

Town of Seneca Falls

Downtown Revitalization Initiative Application

ROUND FOUR
2019



**Downtown
Revitalization
Initiative**



Remarkable heritage, promising future.

Application Contents

Basic Information	3
Downtown Vision	4
Justification for DRI Award	5
Boundaries of the Proposed DRI area	11
Past Investment, Future Investment Potential	14
Recent or Impending Job Growth	17
Attractiveness of Physical Environment	19
Quality of Life Policies	26
Public Support	29
Transformative Opportunities	32
Administrative Capacity	43
Other + Boundary Map + Letters of Support	44



Population: 10,585

Cost of Living is 7.6% lower than US average

Air Quality: 83%
 Ithaca, NY: 66%
 Rochester, NY: 52%
 Syracuse, NY: 60%
 USA Average: 59%

Labor Force
 Future Job Growth: 51.53% (USA: 37.98%)
 Jobs Increased 6.3% (USA: 1.59%)
 96% Employed

Wage Trends
 Growth per Worker: 5.1% (USA: 2.8%)

Education Attainment
 92% High School Degree or Higher
 29% Bachelor's Degree or Higher
 14% Associate's Degree

11.4 Students per Teacher
 US Average: 16.8

15+ Colleges and Universities within 45 miles.

Blue Ribbon School Award Recipient 2010 (Cady Stanton).

Average Home Cost \$86,900
 Cost Index: 48 (USA Index: 100)

85 Total Cost of Living Index
 USA Index: 100

Nearby Airports

Finger Lakes Regional **4 Miles**

Syracuse International **47 Miles**

Rochester International **58 Miles**

6 Miles to New York State Thruway

Major state routes within Seneca Falls:

Route 414	Route 5	Route 20
Route 96	Route 89	Route 318



REGIONAL ECONOMIC DEVELOPMENT COUNCIL (REDC) REGION

Finger Lakes

MUNICIPALITY NAME

Town of Seneca Falls

DOWNTOWN NAME

Downtown Seneca Falls

COUNTY NAME

Seneca County

APPLICANT CONTACTS

Greg Zellers
SFDC Director
greg@senecafallsdevcorp.org

Joell Murney-Karsten
SFDC Board Chair
jmk@senecafallsdevcorp.org

SENECA FALLS | Remarkable Heritage, Promising Future

By 2023, downtown Seneca Falls will be a vibrant, sustainable, mixed-use center for living, commerce, education, and the arts. Our history of progress and the heritage that continues to be celebrated for its national significance will help drive us forward.

Located at the crossroads of a multi-modal transportation network that connects large cities and small towns, Seneca Falls will be recognized as the Heart of the Finger Lakes, complete with a revitalized downtown area featuring renovated infrastructure, an improved quality of life, and a community that's supported by a year-round prosperous economy.



“Over the years, Generations has grown and expanded its local market. In all of our efforts, we have found strong support from the communities we serve, and it’s an exciting time to be in the Finger Lakes Region. We couldn’t have made a better choice in our decision to make Seneca Falls our home.”

Menzo Case, President & CEO
Generations Bank/Agency/Investment Services

People from all over the world visit and reside in Seneca Falls for its location, community spirit, and accessibility to year-round fun activities.

Seneca Falls has long been a community that embraces progressive thought, emerging technology, and comprehensive academia. We intend to carry that torch forward. Not only is this the best way to thrive, but it’s also the most proper way to honor the legacy bestowed upon us. Motivated by the accomplishments and heritage of our past, business owners, community leaders, and residents alike are ready to play critical and welcomed roles in our resurgence.

With a highly motivated and educated workforce, an active business community, and easy access to everything the Finger Lakes has to offer, we’re on the cusp of a historic revitalization. The Seneca Falls business community is already impressive, but we have so much more on the horizon. From established build-to-suit space in the heart of downtown to shovel-ready development sites nearby, we’re ready to help new businesses and residents establish and strengthen roots in Seneca Falls.

Our vibrant community shares a strong sense of place, an affection for the region, and the certainty of a bright future. In Seneca Falls, you love where you work. More importantly, you love where you live, and we look forward to sharing everything our area has to offer.

WELCOME TO DOWNTOWN SENECA FALLS



Downtown Seneca Falls is a walkable community centered around Fall Street and the Sackett District, both of which cater to residents, businesses, museums, and visitors. As one of the original thirteen designated NYS Heritage Areas, Seneca Falls is recognized as a community capable of successfully implementing plans, programs, and funding opportunities that align with Economic Redevelopment, Education, Historic Preservation, Recreation, and Community Revitalization.

Our downtown corridor is home to restaurants, museums, the National Women's Hall of Fame, performing arts studios, the Women's Rights National Park, a variety of retail shops, professional offices, parks and greenspace, waterway activities, the Seneca Falls Farmers Market, the historic 4-Star Gould Hotel, and more.

While we've set our sights on growing and diversifying our downtown business base, we haven't forgotten the importance of maintaining a healthy balance between the pursuit of a brighter future and the heritage that forged our foundation.

Recognized as the birthplace of Women's Rights, the efforts put forth by courageous men and women eventually blazed the path for the passing of the 19th Amendment, granting women the right to vote. Visitors from all over the world come to Seneca Falls to explore and honor this history...to engage in year-round fun activities...and to enjoy the small-town charm our businesses and residents have to offer.

A revitalized and vibrant downtown area can only help to galvanize their positive experience and encourage them to share what they've discovered with others. Thanks to our rich heritage, diverse business environment, and commitment to fostering a thriving community, the strong sense of place that residents feel carries forward internationally.

From small family businesses to larger box stores to manufacturing facilities, Seneca Falls is ready to do business. Aside from amenities that cater to small businesses, we also have access to cargo rail service, major thoroughfare, increased water and sewer capacity, infrastructure to handle significant development, two international airports in close proximity, Elmira and Ithaca airports, and a local airport just minutes away that can accommodate corporate jet aircraft.

PROPELLING REVITALIZATION FORWARD

Evidence of revitalization is already taking shape in and around Seneca Falls, and selecting the Town of Seneca Falls as the fourth-round recipient would serve to encourage additional investment, boost the impact of surrounding projects, and help support economic development initiatives.

Seneca Falls isn't seeking a rescue, a bail out, or mercy funding. Instead, we want to leverage the DRI to complement existing development, attract new developer interest, and better capitalize on our scenic beauty, quality of life, and downtown potential.

With millions of dollars already invested in Seneca Falls via private, public, and municipal sources, Seneca Falls is slowly gaining momentum towards revitalization. With DRI funding and the guidance that comes with it, we can dramatically expedite the process and return Seneca Falls to prosperity with a vibrant and bustling year-round economy.

“Deciding to return to my home town of Seneca Falls to open our new business was an easy decision. Downtown is growing, the community spirit is embracing, and the year-round tourism draw keeps people coming back over and over again. As a craft beverage NYS Farm Brewery, we look forward to giving back to our area by sourcing in the same area we call home. It’s an exciting time to be in Seneca Falls, and we look forward to its bright future.”

Brad Ellis, Owner; Fall Street Brewing Company



DID YOU KNOW?

The Seneca Knitting Mill (left) was built in 1844 and ran continuously for 155 years.

A \$25M rehabilitation project is underway to make this site the new home of the National Women's Hall of Fame.

Seneca Falls was once known as the fire engine capital of the United States.

Socks for the NHL, NBA, the Union Army (8,000 pairs a day), and the first socks to go to the moon were made in Seneca Falls.

Stars for the Hollywood Walk of Fame were once made in Seneca Falls.

LOCATION, LOCATION, LOCATION

Situated at the north end of Cayuga Lake, we're a convenient 45 minute drive to three major metro areas: Rochester, Syracuse, and Ithaca.

We're minutes from the New York State Thruway, close to the Cayuga and Seneca Wine Trails, central to eight major colleges and universities, within an hour of two international airports, and connect with six major State routes.

Our downtown area, stretching along the Cayuga-Seneca Canal and historic Routes 5 & 20, features a well-defined area with more than 30 blocks of homes, businesses and historic sites.

Within a thirty-mile radius of our downtown, one can enjoy world-class festivals, entertainment, dining, State and National parks, game reserves and the growing number of wine, beer, cider, spirits and cheese purveyors.

Our East to West transportation corridor includes the Finger Lakes Railway (FLGK), which operates 167 miles of former NY Central, Pennsylvania, and Lehigh Valley railroad trackage. While this rail service supports agricultural and manufacturing industries, the railway is also a tourist attraction and often runs scenic Fall foliage and holiday rail tours.

North to south, downtown Seneca Falls has quick, easy access to NY Route 414 and lies within a few miles, east and west, of Routes 96 and 89. All of these intersect with the region's major east-west routes: the Southern Tier Expressway (I-86/NY 17), Routes 5 & 20 and the Thruway (I-90). Each brings tourists to Seneca Falls from the surrounding areas while providing easy transport for goods going in and out of commercial and industrial locations.



Seneca Falls also has access to the Regional Transit Service (RTS), which provides busing throughout downtown and Seneca County.

A YEAR-ROUND DESTINATION



“Seneca Falls is set in an area where visitors feel like locals and locals play like visitors.”

- Michael Mirras; Esq.; Managing Partner; Midey, Mirras & Ricci

With easy access to indoor and outdoor year-round activities and experiences, including nearby lakes, rivers, nature trails, hiking, biking, and boating opportunities, endless recreational options are just minutes away from downtown.

Flanked by Geneva’s Finger Lakes Welcome Center and Auburn’s NYS Equal Rights Heritage Center, Seneca Falls is strategically positioned to offer tourists the ultimate experience when exploring our Women’s Rights and Industrial history, waterways, festivals, downtown shops, restaurants, museums, and businesses.

By aligning our globally-recognized heritage with neighboring tourist options, we can better capitalize on the catalytic benefits tourism brings to economic development.

HIKE, SWIM, or FISH at Cayuga Lake State Park

GET YOUR WINTER ON at the It’s a Wonderful Life Festival

WALK or HIKE at the Ludovico Sculpture Trail

SWIM, BBQ, or PLAY at Vince’s Park

BOAT, KAYAK, or CANOE on Van Cleef Lake, Cayuga Lake, the Cayuga-Seneca Canal, and others

BECOME INSPIRED at the National Women’s Hall of Fame and Women’s Rights National Park

EXPERIENCE the award-winning and wineries along the Cayuga Wine Trail

SNOWSHOE through one of the many local trails

BOAT and DOCK within the Canal Harbor and enjoy our boater amenities before heading downtown

TOUR the Seneca Falls Historical Society Museum

EAT HEALTHY at the Seneca Falls Farmers Market

GET NOSTALGIC at the “It’s a Wonderful Life” Museum and learn about our role in the iconic film

YEAR-ROUND POPULARITY



The 13 Most Beautiful Small Towns to Visit This Fall in Upstate NY



America's 50 Most Charming Winter Villages



10 Best Affordable Honeymoon Spots in the US



Top 10 Coziest Towns In New York To Snuggle Up In This Season



America's 50 Prettiest Winter Towns



“My husband and I grew up in Seneca Falls, and decided to return to the community that raised us once we had our own children. The DRI grant would make a true difference in the lives of our life-long community members, as well as attract more young families and professionals looking for opportunities in the beautiful, vibrant town we again call home.”

Jessica Lorenzetti
SFMS/MA Foreign Language Teacher

READY TO DO BUSINESS

With numerous local entities eager to help new and existing businesses build or expand, find or retain talent, provide training, secure funding, and navigate Planning & Zoning, Seneca Falls is ready to get to work.

Just some of the organizations businesses can rely on, include:

- Seneca Falls Development Corporation
- Seneca Falls Business Association
- Seneca County Chamber of Commerce
- Seneca County Industrial Development Agency
- Seneca County Small Business Development Center



“Over the years, the Seneca County IDA has helped **leverage private investment** leading to the improvement of over a dozen buildings in downtown Seneca Falls as administrator of the Empire Zone program and Main Street grants. We look forward to assisting **more revitalization projects** given the renewed economic development endeavors happening in our region.”

Robert J. Aronson, Executive Director
Seneca County IDA



1 | Boundaries of the Proposed DRI Area

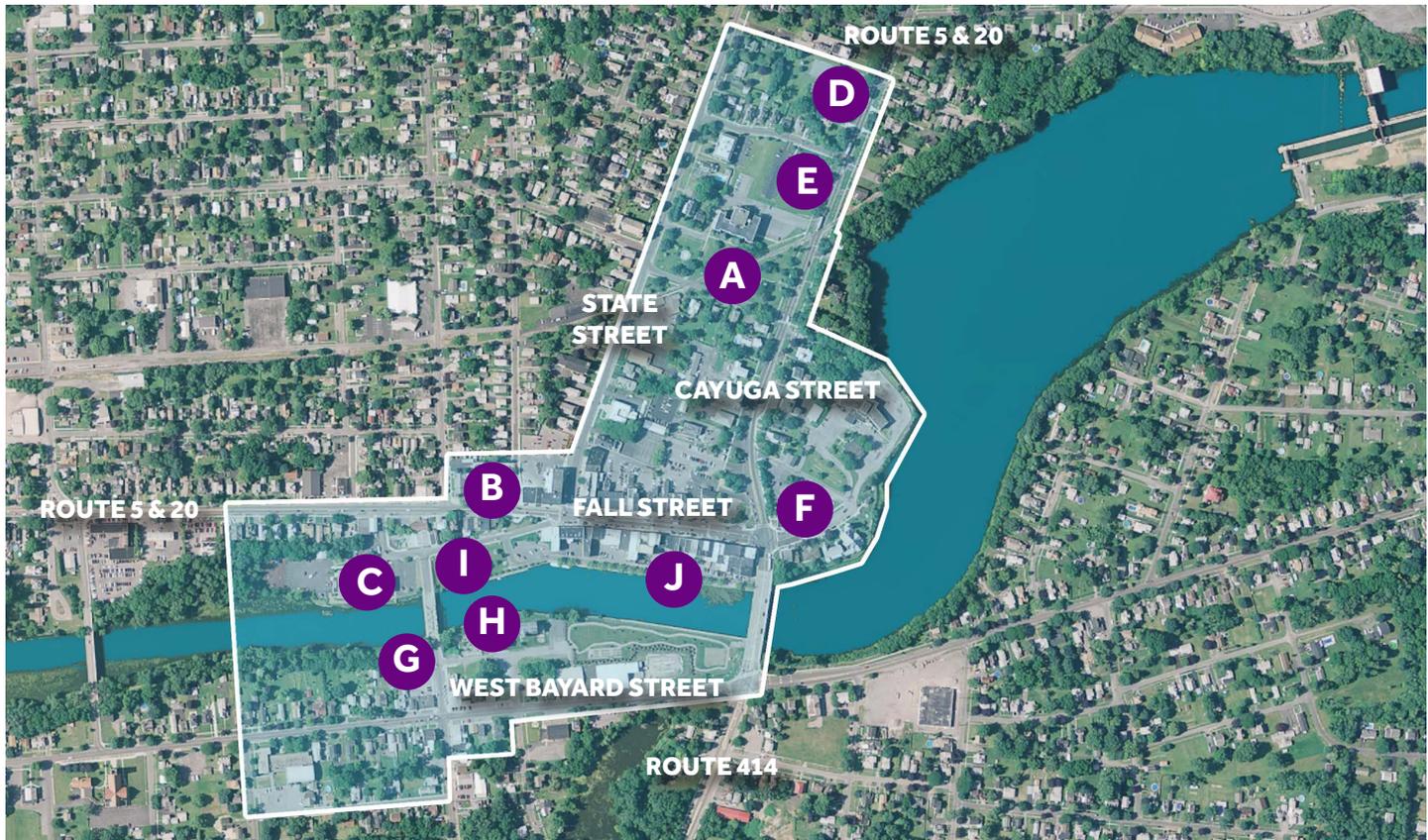
Our proposed downtown development area includes 100% of the central business district and runs nearly a mile along Routes 5 & 20. It also includes both sides of the adjoining Cayuga-Seneca Canal and waterfront along Van Cleef Lake. The DRI area is just under 100 acres in size with a total perimeter of 1.8 miles.

As a year-round destination with activities available in every season, walkability was a key consideration when drafting this boundary. Any point within the proposed DRI area is less than a 10-minute walk to and from the center of downtown Seneca Falls, which is also the location of the Seneca Falls Visitors Center and Boater’s Amenity Facility.

The north side of the boundary is a gateway from Route 5 & 20 toward Auburn and the west side of the boundary is a gateway toward Geneva. From the south side of the boundary, Route 414 in the direction of Ithaca presents a third gateway into downtown Seneca Falls. Four main local roads also run through the DRI area boundary, each of which are labeled on the map below: State Street, West Bayard Street, Cayuga Street, and Fall Street.

SAMPLING OF WALKING DISTANCES TO CENTER OF DOWNTOWN

A - Academy Square Park	5 mins	F - It’s A Wonderful Life Museum	2 mins
B - Women’s Rights National Historical Park	2 mins	G - Ludovico Sculpture Trail	5 mins
C - Seneca Falls Community Center	2 mins	H - New Site of National Women’s Hall of Fame	5 mins
D - Seneca Falls Historical Society	9 mins	I - People’s Park / Seneca Falls Farmers Market	2 mins
E - Seneca Falls Public Library	7 mins	J - Boater’s Amenities Facility	1 min



DRI AREA OBJECTIVES

DOWNTOWN LIVING & VISITING

- Active & vibrant downtown
- Additional town amenities
- Strong sense of place
- Repurpose mixed-use buildings
- Improved walkability & signage
- Add more arts/cultural venues
- Leverage tourism popularity

ECONOMIC DEVELOPMENT

- Additional workforce housing
- Infrastructure investment
- Attract new businesses
- Leverage our year-round appeal
- Generate more downtown jobs
- Preserve Seneca Falls heritage
- Attract young professionals

IMPROVED QUALITY OF LIFE

- Vibrant attractive community
- Foster community pride
- Add youth-oriented activities
- Provide a safe, clean community
- Investment in education
- Increase arts and cultural events
- Public greenscapes & amenities

DRI AREA GOALS & STRATEGIES

INCREASE HOUSING STOCK

Develop empty second-story space above downtown shops to create apartments; pursue new development.

DECREASE EMPTY STOREFRONTS

Foster pop-up shops; seasonal window box decor; allow for temporary uses; program to assist with rundown commercial or residential properties.

ATTRACT NEW PROFESSIONALS

Create additional coworking space, business incubator programs, and local-focused culinary opportunities.

IMPROVE QUALITY OF LIFE

Add art markets, festivals, performances; create more greenscape and flowering beds; continue trails; add support for motorless water activities and biking.

REVITALIZE DOWNTOWN CORRIDOR

Provide financial incentives to renovate exteriors; improve parking; revitalize Sackett District; add CBIP.

LEVERAGE HERITAGE DESIGNATION

Showcase year-round venues and museums; preserve character and historical significance of Seneca Falls.

BEAUTIFY DOWNTOWN AREAS

Sidewalk rehabilitation, added benches, bike racks, pedestrian-friendly lighting; park repairs; new kiosks.



“The DRI is about community revitalization and the impact of such an investment in a small town would be truly transformational for all of Seneca Falls.”

Joell Murney-Karsten; SFDC Board Chair

DRI AREA COMMUNITY-DEFINED PROJECTS

CANALFRONT MIXED-USE DEVELOPMENT

2 FALL ST & 10 FALL ST APARTMENTS

SENECA MUSEUM OF WATERWAYS & INDUSTRY

81 WEST BAYARD STREET APARTMENTS

PEOPLE'S PARK IMPROVEMENTS

MUSEUM & HISTORY PATHWAY

PARKING & WALKABILITY IMPROVEMENTS

EXTEND & ADD NEW BIKE-RUN-WALK TRAILS

CULINARY KITCHEN INCUBATOR

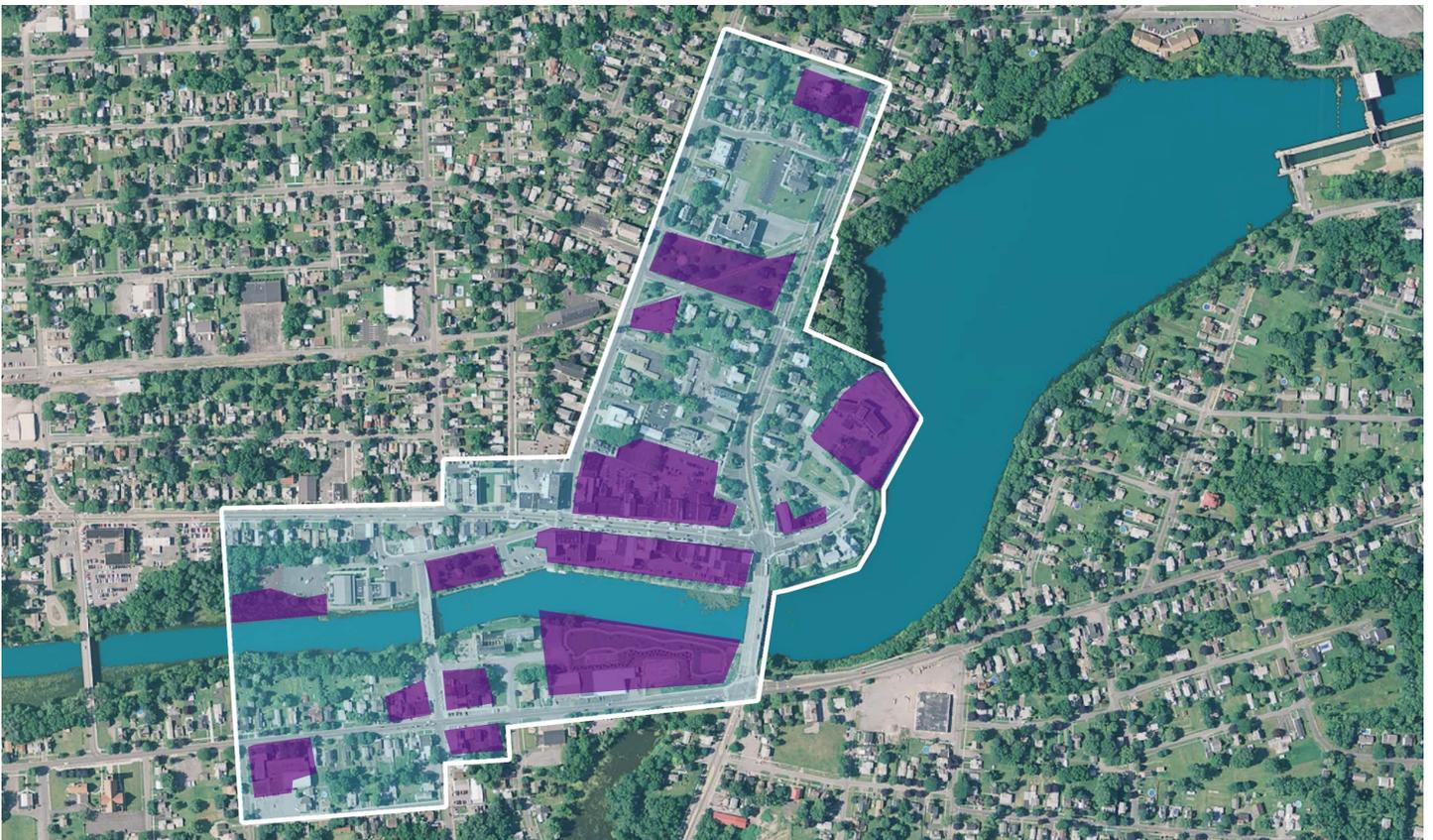
SENECA FALLS HISTORICAL SOCIETY

COMMERCIAL BUILDING IMPROVEMENT

SENECA THEATER REVITALIZATION

SACKETT BUSINESS DISTRICT REVITALIZATION

DOWNTOWN RESIDENTIAL DEVELOPMENT



2 | Past Investment, Future Investment Potential

PAST INVESTMENT

Strategic investments, both public and private, have helped alleviate the economic upheaval faced by our region. While many of these investments happened outside our immediate downtown area, the DRI grant can help complete the economic resurgence through an “outside-in” transformation. By enabling Seneca Falls to turn its focus inward, the efforts taking place on our outskirts will be enhanced and leveraged by the new revitalization efforts within our urban core.

Between 2006 and 2018, more than \$100 million was invested in or near our district, of which **\$65 million was through private investment**. In the last 30 months, the downtown corridor alone has realized more than \$5.2 million in investment.

BonaDent Laboratories	\$11,000,000	Parker’s Restaurant	\$1,200,000
Café XIX	\$500,000	Sauder’s Store	\$4,000,000
Generations Bank Headquarters	\$5,000,000	Seneca Falls Public Library	\$2,000,000
The Gould Hotel	\$6,000,000	Little Italy Restaurant Relocation	\$400,000
ITT Goulds Pumps	\$30,000,000	Gould Hotel Renovations	\$1,100,000
Seneca Falls Central School District	\$20,600,000	Generations on Cayuga Street	\$1,200,000
Seneca Falls Municipal Building	\$3,500,000	Aldi Markets Expansion	\$500,000
National Women’s Hall of Fame	\$6,000,000	Jack n’ Jill Child Care	\$600,000

Seneca Falls’ designation as a National Register Historic District has helped secure more than \$20 million in grants and investments within the slated DRI area.

These funds were used in part to save historic buildings, build a National Park, and maintain the integrity of the 200+ historically-significant structures within our downtown grid.

In addition to public investment in infrastructure, private investment into business development, and grant-based investment into restoration and preservation, private philanthropy has also helped support the Seneca Falls community, including:

- Local museum funding and support;
- Educational programs and sports programs;
- The relocation of New York Chiropractic College to Seneca Falls;
- Historic building transformation to house non-profit organizations;
- Construction of the Seneca Falls Public Library;
- Construction of the Seneca Falls Community Recreation Center;
- Development and maintenance of the Ludovico Sculpture Trail.



FUTURE INVESTMENT POTENTIAL

Prior investment in and near the Seneca Falls downtown core has sparked significant interest in future commercial and residential development. From a new housing development slated to support 65 new families to new business development taking place right now in the heart of downtown, Seneca Falls is gaining more attention from outside interests, investors, and developers. Plans for commercial and residential builds are already in motion in several locations.

Developers like to see a town with upward momentum and Seneca Falls is seeing signs of a resurgence not experienced in decades.

An attractive downtown, inspiring heritage areas, engaging museums, a variety of shops, restaurants, seasonal recreation, and more, all combine to capture the attention of developers interested in rehab and new builds.

At the time of this writing, a national chain has purchased a parcel just 1/2 mile from downtown to build a new **retail store** for the community;

Fall Street Brewing Company, an NYS Farm Brewery offering craft beverages, will open in downtown in July;

And a new coworking space, FLX Workspace, is opening in downtown Seneca Falls to help support small business owners and solopreneurs.



“My family has always been extraordinarily appreciative about the rich heritage and close-knit community in Seneca Falls. Our family’s winery has largely expanded in the past year and continues to flourish due to the notable region and support from the community and its guests. The array of businesses in Seneca Falls are essential to its nature; thus, constituting our town as prime for economic development.”

- Bill Martin, Co-Owner
Montezuma Winery

The success of any pursued project begins with thoughtful planning, an experienced team, and wide-reaching support. Seneca Falls is prepared to adhere to all DRI guidelines to ensure a smooth transformation for community members, contracted developers, property owners, and the entire DRI team.

Already, Seneca Falls is working to modernize planning and zoning codes and procedures to help streamline the development process for new and existing businesses. Creating a business-friendly environment is yet another directive that will help leverage ongoing investment in Seneca Falls and become a catalyst for future development.

The revitalization of Seneca Falls will result in significant and transformational community-wide benefits. With a year-round population combining with year-round attractions, business attraction and an increased employment base will help create quality jobs. A rejuvenated downtown will bring additional mixed-use spaces to Seneca Falls, provide affordable housing for all levels of income, and ultimately boost the local real property tax base.

In July of 2019, FLX Workspace will open its doors in the center of downtown Seneca Falls. This 24/7 coworking space will cater to business owners, solopreneurs, dreamers, and doers seeking a place to work, collaborate, and create. Complete with solo desks, a private conference room, high-speed internet, sitting areas, and more, the space is primed to support successful professionals and all those who aspire to be.



PROSPECTIVE FUTURE INVESTMENT

- Canalfront Mixed-Use Development - \$18,000,000
- 2 Fall Street & 10 Fall Street Apartments - \$7,000,000
- Seneca Museum of Waterways & Industry - \$850,000
- Culinary Incubator & Co-share Office Space - \$1,450,000
- 81 West Bayard Street Apartments - \$2,250,000
- People's Park Improvements - \$225,000
- Interactive Museum & History Pathway - \$350,000
- Parking & Walkability Improvements - \$1,250,000
- Connect and Create Bike-Run-Walk Trails - \$1,100,000
- Downtown Interactive Kiosks - \$160,000
- Commercial Building Improvement Program - \$1,400,000
- Seneca Theater Revitalization - \$1,800,000
- Sackett Business District Revitalization - \$3,500,000
- Downtown Residential Development Program - \$1,750,000

Significant opportunities exist throughout our downtown area and we have the momentum, energy, and spirit to leverage millions of dollars in current and planned investment with the DRI infusion.

From expanded and improved infrastructure capable of accommodating growth, to streamlined processes at the municipal level, Seneca Falls is signaling that we're ready to do business.

Seneca Falls' year-round tourism and consumer spending are trending upwards, as are the numbers for Seneca County:

+10%

State and Local sales tax receipts rose 10% and 9.8% in Seneca County respectively, the highest increase of all 14 regions, where the combined average was 2.8%.

+ 11.6%

Traveler spending rose 11.6% in Seneca County, the highest increase of all 14 regions, where the average was 2.4%.

+ 50%

Traffic off the NYS Thruway at nearby exit 41 has increased over 50% since 2017.

3 | Recent or Impending Job Growth



Once the most industrialized municipality per capita, Seneca Falls faced a significant decline as manufacturing reductions reverberated throughout the country. This has led to the emergence of more specialized industries and job opportunities throughout the downtown area and its boundaries. This diversity in workplace options, ranging from entry-level positions to management, provides a more balanced and secure future for the Seneca Falls workforce.

Jobs are available throughout Seneca Falls as “Now Hiring” and “Help Wanted” signs are abound. Local companies looking to expand and new companies looking to relocate have one consistent need...housing. They need homes and apartments for their workers and this remains a focus for both the municipality and developers alike.

With new apartments recently completed in 2018 and additional housing units planned for 2019 and 2020, we are answering this need, and literally paving the way for additional industry and commercial interests to make Seneca Falls their home.

More than 2,800 jobs in or near downtown have been, and will be, created through the:

- \$440 million dollar del Lago Resort and Casino project and \$32 million dollar subsequent hotel & gaming expansion;
- \$30 million dollar expansion of ITT Goulds Pumps;
- \$5.5 million dollar expansion of Generations Bank & Insurance;
- Impending home of 5Star Medical Manufacturing Corp;
- New restaurants, a microbrewery, retail services, professional space and medical services currently in progress.

These jobs represent a diversity in career paths in sustainable occupations, most with wages above the area's average compensation and benefits.

Projected year-round job growth is expected in multiple sectors. This increase is reasonable given the boost in annual visitors from del Lago Resort and Casino, attractions related to Women's Rights, new incoming businesses, our waterfront amenities, and advancing development initiatives.

With the advent of our updated economic development plan, Seneca Falls is well positioned to transform its downtown into one of the most robust and vibrant year-round downtown environments. Our heritage already sets us apart from other Finger Lakes destinations and we are now on a path to let a bustling economy do the same.

With a commitment to create, sustain, and diversify job growth in and around Seneca Falls, we're focused on providing a trifecta of catalysts:

- Support for business owners and entrepreneurs;
- Workforce development to prepare and retain prospective employees;
- Ongoing rehabilitation efforts to fill vacant storefronts with viable employers

The diverse job opportunities and career variety available in Seneca Falls include:

- Manufacturing
- Healthcare
- Public Services
- Tourism & Recreation
- Hospitality & Dining
- Education
- Management
- Sales and Support
- Construction
- Professional Services
- Transportation
- Retail Trade



Seneca Falls economic revitalization depends on a well-educated, community-minded work force; one that understands our unique history and the potential for our future. After serving 30-years in our military, I decided to return to the Seneca Falls area to start a local-roast coffee business. The support received from the community helped me create a successful venture that also supports this country's veterans. We look forward to being part of the growth of Seneca Falls. - Dan Grillone; Colonel (Retired), U.S. Air Force

In the years since submitting our First Round DRI application, Seneca Falls has attracted numerous new businesses to the downtown area, including two restaurants; a digital design and marketing agency, a local artist's lounge, a farm brewery, Bee's Cafe, Butterfly Kisses Bakery, medical facilities, and more.

With additional downtown building space and shovel-ready sites available, Seneca Falls is already collaborating with developers interested in bringing their projects, plans, and dreams to life in our town.

The DRI designation will help foster new projects, revenue streams, and employment opportunities in sectors such as local tourism, manufacturing, housing construction, renovation of existing housing stock, increased retail shopping, boosted downtown foot traffic, hospitality, cultural options, and industrial advancement.

Supporting the very objectives of the DRI program, our growing downtown area will offer an exciting diversity of services, restaurants, activities, production, and historic interpretation -- all in a location unlike any other like-sized town in the Finger Lakes region.

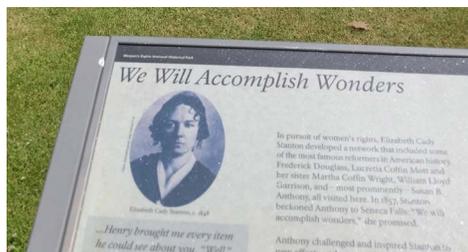
4 | Attractiveness of Physical Environment

Seneca Falls serves as a prime example of an area which already holds all of the characteristics needed to foster a vibrant community where current residents and tomorrow’s workforce will want to live, work, and raise families.

Our compact footprint ensures walkability and easy access to diverse commercial, residential, and cultural offerings. Among our beautiful setting, visitors and residents enjoy an attractive and active downtown core, heritage destinations, year-round recreational activities, and mixed-use spaces that can support ongoing business development and needed housing options.

BEAUTY IN HERITAGE & PLACE

Our historic building stock serves as silent witness to the Seneca Falls Convention of 1848 that’s become recognized as the catalyst behind the advancement of Women’s Rights. Of the 200+ structures downtown, the majority are multi-story buildings primed for mixed-use retail, local markets, tourism sites, professionals, and upper-floor housing.

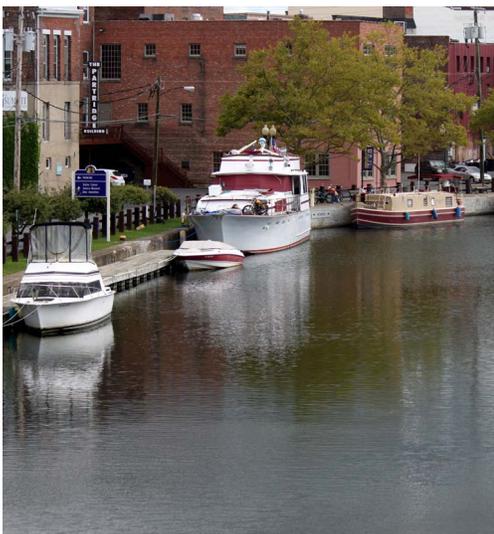


HIGHLIGHTS

- Historic buildings and architecture are present throughout downtown
- Modern and rehabilitated buildings blend, complement, and coexist with historic downtown structures
- Beautiful scenery and gathering spots along the Cayuga-Seneca Canal
- Ample parks and greenspace in and around the downtown DRI area
- Location of the Women’s Rights National Historical Park
- Home of the new National Women’s Hall of Fame
- Multiple museums and cultural sites within minutes of each other
- Historic district designations provide additional funding opportunities
- One of the original designated NYS Heritage Areas
- Multiple historically-significant sites, including the Elizabeth Cady Home, Amelia Bloomer House, and the Wesleyan Church.

AN ACTIVE DOWNTOWN WITH ROOM TO GROW

Seneca Falls offers a year-round combination of natural, cultural, and recreational assets. From the variety of retail shops, professional offices, restaurants, boutiques, and cafes to the number of walkable historic sites and recreational amenities, downtown Seneca Falls remains an active waypoint for the rest of the Finger Lakes. Our inviting downtown attracts people from around the world all throughout the year, and the increased interest by investors and developers illustrates our impending resurgence.



HIGHLIGHTS

Seneca Falls already possesses many of the qualities and assets that are common among successful downtown revitalization initiatives, including:

- Diverse retail, dining, commercial, and mixed-use buildings
- Personal services, medical clinics, grocery access, and senior housing
- High tech manufacturing (ITT Goulds Pumps, BonaDent, Xylem)
- Historic tourism and heritage opportunities, including National Park affiliation
- Nearby colleges: New York Chiropractic College; Hobart & William Smith; Finger Lakes & Cayuga Community Colleges
- Abundant access to recreation and parks, including dozens of local, State and National parks
- Proximity to major thoroughfares, including 5 & 20, Route 414, Interstate Route 90, and the Finger Lakes Railway
- Affordable downtown living options with developable space available
- Access to cultural destinations, town library, academia, dining, shops, churches, waterways, recreation, and health or professional services, all within walking distance.

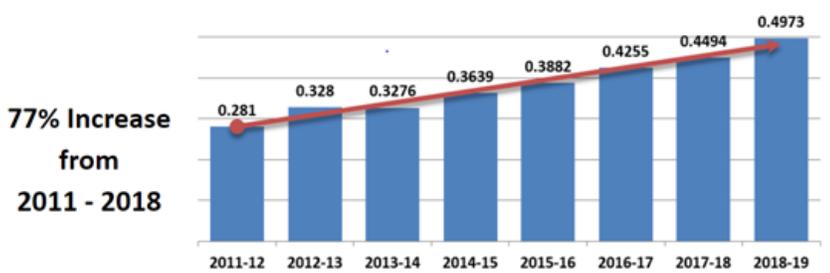
DIVERSE & AFFORDABLE HOUSING OPTIONS

While great progress has been made over the last few years to address our need for more worker-appropriate housing, more development is underway and millions of dollars in investment is already realized.

By making more housing and apartment options available to multiple age groups and income levels, we will help alleviate a major impediment to workforce attraction and retention.

Providing housing diversity for low- to moderate-income families remains a key driver in residential development, especially as Seneca Falls works to address increased poverty rates and housing insecurity.

**Seneca Falls Central School District
Free and Reduced Price Lunch 2011-2018**



HIGHLIGHTS

- Stanton Meadows Apartments, located one mile from downtown, received \$2.5 million in 2019 for the renovation of 118 apartments for low- to mid-income residents
- Mixed-use residential & commercial spaces are available for rehabilitation
- Apartments in and near our district accommodate workers, moderate, and low-income residents
- New apartment builds from 2018 that added 20+ units are fully rented with waiting lists
- Proposed development at 81 West Bayard would add 30+ units
- Proposed development at 2 Fall Street and 10 Fall Street would add 80+ residential units
- Canalside development would add 18-25 additional living units
- Planning is underway to build a residential neighborhood one-mile from downtown with 65 new homes



WALKABILITY & RECREATION OPPORTUNITIES

Seneca Falls remains a top-rated destination offering year-round recreation, waterfront opportunities, town events, and amenities.

Walkers, joggers, and bicyclists have plenty of paths and trails to explore in Seneca Falls. The 10-mile Cayuga-Seneca Canal Trail is complete except for a small section in our downtown, and has community interest in completing so we can connect with Waterloo and Geneva.

Seneca Falls also has several downtown parks, including People's Park where frequent summer concerts, events, and the Seneca Falls Farmers Market are held. Academy Square also features a large park with an attractive fountain and various monuments honoring those who have served in the United States military.



HIGHLIGHTS

- The DRI area offers everything within a 9-minute walking distance to the center of downtown
- A \$2.5 million sidewalk rehab grant and streetscape improvements have made Seneca Falls an even more walkable downtown area
- The Seneca Falls Community Rec Center is a 21,800 square-foot facility located one block from the Women's Rights National Historic Monument
- The .9-mile Ludovico Sculpture Trail, located opposite the entrance to the new National Women's Hall of Fame, features different sculptures along the trail as well as benches throughout
- There are several parks and gathering areas downtown that offer peaceful settings for strolls, picnics, and community events
- A downtown motorless vessel launch encourages kayaking and canoeing
- With interactive history and heritage tours, visitors and residents will be guided through downtown with entertaining and informative walks
- Year-round recreation and events are available in downtown Seneca Falls
- Connecting with the Cayuga-Seneca Canal Trail will provide an additional 10-mile stretch reaching neighboring Waterloo and Geneva

EMBRACING EDUCATION AND LEARNING

Seneca Falls caters to a fast-growing community of young families with diverse educational opportunities. Our award-winning schools provide the classroom instruction and accelerated programs children need to prepare for a life after or in place of college.

Further enhancing our educational environment is the Seneca Falls Public Library, located just a few blocks from our historic downtown district, which also offers community programs, meeting venues, and services.

Seneca Falls also provides students with opportunities for advancement and ongoing learning through educational partnerships and collaboration with higher education institutions.



Bob McKeveny
Superintendent

Seneca Falls Central
School District



“Collaboration on educational, cultural, historic, performing arts, and recreational activities have resulted in the Seneca Falls Central School District being a revitalized focal point for town residents and visitors. Numerous year-round activities are held in our renovated performing arts center, state-of-the-art athletic facilities, well-equipped school libraries/media centers, and technology-equipped classrooms that benefit students, residents, and visitors. The district looks forward to renovating the high school science classrooms and building a new Operations Center in mid-late 2019.”

New York Chiropractic College

Founded in 1919 and relocated to Seneca Falls in 1991, NYCC is one of only 18 chiropractic colleges in the United States.

Colleges & Universities

Seneca Falls is central to prestigious colleges and universities, including Syracuse University, Hobart William Smith, Wells College, Cornell University, Ithaca College, Finger Lakes Community College, Cayuga Community College, and multiple SUNY campuses from which companies can draw talent.

Mynderse Academy

Named after Colonel Mynderse, our public high school houses grades 9-12 with a reputation for quality academics, athletics, and community spirit.

Seneca Falls Middle School

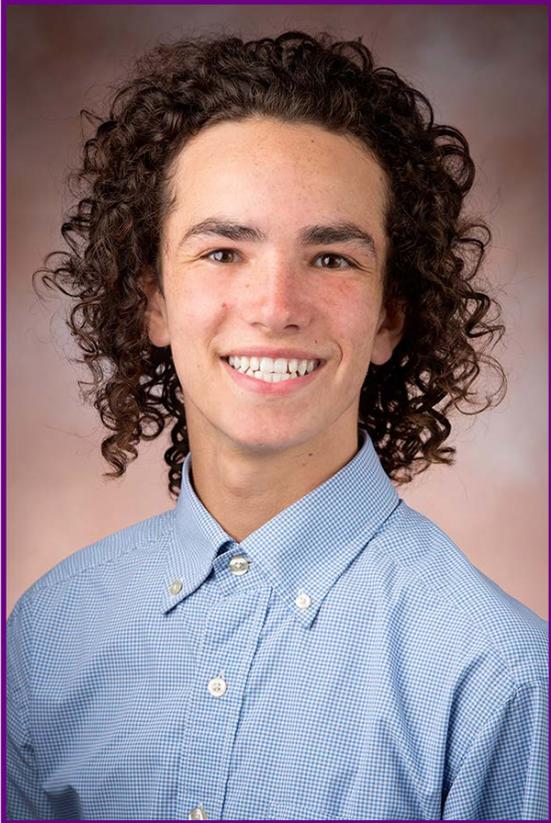
Affixed to the high school, the middle school serves grades 6-8.

Cady Stanton Elementary

Named after suffrage activist Elizabeth Cady Stanton, who lived in Seneca Falls, the school houses grades 3-5. Elizabeth Cady Stanton Elementary received the National Blue Ribbon Award, which is the highest award given by the United States Department of Education.

Frank Knight Elementary

Named for former Board of Education President Frank Knight, this school houses grades K-2.



“Entering into Mynderse Academy, I quickly found out the tremendous amount of opportunity and support provided by the Seneca Falls Central School District. Their mission of ‘educating the whole child’ has allowed me to thrive academically, athletically, and socially. Their investment in my education instilled in me the qualities of a leader, scholar, and selfless citizen - all qualities that expand beyond the classroom and will be of great benefit in my future endeavors.”

Louis Smith
Mynderse Academy
Class of 2019 Valedictorian



“My goal is to pursue a career as an Occupational Therapist after I finish college, and I plan on coming back to the beautiful Finger Lakes region. Seneca Falls has been home to me for so many years, and it is a community that has supported me through high school. With that said, I would love to give back to the town that has given me so much!”

Kenya Bachman-Lowe
Mynderse Academy
Class of 2019

HEALTHY AND AFFORDABLE FOOD OPTIONS

Downtown Seneca Falls has convenience stores, restaurants, cafes, small bakeries, a health food store, and the seasonal Seneca Falls Farmers Market where visitors can shop for locally-grown fruits, vegetables, honey, jams, flowers, plants, and more. Located canal side in People's Park, the Farmers Market is a short 1-2 minute walk from downtown.

Four chain supermarkets are located within three miles of downtown and the newly-expanded Sauder's Market is just minutes away with a wide variety of fresh fruits, vegetables, meats, grocery items, and baked goods. The DRI area also houses the county's largest food pantry and FoodLink distribution site dedicated to serving the lower-income population.



HIGHLIGHTS

- A variety of restaurants, bakeries, and cafes are within a 1-2 minute walking distance to downtown
- A proposed culinary incubator will focus on start-up culinary ventures while expanding food options for the area using local ingredients
- The Seneca Falls Farmers Market is the largest produce-oriented farm market in Seneca County
- Several grocery options are available near downtown, all within 2 miles
- Specialty foods and locally-purveyed edibles are available via downtown shops, festivals, and events
- The Seneca Falls Farmer's Market participates in the Farmers' Market Nutritional Program, EBT/SNAP, and the Farmers Market Coupons for Seniors Program, which provides healthy options for low- to moderate-income families and individuals



5 | Quality of Life Policies

Seneca Falls continues the process of realigning and modernizing its objectives and municipal processes to help foster a more efficient and business-friendly environment that can also improve the quality of life for residents.

2018 ECONOMIC DEVELOPMENT PLAN

The recently-adopted Town of Seneca Falls 2018 Economic Development & Revitalization Plan (EDP) followed a 9-month process that included considerable community input via workshops and surveys. The key goals of the revised EDP were to:

- Update and enhance the data-driven profile of economic activity for Seneca Falls;
- Identify and assess the town's assets, strengths and challenges for economic development opportunities, including an understanding of broader regional, state, and national trends;
- Obtain input from a range of perspectives, including development experts, regional organizations, business leaders, government officials, and the general public;
- Analyze priority development areas, potential programs, and improvement initiatives in Seneca Falls, aligned with industry-led economic opportunities;
- Detail specific strategies to achieve outlined economic development goals, including opportunities for public-private partnerships, collaboration, and engagement;
- Complete a clearly written, action-oriented economic development plan that conforms to the goals, strategies, and recommendations outlined in the Comprehensive Development Plan.

Through an action matrix comprised of more than 90 projects and initiatives, the updated EDP focused on 11 key components to economic development and downtown revitalization, all of which can be leveraged with DRI support:

- Establish Structure for Ongoing Economic Development
- Build Regional Partnerships
- Establish a Brand for Seneca Falls
- Help Existing Businesses Grow and Remain in Seneca Falls
- Attract and Support New Businesses
- Improve Tourism Marketing and Visitor Attraction
- Improve Quality of Place
- Improve Land Use and Regulatory Control
- Implement Marketing & Programs for Commercial Revitalization
- Determine Areas for Commercial Revitalization or Development
- Improve Housing Stock



“The DRI grant would make a significant difference in our community, providing more opportunities for young families like ours who have made Seneca Falls their life-long home.”

Mary Lee, Teacher
Seneca Falls Central School District

MODERNIZED ZONING CODES

As part of the 2018 Economic Development Plan, efforts are in progress to help promote a more business and development friendly mixed-use downtown area. In addition to more aggressively addressing violations to help maintain a clean and viable downtown, changes that can help streamline planning and zoning processes are in motion.

Finding ways to become more efficient and ensuring timely and predictable permitting processes will expedite business development decisions and activities. Specific areas for action and policy refinement include:

- Ensure that zoning bylaws are updated to match economic opportunities for today and the future;
- Ensure that zoning accurately reflects actual uses, such as areas of town that are zoned as residential, but in fact have long contained a mix of uses such as service and retail businesses;
- Make zoning areas as clear as possible for possible developers or businesses, with appropriate flexibility for uses that are compatible with intended activities;
- Create development guidelines in defined district improvement zones;
- Reevaluate zoning restrictions that may not reflect today’s technologies and understand how to manage different uses without endangering the heritage or historic charm of Seneca Falls.

FOSTER A STRONG SENSE OF PLACE

One of the most important things Seneca Falls can do to lay a strong foundation for economic development is to establish a brand that will attract visitors and businesses, enhance its reputation as a community that offers a business-friendly environment, and an outstanding quality of life. Given Seneca Falls’ significant connection to Women’s Rights, Industry, and Waterways, the community should continue to capitalize on this extremely unique asset and continue to establish Seneca Falls as the international capital for women’s history, growth and development.



“Seneca Falls is a special place in an amazing region. It’s time to leverage everything we have to offer...an attractive downtown, year-round experiences, and an unparalleled heritage that includes Women’s Rights, historic waterways, and industrial progress. Seneca Falls has protected so much history, and now it’s time to grow for the future.”

Rhonda Destino, Executive Director
Seneca Museum of Waterways and Industry
Seneca Falls Visitors Center

COMPLETE STREET PLAN

Seneca Falls has already made formidable progress in its downtown area with regard to implementing its 2016 Parking & Walkability Improvement Plan. Recent, ongoing, and planned improvements to streets, sidewalks, walkability features, and greenscape will enable safe and enjoyable access for all users, including pedestrians, bicyclists, motorists, and transit riders.

The study provided an inventory of available parking in the downtown core, identified parking issues and concerns, and developed strategies to improve the parking experience in the downtown core for businesses, residents, and visitors. This study also provided a systematic and comprehensive study of current parking conditions and potential solutions to provide the Town of Seneca Falls with a viable strategy for resolving its parking concerns and improving its overall street plan.

LOCAL LAND BANK

The Seneca Falls Development Corporation is a 501(c)3 local development corporation empowered with land bank capabilities to help leverage the DRI investment in efforts to rehabilitate buildings for reuse in the downtown area.

NON-DISCRIMINATION LAWS

Seneca Falls takes pride in its diverse population and ethno-cultural assets. Seneca Falls is a town where personal abilities and economic opportunities remain harmonious. Regarded as a center for Human Rights and Women's Rights history, ensuring non-discrimination continues to be a community-wide effort and interest.

AGE-FRIENDLY POLICIES

While Seneca Falls does not currently have an Age-Friendly Community Certification in place, the town has a long history of addressing the needs of its aging population. Seneca Falls remains a community that's inclusive and considerate of the perspectives of all residents, of all ages, and all persuasions. We encourage and benefit from a diverse population and realize the importance of identifying community needs, and developing action plans to address those needs.

DOWNTOWN MANAGEMENT STRUCTURE

The Seneca Falls Planning Board, Zoning Board, and Heritage Preservation Commission work in conjunction with the Seneca Falls Town Council as part of the formal downtown management structure.

The Seneca Falls Development Corporation (SFDC) is committed to economic and community development within the Town of Seneca Falls. Through the planning and implementation of programs, projects, and activities that encourage growth and improvement, the SFDC works with local businesses and government to stimulate the local economy, boost the Town's visibility, and improve residential and commercial appeal.

In addition to the above, the Seneca Falls Business Association (SFBA) provides a collective voice for downtown businesses. The roles and objectives of the SFBA include:

- Revitalizing downtown Seneca Falls as a center of business, entertainment and cultural activity;
- Advocating on behalf of Merchants;
- Organizing and supporting downtown events;
- Developing regional marketing opportunities;
- Expanding positive relations with the Town;
- Addressing downtown parking issues;
- Promoting diverse business opportunities;
- Solidifying Seneca Falls as a hub of innovation and creativity

6 | Public Support

The Town of Seneca Falls is eager to embrace the revitalization of our downtown corridor. The process of gathering public opinion and community input for the Downtown Revitalization Initiative has been ongoing since 2015.

Through organized public meetings coinciding with the development of the Seneca Falls 2018 Economic Development & Revitalization Plan and the preparation of the 2019 DRI Application, we have successfully harvested input, ideas, strategies, and projects of interest from dozens of residents, business owners, students, and municipal leaders.

Through this collaboration, a true community effort has forged a better and brighter path for downtown Seneca Falls.

Everyone who contributed, whether via the community workshops or through separate discussions, emailed submissions, and focus groups, brought different skills, experiences, strengths, and knowledge.

While not void of challenges, the collective projects and initiatives featured in our DRI Application reflect the broad support and interest of the Seneca Falls community.

The result is a downtown revitalization plan that can foster future development while protecting the integrity of our heritage and historical significance.

By harvesting wide-reaching support from stakeholders throughout the community, including residents, business owners, local leaders, and organizations...we created a more synergistic and inclusive process.



2019 DRI COMMUNITY WORKSHOP

The projects and initiatives presented in our 2019 DRI application are supported by the Seneca Falls Economic Development & Revitalization Plan. This plan is the product of several community workshops and the collaborative support of residents, business owners, and Town leadership.



“Over the past few years, Seneca Falls has made great strides forward and we are proud to be part of this ongoing renaissance. We stand ready to help mobilize the type of community assistance that is required for successful implementation of this program.”

Jeff Shipley, President & CEO
Seneca County Chamber of Commerce

COMMUNITY INPUT & COLLABORATION

To ensure that our DRI Application was supported by, and focused on community revitalization, several public meetings were held following press release distribution, invitations, and social media engagement. In addition to our positive and energetic meetings, we invited those unable to attend to submit and discuss their ideas and recommendations separately.

What follows is a collection of some of the input gathered by community members, most of which were integrated into this year’s DRI Application. Driven by widespread community support, we look forward to the downtown transformation on our horizon.

Building improvements and façade restoration on Fall Street	Find ways to use and beautify the canal front on both sides of the canal	Identify and present a specific major project with the National Women’s Hall of Fame
Improve municipal parking lots and add more per Parking & Walkability Study to support growth	Coordinated museum pathways/walk of fame with statues, busts, and/or informative kiosks with possible app	Rehab the brick fountain in the park, both the masonry and the fountain system
Additional greenscape and flowering beds throughout downtown	Connect Canal Trail with Waterloo	Rehab sidewalks throughout the DRI area
Program to assist with repair of rundown commercial and residential properties	Address width of narrow roads to improve infrastructure and local parking opportunities	Rehab Seneca Falls Arch and railing on Water Street near the Elizabeth Cady Stanton Park
Develop more housing for aging citizens who need single level homes	In-road lighting at crosswalks for additional safety	Create a “gateway welcome” to Historic Seneca Falls, potentially at the Fall Rumsey Street intersection
Address Sackett District with building improvements, beautification, and upgrades	Improved signage throughout town to guide visitors, including digital versions	Create a set of stairs on the east side of the south end of the Ovid Street Bridge to improve walkability
Improve Zoning & Planning procedures to help attract and foster business in Seneca Falls	Beautification of waterfront areas to attract visitation	Identify and pursue capital project improvements at the Seneca Falls Historical Society
Rehabilitate old Town Municipal Building for reuse	Renovation of empty business space to stage and prepare for potential interested businesses	Downtown kiosks providing tourist information, points of interest, restaurants, shops, and other information
Establish business incubator space and program for start-ups and small businesses	Create a Museum Trail to create a “day trip” experience for visitors that guides them throughout	Commercial Building Improvement Program (CBIP) to assist property owners and downtown businesses willing to make interior/ exterior commercial space renovations
Establish safe/pleasant bike-walk-run trail that takes people from Ludovico Sculpture Trail to Cayuga Lake State Park with signage to direct them	Trolley-like vehicle to shuttle tourists among historic sites and destinations via a loop during summer	Expansion of the Seneca Falls Farmers Market
Remodel, improve, repair, and modernize the Seneca Falls Visitors Center building at 89 Fall Street to better attract, inform, and educate visitors	Rehabilitation and expansion of the historic Seneca Theater Building as the Seneca Falls “It’s a Wonderful Life” Museum & Archives	Develop a canalside park where families and enthusiasts can gather, and where motorless vessels can be launched to better attract outside visitors and provide a needed amenity to existing residents
Improve Museum of Waterways & Industry with structure improvements and ability to rent kayaks, canoes, etc.	Bury overhead utility lines in the Sackett District to prepare for development in conjunction with the Women’s Hall of Fame	Create a downtown kitchen incubator to support entrepreneurs interested in creating culinary businesses featuring local products
Establish broadband throughout downtown	Develop/upgrade housing units utilizing upper floors of commercial buildings to boost residential capacity	

7 | Transformative Opportunities

There are over \$50 million in identifiable development projects planned within the DRI area, the majority of which could be in motion within two years of receiving DRI support. Local planning and zoning processes are already under discussion with regard to the appended projects in anticipation of their assisted funding.

Projects that could be leveraged by the DRI include engaged investors, business owners, and developers with the full understanding that projects will carry funding opportunities ranging from full to partial to none. The range of proposed projects are diverse and vetted through community participation. Nearly all of the projects are either already under the site control of the developing party or have a willing property owner interested in facilitating the development.

Canalfront Mixed-Use Development

Sackett Business District Revitalization

2 Fall Street & 10 Fall Street Apartments

Seneca Museum of Waterways & Industry

81 West Bayard Street Apartments

People’s Park Improvements

Extend & Add New Bike, Run, Walk Trails

Downtown Interactive Kiosks

Commercial Building Improvement Program

Seneca Falls Historical Society

Seneca Theater Revitalization

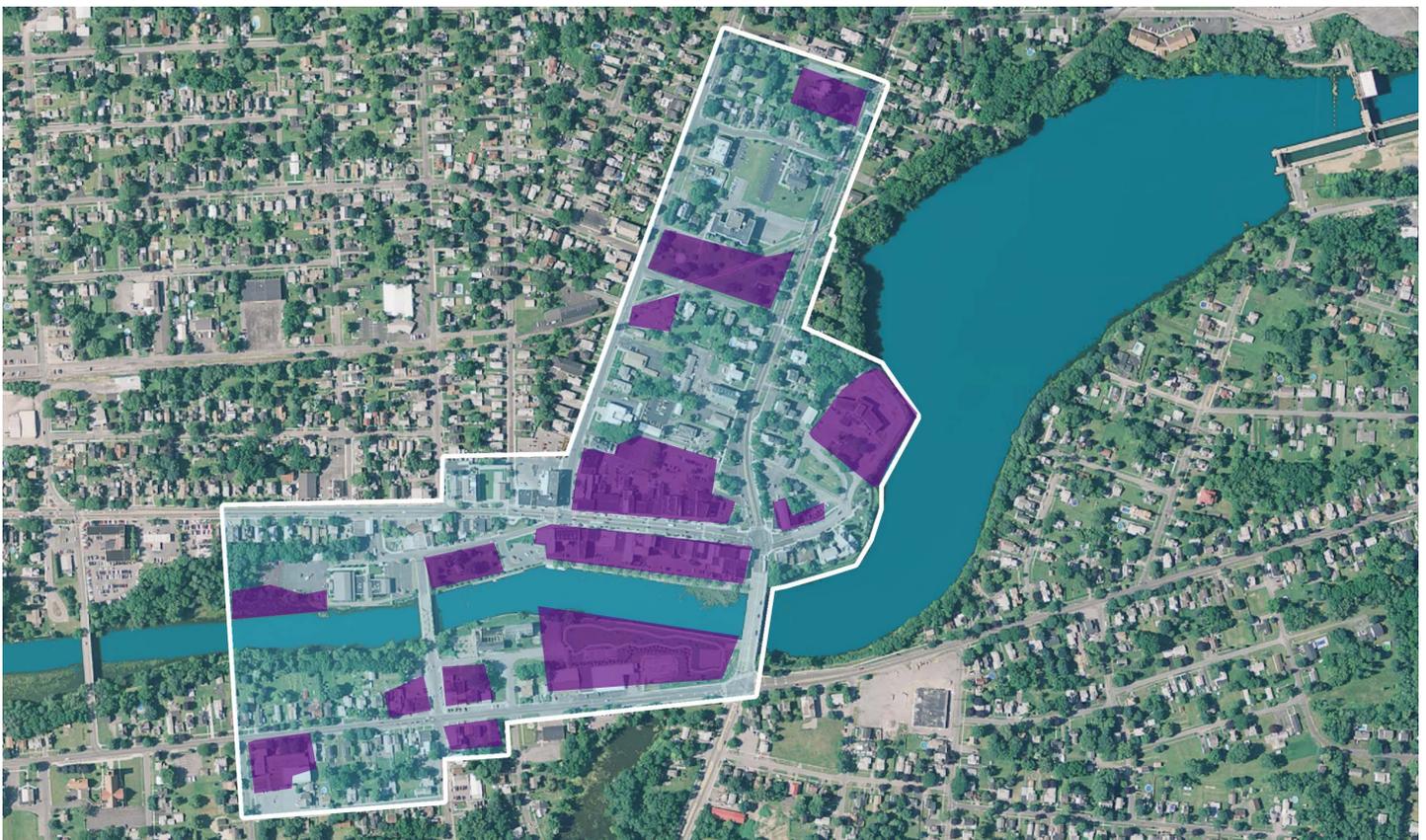
Downtown Residential Development Program

Museum & History Pathway

Parking & Walkability Improvements

Culinary Kitchen Incubator at 60 State

Park & Greenspace Improvements



CANALFRONT MIXED-USE DEVELOPMENT

 Walk to center of downtown: .25 miles / 5 minutes

INTRODUCTION

With a growing need for residential development in and near the downtown area, the tract of land along West Bayard Street would feature a beautiful mixed-use development that neighbors the new National Women’s Hall of Fame.

Complete with retail, dining, and affordable living opportunities, this property would offer public-use paths and additional boater amenities and outdoor recreation attractions.

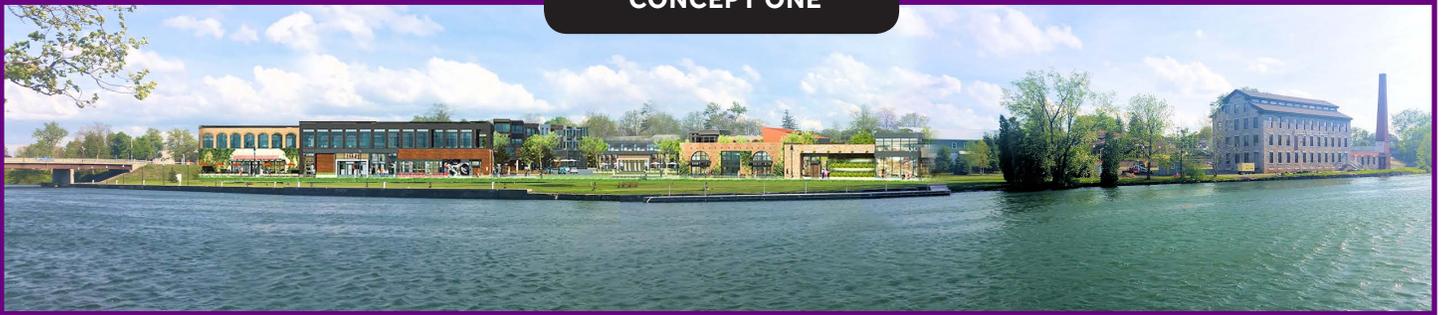
PROJECT GOALS

- Develop mixed-use site along canalfront offering residential, retail, dining, and boutique hotel opportunities.
- Create public greenspace, adjoining walking trail, and small park to attract local community members and visitors.
- Provide additional waterfront-based amenities for small craft and motorless vessels.

CURRENT VIEW



CONCEPT ONE



CONCEPT TWO



2 FALL STREET & 10 FALL STREET APARTMENTS

 Walk to center of downtown: .25 miles / 5 minutes

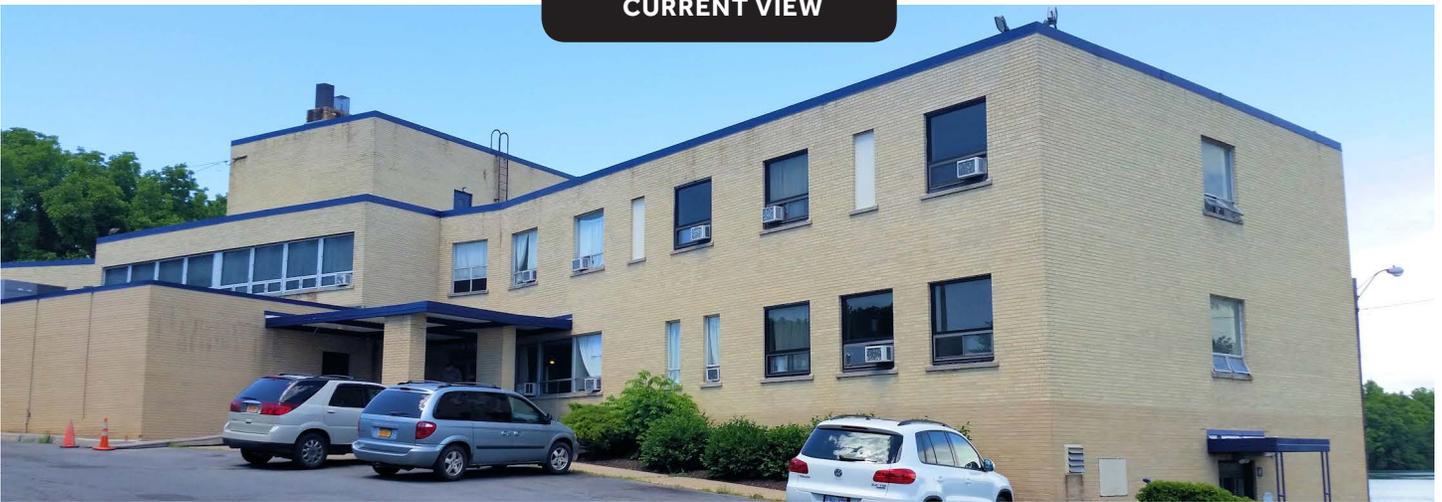
INTRODUCTION

To help foster and leverage existing developer interest, the repurposing of the former hospital into an 80+ unit apartment complex will provide additional housing opportunities in the downtown corridor. With public-accessible greenspace and tenant amenities, the prospective apartments would help ease a growing residential shortage for employers in Seneca Falls.

PROJECT GOALS

- Develop affordable worker-appropriate housing opportunities close to the downtown corridor.
- Create public greenspace, dockage, gazebos, and walkways.
- Expand parking capacity in close proximity to downtown.

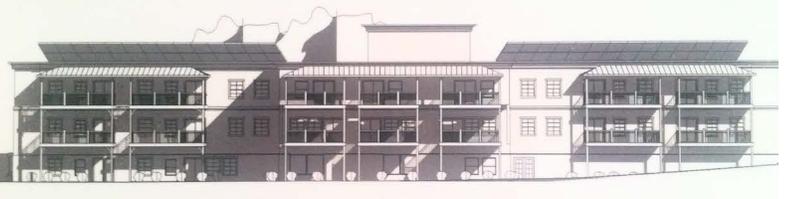
CURRENT VIEW



DEVELOPER CONCEPT



- 1 - Parking Area
- 2 - Accessible Parking
- 3 - Walkway
- 4 - Patio
- 5 - Gazebo
- 6 - Benches
- 7 - Dock
- 8 - Lawn Area



SENECA MUSEUM OF WATERWAYS & INDUSTRY



“The museum and Visitors Center not only highlights downtown Seneca Falls’ remarkable past, it also helps share our collective vision for community success long into the future.”



INTRODUCTION

Located in the center of downtown Seneca Falls, the Seneca Museum of Waterways and Industry also houses the Seneca Falls Visitors Center and Boaters Amenity Facility. These combined entities provide a central location for information, guidance, services, and historical insight for visitors of all ages.

As a central hub of local information and expertise, the center is visited by thousands of tourists, guests, and community citizens throughout the year.

PROJECT GOALS

- Create a state-of-the-art destination for visitors, guests, and community members alike.
- Addition of modern technology and digitization, including interactive kiosks that highlight downtown restaurants, businesses, museums, and shops, as well as current events, tours, festivals, etc.
- Improved façade and venue signage to improve downtown visibility and highlight each of the three entities.
- Capitalize on the beauty of our adjoining waterways with the addition of a bike, canoe, and kayak rental location.
- Improve visitor experiences with interior and exterior infrastructure updates and repairs.
- Capitalize on the New York State Canal Greenway Grant to improve the visibility of the Seneca Falls Boater Amenity Facility, which is located on the bottom level of the museum and Visitors Center.

81 WEST BAYARD STREET APARTMENTS

 Walk to center of downtown: .4 miles / 8 minutes



INTRODUCTION

The repurposing of the former St. Patrick's School will provide 30-40 additional apartments with on-site amenities to help address the need for senior-level housing near the downtown corridor.

PROJECT GOALS

- Secure additional senior housing for aging citizens looking to downsize, thus increasing available housing stock.
- Provide abatement study and developer support for remediation to prepare the site for residential living.
- Creating additional housing options within a walkable distance of downtown Seneca Falls.

PEOPLE'S PARK IMPROVEMENTS

 Walk to center of downtown: .1 miles / 2 minutes



INTRODUCTION

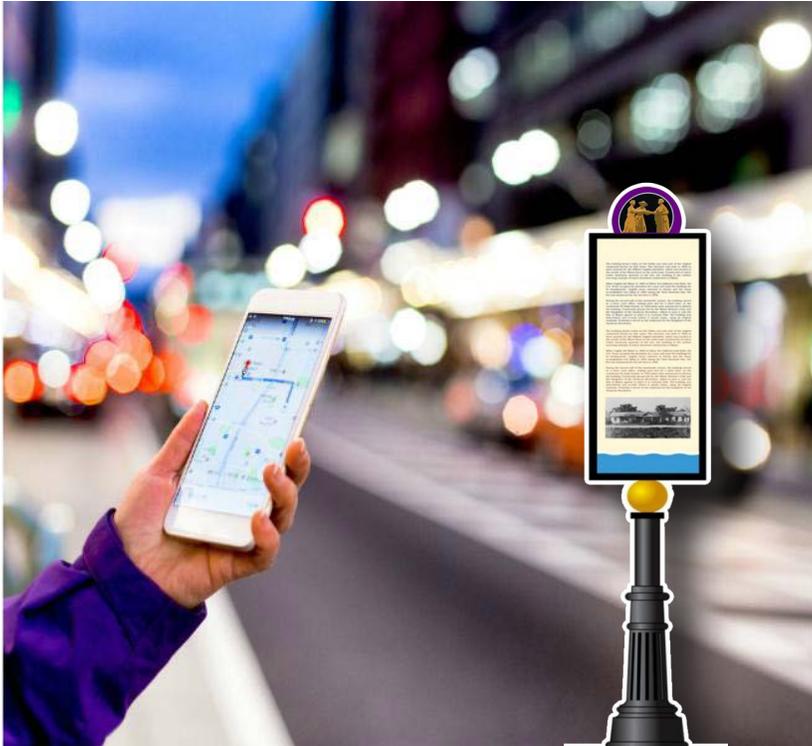
People's Park is located canalside and hosts multiple festivals, music events, and community gatherings throughout the year. It is also the location of the Seneca Falls Farmer's Market, which features locally-grown fruits and vegetables from June to October. The park is an easy 2-minute walk to downtown, the new site of the National Women's Hall of Fame, and the Community Rec Center.

PROJECT GOALS

- Add amenities such as lighting and bathrooms
- Relocate bandstand to create more usable space.
- Add additional picnic tables and benches.

INTERACTIVE MUSEUM & HISTORY PATHWAY

 Walk to center of downtown: varies by chosen route



INTRODUCTION

As a year-round attraction for both visitors and community residents, the Seneca Falls Museum & History Pathway would provide GPS-guided walking tours, museum “day trip” options, and informative kiosks throughout each route.

PROJECT GOALS

- Collaborate with our many museums to create a pathway and “walk of fame” tour with statues and informative kiosks.
- Develop a mobile app with GPS location capabilities to trigger historical notes about people and locations of interest.
- Encourage participation by residents and visitors to help spark downtown activity and increase traffic to area businesses.

PARKING & WALKABILITY IMPROVEMENTS



“In early 2019, the Town of Seneca Falls began to address projects outlined in the Parking & Walkability Study, including improving the Cayuga Street Lot to create 20 additional parking spaces.”

INTRODUCTION

Following considerable community outreach, Seneca Falls has identified and documented the need to improve the safety, accessibility, circulation, and appearance of public parking facilities in its downtown business district. Input from residents and business owners was gathered to help guide the study, identify key issues, provide input on solutions, and outline potential projects for funding.

PROJECT GOALS

- Improve pedestrian and parking wayfinding.
- Increase parking supply and curbside spots.
- Improve visitor experience and walkability.
- Add bikeability treatments throughout downtown.

ESTABLISH NEW BIKE-RUN-WALK TRAILS

 Walk to center of downtown: varies by chosen route



INTRODUCTION

Creating an array of trails suitable for biking, running, and walking throughout Seneca Falls can help boost the quality of life for residents and provide additional features to attract visitors. By connecting with existing trails, walkability and outdoor recreation can be improved year round.

PROJECT GOALS

- Create a safe and pleasant trail that takes people from the existing Ludovico Sculpture Trail to the Ovid Street Bridge.
- Connect with the Cayuga-Seneca Trail that runs from Geneva to Waterloo.
- Build stairs and ramp on the east side of the south end of the Ovid Street Bridge to improve walkability and sightseeing.

DOWNTOWN INTERACTIVE KIOSKS



INTRODUCTION

To help adapt to a growing, changing, and thriving downtown, interactive digital kiosks would be added in key locations throughout Seneca Falls to help inform visitors and residents alike.

With the ability to be easily updated, the kiosks can better guide people to points of interest, event locations, parking options, downtown shops, restaurants, cultural assets, and more.

PROJECT GOALS

- Create an interactive calendar of events, festivals, and programs available throughout Seneca Falls
- Showcase points of interest, historic locations, museums, shops, restaurants, and other businesses.
- Provide ability to download walking or driving directions.

SENECA FALLS HISTORICAL SOCIETY

 Walk to center of downtown: .5 miles / 9 minutes



INTRODUCTION

Founded in 1896, the Seneca Falls Historical Society tells the story of Seneca Falls through thousands of rare and unique documents, archival records, and irreplaceable treasures.

With thousands of visitors annually, including educational programs for children of all ages, the archives need to be protected for future generations.

PROJECT GOALS

- Expand archive space to secure artifacts, records, and collections.
- Provide interior and exterior building improvements to improve visibility.
- Improve building access and security to better serve and attract visitors.

COMMERCIAL BUILDING IMPROVEMENT PROGRAM

INTRODUCTION

The establishment of a Commercial Building Improvement Program (CBIP) would assist property owners and downtown businesses willing to make interior and/or exterior space renovations or improvements. Eligible projects could include façade improvements, ADA compliance, construction of new awnings, exterior building painting, walkway improvements, sign replacements, and projects designed to enhance the aesthetic quality of the Seneca Falls downtown corridor.



PROJECT GOALS

- Create a more desirable downtown corridor by encouraging additional private investment and CBIP participation.
- Increase tax base by attracting new businesses and shoppers to the revitalized downtown area.
- Provide design assistance to ensure compliance with historic district guidelines.

SENECA THEATER BUILDING REVITALIZATION

 Walk to center of downtown: .1 miles / 2 minutes



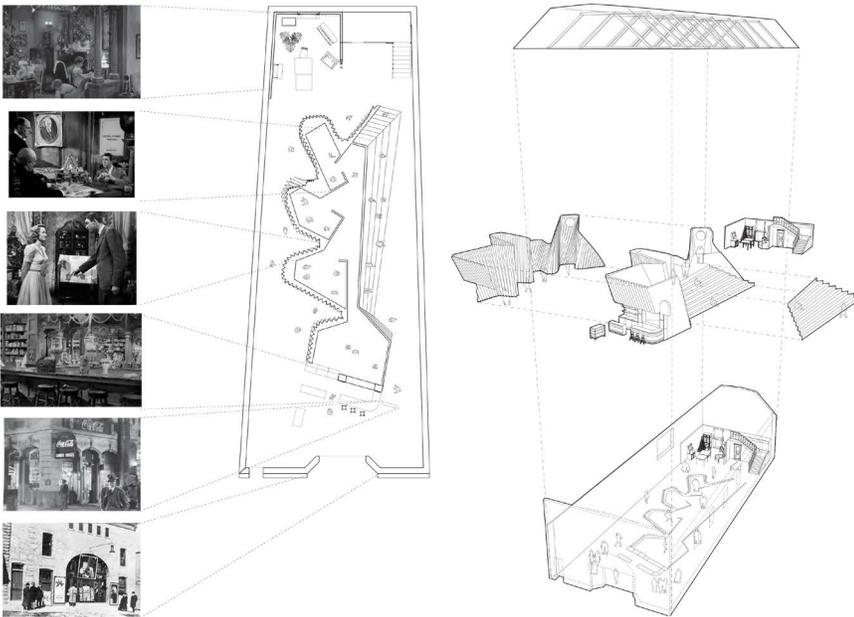
INTRODUCTION

The Seneca Theater, built in 1913, was the first movie theater in Seneca Falls. Now home to the *Seneca Falls It's a Wonderful Life Museum*, the building houses archives and castmember collections from the iconic movie of the same name.

With visitor numbers increasing annually, and limited space to welcome them, a campaign is underway to revitalize the Seneca Theater building and create a more immersive and modern experience that features more exhibit space and a revived community theater.

Caroline O'Donnell, one of the top 30 female architects in the world and Director of the Master's Degree in Architecture Program at Cornell University, is working alongside students to provide conceptual designs for the expansion of the Museum.

“It’s a Wonderful Life’ is truly a national treasure and we’re proud of its ties to New York. Thank you for continuing to remind us all of the film’s universal lessons and for inspiring so many in New York and beyond...” - Governor Andrew Cuomo



PROJECT GOALS

- Retain what is original to the Seneca Theater while creating a modern setting for a better visitor experience.
- Integrate an 80-seat theater that will be available for community use.
- Utilize the upper floor of the Seneca Theater building in order to nearly quadruple the size of the museum.

INCUBATOR KITCHEN AT 60 STATE STREET

 Walk to center of downtown: .2 miles / 4 minutes



INTRODUCTION

The former Police Department, originally the Seneca Falls train depot, was recently updated to better accommodate new business. Owned by the Town of Seneca Falls, the location would make space available to culinary entrepreneurs focused on using locally-sourced produce and goods.

PROJECT GOALS

- Repurpose building for use as an incubator kitchen to help attract small business owners in culinary fields.
- Create culinary assistance program by partnering with BOCES and/or FLCC.

DOWNTOWN RESIDENTIAL DEVELOPMENT PROGRAM



INTRODUCTION

Based on discussions with downtown property owners, an additional 14 residential units could be developed in unused space that exists above downtown retail properties.

With a mixed-use development program funded in part by the DRI, Seneca Falls will capitalize on these housing opportunities to attract local workers, NYCC students, and young inbound residents seeking downtown living.

PROJECT GOALS

- Create an incentive program that encourages property owners to develop 2nd level apartments.
- Develop a variety of modern apartment options to attract a diverse population.
- Decrease the cost of living by providing closer access to downtown jobs, services, and amenities.

SACKETT BUSINESS DISTRICT REVITALIZATION

 Walk to center of downtown: .3 miles / 5 minutes

INTRODUCTION

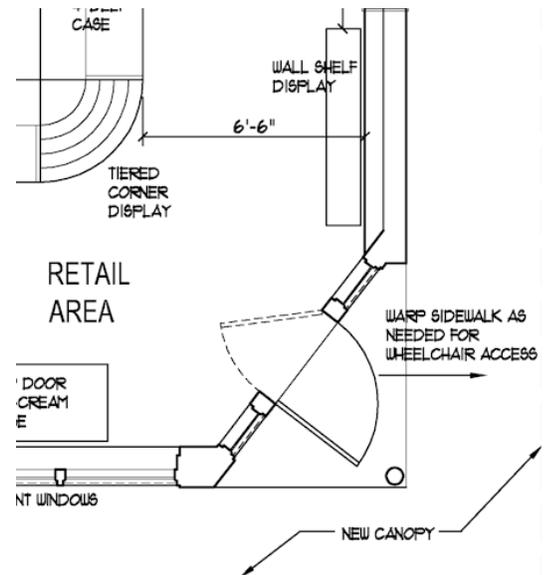
One of the key downtown areas prime for redevelopment is known as the Sackett District, which was the original downtown center of Seneca Falls. The Sackett District is located across the canal, well within the proposed DRI area, and acts as an extension of the downtown area.

With the relocation of the National Women’s Hall of Fame to the site of the former Knitting Mill, revitalizing the Sackett District is a critical need that will help increase tourism, residential living, and commercial development.



PROJECT GOALS

- Beautify and rehabilitate the Sackett District with greenscape, sidewalk improvements, and facade upgrades.
- Leverage the \$6+ million investment into the National Women’s Hall of Fame by improving the Sackett District, which adjoins both entrances.
- Work with property and business owners to rehabilitate buildings for mixed-use purposes.
- Bury overhead utility lines to beautify and better prepare the neighborhood for development and tourism.
- Implement Parking & Walkability Study to accommodate more visitors.



1.26.2015
scale: 1/4" = 1'-0"

8 | Administrative Capacity

Successful revitalization efforts require a dedicated, experienced, and energized team capable of administering large-scale projects and funding. In addition to the Town of Seneca Falls’ extensive experience in procuring and executing both Federal- and State-funded projects, the Seneca Falls Development Corp (SFDC) and Seneca County IDA are also prepared to assist any assigned teams with DRI-minded economic development efforts.

Together, there are many examples of successful grant and development contract management, as well as the management of complex funding sources that often carry specific reporting guidelines. Furthermore, this collective group is well prepared to handle all technical, administrative, and financial requirements outlined in the DRI guide.



LOCAL MUNICIPALITY

- Approves and implements economic development initiatives
- Assists with project management
- Applies for and administers grants
- Oversees project committees
- Holds public meetings & forums
- Manages local and regional relationships
- Supports business development through planning codes



LDC (501c3)

- Committed to building a thriving and sustainable local economy
- Assists with project management
- Applies for and administers grants
- Oversees project committees
- Holds public meetings & forums
- Block grant and land bank capable
- Develop and implement marketing & publicity efforts
- Support new & existing businesses



LOCAL PUBLIC AUTHORITY

- Capable of providing real property tax abatement
- Capable of providing sales tax exemption incentives
- Capable of providing mortgage recording tax exemptions
- Capable of providing taxable exempt & taxable bond financing
- Capable of making low-interest loans
- Capable of providing additional incentives and funding options

To ensure that all community voices are represented throughout the DRI process, the Seneca Falls Development Corp will form a diverse Local Development Committee comprised of individuals with varying backgrounds, specialties, and skillsets. Based on prior engagement and recent support for our proposed initiatives, we intend to form a final Local Development Committee that will benefit from the collaboration and involvement of the following:

- Small business owners
- Community service organizations
- Mynderse Academy Student Council
- Seneca Chamber of Commerce
- New area employers
- Women and minority business owners
- Non-profit organizations
- Finger Lakes Tourism Association
- Town and State government
- Young professionals
- Seneca County IDA
- Local financial institutions

Proposed Initial Seneca Falls Local Planning Committee

- Ann Sandroni; Seneca Falls Business Association
- Doug Avery; SFDC Board; Seneca Falls Town Council
- Bob McKeveny; Superintendent of Schools, SFCSD
- Menzo Case; President & CEO; Generations Bank
- Joell-Murney Karsten; SFDC Board Chair; Community Outreach Manager, del Lago Resort & Casino
- Jerry Goodenough; VP Development; Heorot Power
- Susie Cornett, Simply Created by Susie Event Planning
- Christine VanDusen; CVDesigns Boutique
- Greg Zellers; SFDC Director; CEO, FLX Creatives
- Rhonda Destino; Executive Director; Seneca Falls Visitors Center, Seneca Museum of Waterways

9 | Other Considerations

The Seneca Falls DRI Application directly aligns with strategies for economic transformation as outlined in the recently-adopted 2018 Economic Development and Revitalization Plan. By leveraging significant private and public investment to create a stronger and more desirable downtown core, the Seneca Falls DRI will create a livable, workable, and walkable mixed-use center for commerce and residency.

We are working together to build a new and diverse downtown that will include both sides of the Cayuga-Seneca Canal to benefit the entire community. With retail and commercial advancement a key initiative, the importance of mixed-use components such as housing, recreation, education, job development, and quality of life amenities will remain at the forefront.

The transformed and revitalized downtown area of Seneca Falls will retain the character and charm of our small town, protect our heritage and storied history, and once again build pride among residents and envy among guests. By creating a more attractive, more vibrant, and more sustainable downtown district, the attraction of new businesses, new developers, and new residents will continue to look toward Seneca Falls.



Why Seneca Falls?

1. A Talented and Motivated Workforce

Businesses have access to a growing, well-educated, and highly-skilled local and regional work force. Job training programs are also available through collaboration with nearby schools and colleges. 37 is the median age; 92% are high school graduates; 29% hold bachelor degrees or higher; and 14% hold associate degrees, the highest per capita in Seneca County.

2. Established & Shovel-Ready Sites

From our historic buildings in downtown to business and industrial parks, Seneca Falls offers a wide range of site opportunities. We have vacant acreage and buildings that are suitable for a variety of businesses and mixed-use purposes, from large manufacturing firms to small retail or service shops.

3. An Active Business Community

Seneca Falls has a fast-growing network of businesses that profit from our recreation options, natural surroundings, historical significance, booming tourism, and supportive local business resources. Strong collaboration between business and community remains the driving force behind our progress.

4. Accessible Adventures

We love hearing stories from those who traded in hour-long commutes for the serenity of the Finger Lakes. They still work hard, they just enjoy playing harder, and the peace of mind gained only sweetens the experience. With recreational opportunities abound, the quality of life in Seneca Falls and nearby communities continues to expand.



By selecting the Town of Seneca Falls as the Round Four recipient of the Downtown Revitalization Initiative:

- Seneca Falls will have an active and desirable downtown with a strong sense of place and an enhanced quality of life;
- Seneca Falls will attract new “Main Street” mixed-purpose businesses that offer a wide array of shopping, dining, entertainment, and service options for residents and guests;
- Seneca Falls will see an increase in available jobs and careers, providing opportunities for a variety of skills and educational backgrounds consistent with our already diverse fields;
- Seneca Falls will see an increase in arts and cultural events to draw existing residents and new visitors to downtown;
- Seneca Falls will continue to attract a diverse population as new businesses, commercial enterprises, and employers extend to our area to meet demand;
- Seneca Falls will have a significant increase in housing stock to accommodate growth and new job opportunities.

Office of Town Clerk
TOWN OF SENECA FALLS, NY

NICALETTA J. GREER
Phone (315) 568-8013
Fax (315) 568-4672

130 Ovid Street
Seneca Falls, New York 13148
E-mail: ngreer@senecafalls.com

I, Nicaletta J. Greer, Town Clerk of the Town of Seneca Falls, Seneca County, New York, do hereby certify that the foregoing is a true and correct copy of a Resolution which was adopted by the Town of Seneca Falls Town Board on May 7, 2019.

DATED: May 7, 2019

SEAL:


NICALETTA J. GREER, Town Clerk
Town of Seneca Falls

RESOLUTION SUPPORTING THE SENECA FALLS DEVELOPMENT CORP.
(SFDC) IN APPLYING FOR THE DOWNTOWN REVITALIZATION INITIATIVE
GRANT IN THE FINGER LAKES REGION AND REGIONAL ECONOMIC
DEVELOPMENT COUNCIL (REDC) GRANTS

WHEREAS, the SFDC is operating in cooperation with the Seneca Falls Town Council as a subsidiary of the Seneca Falls Town Council, enabling the SFDC to be an entity qualified to make application for said grants; and

WHEREAS, the Town Council has found that it is in the public interest to invest in the economic development and revitalization of its Historic Town of Seneca Falls; and

WHEREAS, the Town Council has determined that the applications on behalf of the Town of Seneca Falls are in the public interest and for the benefit of the Town, its inhabitants and businesses.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF SENECA FALLS, SENECA COUNTY, NEW YORK that:

The Town of Seneca Falls hereby resolves to support the Seneca Falls Development Corporation (SFDC) to make applications to the New York State Downtown Revitalization Initiative Grant and the Regional Economic Development Council (REDC) Region Grants to benefit the Town of Seneca Falls.

TOM REED
23RD DISTRICT, NEW YORK

COMMITTEE ON
WAYS AND MEANS

SUBCOMMITTEE ON SOCIAL SECURITY, REPUBLICAN LEADER

SUBCOMMITTEE ON HEALTH

SUBCOMMITTEE ON WORKER FAMILY SUPPORT

Congress of the United States
House of Representatives
Washington, DC 20515

WASHINGTON, DC OFFICE
2263 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, DC 20515-3223
PHONE: (202) 225-3161

www.Reed.House.gov

PROBLEM SOLVERS CAUCUS, CO-CHAIR
MANUFACTURING CAUCUS, CO-CHAIR
DIABETES CAUCUS, CO-CHAIR

May 30, 2019

Finger Lakes Regional Economic Development Council
Co-chairs: Dr. Ann M. Kress & Mr. Robert Duffy
Downtown Revitalization Initiative (DRI) Grant Committee
Finger Lakes Region
Rochester, NY

Re: Downtown Revitalization Grant- Seneca Falls

Dear Dr. Kress & Mr. Duffy:

I am pleased to provide this letter of support for the Town of Seneca Falls Downtown Revitalization Initiative Grant application.

As the "Birthplace of Women's Rights," the Town of Seneca Falls is committed to revitalizing its downtown area while preserving buildings of historic significance.

The town is applying for the DRI grant to create a year-long celebration marking the 100th anniversary of the 19th amendment, linking museums and historic sites into one passport system, connecting the Seneca Falls section of the Erie Canal to the existing trail, and other programs that will promote women in the community.

I urge the Finger Lakes Regional Economic Development Council to give full and fair consideration to this grant request as a matter of community growth and development. Please do not hesitate to contact my office with any questions.

Sincerely,



Tom Reed
Member of Congress

CC: Greg Zellers, Seneca Falls Development Corp.

TR: tw



May 30, 2019

Joell Murney-Karsten
Chair
Seneca Falls Development Corporation
20 East Bayard Street
Seneca Falls, NY 13148

Dear Joell,

Generations Bank supports the Seneca Falls Development Corporation's ("SFDC") proposal for the 2019 Downtown Revitalization Initiative ("DRI") grant. Generations Bank, formerly known as the Seneca Falls Savings Bank, was formed in 1870 by a group of local business people who had a vision for great things in Seneca Falls. We remain committed to our markets, including Seneca Falls, which is the home of our Corporate Headquarters.

A DRI award would further programs to help low-to-moderate income families get a hand up – not a hand out. Generations has already established an auto program that could easily be duplicated on a larger scale through the SFDC. Generations' Affordable Transportation Program is fashioned after the now defunct Wheels for Work Program, which provides loans to low-to-moderate income individuals that need a car to maintain or acquire a job. We enhanced the program by providing a rebate to those that successfully complete the program.

With all of the natural resources Upstate New York has to offer and a rich history, we need to, among other things, enhance housing opportunities, recruit targeted businesses to the Downtown District and provide additional boarding opportunities for those visiting – perhaps by locating a small hotel downtown. The initiatives in the Seneca Falls DRI grant application will help to realize these objectives or at least move us in the right direction.

We are hopeful that the Seneca Falls Development Corporation's proposal for this Downtown Revitalization Initiative grant will be approved as it would greatly impact the families we're proud to serve!

Sincerely,

Menzo D. Case
President & CEO

Securities and investment advisory services are offered through Cadaret, Grant & Co., Inc., member FINRA / SIPC and a registered broker-dealer and registered investment advisor. Insurance products are offered through Generations Agency, a wholly-owned subsidiary of Generations Bank. Insurance and investment products are NOT A DEPOSIT, NOT INSURED BY THE FDIC OR ANY FEDERAL GOVERNMENT AGENCY, NOT GUARANTEED BY THE BANK AND MAY GO DOWN IN VALUE. Securities and investment products and services are subject to investment risk, including the potential loss of principal invested. Cadaret, Grant & Co., is not affiliated with Generations Bank, its affiliates, or subsidiaries. No investment strategy can guarantee a profit or protect against loss in periods of declining values. Past performance is no guarantee of future results. Individual situations may vary.



SENECA FALLS DEVELOPMENT CORP - 20 EAST BAYARD STREET - SENECA FALLS, NEW YORK 13148

May 27, 2019

Finger Lakes Regional Economic Development Council
DRI Grant Committee / Finger Lakes Region
Rochester, New York

Dear Grant Committee Members,

It is my honor and pleasure to write this letter in support of the Town of Seneca Falls' DRI Grant application. The Seneca Falls Development Corp, formed in 2007 as an arm of the Seneca Falls Town Council, is committed to economic and community development.

Through the planning and implementation of programs, projects, and activities that encourage growth and improvement, the SFDC works to stimulate the local economy, boost the Town's visibility, and improve residential and commercial appeal.

The SFDC continues to be proactive and progressive in its advocacy, community outreach, and economic stimulus goals. There is a renewed passion in Seneca Falls and we're excited to be an integral part of Seneca Falls' downtown revitalization.

It is my hope that you will give the Town of Seneca Falls serious consideration for this funding.

Sincerely yours,

Joell Murney-Karsten
SFDC Board Chair



Sinicropi Florist and Gift Shop

64 Fall Street
Seneca Falls, New York 13148
Phone 568-6345 • 1-800-436-6345
FAX 315-568-6899
www.sinicropiflorist.com



May 29, 2019

Greg Zellers
Seneca Falls Development Corp.
20 East Bayard St
Seneca Falls, NY 13148

Dear Mr. Zellers:

After attending a recent meeting about the possibility of our community applying for a 2019 DRI grant for Seneca Falls, I was pleased to learn that our SF Development Corporation is going forward with an application. As a recipient of previous grant funding many years ago, I was able to refurbish the outside of our historic commercial building which had been "modernized" in the 1950's; it was a huge project and as a small retail shop, we never would have been able to afford to do it all on our own. What a difference it made and we continue to receive so many compliments about what a great conversion it was. It's now time to repair some of that previous renovation and we hope that we would be eligible for some of the funding to help us do that if we are awarded the community grant.

Visitors come from all areas of our country (and world) to experience our women's history, our early industrial successes and our connection to "It's a Wonderful Life." These guests consistently tell us what a beautiful community we have—both in our downtown and in our grand mansions on Cayuga and State Streets. They tell us how beautiful our Finger Lakes are and how lucky we are to be able to live here! We agree!!

An economic grant could be helpful in restoring more of our precious gems which have fallen into disrepair through neglect or imposing repair costs. Sprucing up our community would encourage newcomers to live here because of its quaint beauty and neighborly friendliness, which obviously ultimately adds to the economic vitality of our town. A grant could give us the resources to encourage new businesses to relocate to our community because of its labor supply and available commercial and industrial space. How terrific it would be to receive grant money to help us achieve these goals.

Sincerely,

Joyce Sinicropi, President
Sinicropi Florist

SENECA COUNTY

CHAMBER of COMMERCE

May 28, 2019

Joell Murney-Karsten
Seneca Falls Development Corp.
20 East Bayard Street
Seneca Falls, NY 13148

Dear Ms. Murney-Karsten:

As President of the Seneca County Chamber of Commerce, I am writing to convey my support for the Downtown Revitalization Initiative (DRI) application by the Town of Seneca Falls. Over the past few years, the Town has made great strides forward and we are proud to be a part of this ongoing renaissance.

On behalf of the Chamber's 500 member businesses/tourism partners and their thousands of employees, we stand ready to help mobilize the type of community assistance that is required for successful implementation of this program.

As you know, the Chamber is a champion of the local community and all efforts designed to help improve its economy. Given the significant contributions that Seneca Falls has made to both our county and nation, we are excited by the momentum that the DRI could have in our collective revitalization efforts.

We look forward to working with the Local Development Corp and Town leaders to help unlock the tremendous potential that exists in Seneca Falls.

Sincerely,



Jeffrey M. Shipley
President & CEO
Seneca County Chamber of Commerce

P.O 388 ~ 89 Fall Street
SENECA FALLS, NY 13148



315.568.1510
senecamuseum.com

Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

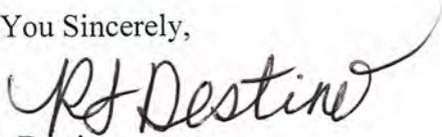
Dear Mr. Zellers,

As the Seneca Museum of Waterways & Industry enters its 21st year, I have just started as the Executive Director. We continue to expand and keep the fascinating industrial history of Seneca Falls alive all while increasing appreciation for the significant contributions of history and industry of Seneca Falls to our state, country and the world.

We are also the Seneca Falls Visitor Center and we continue to strive to improve our visitors' experience by maintaining, improving and creating displays and information of our town and region. Seneca Falls is very significant to our world's history regarding our waterways, women's rights, and all of the industry and innovation that was created here.

With an opportunity like the Downtown Revitalization Initiative (DRI), our business and Seneca Falls would be given a chance to grow exponentially. I was thrilled when I first started in this role knowing that this museum and visitors center could be a potential DRI project. I have seen other communities in the process of DRI and know that this work can transform a community. I fully support these efforts and can be called on as a resource to help in the process at any time. With an economic development enhancement for Seneca Falls, the possibilities are endless.

Thank You Sincerely,



Rhonda Destino
Executive Director
Seneca Museum of Waterways & Industry
Seneca Falls Visitor Center
Seneca Falls Heritage Area
www.senecamuseum.com
585-993-7475



May 24, 2019

Greg Zellers

Seneca Falls Development Corporation

20 East Bayard Street

Seneca Falls, NY 13148

Dear Mr. Zellers,

My name is Kenneth McConnell and I am with Barrister's Bed & Breakfast located in Seneca Falls. I was pleased to hear that Seneca Falls Development Corporation was going to pursue the New York State Downtown Revitalization Initiative for 2019 to transform downtown Seneca Falls into a "vibrant community where tomorrow's workforce will want to live, work and raise families".

Seneca Falls is a unique and diverse community that attracts visitors from all over the country to experience its historical significance as the birthplace of women's rights. The Downtown Revitalization initiative would be vital to the Town of Seneca Falls. Seneca Falls is an important piece of U.S. and New York. The women of Seneca Falls began to think about the issues such as the social, civil and religious conditions of women when they gathered at the village of Seneca Falls, in the Wesleyan Chapel in July, 1848. This foresight marked Seneca Falls as the birthplace of Women's Rights.

With increased funding, we could afford better means of engaging an even greater welcome to those who chose to live and visit here. Revitalizing the downtown area will attract the above visitors and many tens of thousands additional visitors to the area. The area can be focal point of both Women's history and women operated business.

Barrister's Bed and Breakfast is located on historic Cayuga Street in Seneca Falls and would benefit greatly to the additional visitors to our area. Many of our current visitors are new to Seneca Falls and thrilled to learn of its rich history.



For Seneca Falls to obtain the DRI grant, it would help create a downtown that would feature shopping, historical walking tours and upscale dining opportunities. The downtown would be an attraction for businesses or individuals looking to relocate to the exciting and vibrant community.

Barrister's Bed & Breakfast ask for your careful and thoughtful consideration to the application by Seneca Falls for the New York State Downtown Revitalization Initiative. Please consider its rich heritage and the opportunity to showcase that heritage.

Regards,

Ken & Diane McConnell, Innkeepers

Barrister's Bed & Breakfast

56 Cayuga Street, Seneca Falls, NY 13148

(315) 568-0145

innkeeper@sleepbarristers.com



ARTWORKS GALLERY - 109 FALL STREET - SENECA FALLS, NY 13148 - (315) 257-0201

May 16, 2019

Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

The Seneca County Art Council's Artworks Gallery is pleased to hear that the Seneca Falls Development Corporation is going to pursue the 2019 DRI grant for our community because downtowns are a vital part of small town America.

Seneca Falls is a unique and diverse community that attracts visitors from all over to experience its historical significance as the birthplace of women's rights. The Downtown Revitalization Initiative would be vital to the Town of Seneca Falls. Not only to the businesses and organizations that are established here, but also for the residents who call Seneca Falls home.

Promoting the arts is vital to every community, and Artworks Gallery provides a visual outlet for showcasing local artists and craftspeople.

With increased funding, we could afford better means of engaging with surrounding communities, fostering existing and new business growth, and establishing an even greater welcome to those who choose to visit or live here.

We're excited to hear about the steps being taken to improve economic development efforts in Seneca Falls and look forward to seeing what such a wonderful investment could do for our town.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Bayley". The signature is written in a cursive style with a long, sweeping underline.

Seneca County Arts Council
Artworks Gallery



53 Fall St. Seneca Falls, NY 13148
315-568-9943
Fax: 315-568-2931

5/30/2019

Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls NY 13148

RE: Downtown Revitalization Initiative

Dear Mr. Zellers,

My name is Ann Marie Sandroni and I am the owner of The Downtown Deli in Seneca Falls. I was pleased to hear that the Seneca Falls Development Corporation was going to pursue the 2019 DRI grant for our community because I believe the with Seneca Falls historic history and diverse community anything we can do to enhance our future as a leader in tourism and history is an amazing opportunity.

Seneca Falls is a unique and diverse community that attracts visitors from all over to experience its historical significance as the birthplace of women's rights. The Downtown Revitalization Initiative would be vital to the Town of Seneca Falls. Not only to the businesses and organizations that are established here, but also for the residents who call Seneca Falls home.

Seneca Falls has been my husband's family home for over 70 years and mine for 30. In that time my husband and I have been very involved in Seneca Falls community events and things to encourage community involvement and its beautiful area and history. We have owned the Deli for over 25 years and also owned an Italian Grocery and gift store for 7 years till 2017 when we closed due to my husband's illness. We also have purchased our building and over the years remodeled and upgraded to add to the appearance of the community. I feel it's important to put the best foot forward whenever possible and with available grants it is an incentive to make changes.

With increased funding, we could afford better means of engaging with surrounding communities, fostering existing and new business growth, and establishing an even greater welcome to those who choose to visit or live here.

We're excited to hear about the steps being taken to improve economic development efforts in Seneca Falls and look forward to seeing what such a critical level of investment could do for our town.

Sincerely,

Ann Marie Sandroni
President
Downtown Deli

Seneca Falls Parks & Recreation

35 Water Street • Seneca Falls, New York 13148 • 315-568-6933 • (fax) 315-568-4966
www.senecafalls.com • Join us on facebook - (Seneca Falls Recreation)

May 29th, 2019

Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

My name is Jim Spina and I am with the Seneca Falls Community Center located in Seneca Falls. I am excited to hear that the Seneca Falls Development Corporation will be pursuing the 2019 DRI grant for our great community because of all the wonderful and new benefits it can bring to our community.

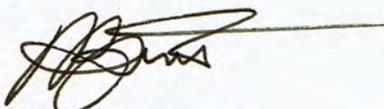
Seneca Falls has been and continues to be a unique and diverse community. Our community brings in many visitors throughout the year to experience our historical significance as the birthplace of women's rights. The Downtown Revitalization Initiative would be vital to the Town of Seneca Falls. The businesses and organizations that call Seneca Falls home would be great beneficiaries of the DRI, as will residents who call Seneca Falls home.

As one of the central locations in the Finger Lakes region, Seneca Falls is a hub for visitors that flock to our area. With the addition of the DRI, we will be better suited to not only better ourselves as community members, but also improve the "Seneca Falls Experience" for our visitors. Much like ourselves, visitors spend money downtown, which along with the DRI, enhances the funding of projects planned for making Seneca Falls the best it can be.

In addition, increased funding affords a better means of engaging with surrounding communities, helps to continue excellent business relationships with current organizations, creates business growth opportunities, and establishes an even greater welcome to visitors as well as our current residents.

We are excited to hear about the strides taken to improve economic development efforts in Seneca Falls, and look forward to seeing what a critical level of investment could do for Seneca Falls.

Sincerely,



Jim Spina
Commissioner of Parks and Recreation
Seneca Falls Parks and Recreation

THE

COPY

SHOP

105 FALL STREET
SENECA FALLS, NY 13148-1492
PHONE (315) 568-8608 • FAX (315) 568-8622

May 24, 2019

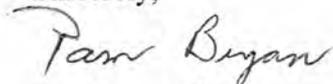
To Whom It May Concern:

I am writing this in support of The Downtown Revitalization Initiative. We depend on our 'walk-in' traffic for at least 30% of our business. If we had a vibrant downtown that offered businesses which would contribute to making our community a 'walking' village again, it could improve everyone's businesses. The services we are greatly in need of are: a full service grocery store, a public Laundromat, a pharmacy, a movie theater, a place to get an ice cream cone and a bakery. As things stand now, folks must drive to get to those services - sometimes to the next village, sometimes to the next county. Any help that could be provided would be very welcome.

We live in such an historically rich area and we do not do nearly enough to make people aware of this. Seneca Falls is the Birthplace of Women's Rights; Waterloo is the Birthplace of Memorial Day; two religions began in this area - Mormonism and Spiritualism; and, of course, Seneca Falls also lays claim to being the town "Bedford Falls" in the movie *It's A Wonderful Life* is based on. The town's yearly *It's A Wonderful Life* Festival has been an extremely popular event drawing people from all over the US and Canada which continues to grow every year.

Of course, the downside of trying to build tourism is the fact that the largest garbage dump on the East Coast is in our backyard. The stench from the rotting garbage is a deterrent to campers and outdoor enthusiasts. This is something we really need to address in order to expand tourism. Assistance with closing the landfill would go a long way toward improving our community. The landfill has by-passed several firm closure dates with the first 'guaranteed' closure date being more than twenty years ago! With a vibrant, odor-free, garbage truck free, downtown we would be able to offer more events to draw people to our area, attract more businesses and, hopefully, people will fall in love with our area and want to live here.

Sincerely,



Pam Bryan, Owner
The Copy Shop



May 24, 2019

Finger Lakes Regional Economic Development Council
Downtown Revitalization Initiative (DRI) Grant Committee
Rochester, NY

Dear Grant Committee Members:

We would like to commend and congratulate the Seneca Falls Development Corporation (SFDC) and the Town of Seneca Falls on its commitment to revitalizing their downtown area and preserving its historical significance as the "Birthplace of Women's Rights". We are therefore writing in support of Seneca Falls' application to the Downtown Revitalization Initiative in the Finger Lakes Region.

It has been del Lago's intent from the beginning to assist in stimulating the local economy and draw more tourism to the Finger Lakes Region. According to data from the New York State Thruway Authority, traffic at Exit 41 has increased 50% since del Lago Resort & Casino opened on February 1, 2017. In addition, the Town of Tyre and Seneca County have each received more than \$2.6 million in revenue and by June, del Lago will have also paid \$1.5 million in property taxes. In addition, del Lago has paid nearly \$100,000 in hotel room occupancy tax, which supports the Seneca County Chamber of Commerce and the Tourism Promotion Agency for Seneca County. By Seneca Falls committing to a revitalization project, they are aligning themselves with our marketing coalition, which we believe will result in significant benefits to Seneca Falls and del Lago Resort & Casino.

A revitalized Seneca Falls will result in an increase in unique, local attractions for our guests at del Lago Resort & Casino. Neighboring historic towns, like Seneca Falls with its distinct charm, lake, and historic offerings will enhance the extended stay concept in the region. As the largest employer in Seneca County, del Lago assists in promoting tourism in numerous ways including an interactive kiosk in our hotel lobby, which allows del Lago guests to find other restaurants, hotels, entertainment, shopping, festivals and recreational activities in the area; our Power Loyalty program which allows del Lago Player Club Members to use their points to purchase goods and



del **LAGO**
RESORT • CASINO

services at local businesses; and our numerous on-site programs to promote local wineries, breweries, cideries, and other locally sourced goods. Del Lago hosted 2.5 million guests in 2018 and continues to be a catalyst for increasing tourism, jobs, economic development and opportunity for this region.

With the vast increase in tourism and growth that has occurred and is continually projected for this area, Seneca Falls would benefit immensely from the DRI Grant funds to advance their downtown revitalization endeavors.

Thank you for your consideration.

Sincerely,

Mark Juliano
Executive Vice President & General Manager
del Lago Resort & Casino



May 29, 2019
Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

My name is Peter Dolan with The Gould Hotel located in Seneca Falls. I was delighted to hear that Seneca Falls Development Corporation will pursue the 2019 DRI grant for our community. I have taken a personal role in the progress of Seneca Falls as an investor and operator of The Gould Hotel.

Seneca Falls is a unique and diverse community that attracts visitors from all over to experience its historical significance as the birthplace of women's rights. The Downtown Revitalization Initiative would be vital to the Town of Seneca Falls; not only to the businesses and organizations that are established here, but also for the residents who call Seneca Falls home.

My company, Charter One Hotels & Resorts, has been involved in the adjacent town since the early 90s. This past August we invested in the charming Gould Hotel to further expand our presence in the area. So far, in this short time, we have taken a failing business model and turned it into a self-sustaining operation. We have also begun a series of ongoing capital improvements into the property both inside and outside of the building. Our goal is to be the home base for anyone wanting experience our beautiful town by being an extension of the street and surrounding culture.

We are located on what we call the corner of "Main and Main". We are the anchor of businesses to this quaint section of the street. We hope with increased funding the town could afford better means of engaging with surrounding communities, fostering existing and new business growth, and establishing an even greater welcome to those who choose to visit or live here.

We're excited to learn more about the steps being taken to improve economic development efforts in Seneca Falls and look forward to seeing what this critical investment will do for our town.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter J. Dolan". The signature is fluid and cursive, written over a faint, larger version of the same signature.

Peter J Dolan
SVP Business Development & Acquisitions
Charter One Hotels & Resorts/The Gould Hotel

StateFarm



May 28, 2019

Re: Downtown Revitalization Initiative

Chairman Cesar A. Perales and others concerned:

The downtown revitalization of Seneca Falls is ripe for opportunity. As a small business owner dedicated to operating in the downtown district of our town, I have been here for 9 years and I am excited to see the positive changes to our community.

This grant will draw attention to the restoration of the Knitting Mill, the Del Lago Casino, and our wonderful waterways.

Our downtown is walkable and attractive to the residents of our area and is attractive to the constant flow of advanced degree students and families associated with the New York State Chiropractic College. The demographic of our population varies from seniors who live in beautiful homes and apartments close to downtown to college students and new families who are taking advantage of available affordable housing.

Small businesses to large corporations call Seneca Falls home. ITT/Goulds Pumps and Generations Bank to small businesses like my own help keep our community glued together. Increased home sales and new renters downtown would certainly impact the potential growth of my business.

Infusion of these revitalization funds could provide our community with the ability to capitalize on the gifts that our region naturally provides and avails the ability to leverage private and governmental investments that have already made great impacts to the community.

The community is in need of development, and this grant would be a tremendous vehicle to get us to a shared prosperity.

Regards,

A handwritten signature in black ink that reads "Jim Bruning". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Jim Bruning, Agent/Owner
State Farm Insurance

First Presbyterian Church & Society of Seneca Falls

23 Cayuga Street Seneca Falls, New York 13148

315-568-6636

www.fpressf.com



Reverend Leah Ntuala, Pastor
Reverend Dr Peter J Crego, Pastor Emeritus

*Be Welcoming*Be Compassionate*Be You (bravely)*Be Community

May 29, 2019

Greg Zellers
Seneca Falls Development Corp.
20 East Bayard Street
Seneca Falls, NY 13148
Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

My name is Rev. Leah Ntuala and I'm writing on behalf of the First Presbyterian Church of Seneca Falls to support your action. We were pleased to hear that your group is going to pursue the 2019 DRI grant for our community because your goals line up perfectly with ours.

Seneca Falls is a unique and diverse community that attracts visitors from all over the world to experience our historical significance as the birthplace of women's rights. This Downtown Revitalization Initiative would be vital to our town, not just for the businesses and organizations that are established here already, but also for the residents who call Seneca Falls home.

We all want to see our community be as physically attractive and socially and personally welcoming as possible. We feel being able to put our best foot forward, as it were, will help us attract newcomers to live here and move their businesses into downtown or onto other properties within the town.

With increased funding we could afford better means of engaging with surrounding communities and farther afield, fostering new business growth, and establishing an even greater welcome to those who choose to visit or live here. We're excited about the possibilities and look forward to working with this group to make it happen.

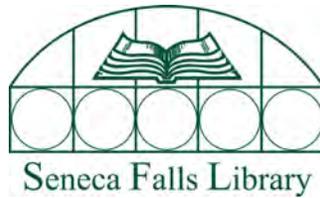
Sincerely,

A handwritten signature in black ink, appearing to read "Leah Ntuala".

Rev. Leah Ntuala

The First Presbyterian Church

E- mail: firstpres13148@gmail.com Web address: fpressf.com



May 22, 2019
Greg Zellers
Seneca Falls Development Corp.
20 E. Bayard St.
Seneca Falls, NY 13148

Re: Downtown revitalization initiative

Dear Mr. Zellers:

The Seneca Falls Library, an essential part of our community, remains committed to bettering Seneca Falls and supports application for a 2019 DRI grant for the town.

Seneca Falls is both a historic and living community which would be aided by such a grant which could be used to revitalize areas of downtown and provide facilities which would benefit local residents and tourists, and make the community more of a business hub for the area.

Sincerely,

A handwritten signature in blue ink that reads "Jenny Burnett". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jenny Burnett
Library Director
Seneca Falls Library
315-568-8265 ext. 3



Seneca County House of Concern

33-35 State Street

Seneca Falls, NY 13148

Office & Food Pantry: (315) 568-2433

SCHOC Thrift Store: (315) 568-6070

www.houseofconcern.org

May 28, 2019

Greg Zellers
Seneca Falls Development Corp.
20 Byard Street
Seneca Falls, NY 13148
Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

I am writing on behalf of Seneca County House of Concern and our support of your action. It is exciting to hear about your application to pursue the 2019 DRI Grant. We share mutual goals in strengthening and developing a more vibrant community of Seneca Falls.

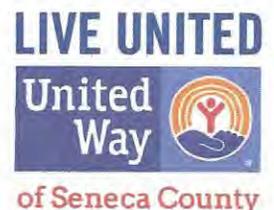
The Downtown Revitalization Initiative envisioned in your DRI Grant as it relates to Seneca Falls, it's residents, businesses, non-profits and organizations is essential to the future of Seneca Falls, NY. While the demographics of Seneca Falls has changed over the past several decades, the generosity of spirit has remained the same. At Seneca County House of Concern, we serve persons of all racial, gender, age, and economic backgrounds. One of the unifying traits we all share is an overwhelming sense of pride in community of Seneca Falls.

Seneca Falls is a beautiful and welcoming place. We care about our neighbors. We host a diverse gathering of people from all over the world whether at The National Women's Hall of Fame, The Women's Rights Park or the It's a Wonderful Life Festival. While many people visit, a revitalization would help us attract newcomers to live here and move their businesses into our community, returning Seneca Falls to its roots and a place of vision, business and industry.

DRI Grant funding would allow us ways of engaging surrounding communities, initiate new relationships and develop our networks. We could welcome more people as visitors and perhaps even entice them to lay down roots. We're excited about the endless possibilities and look forward to working with you in making the vision into reality.

Sincerely,

Olan Mack
Executive Director
Seneca County House of Concern



SENECA FALLS CENTRAL SCHOOL DISTRICT

District Offices

**P.O. Box 268, 98 Clinton Street
Seneca Falls, New York 13148-1497**

**Robert McKeveny
Superintendent of Schools
(315) 568-5818
(315) 712-0535 FAX**

**James Bruni
Administrator of Business
& Operations
(315) 568-5874**

May 30, 2019

**Mr. Greg Zellers
Seneca Falls Development Corporation
20 E. Bayard Street
Seneca Falls, New York 13148**

Mr. Zellers:

It is with great pleasure that I write this letter of full support for the Seneca Falls Development Council's grant request of \$10 million for its Downtown Revitalization Initiative.

As Superintendent of Schools and active participant in numerous local and regional initiatives, this grant will provide necessary support for Seneca Falls to capitalize on an opportunity to re-establish itself as the Gateway to the Finger Lakes and desired location for tourists, families, and entrepreneurs.

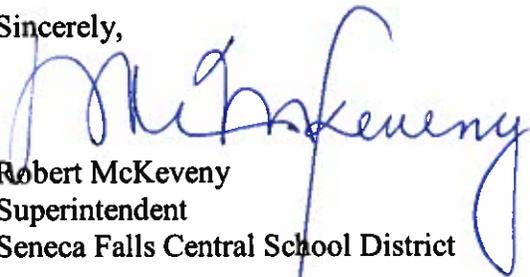
Having transitioned from a village with the highest per capita wealth of any village in the United States to an area that has felt effects of the recession, Seneca Falls is now poised to become revitalized. The Town of Seneca Falls, Seneca Falls Development Corporation, and Seneca Falls Central School District are committed to working in partnership to share our local pride and opportunity to become a showcase for residents, visitors, and businesses.

The School District has felt the effects of the recession, as evidenced by a dramatic increase in the percentage of students qualifying for free and reduced lunch. Approximately 50 % of the students qualify for free and reduced meals, which is a dramatic increase from 28% in 2012. Even with the increase in poverty rates, the community takes great pride in the school district, as evidenced by the overwhelming approvals of annual budgets and capital project referendums. Efforts to attract businesses and families would provide much needed support to local taxpayers who bear an increased burden to support our great school district. Such efforts would also enable the school to share great programs and partner with businesses and merchants to provide instructional opportunities outside of the schools and classrooms. The School District's current Strategic Plan promotes partnerships and connections with the community to enhance education. We would look forward to working with the Town of Seneca Falls and the Seneca Falls Development Corporation to further our efforts to provide meaningful educational opportunities (internships, job shadowing community service, skills training, etc.), as well as beautify, strengthen, and set the stage for growth in our great town.

Seneca Falls is a proud community, steeped in tradition and history and ready to engage in a positive revitalization period that will benefit all stakeholder groups, including the Seneca Falls Central School District.

I urge you to give strong consideration to approve the \$10 million grant award. The funding would be used to implement a revitalization vision and plan. Please do not hesitate to contact me if you would like to discuss this letter of support at greater length.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. McKeveny". The signature is fluid and cursive, with a long vertical line extending downwards from the end of the name.

Robert McKeveny
Superintendent
Seneca Falls Central School District



FLX CREATIVES - 121 FALL STREET - SENECA FALLS, NY 13148 | 315.338.4FLX (4359) | WWW.FLXCREATIVES.COM

May 26, 2019

Finger Lakes Regional Economic Development Council
DRI Grant Committee / Finger Lakes Region
Rochester, New York

Dear Grant Committee Members,

My name is Greg Zellers and I am submitting this letter in support of Seneca Falls' application for New York State's Downtown Revitalization Initiative.

When my wife and I were traveling through New York to visit family, we stopped in Seneca Falls for lunch on a quiet afternoon. We were immediately drawn to the town's charm, historical significance, and location. Within three months of our visit, we moved here. More than that, we set our roots here. This was eight years ago.

In our time here, we have grown to fall even more in love with Seneca Falls and are proud to call it home. I've relocated my digital design and marketing agency to the downtown area, we're involved in numerous local charities and events, I've joined the board at the House of Concern, and accepted the position as Director of the Seneca Falls Development Corporation (SFDC), which is the lead agency behind this grant submission.

Seneca Falls is on the cusp of an incredible revival and return to its days of prominence. Its history is far too important to the pursuit of women's rights and our nation as a whole to see it overshadowed by the economical decline faced by so many communities.

As a business owner and through my capacity in the SFDC, I've seen a building excitement for what's possible in this town we all call home. From business owners to non-profit organizations to local leaders to residents, there is a growing community effort to revitalize Seneca Falls and create the foundation for a brighter future.

With your consideration, Seneca Falls can once again become a vibrant, exciting downtown that would continue to foster more visitors, more jobs, and more residents. When I think of Seneca Falls, I truly believe it's a diamond that just needs polishing...a jewel in an otherwise weathered crown. And I firmly believe that the infusion of funding, support, and teamwork made possible by the DRI program can provide the final push we need.

With thanks for investing in our community and our future,

Greg Zellers
Creative Director

EMIL J. BOVE, JR.
BOX 266
SENECA FALLS, NEW YORK 13148
May 28, 2019

Greg Zellors
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

Re: 2019 Town of Seneca Falls Downtown Revitalization Initiative

Dear Greg:

Congratulations and support on the Development Corporation's application for a 2019 NYS DRI grant.

Awarding a DRI grant to Seneca Falls would be the latest in a series of investments by Local, State and Federal governments to commemorate Seneca Falls' status as the site of the 1848 Women's Rights Convention. The Women's Rights National Historic Park, our unique canal harbor with superb boater amenities, and the canal side home of the Women's Hall of Fame are examples of local revitalization paid for by such grants.

Seneca Falls deserves continued investment similar to that received by Philadelphia's National Independence Historic Park.

A DRI grant could be used to maintain our town's historic, natural, architectural, and rural character and offer a source of public funding and as an incentive for private investment to offset the pressure of inconsistent commercialism.

The DRI could increase visitation to Seneca Falls and the Finger Lakes region. The Town's canal side location in the heart of the Finger Lakes, its many museums, historic districts, National Park, Hall of Fame, and historic sites offer unrivaled insights to visitors from around the world into the period of 19th century rapid industrial development and reform movements.

Continued revitalization of our historic downtown is consistent with its comprehensive plan, would create jobs, protect and increase property values, conserve resources, attract public and private investment, and support business.

We're excited to hear about the steps being taken to improve economic development efforts in Seneca Falls and look forward to seeing what such a critical level of investment could do for our town.

Best Wishes,



Emil J. Bove Jr.

May 23,2019

Greg Zellers
Seneca Falls Development Corp.
20 East Bayard St.
Seneca Falls, NY 13148

Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

I am Mark Robinette, owner Robinette Jewelers located at 90 Fall St. downtown Seneca Falls. I am glad that the Seneca Falls Development Corporation is pursuing the 2019 DRI grant for our community because this is an excellent opportunity to enhance our downtown for the betterment of our community and for the large amount of visitors that come to Seneca Falls, the birthplace of women's rights.

Seneca Falls is my birthplace and has been home of Robinette Jewelers for 75 years. We have been located in the same building downtown since 1944. I have seen many changes over the years but many more changes are needed. As most small communities we struggle to attract shoppers and people in search of other services. As owner of Robinette Jewelers and owner of our "King Block" building our personal funding is limited. With the help of a state DRI grant we may be able to enhance the downtown to help keep existing businesses and attract new businesses to join us.

A strong downtown along with other cultural venues such as the National Women's Hall of Fame, the Women's Rights National Park and our Seneca-Cayuga canal is vital to good living environment.

I look forward to what the future holds for Seneca Falls and the possible investment of our state to help to improve my hometown of Seneca Falls. Lets make Seneca Falls a great place to visit, live and shop.

Sincerely,



Mark Robinette
Owner Robinette Jewelers



90 Fall Street
Seneca Falls, New York 13148
315-568-6222

YOUR TRUSTED
FAMILY JEWELER
Since 1944



SENECA FARMERS MARKET - SFDC - 20 EAST BAYARD STREET - SENECA FALLS, NEW YORK 13148 - (315) 338-4359 - SENECAMARKET@GMAIL.COM

May 23, 2019

Finger Lakes Regional Economic Development Council
DRI Grant Committee / Finger Lakes Region
Rochester, New York

Dear Grant Committee Members,

The Seneca Falls Farmers Market is now entering its 11th season and continues to see annual growth despite farmers markets trending downward in other regions. This letter is written to collectively voice our support for Seneca Falls being selected as the 2019 recipient through the Downtown Revitalization Initiative.

The Seneca Falls Farmers Market provides residents and visitors with affordable access to just-picked fruits and vegetables, local artisan goods, fresh-baked breads and treats, lunch, flowers, plants, local honey, local maple syrup, and more.

Children can also participate in weekly programs geared to educate and entertain children on a variety of topics related to the market, healthy eating, and creativity while their parents shop and stroll the grounds. This year, to accommodate more families, we have changed to an afternoon and evening market, and have added additional vendor space, which is already sold out.

Located canalside in People's Park, just a block or two from both downtown areas (the Sackett Business District and Fall Street), people have easy access to our weekly market. To help reach low- to moderate-income families and individuals, we fully participate in the Farmers Market Nutritional Program, senior market coupon program, and accept EBT/SNAP benefits.

While the DRI funds can dramatically help our downtown area and bring additional visitors, businesses, and residents to Seneca Falls, the Farmers Market can also benefit by enabling us to improve and even increase the size and reach of our market. Lighting, electric, access to water, and a larger footprint can all help improve what has become the largest farmers market in Seneca County.

With thanks,

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

Greg Zellers
Seneca Falls Market Manager



SENECA FALLS HISTORICAL SOCIETY

55 Cayuga Street • Seneca Falls, New York 13148 • (315) 568-8412 • SFHS@rochester.rr.com

Greg Zellers
Seneca Falls Development Corp
20 East Bayard Street
Seneca Falls, NY 13148

Re: Downtown Revitalization Initiative

Dear Mr. Zellers,

My name is Frances T. Barbieri and I am with the Seneca Falls Historical Society located at 55 Cayuga Street in Seneca Falls. I was pleased to hear that the Seneca Falls Development Corporation was going to pursue the DRI grant for our community because we as a Historical Society serve the community with local history and like to keep the public informed on the History that our 23 Room Victorian home has to bring. We maintain the history of early Seneca Falls and Seneca County. The more that Downtown development the more information we can get out to the public, the more people will be aware of the treasures we have here.

Seneca Falls is a unique and diverse community that attracts visitors from all over to experience its historical significance as the birthplace of women's rights. The Downtown Revitalization initiative would be vital to the Town of Seneca Falls. Not only to the businesses and organizations that are established here, but also for the residents who call Seneca Falls home.

With increased funding, we could afford better means of engaging with surrounding communities, fostering existing and new business growth, and establishing an even greater welcome to those who choose to visit or live here.

We're excited to hear about the steps being taken to improve economic development efforts in Seneca Falls and look forward to seeing what such a critical level of investment could do for our town.

Sincerely,

A handwritten signature in cursive script that reads "Frances T. Barbieri".

Frances T. Barbieri
Executive Director, Education Director
Seneca Falls Historical Society



Advisors

Karolyn Grimes
"Zuzu Bailey"

Carol Coombs Mueller
"Janie Bailey"

Jimmy Hawkins
"Tommy Bailey"

Virginia Patton Moss
"Ruth Dakin Bailey"

Jeanine Roose
"Young Violet Bick"

Board of Trustees

President
Anwei Law

Vice President
Robert McKeveny

Treasurer
Francis Caraccilo

Secretary
Sandra Ferrara

Trustees
Denise Capozzi
Frederick Capozzi
Janet Driscoll
Henry Law
Michael Mirras
Barbara Reigel
Jeff Rook

May 22, 2019

Greg Zellers
Seneca Falls Development Corporation
20 East Bayard Street
Seneca Falls, NY 13148

RE: Downtown Revitalization Initiative

Dear Mr. Zellers:

We are pleased to offer this letter in support of the efforts of the Seneca Falls Development Corporation to submit an application under the 2019 Downtown Revitalization Initiative. We believe that Seneca Falls, with its location on the Cayuga-Seneca Canal, its heritage as the birthplace of women's rights, and with its historic and contemporary ties to the film class, *It's a Wonderful Life*, is well poised for economic revitalization.

As a relatively new addition to the rich and varied cultural resources found in Seneca Falls, The Seneca Falls It's A Wonderful Life Museum has recognized a marked increase in visitation over the past four years, visitors hailing from every state and more than thirty foreign countries. This has been accompanied by a spirit of working with one another, as well as with the local and regional business community, to offer a positive experience for the visitors and the local populace.

The funding that the Downtown Revitalization Initiative could provide Seneca Falls would further foster existing, as well as new, business growth, encourage the local community to better engage regional communities and help establish an even greater welcome to those who visit or choose to live here.

We look forward to working with you to improve the economic development of Seneca Falls.

Sincerely,

Anwei S. Law
President, Board of Trustees



20 East Bayard Street
Seneca Falls, NY 13148
Phone (315)568-1190, Fax (315)568-2247
www.habitatseneca.org
E-mail: info@habitatseneca.org

May 30, 2019

Joell Murney-Karsten
Chair
Seneca Falls Development Corporation
20 East Bayard Street
Seneca Falls, NY 13148

Dear Joell,

Habitat for Humanity of Seneca County, Inc. supports the Seneca Falls Development Corporation's ("SFDC") proposal for the 2019 Downtown Revitalization Initiative ("DRI") grant. Since 2000, we've completed 26 projects including new builds, rehabilitations and transitional homes.

It is encouraging to see that the DRI grant parameters include provisions addressing the needs of low-to-moderate income families. Habitat serves these families – whose income does not exceed 60% of the median income for Seneca County.

We also noted and appreciate that there is a housing component in the Seneca Falls DRI Grant Application. The number of safe and affordable homes in Seneca Falls is well below the demand, and new investment is needed. We are hopeful that some of the DRI funds will be allocated toward helping families to purchase homes.

Thank you for applying for the Downtown Revitalization Initiative grant. I am hopeful that the outcome will be positive and that NYS funding will be awarded to Seneca Falls.

Sincerely,

A handwritten signature in black ink, appearing to read "Menzo D. Case".

Menzo D. Case
President
