. (OOCI) is a not-for-profit economic development arm for Oswego County. OOCI's mission is to establish and implement sound economic development strategies in order to enhance the economic vitality of Oswego County's businesses, industries and citizens, leading to an overall better quality of life. Key to our mission is the creation and retention of job opportunities, diversification and strengthening of our economic base, and developing the local economy in a planned, organized and environmentally friendly atmosphere. OOCI and the COIDA have been working cooperatively for decades to grow the local economy in the Phoenix/Town of Schroepfel area. This area is home to the Oswego County Industrial Park which is a significant economic development asset to growing the local economy. We coordinate and provide services to help finance businesses, cooperatively run a micro-enterprise program, provide SBA 504 financing as a CDC of the U.S. Small Business Administration and are responsible for marketing and promoting Oswego County for business development. OOCI also serves as the administrative staff for the County of Oswego IDA which has a number of excellent financing and incentive programs for industry and business development.

This organization would welcome the opportunity to help enhance economic development in the Village of Phoenix's DRI designated area and in the Town of Schroepfel. Major steps are in process by the Village to help advance its economy and to create new opportunities for the future with tremendous potential to capitalize on Governor Cuomo's innovative and transformative DRI program.

OOCI firmly believes that the \$10 million DRI award could be utilized to help enhance the continuation of economic development in the community and the surrounding area. The OCIP is the home of such businesses as Otis Technology, SAM North America, R&D Design, Syracuse Supply, Super Coil, Douglas Outdoors, Discovery Daycare, Enders Racing and CiTi Boces. This year, EJ USA opened its new 71,300 sf, \$9.1 million manufacturing plant to make products for infrastructure access and will employ over 100. We have been experiencing significant interest by other manufacturers and healthcare projects. Critical to the ongoing success of the OCIP and its future growth is a partnership with the Village and Town on wastewater treatment and the need to expand the capacity of the Phoenix WWTP is critically important.

There are new commercial projects that have solid potential for the Village. A developer has recently acquired 3 building lots and is proposing to develop a community center, professional office buildings, 20 patio homes for senior living and commercial business space. All would have a tremendous impact on the Phoenix community. Recently, Lock 1 Distillery, that was assisted with the State's help, is experiencing tremendous success. Great Bear Childcare is completing the conversion of an existing building into a state-of-the art day care facility for 70 children. OOCI is helping to finance this project with a SBA 504 loan. In the downtown area, several property owners are considering adding roof top terraces, façade improvements and second floor apartments. Ongoing discussions continue on a marina expansion on the Oswego River and the NYS Barge Canal. The Village continues to face many challenges, however, the DRI would play a significant role toward helping to enhance the advancement of Phoenix's and southern Oswego County's economic well-being.

The Village of Phoenix and the entire CNY Region will clearly benefit significantly from the \$10 million Downtown Revitalization Initiative award. For all of these reasons, I urge your consideration for the Village of Phoenix as the CNY REDC community to receive the DRI award for the 4th Round of DRI Funding.

Sincerely,

OPERATION OSWEGO COUNTY, INC.



L. Michael Treadwell, CEcD
Executive Director

LMT/kp

Cc: Mayor Caleb Sweet
Jim Lynch



OSWEGO COUNTY LEGISLATURE

COUNTY OFFICE BUILDING - OSWEGO, NEW YORK 13126

MARY ELLEN CHESBRO
Oswego County Legislator
District 10
PO BOX 179
PENNELVILLE, NEW YORK 13132

TELEPHONE: (315) 532-2492
EMAIL: mary.chesbro@oswegocounty.com

May 17, 2019

To: DRI Selection Committee:

As the Oswego County Legislator for District #10, I have the honor of representing the Village of Phoenix at the county level of government. While I have lived in the area for over 40 years, I have never witnessed such energy, creativity and community involvement as I have in the past few years.

The administrator and elected officials for the Village have been a breath of fresh air and are continuously creating and seeking opportunities to enhance the welfare for the residents of the Village.

While the transformation of this Village is visually apparent with the improvements being made by existing and new businesses, it is the underlying current of anticipation and excitement within the community that prompts us all to become involved in creating a successful future for the Village.

Additionally, the Village of Phoenix is the gateway for Oswego County, and as such their success is the impetus for the entire state to stand up and take notice of all that we have to offer. From business opportunities, to internationally recognized tourism and awards to historical events.

In closing I would just like to add that the Village of Phoenix is truly the embodiment of Sir Isaac Newton's first law of Motion. "A body in motion remains in motion until an outside force stops it...". As their legislative representative I am committed to helping them maintain this motion and reducing any friction that will slow them down. Therefore, I strongly encourage and recommend the DRI selection committee to award the Village of Phoenix the funds necessary to maintain this momentum.

Optimistically Yours

Mary Ellen Chesbro
Oswego County Legislator, District #10
315-532-2492
Mary.chesbro@oswegocounty.com



Phoenix Central School District

District Office
116 Volney Street
Phoenix, New York 13135
Phone # (315) 695-1555
Fax# (315) 695-1201

Karl J. Seckner
 Assistant Superintendent
 of Finance and
 Educational Services

Christopher J. Byrne
 Superintendent of
 Schools

Robert J. Edwards
 Executive Director of
 Instruction
 and Personnel

May 24, 2019

To Whom It May Concern,

I have been a school administrator in the Phoenix Central School District for 18 years. In this time, I have had the pleasure to work alongside and really get to know all of the wonderful Village of Phoenix elected officials, department heads and families.

The Village of Phoenix includes a variety of specialty shops, merchants, and restaurants. The area is visited by many who are interested in the history of New York State. Phoenix has many historical landmarks, and its close proximity to the Erie Canal and Oswego River make it an area ideal for boating, fishing, biking, and camping. The community is located on Lock 1 of the New York State Canal System (Oswego Canal). Adjacent to Lock 1, newly developed Henley Park offers seasonal entertainment for Phoenix Residents.

Our community benefits from a wide range of educational and recreational opportunities in the region and nearby. Several institutions of higher education are within a one-hour drive from Phoenix and include SUNY Oswego, Syracuse University, LeMoyne College, Onondaga Community College, and Cayuga Community College. Not only can our community members attend classes at these institutions, they can also attend cultural, performing arts, and sporting events. In addition to these experiences, Phoenix residents enjoy spending time together at the local public library and participating in a number of sporting events and music venues.

One of the villages most recognized groups is the "Bridge House Brats". This youth volunteer program has been intact for nearly 14 years and provides a variety of services (ordering / picking up food at local restaurants, getting ice, carrying laundry, etc.) to visitors to the canal site and Bridge House museum, located at Henley Park in Phoenix. The "Bridge House Brats" maintain the park and its historical museum all summer long, keeping both the park and museum clean, operational, and safe while offering hospitality to boaters traveling the canal and visitors alike. The residents of Phoenix, along with local businesses, are actively involved with their schools and take great pride in their programs, activities and accomplishments. Through field trips, fundraisers, community service, after-school activities, night and athletic events, our community joins together to ensure personal and academic success for all of our children.

Over the past few years I have seen a noticeable improvement and attempt at revitalizing our community. There are multiple groups responsible for this, including but not limited to the Village Mayor, Village Administrator, Police Chief and Phoenix *Rising* (a group of community members and local business owners working together to host various events through the Village of Phoenix).

Most recently, the Phoenix Central School District has partnered with the Village of Phoenix and Phoenix Rising to create a School and Community Partnership Project. The goal of this partnership is to increase opportunities for faculty, staff and students in revitalizing our community. We have already completed two projects and are in the planning phases of several more projects. Our planned projects include a Phoenix Fun Freeze, an Earth Day Clean-Up, Fire Hydrant Painting, Locktoberfest, Strawberry Festival, Canal Way Challenge, Rock the Lock, a community garden and several projects to help community members improve their properties.

I am elated to hear that the Village of Phoenix is pursuing this grant and I support them 100%. This money would allow the village to continue with the great work that they have already started. It would draw more people into the village and it would attract new storefronts and restaurants. This grant is greatly needed and very much deserved for this incredible community!

Please do not hesitate to contact me if I can provide you with any additional information that will support the Village of Phoenix's pursuit of this grant. Thank you very much for your time and favorable consideration.

Sincerely,



Christopher J. Byrne
Superintendent of Schools



Lock 1 Distilling Co.
17 Culvert St.
Phoenix, N.Y. 13135

5/10/19

Dear Mr. Lynch,

Lock 1 Distilling Company is currently working on acquiring two parcels of property that are adjacent to our current property located at 17 Culvert St. Upon acquisition we intend to develop both parcels. The success of our current operation is due largely in part to the Restore NY grant that we received and the continued support from the Village of Phoenix and its residents.

We started our endeavor back in 2015 and have grown rapidly. Our Ryze vodka is the most awarded vodka in New York State, it has over 10 gold medals at this point. We currently produce six other awarded products and are continually developing more. We have Bourbon, and Empire Rye aging in our existing warehouse. That being said we have grown faster than we had initially expected and we are outgrowing our current facility rapidly.

With the additional parcels of property, Lock 1 Distilling Company would propose to develop the following:

- Additional parking for customers and visitors
- Outdoor amphitheater/entertainment facility.
- Additional warehouse building for barrel aging.
- Additional building for production facility.
- Outdoor patio and seating area on our current facility.
- Outdoor activity area such as volleyball, corn-hole, horseshoes, etc.

This expansion of our current business will create multiple jobs such as: distillers, bartenders, waitresses, event staff, sales, marketing, warehousing, logistics, etc. We estimate our proposed expansion to cost around \$2,000,000.00

I am investing in the Village of Phoenix because not only has the Village of Phoenix invested in me, it has and continues to invest in itself. I grew up here and am a product of this place and its people. I feel extremely privileged to have been able to create and continually grow a business that is now a destination in Phoenix, N.Y.

Sincerely,

Brenden Backus
 Owner/ Master Distiller



CURRENT GRANT FUNDED PROJECTS

Total Grant Funds: \$2,990,023 ~

Total Interest Free Financing: \$4,993,688

SANITARY SEWER IMPROVEMENT PROJECT

Funding to make upgrades and improvements to the Village's wastewater treatment plant and sanitary sewer system

Total Project Cost: \$6,800,000

Grant NYS Environmental Facilities Corporation Water Infrastructure Improvement Act Round 1 (2016): **\$1,593,750**

Interest Free Loan from NYS Environmental Facilities Corporation Clean Water State Revolving Fund: **\$4,781,250**

Status: To be completed in 2019

WATER AND SEWER IMPROVEMENT PROJECT

Funding to upgrade and repair the Village's infrastructure

Total Project Cost: \$679,216

Grant from NYS Office of Community Renewal Community Development Block Grant Program (2016): **\$529,216**

Village Contribution: **\$150,000**

Status: Completed in 2018

DRINKING WATER CONNECTION PROJECT

Funding to connect Village to Metropolitan Water Board and decommission wells

Total Project Cost: \$531,095

Grant from NYS Environmental Facilities Corporation Water Infrastructure Improvement Act Round 2 (2017): **\$318,657**

Interest Free Loan from NYS Environmental Facilities Corporation: **\$212,438**

Status: Completed in 2018

PHOENIX IMPROVEMENT PROJECT

Funding to renovate 17 Culvert Street and 1 Bridge Street to attract new businesses in the Village. 17 Culvert Street will be the home of Lock 1 Distilling Company, the first distillery in Oswego County since the prohibition. Lock 1 Distilling Company has already won several national awards and gained local and regional popularity in liquor stores, restaurants, and taverns. After the completion of their new tasting room, they intend to have local products, food and specialty cocktails for purchase.

Total Project Cost: \$555,554

Grant from Empire State Development Corporation's Restore NY Communities Initiative Round 4 (2017) Program: **\$500,000**

Local Match (from property owners): **\$55,554**

Status: To be completed in 2019

FEASIBILITY STUDY GRANT

A study to determine the feasibility of developing a municipally-owned lot into a mixed-use development featuring a marina, boat launch, commercial space and waterfront apartments/condominiums

Total Project Cost: \$100,000

Grant from Empire State Development Corporation's Urban and Community Grant Program: **\$40,000**

Village Contribution: **\$60,000**

Status: Completed in 2018

VIDEO RECORDING OF STATEMENTS

Funding to upgrade the Phoenix Police Department's video recording equipment and data storage/sharing capabilities

Total Project Cost: \$5,908

Grant from NYS Department of Criminal Justice Services (2017) **\$5,908**

Status: To be completed in 2018

INDIVIDUAL ARTIST COMMISSION

Funding to commission an artist to create a one of a kind sculpture to be installed at the State Street Courtyard

Total Project Cost: \$5,000

Grant from CNY Arts' Decentralization Grant Program (2018) **\$2,500**

Local Contribution: **\$2,500**

Status: To be completed in 2018

MUSIC IN THE PARK

Funding for Friday night concerts at Henley Park (July and August each year)

Total Project Cost: \$2,375 for 2018

Grant from CNY Arts' Decentralization Grants Program: 2018: **\$500** (2017: \$500; 2016: \$1,000; 2015: \$750; 2014: \$1,000; 2013: \$975; 2012: \$1,000)

Village, Business and Local Contributions make up balance

Status: Annual

COMPLETED GRANT FUNDED PROJECTS

Total Grant Funds \$1,240,314

2006 Office for Small Cities Strategic Planning Grant

Develop a strategic plan for the Village of Phoenix Canal Waterfront District

Total Project Cost: \$25,000+

Total Grant Award: \$25,000

2007 Empire State Development Corporation Restore New York Communities Initiative Round 2

Commercial and residential renovations to 69, 71 and 86 State Street

Total Project Cost: \$605,800+

Total Grant Award: \$545,289

Local Contribution Provided by Property Owners

2007 Erie Canalway National Heritage Corridor Commission Pilot Grants Program

Interpretive signs, crosswalks and a recreational trails brochure will be created / installed to increase usage of Lock Island by residents and visitors.

Total Project Cost: \$10,000+

Total Grant Award: \$10,000

2011 NYS OCR Community Development Block Grant Program

Select upgrades and repairs to the Village's wastewater treatment plant and sanitary sewer collection system

Total Project Cost: \$600,000+

Total Grant Award: \$400,000

Village Contribution: other State and Federal funds

2011 NYS OCR Community Development Block Grant Comprehensive Planning Grant

Development of a comprehensive plan for the Village by merging the 1994 Comprehensive Plan with the 2007 Strategic Plan for the Canal Waterfront District and new ideas from the community

Total Project Cost: \$30,000

Total Grant Award: \$20,000

Village Contribution: \$10,000

2011 NYS Environmental Facilities Corporation Clean Vessel Assistance Program

Purchase of and operations/maintenance of a boat sewage pumpout station at the Bridge House

Total Project Cost: \$10,833.38 (pumpout) and \$450.01 (operations/maintenance 2012)

Total Grant Award: \$8,125.04 (pumpout) and \$337.51 (operations/maintenance 2012)

Village Contribution: \$2,708.34 (pumpout) and \$112.50 (operations/maintenance 2012)

2012 New York State Canal Corporation Grant

Pavilion and fencing on Lock Island, restroom and shower facility near BridgeHouse

Total Project Cost: \$100,000

Total Grant Award: \$50,000

Village Contribution \$50,000

2012 Office of Justice Programs Bulletproof Vest Program

Purchase bulletproof vests for seven Village Police Officers

Total Project Cost: \$3,882.20

Total Grant Award: \$1,941.10 Federal; \$1,109.20 State

Village Contribution: \$831.90

2013 NYS Department of Housing and Community Renewal New York Main Street Grant

Mixed use renovations to 60, 63, 67, and 77 State Street

Total Project Cost: \$249,505

Total Award Amount \$187,071

Local Contribution Provided by Property Owners

2017 Dormitory Authority of New York State

Renovation of the Bridge House

Total Project Cost: \$66,400.27

Total Award Amount: \$49,669.90

Village Contribution: \$16,730.67

2018 NYSEERDA Clean Energy Communities Program

The Village became designated a “Clean Energy Community” after Participating in a residential and commercial energy code training program; Passing a resolution to benchmarking municipal building energy usage; Adopting the unified solar permit; and Converting all 221 cobra head streetlights to LED.

Total Project Cost: \$17,069

Total Award Amount: \$16,685

Village Contribution: \$384

The LED streetlight conversion is expected to save the Village about \$2,884 annually, reducing energy use by 68,597 kWh annually.