



Village of Tannersville **Downtown Revitalization Initiative** The Painted Village DRI





The Village of Tannersville earned the unique brand of “The Painted Village in the Sky.”

The Village of Tannersville thanks our extraordinary community - residents, business owners, nonprofit leaders and their many employees for creating a buzz and driving this application. To say their engagement is extraordinary is an understatement. They inspire us.

Our special thanks to our project sponsors for their ongoing investment in our Painted Village, and to those who donated space for meetings, time for outreach and consulting, leadership through the Village Board and other groups. They had conversation after conversation with residents (at the Post Office, the grocery store, over lunch and just walking on Main Street). We appreciate the commitments made by the Town of Hunter, the Greene County Legislature, and Greene County Department of Economic Development, Tourism and Planning who stand ready to strengthen our capacity further and enable us to drive the \$64.5M of leveraged projects through implementation. Finally, we would like to thank our long-time ally, the Hunter Foundation, for their unwavering leadership and partnership every day. Together we are an unbeatable team.

Being designated to participate in the DRI process will transform the future for hundreds of people and dozens of organizations who serve thousands of New Yorkers every year.



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BASIC INFORMATION

REDC REGION: Capital Region (CREDC)

MUNICIPALITY: Village of Tannersville

DOWNTOWN: Painted Village DRI District

COUNTY: Greene County

CONTACT: Dr. Lee McGunnigle, Mayor

phone: 518-589-5050

email: voffice@hvc.rr.com

email: doria@villavosilla.com



THE MAYOR'S MESSAGE

Life is beautiful in Tannersville



Tannersville is a regional center for winter sports, local food, arts, culture and recreation, with a variety of inns, restaurants and shopping.

Dear Ms. Mahoney, Dr. Rodríguez, Members of the Regional Economic Development Council and the DRI Application Review Team:

Life is beautiful in Tannersville, New York. Our picturesque Village in the Great Northern Catskill Mountains of the Upper Hudson Valley is a fabulous vacation destination and it's an amazing community to live in year-round. Surrounded by breathtaking views and pristine fresh air, our lifestyle offers beauty, privacy and small-town appeal, while only a one hour drive to Albany or a two hour drive to Manhattan. Tannersville is known as the "Painted Village in the Sky," which evolved around a movement to brightly paint our downtown buildings led by artist Elena Patterson.

Our DRI application shares more information about our resources, especially the private and philanthropic investment of over \$50.0M in less than a decade (including \$20 million through the donor advised funds the Hunter Foundation advises. They were the cavalry when the fight felt lost two decades ago. Today we are a thriving community because we cooperate, work hard, are respectful of each other and generous. The 14 proposals we include in our proposal create 300 jobs (doubling the number of Census reported jobs in the Village), with total value of 64.5M and total DRI request of \$18.5M. They represent new labor income of \$17.6 M and economic output of \$63.5 M. If all jobs were created (including construction, retained and indirect) DRI investment could generate as much as \$174.0 M in labor in economic output.

Our approach builds on many wonderful free amenities at Rip Van Winkle Lake Park, including the children's playground, our awesome skate park, handball court, volleyball court, basketball court and disc golf. We offer a beautifully maintained bike path that runs alongside Rip Van Winkle Lake and traverses the Village from east to west. Our pavilion at

the lake houses our summer camp and is also available for personal functions. Cruisin' on the Mountaintop Fall and Father's Day Car Shows, Parades, Spooktacular, Winter Walk, "Tannersville Rocks the Vets" benefit, and Lake Outdoor Concerts are family fun for residents and tourists alike.

We have a great love for the arts. Tannersville is home to 23Arts and the Catskill Jazz Factory. The 250 seat Orpheum Performing Arts Center, centrally located on Main Street, is a world class art center showcasing film, musical events, theater and, soon dance performances. The “Say What?” art gallery, located next to the Orpheum, displays works by local and regional artists of all mediums and disciplines. The Tannersville Antique and Artisan Center and Antiques Annex have recently received a large investment to rebrand and refocus on antiques and contemporary design for contemporary shoppers.

The larger Mountaintop community offers local events, activities, and outdoor sports such as skiing, snowboarding, cross country skiing, tubing, hiking, biking, canoeing, kayaking, fishing, swimming and much more. Hunter Mountain is the backdrop to Mountain Jam, Taste of Country, Oktoberfest, TAP NY as well as music and cultural festivals. Kaaterskill Falls, Tour of the Catskills Bike Race, Warrior Dash and the I Heart Downhill Longboard Race are nationally renowned.



OK. We know the DRI competition is stiff in the Capital Region and we know we are not a typical applicant. All we ask is that you suspend skepticism as you review our proposal, because its very likely, once you read about our success and ready to go projects you will see us as see ourselves - a community unafraid of doing the big hard things together and a track record of coming out on top. We carry a message of hope for the hundreds of small town and village downtowns across the State – including areas like the Catskill Forest Preserve and Catskill Watershed. We can prove that small places of extraordinary quality who maintain partnership and leverage resources can be incredible places to live, raise a family, learn, work and play. *We hope for a chance to work together and thank you for considering The Painted Village in the Sky.* Sincerely,

A handwritten signature in cursive script, reading "Dr. Lee McGunnigle".

Dr. Lee McGunnigle, Mayor

LIFE IS BEAUTIFUL IN TANNERSVILLE!



PAINTED VILLAGE DOWNTOWN REVITALIZATION INITIATIVE VISION

Celebrated for generations by painters, naturalists and story tellers, Tannersville's a "Victorian hip" cultural hotbed with an outstanding farm to table dining scene that's welcoming and accessible to all. Our brightly painted buildings and public art add modern touches that make our historic architecture pop. With living wage jobs and affordable workforce housing our businesses are booming. Nestled in the magnificent scenic beauty of the Great Northern Catskills, four season recreation draws visitors, especially to Rip Van Winkle Lake, and maintains our heritage as one of the nation's first vacation destinations and the Painted Village in the Sky.

But - how do we get to that vision? Projects and investments matter a great deal, but our vision goes well beyond that. Tannersville is and will be a nimble coalition of businesses, teachers, private foundations, social innovators, elected leaders and local people who trust each other and work side-by-side to unleash entrepreneurship and make our Village extraordinary for everyone - poor and rich, old and young, residents, workers and visitors.

Every day we seek out best practices, strengthen existing relationships and build new ones. We put aside differences to do what's in the common good. Collaboration is our "silver bullet" – it enables us to do big hard things together and celebrate when we succeed.



Tannersville community members review design concepts for the Rip Van Winkle Lake area at an open house.

PAINTED VILLAGE, CREDC AND NEW YORK STATE STRATEGIES

LIFT OFF Entrepreneurs In Agriculture and Food (CRAFT).

Expand Fromer Market Gardens (FMG) to diversify, expand sales and produce shelf stable products. Restore Fromer farmhouse as a culinary school and commercial kitchen/incubator. Increase FMG and School District programs and energy production to take facilities “off the grid”.

Develop a local brewery/cider house to support the festival grounds and add another year round music venue.

Develop a rotating pop-up restaurant in a locally owned food truck at Creek Walk Park.

LIFT OFF Entrepreneurs In Tourism (CRAFT) and Destination Recreation.

Develop a world class high-end festival venue at Tannersville Community Golf Park.

Intentionally become an all-ability barrier free tourism destination.

Optimize the mix of shopping, dining and merchandise to support year round local life and tourism activity.

Build destination recreation amenities. Complete KRT Trail and off-road connections to Hunter and Windham. Construct Gooseberry Park at Rip Van Winkle Lake. Improve visitor shuttles, gateways, wayfinding, kiosks and parking access. Market the Painted Village in the Sky brand.

Advance the Village's and Mountaintop's OPPORTUNITY AGENDA.

Develop apartments that are affordable to local workers in vacant properties and upper stories. Create millennial housing options with co-living and micro housing. Provide incentives to first time homebuyer to encourage homeownership and senior housing to enable aging in place.

Support a variety of employment options with strong career ladders and low barriers to entry.

Support downtown living amenities the public selects such as a community center, gym and/or affordable childcare.

Achieve AARP Age Friendly Community certification applying universal design to all projects.

Cultivate a CREATIVE ECONOMY in Arts, Design, Culinary and Technology.

Attract and support artists who stimulate community creativity and draw visitor’s year round.

Complete renovation and expansion of the Orpheum Theater and new dance studio and performance venue.

Create gathering spaces and “third places” where people collaborate formally and informally.

Continue the paint program, public art installation, mural program and develop a world-class sculpture garden at the Golf Park.

Invest in DOWNTOWN REVITALIZATION to be a Thriving RURAL METRO.

Complete streets districtwide including on and off road trails and a complete and fully accessible sidewalk grid.

Leverage commercial building restoration and direct support to small businesses.



JUSTIFICATION



Main Street's unique aesthetic, with its colorfully painted buildings and diverse business community, is a source of pride to residents and an increasingly unique and effective driver of economic growth.

At first blush, Tannersville may not appear to be a typical DRI community, but, if possible, forget about our size and location for a few moments, and see if you agree that we can be a model for rural downtowns. All of the transformational projects we have included in this application have been planned and designed carefully, reviewed in great detail, costed and vetted as part of the Gooseberry Creek Waterfront Revitalization Strategy funded by NYS DOS and NYS DEC.

They are real. They are ready.

We are a great example of what can happen when private investments, philanthropy and public support come together to plan carefully and design proactively to advance economic and community development. Few communities, of any size, can boast the range of historic, arts, small business, residences, recreation including a lake and trails, a farm in the downtown, many modern resorts and hotels, and events venues that we have in a 1/2 mile distance from Main Street (you can walk across our entire Village in 20 minutes). In partnership with the Village, the Hunter Foundation has ideas to catalyze a variety of projects that unify our assets (and they usually match public investment at least dollar for dollar) - all through private funding. Investing \$10 million here will go a very long way, leverage a great deal, and be truly transformational.

The District exemplifies the DRI program attributes.

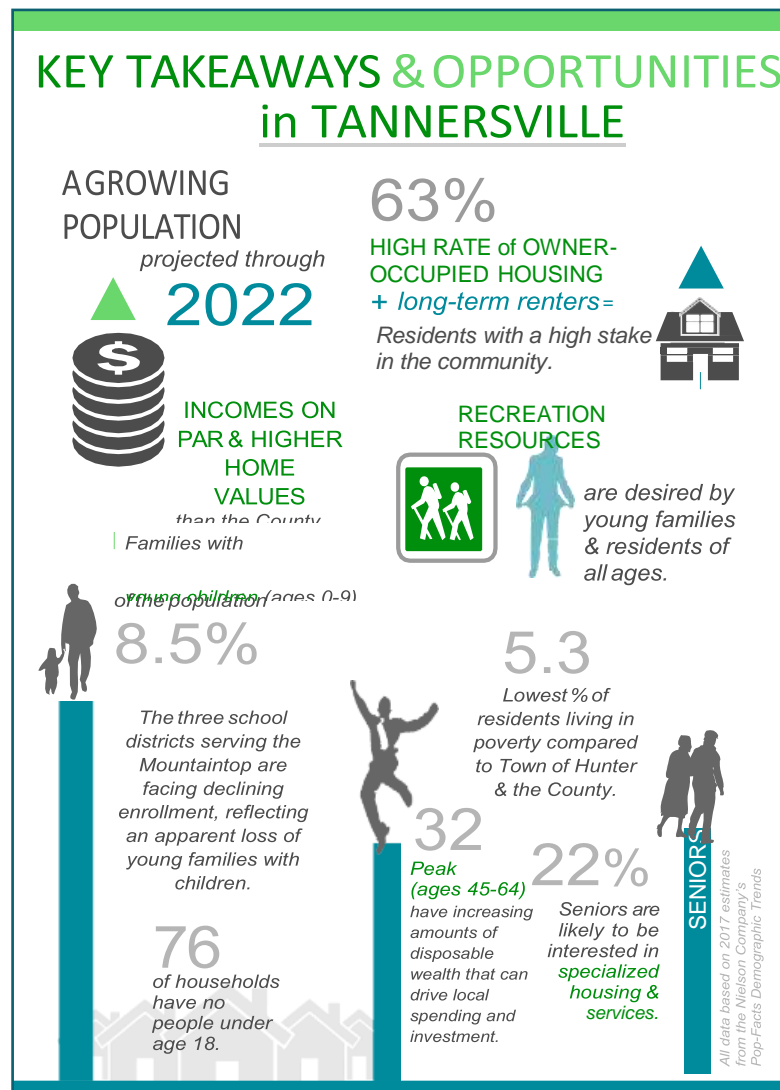
- **Past Investments, Future Potential** – 30+ projects completed, planned or underway valued at over \$50.0 M in addition to 16 potential DRI projects with total value of over \$60.0M.
- **Recent Or Impending Job Growth** – 20% population growth 2010 to 2010 and 6% population growth projected through 2018. Over 150 jobs created in the past decade and over 300 planned in the next

- **Attractive Physical Environment** – Includes nearly all of the Village limits with Rip Van Winkle Lake 1/4 mile or a five minute walk from the heart of Main Street and an endless number of scenic views of the Catskills Mountains.
- **Quality Of Life Policies** – Located within the State Forest Preserve and the New York City Catskills Watershed, the Village is extremely well versed in low impact design, green infrastructure, water quality controls, green design and many other aspects of sustainability and resilience. Our current and planned climate smart strategies keep residents safe and healthy.
- **Public Support** – Fifteen events and meetings, a community survey (the second in three years) that was answered by 20% of our residents, a community dialogue on DRI projects, and multiple workshops throughout the year that focused on suggested projects. Including a 3-day design workshop to develop the projects at Creek Walk Park, Main Street and Rip Van Winkle Lake using complete streets and trail enhancements. These workshops attracted over 150 residents who selected projects.
- **Readiness** – Project sponsors are experienced managers of publicly funded projects. The Hunter Foundation is committed to hiring a DRI coordinator for at least two years to expedite implementation. The Hunter Foundation is able to front payment for some projects to expedite implementation ensuring opportunity for small businesses who cannot wait to be reimbursed by the State. We work with veteran's groups so there is also opportunity to explore new partnerships related to local contracting and jobs.
- **Alignment** - Advances State and CREDC strategies of metro, liftoff, talent and creative economy and State priorities of downtown revitalization, opportunity agenda and workforce development.

A Growing Village

The Village experienced a dramatic population increase of 20% between 2000 and 2010 and is projected to grow by 6% through 2018. There was a large increase in people aged 20-24 years and median household income increased 28% since 2000. Adults in their “peak earning years” increasing amounts of disposable wealth that can drive local spending and investment also increased.

The Painted Village Downtown Revitalization Initiative District - 2019





Tannersville New York: The Painted Village in the Sky

This growth was generated in part by development of over 40 new owner housing units and over 50 new renter units in the mid 2000's – affirming that it is a desirable location, especially for retiring seniors seeking market rate products (who make up of the new resident base).

Tannersville's Painted Village DRI District area was chosen because it:

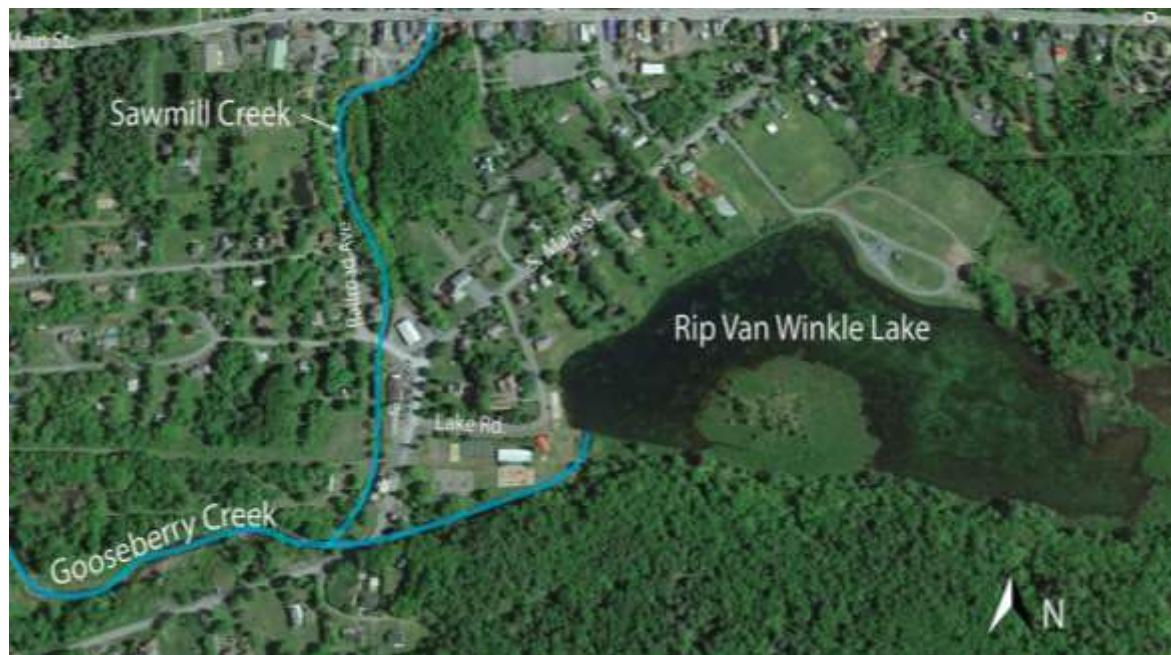
Provides amenities that support and enhance downtown living and quality of life and create an active area with a strong sense of place.

The DRI area is well-defined, compact, walkable and diverse in a beautiful historic setting surrounded by scenic beauty on the Greene County mountaintop, part of the Catskills Forest Preserve and the New York City Watershed. It's hard to imagine somewhere with a more "distinctive sense of place" than Tannersville. Main Street's unique aesthetic, with its colorfully painted buildings and diverse business community, is a source of pride to residents and an increasingly unique and effective driver of tourism and economic growth. Main Street includes shops, services, recreation, government and nonprofit offices, residential developments, apartments and some single- family homes. Main Street is part of a National Register Listed Historic District and has multiple individually listed properties. We are succeeding at revitalizing those properties with a modern touch and creating an interesting mix of uses is important to the ongoing promotion of Tannersville's brand especially for heritage tourism promotion.



The Fromer Market Gardens offers a unique "Main Street market" that meets residents needs for local food, taps into trends for sustainable food sourcing from restaurants while remaining a highly visible attraction for visitors. There is a clear preference for "farm to table" restaurants and the USDA SEED programs are helping bring fresh foods to schools (including the Hunter Tannersville District located right next door to the Farm on Main Street). We know of no other community with a working farm in the middle of downtown.

Rip Van Winkle Lake and the surrounding current and future destination scale Gooseberry Park lands are a 5- to 10-minute walk from Main Street along either on road or off road trails. With funding from NYS DOS we are restoring swimming at the lake and developing green space on Main Street – christened Creek Walk Park. We are using NYS DEC Catskill Smart Growth funds to develop a master plan and marketing for our mountaintop trail system. Trails connect us to nearby communities and more are planned. We have site control to create two safe multi-use trail connections from Main Street to Rip Van Winkle Lake. We are building more sections of the Kaaterskill Rail Trail and Huckleberry Trail connecting from Haines Falls (and the North/South Campground, the number one amenity of its kind in the State) across the Village to the Village of Hunter and its well-known ski area. We own an easement and are seeking funds to connect Sawmill Creek Linear Park to the pocket park on Main Street and a reclaimed, flood-damaged DPW site near the lake as a trailhead and parking area.





Tannersville New York: The Painted Village in the Sky

The Hunter Foundations' acquisition of the Golf Park opens over two hundred acres of recreation and new trails to the public. To date they have invested \$3.0 M in the project. Plans and strategic business partnership with internationally known promoters to develop a unique world class festival destination to support year-round events. This is a real opportunity – not pie in the sky. It would be a game changer, leveraging investment from around the world and making us an economic development player region alongside our ski areas.



Hunter Foundation Board Members have traveled around the world and across the country attending festivals and touring festival venues.



Attracts new businesses that create a robust mix of shopping, dining, entertainment and service options for residents and visitors, and that that provide job opportunities for a variety of skills and salaries.

Projects in the Painted Village DRI Area reinforce the Mountaintop and the Great Northern Catskills brand as a four-season recreation /vacation community, reducing seasonal highs and lows for businesses and creating unique sense of place that sustains the region's beauty and character. When the community projects are complete, spinoff economic development will flow throughout the hospitality economy. Dozens of hotels, bed and breakfasts and motels within the DRI area will receive more revenue generating opportunities to renovate to become more environmentally and economically sustainable.

The diversity of assets within a five-minute walk in the Village core is incredible. Their proximity to each other offers great opportunities for residents and visitors to park once and enjoy all of Tannersville's amenities: shopping and eating on Main Street or going for a swim, bike ride, or kayak trip at RVW Lake and beyond through the emerging Kaaterskill Rail Trail system. Public transportation through the Greene County is limited. Transit includes the white line along Route 23A, connecting the Village of Hunter to a county wide system to the Village of Catskill. Plans for a visitor shuttle with a terminus in Tannersville will help a great deal.

Enhances public spaces for arts and cultural events that serve the existing members of the community but also draw in attendees from around the region.

The Main Street Orpheum Film and Performing Arts Center presents a year-round program of performances and films of interest to full-time residents as well as second homeowners and visitors. The theater can expand its draw as a regional attraction by enhancing its capacity to present technically complex shows and complete exterior improvements.



The Orpheum, Main Street, Tannersville



Tannersville New York: The Painted Village in the Sky



The Hunter Foundation is playing an important part in expanding arts and cultural programming by rehabilitating space for cultural organizations and pursuing development of the Mountain Top Artist Residency Housing Program. With the internationally renowned National Dance Institute operating in Tannersville in the summer months along with many other theatrical and dance based productions, Tannersville is a center for the cultural arts the region, bringing families from all over the Catskills, Hudson Valley and NY Metro area together to practice, perform and congregate within our Village center.

Attracts a diverse population, with residents and workers alike supported by complementary diverse housing and employment opportunities.

Our year-round population is almost 540 people within the Town of Hunter, which has a population of 2,740 year-round residents. The Village and areas immediately outside Village limits likely triple in population when second homeowners and summer renters are in residence. We are surprisingly diverse. Our growing seasonal and year-round orthodox Jewish community distinguishes the Village and adds a variety of perspectives when we plan and implement projects. We also account for a higher percentage of veterans than the region and the State.

Tannersville offers a lot to attract millennials and empty nesters, from a friendly community with rich (and free) recreation, to an array of basic services and funky dining, entertainment and shopping. Being a place that is vibrant year-round is critical. The Hunters Tannersville Central School district serves 338 students and boasts an 8 to 1 student teacher ratio. Our trending, independent, funky and fresh retailers are especially appealing to millennials and empty nesters.

More people are telecommuting or operating home-based businesses than ever before which builds a professional core to compliment retail and services. The majority of workers (over 30%) are part of for-profit organizations, local government workers (12.73%) and self-employed (12%). The highest concentration of workers fall into the categories of Management (18%), Office Admin/Support (18%), and Food Prep/Serving (9%).

The growing senior population needs a range of housing options, both market rate and affordable. If excellent senior townhomes, apartments and supportive housing is available, older families will turn over single-family homes, helping to make younger families, homeowners, bonding them to the community.

Maintains a healthy market rate/affordable housing balance.

We do need more affordable housing – especially downtown apartments, to maintain a talented year-round population and help businesses attract a talented workforce. Less than 40% of our housing is in rentals. A new project is getting underway with private funding that will develop 15 units of affordable apartments in a long vacant downtown building. The upper stories of many of our Main Street buildings are ripe for conversion to apartments which will also put more feet on the street all day and all year. Residents have lived in their homes for an average of nearly 18 years and renters have occupied the same unit for an average of around 6 years – a very stable occupancy pattern but one that does not “churn” housing to make opportunities for younger families to buy starter homes.



The Hunter Foundation plays an important part in expanding arts and cultural programming by rehabilitating space for cultural organizations.



Tannersville New York: The Painted Village in the Sky

Our second homeowner community is diverse, from families that have owned small cottages for generations to residents of wealthy communities such as Onteora, Twilight and Elka Parks, all of which are located within three miles of the Village center and all within Town limits. Many are directly involved, not only as funders, in collaborative partnerships with our organizations. Second homeowners and visitors give our economy a boost but can also raise property values to the point where they are out of reach for year- round residents. Maintaining balance is critical.



DOWNTOWN IDENTIFICATION

The Painted Village DRI District is highly compact and walkable, taking roughly 20 minutes to walk on sidewalks from east to west.

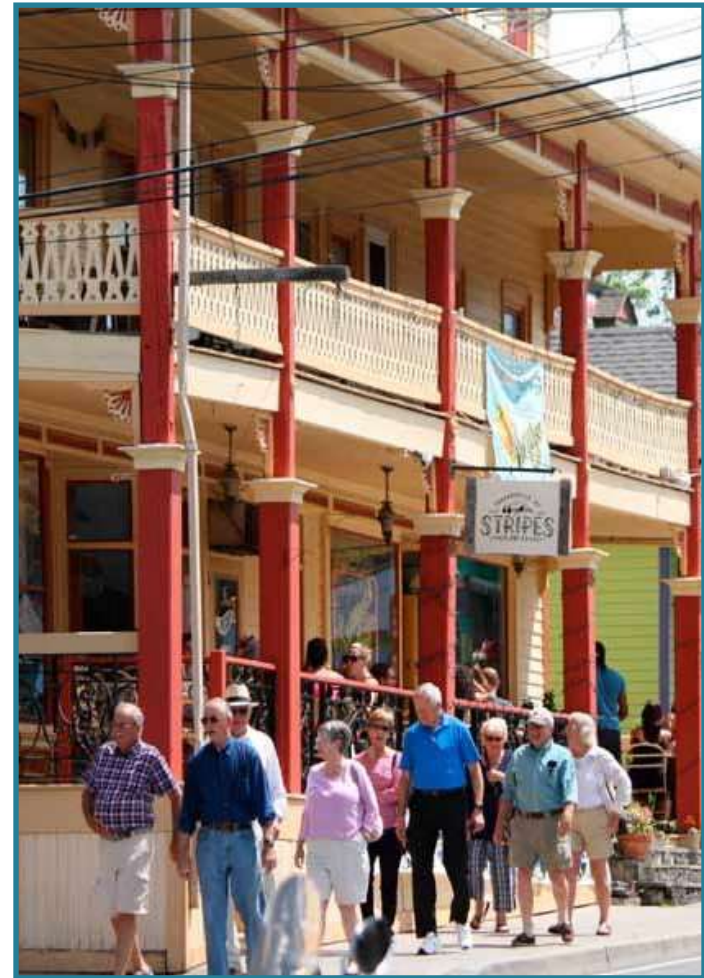
1. BOUNDARIES OF THE PROPOSED DRI

Route 23A, entering the Village from the east, along the Kaaterskill Creek has artistic, cultural and literary significance going back generations. Past the hamlet of Haines Falls it opens to a magnificent vista of the Catskill Mountains. This is the route the proposed Kaaterskill Clove shuttle would follow.

Over half of the land in the Village is vacant or recreational (largely the golf course.) Just under 30% is single family. Of the remainder, 30 acres are in commercial use including a modern bigger box shopping strip with a grocery store, deli, some banks and a car wash and large parking lots on the western edge of the Village.

With community services, it's assumed that the core of the district where all proposed projects are located is approximately 30 acres. The district includes the entire village from east to west and the vast majority of it north to south. It's a very small compact area that is walkable, connected, quirky, and has a strong sense of place.

There are established single family neighborhoods within an easy walk of Main Street. Commercial buildings along Main Street are clustered closely and built to the street wall with sidewalks through the core and some intersecting side streets. Most of the architecture is timber frame dating from the early 19th century. Considerable parking is available on Main Street and in Village-owned off-street parking lots. Design standards are in place to maintain character, density and scale. There are include sidewalks on both sides of Route 23A but there are no marked crosswalks or traffic signals on the local streets including Main Street. Gooseberry Creek runs east to west through the Village, with Rip Van Winkle Lake located in the southeast corner. The Saw Mill Creek runs north to south, passing under the Route 23A bridge on Main Street.





The preliminary Painted Village DRI District boundary (see map on page 13) largely follows the Village lines:

- On the west side, boundary starts at Main Street near Mitchell Road, including the modern shopping plaza. It passes the entry to the future festival grounds at the Community Golf Club and a potential Main Street site for the brewery/cider house as well as the Village's major resort at Villa Vosilla.
- Continuing east, it takes in the Fromer Garden Market and the school campus and the intersection of Route 23C and Railroad Avenue, which will be improved as part of the complete streets project.
- Moving along Main Street the boundary includes the Orpheum Theater and a;; buildings fronting Main Street on both sides. This includes the Bear Plaza site which is a potential location for a community Center and fitness center and the Adaptive Mobility and Bike share project. It crosses the Saw Mill Creek and Creek Walk Pocket park and trailhead to the Village's eastern edge.
- On the eastern edge the boundary continues south taking in Upper Lake Road and the site for Gooseberry park, Rip Van Winkle Lake, beach and playground and the neighborhood considered a priority for sidewalk expansion.



Aerial view of Main Street in Tannersville and Rip Van Winkle Lake. The area IS within the 1/4 mile (5)

- It travels south along Spruce Street to Allen Lane where it turns north following the Village line back to Main Street.

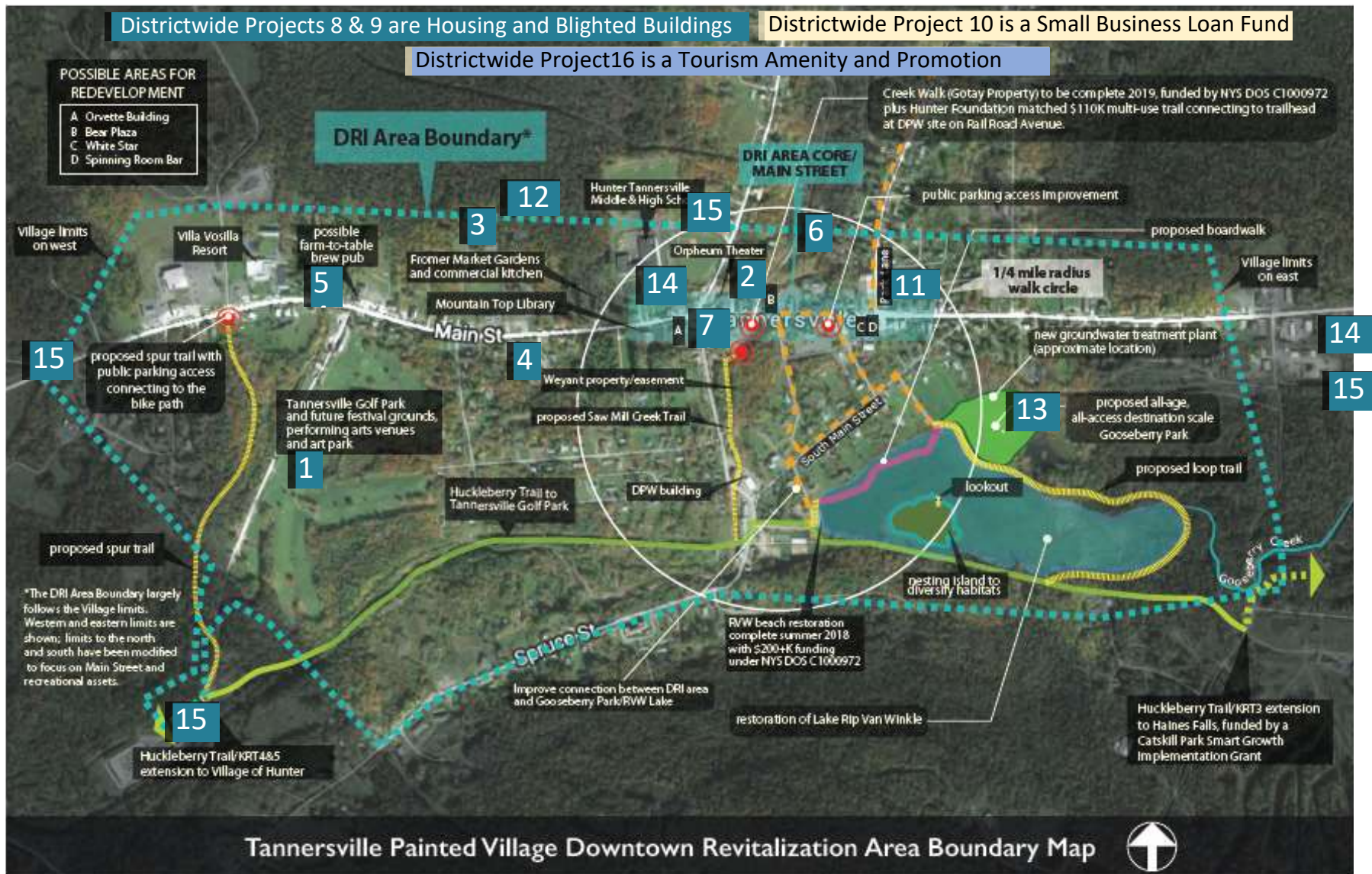


The Painted Village Downtown Revitalization Initiative District - 2019



Tannersville New York: The Painted Village in the Sky

PAINTED VILLAGE DRI DISTRICT



TANNERSVILLE PAINTED VILLAGE DRI TRANSFORMATIONAL PROJECTS PRELIMINARY LIST				
		Total Cost	DRI Request	Proposed Use of DRI Funding
NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE				
1	Painted Village Festival Grounds	\$19,000,000	\$4,000,000	Site preparation, copnstruct main stage and vendor area
2	Addition/renovation Orpheum Theater	\$2,700,000	\$2,200,000	Renovate/construct of dance theater and practice rooms
3	Fromer Farm/Culinary Incubator	\$1,250,000	\$750,000	Renovate farmhouse, construct incubator, buy equipment
4	Pop-Up Restaurant Shared Food Truck	\$150,000	\$75,000	Purchase and fit out of food truck
5	Tannersville Brewery and Music Venue	\$1,500,000	\$750,000	Brewery fit out, kitchen renovation and furniture
6	Community Center/Fitness Club	\$3,450,000	\$1,450,000	Design and construction
7	Childcare Expansion - Mrs. Puddleducks	\$300,000	\$150,000	Construction of 2,500 SF addition to Childcare Center
8	Blighted Building Stabilization and Reuse	\$3,700,000	\$2,300,000	Acquisition, Stabilization and Rehabilitation of three or four blighted Main Street buildings
9	Affordable Housing: New Construction, Conversions And Homeowner Assistance	\$17,300,000	\$1,500,000	New Housing, Upper Story Reuse and Homeownership
LOAN FUND				
10	DRI Loan Fund	\$1,200,000	\$600,000	Building rehab, equipment, furnishings, working capital
PUBLIC IMPROVEMENTS				
11	Complete Streets Initiative	\$5,000,000	\$2,000,000	Design/construct traffic calming, sidewalks, streetscape...
12	Bike Share and Beyond	\$100,000	\$50,000	Bike and mobility devise purchase and shelter construction
13	Construct Gooseberry Park	\$4,000,000	\$2,000,000	Construction of the Gooseberry Park on Upper Lake Road
MARKETING AND BRANDING				
14	Kaaterskill Clove Shuttle	\$300,000	\$150,000	Site improvements, coach leasing, terminus construction.
15	Wayfinding/Interpretative Signage	\$150,000	\$100,000	Design and install comprehensive wayfinding system
16	Painted Village in the Sky Marketing	\$100,000	\$50,000	Marketing materials, advertising, web and social media
	ROUNDED	\$60,000,000	\$18,000,000	



2. PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

Tannersville's deep and ongoing public/private/philanthropic partnership is unique in the region, and a meaningful and sustainable model for small places adopting year-round creative placemaking and tourism strategies.

We have identified \$30 M in investments totaling nearly over \$50.0 million that are underway or recently completed. We have proposed 16 projects with total value of 60.0M and total DRI request of \$18.0M. These projects have strong public support and experienced sponsors who are ready to go.

A quick scan of documents shows significant past investment of:

- In the past three years (2017 -2019) the Village of Tannersville wrote 66 building permits totaling just under \$11.8 Million. The amount is increasingly significantly each year.
- Just under \$17 million in direct investment by the Royce Family Fund alone in projects and businesses in the past decade, picking up speed over the past three years.
- In addition, loans made earlier and repaid total \$2.66 million.
- The Hunter Foundation has invested just under \$340k in the paint program on Main Street.
- Other critical projects just outside of the Village boundary including construction of the Deer Mountain Inn, acquisition and improvement of the Hathaway Estate, and development of miles of publicly accessible trails add \$ 7.0 million to their investment alone.
- The Catskill Mountain Foundation has invested over \$50 million dollars in local arts, cultural and community development projects in the past two decades.
- State and federal grants top \$5.0 million including two state grants through NYS DOS totaling \$650k through the CREDC CFA process including:
 - \$150,000 from NYS DOS for the Gooseberry Creek Revitalization,
 - \$400,000 from NYS OPRHP for renovation of Rip Van Winkle Lake playground \$500,000 from NYS DOS to improve Rip Van Winkle Lake beach and construct Creek Walk Park

Recently Completed and Open Grants and Other Financing	
Completed CREDC Grants	
NYS OPRHP RVW Lake Playground	\$400,000
NYS DOS LWRP Gooseberry Creek Revitalization Strategy	\$150,000
Completed Grants Not CREDC	
NYS DEC Catskill Smart Growth Grant	\$20,000
NYS ESD Restore NY III Theater District	\$1,084,000
Open Grants through the CREDC	
NYS DOS LWRP Beach Restoration and Creek Walk Park Construction	\$500,000
NYS Environmental Facilities Corp and NYS DOH Smart Water Infrastructure	\$3,560,000
NYS DEC Catskills Park Smart Growth Grant – Mountaintop Trail Master Plan	\$75,000
TOTAL	\$5,789,000

- Over \$2.0 Million to upgrade the Village Water System from NYS Department of Health and Environmental Facilities Corporation. The Village has sought additional funding to develop Gooseberry Park, but the application was unsuccessful despite having more match than required and ranking very well in the Agency review.

Developable properties within the downtown, including properties that can be utilized for varying levels of housing affordability and mixed uses.

With the Hunter Foundation, we control a number of “near zombie buildings” including potential catalyst adaptive reuse or redevelopment sites. Tannersville is a small community, largely built-out in a small regulated hamlet - it must rely on rehabilitating and reusing sites and structures whenever possible. The Painted Village DRI District includes infill sites, buildings that can be redeveloped, and areas suitable for new development at the Village edges. Over 20 buildings have been rehabilitated by the Hunter Foundation through the Paint Program, but some deteriorated buildings remain, including Bear Plaza complex on Main Street, the White Star Building and the “Cheers” bar and restaurant. At the western end of the Village along 23A, a modern shopping strip includes a grocery store, a deli, some banks and a car wash. When people bemoaned the lack of a pharmacy, the Hunter Foundation recruited an independent one, now at home in a Victorian building on Main Street.

Competition between low income year-round residents and seasonal residents for real estate, whether for homeownership or affordable rentals, is considerable and the supply of affordable housing significantly lags need - especially for young families. Merchants regularly face challenges attracting and keeping qualified workers due to the lack of affordable homes and apartments. The Village’s growing success as a tourism and second home destination also creates competition for year-round residents needing a diverse array of housing. Efforts are underway to assess the market for affordable upper floor housing development, for workforce housing and for visiting and permanent artist live-work space that has been such a powerful stabilizing force in many upstate communities. The Hunter Foundation recently sold the long vacant Orvette Building to a private developer investing \$500K to create affordable housing.



Playground bordering Rip Van Winkle Lake offers a local amenity for families.



The growth potential and community involvement of anchor institutions in or near the downtown

The proposal clarifies the role of many key partners, the Hunter Foundation and Catskill Mountain Foundation, County agencies like Greene County Soil and Water Conservation District are leading many initiatives. The following is a list of groups and organizations that will participate in the DRI process if we are selected:

Municipal Partners

- The Village of Tannersville Trustees
- The Town of Hunter Town Board
- Greene County Legislature

Foundation Partners

- The Hunter Foundation
- Royce Family Fund
- Catskill Mountain Foundation

Community Partners

- 23A Arts/Catskill Jazz Factory
- Catskill Center for Conservation and Development
- Catskill Park Advisory Committee
- Downtown Residents
- Friends of the Library
- Friends of the Orpheum
- Gooseberry Creek Implementation Committee
- Greene County Soil and Water Conservation District

- Greene County Department of Economic Development, Tourism and Planning
- Greene County Chamber of Commerce
- Greene Room Players
- Hudson River Artists Guild
- Hunter Area Trails Committee
- Hunter Chamber of Commerce
- Hunter Tannersville Central School
- Individual Businesses
- Kaaterskill Clove Working Group
- Mountain Cloves Scenic Byways Steering Committee
- Mountaintop Historical Society
- Mountaintop Arboretum
- Mountaintop Library
- New York New Jersey Trails Conference
- Orpheum Theater

The Hunter Foundation is the administrator of Main Street improvements and makes grants and loans to local businesses. To date their work has assisted in rehabilitation of over 100 homes and 35 businesses. Over the past decade they have administered \$20.0 Million in philanthropic assistance. These projects have had a local economic impact of over \$50.0 million.

The Foundation is playing an important part of the local effort by rehabilitating space for cultural organizations and pursuing development of the Mountain Top Artist Residency Housing Program. Ongoing efforts by the Village and the Hunter Foundation support locally owned small business owners to grow prosperous businesses by:

- Purchasing, restoring and reselling commercial property with an optimally functioning “Main Street” vision in mind
- Assisting local small business owners with business plan implementation
- Partnering with local financial organizations to offer affordable financing for start-up businesses
- Advocating for high speed data transmission services to enable home-based employment
- Improving Rip Van Winkle Lake area and make it a viable community resource
- Continuing to provide the Paint Program, which helps to define a unique sense of place
- Coordinating “Main Street” improvement programs addressing walkability (sidewalks, crosswalks accessibility), landscaping and tree planting, benches, lighting, banners and seasonal flowers among others
- Providing façade improvement programs for commercial structures
- Assisting to improve the gateways to the Town
- Identifying sources to improve or provide way-finding signage
- Working with the Village, Town and County as well as surrounding communities and organizations to assess the need for various community service program



VILLAGE OF TANNERSVILLE INVESTMENTS

Current investment commitment to the downtown, as demonstrated by business improvement districts, actively engaged IDAs and land banks, or partnerships with nonprofits.

In the past five years nearly \$50 Million in community projects have been completed that created nearly 200 jobs, Growth was across the board:

Investments in Tannersville - 5 Years	
Recreation	\$4,540,000
Business Investment	\$4,000,000
Residential Investment	\$3,100,000
Main Street Improvements	\$550,000
Community Facilities	\$1,500,000
Historic Properties	\$2,775,000
Infrastructure	\$12,800,000
Hospitality	\$14,900,000
Arts and Cultural	\$4,000,000
Agriculture	<u>\$1,500,000</u>
	\$49,665,000



The Village is already focusing on a number of best practices in Main Street Revitalization including its competitive cost of living, scenic natural environment, heritage and undeniable sense of place for residents, seasonal households and visitors. Investing in and marketing growing recreation, environmental, wellness and heritage tourism sectors that match the Village's assets is gaining ground. The Former Market Gardens, for example, offers a unique "Main Street market" that taps into trends for sustainable food sourcing while remaining a highly visible attraction for visitors.

The ability of infrastructure to support development, and the potential to maximize recent infrastructure upgrades

It includes a mix of uses – residential, commercial and community services. A number of initiatives are underway (sidewalks, pathways, on and off- road trails) to link our commercial core, through neighborhoods, to parks and recreation amenities at Rip Van Winkle Lake. We are using



Catskill Smart Growth funds to develop a master plan and marketing for our mountaintop trail system.

Unusual for a rural community, Tannersville has municipal water and sewer through the DRI area and beyond. Tannersville wastewater treatment facility serves the entire Painted Village DRI District and has capacity for expansion. The Village has a water treatment facility with an average daily consumption of 200,000 gallons per day. It connects 360 residential, 60 multi-family, and 79 commercial users in the village and connects 115 residential, 9 multi-family and 10 commercial users outside of the Village boundary. A Water Quality Treatment Works is being constructed at Gooseberry Park with NYS DOH/EFC Water Quality Improvement funds. All funding is in place to improve existing water infrastructure at RVW lake, including treating the Village's back up water supply for high arsenic levels that will improve water quality, reuse existing infrastructure, take pressure off other less developed areas and help to protect and conserve the NYC drinking water supply.

Most of the area has sidewalk access. The Village of Tannersville sidewalk network begins at the Village line, near Van Drive and extends to Mitchell Road for 1.65 miles. Right before Spring Street, the sidewalk extends to Route 23A until Allen Road. Additional sidewalk connectivity is provided



Tannersville New York: The Painted Village in the Sky



PAINTED VILLAGE DRI DISTRICT

In the Painted Village DRI District uses areas where infrastructure exists and where land has been previously built upon that avoids sprawl and balances development with open space and natural resource protection within the State Forest Preserve and Catskill Watershed regional context. At the edges of the district boundary, larger lots are available to support complementary new growth.

Tannersville has a sophisticated understanding of environmental issues, watershed and stormwater management and land conservation. We are a strong advocate and direct participant in building regional solutions and advancing community development under the land planning, permitting and other regulations of the NYS DEC and NYC DEP.

Public transportation through the Greene County Transit includes the white line along Route 23A, connecting the Village of Hunter to a county wide system to the Village of Catskill.

For many years, if not decades, there has not been a scientific basis from which to plan for development in and around RVW Lake. The 2015 Watershed and Lake Restoration Study funded by NYS DOS through the REDC enables governmental decision-making to be based on sound science that considers cumulative impacts of unmanaged stormwater and sedimentation on Rip Van Winkle Lake and the best methods for its restoration.

We have completed a local Flood Hazard Mitigation Analysis which encouraged us to move the DPW building, adding a trail head and parking for people accessing the park and Kaaterskill Rail Trail while also reducing flood risks and vulnerability of downtown structures. Other sites will be bought out and returned to the natural floodplain as part of this process. An important part of that evaluation includes determining the feasibility of moving critical municipal infrastructure including for the current DPW garage at the intersection of Railroad Avenue and South Main Street located in a highly vulnerable location. Once relocated, the site is an ideal trailhead and natural parking area linking Main Street and the lake area.

Potential for development of energy-efficient projects and opportunities for green jobs

The Village is becoming a climate smart and clean energy community, working on its high impact options. The Town of Hunter is a Climate Smart Community. Green design and green infrastructure reinforces a tourist destination that uses smart growth to capitalize on current and future private and non-profit, international and local strategic investments. Green trail design, and other projects, will preserve natural landscapes, reduce watershed imperviousness and preserve groundwater infiltration. As appropriate, the design will incorporate green infrastructure in materials, building principles and site appropriate planning and preservation and restoration of natural landscapes. In-stream mitigation measures and context sensitive design of Gooseberry Park and other amenities increase community resilience in the face of climate change and known hazards.



Tannersville New York: The Painted Village in the Sky

All of the park, trail and lake restoration projects proposed protect natural resources of the regionally and nationally significant Catskill Watershed and Catskill Forest Preserve. The DOH/EFC Water Grant projects improve water quality and stormwater management while carefully maintaining the balance between development and preservation. Improving centralized water facilities allow for concentrated development in the downtown core that conserves open space. Coordination with the CWC and NYC DEP, CWC on the LFHMA will result in refined projects that advance resiliency. In-stream mitigation measures advance resilience through use of green infrastructure. Main Street revitalization in the National Register Listed downtown protects cultural anchors, attracts artists and millennials and reinforces the vitality of a regionally significant economic center for Mountaintop goods and services.



Investments in arts and cultural institutions and activities

Over the past three decades The Catskill Mountain Foundation has invested \$45 million across Mountaintop communities and plans to invest \$20 million more over the next five years largely to support the arts. Its programs offer 20 performances and over 200 films, artist residencies, education programs, piano performance museum, gallery and bookstore and an operating farm in the Town of Hunter.

Support and capacity building for nonprofit cultural institutions will help to extend their reach through increased collaboration, efficiencies and scale and also help companies have greater success recruiting and retaining talent. There are opportunities to build on the local cultural resources and perhaps partner with existing organizations to fill needs as well as improve assets and expand programming. There are some successful collaborations in place in Greene County including multi community efforts like “Mainly Greene” focused on bring art and cultural activates to smaller Greene County communities with a focus on integration of arts facilities (art centers, galleries, performance spaces, events) on Main Streets as anchors for creative placemaking.



Master plan from the Gooseberry Creek Corridor Revitalization Strategy, illustrating the proposed Main Street pocket park, park at Upper Lake Rd., Sawmill Creek





Tannersville New York: The Painted Village in the Sky

The Orpheum Film and Performing Arts Center was developed by the Catskill Mountain Foundation as an anchor location in the heart of Tannersville that presents a year-round program of performances and films of interest to full-time residents as well as second homeowners and visitors. Open since 2011, the theater is seeking to expand its draw as a regional attraction by enhancing its capacity to present technically complex shows through a proposed project.



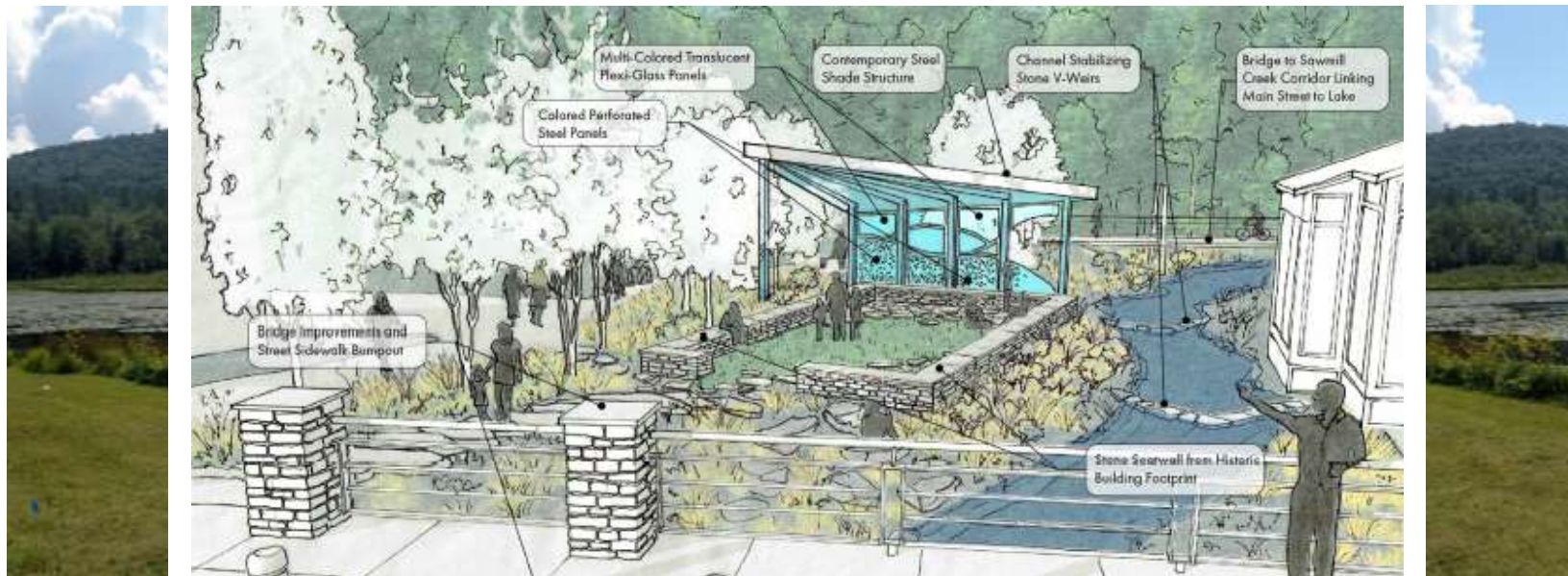
The Orpheum is an anchor cultural organization right in the heart of Main Street.



Alignment of Proposed DRI Projects with CREDC and New York State Strategies

We are a tourism based economy and with that comes certain realities – like challenges with seasonality, lower wages, higher rents and a tendency to part time employment. Incentives to make apartments and homes affordable to our employees who meet visitors needs and offer them incredible experiences every day is critical – and we are doing that. A number of our project sponsors, especially Fromer Market Gardens have integrated workforce development into their projects. We are promoting investments that make us an all-age and all-access community – addressing longstanding environmental justice issues for seniors and people with disabilities who cannot fully participate in all the Catskills has to offer. Many of our initiatives “lift off” local entrepreneurs especially those in the CRAFT sector working in agriculture, food and tourism. The tables that follow provide more information on the alignment between our projects and the CREDC and State’s strategies. Each project description in Section 7 provides additional information.

Key projects including the development of multiple units of affordable housing and jobs with low barriers to entry advance the State’s Opportunity Agenda. A planned expansion to the downtown’s childcare center addresses Governor Cuomo’s interest in having each RTEDC develop a regional childcare strategy. All of the projects are focused in downtown – our “metro” and all are designed to advance a vision and sustain Tannersville as a great place to live, work and play.





Village of Tannersville Painted Village Downtown Revitalization Initiative Preliminary Priority Projects CREDC ALIGNMENT	REDC Priorities				State Priorities			
	Lift off	Talent	Metro	Creative	Downtown	Workforce	Opportunity Agenda	Veterans Participation
NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE								
Painted Village Festival: World Class Event Destination								
Orpheum Theater Rehabilitation and Equipment Upgrade								
Former Farm/Culinary Incubator								
Pop-Up Restaurant Shared Food Truck								
Tannersville Brewery and Music Venue								
Community Center/Fitness Club/Childcare								
Affordable Housing Development								
Tannersville Downtown Homeownership Program								
PAINTED VILLAGE SMALL BUSINESS LOAN FUND								
Painted Village Business Loan and Grant Fund								
Complete Streets Initiative								
Bike Share and Beyond								
Construct Destination Quality Gooseberry Park								
Kaaterskill Clove Shuttle								
Wayfinding and Interpretative Signage								
Marketing the Painted Village in the Sky								

MEETING THE CAPITAL REGION ECONOMIC DEVELOPMENT CORPORATION AND NEW YORK STATE STRATEGIES	
Strategy	Tannersville Painted Village DRI Approach to Advance the Strategy
Advance the Strategy	The lift-off strategy is advanced by many of our projects under the Capital Region Agriculture, food and Tourism (CRAFT) Initiative. The Festival, Orpheum Theater renovation, community center, mobility device share, Fromer Farm (both agriculture itself and the food incubator), the brewery and live music venue, Kaaterskill Clove shuttle, wayfinding and marketing all appeal to visitors and enrich the lives of residents all year long.
Talent	Sponsors of the Painted Village Festival, the Orpheum and Fromer Market Gardens are offering training and workforce development opportunities. The Orpheum focuses on art and performance while Fromer Farm is focuses on small business cultivation – including vendors that will be featured at the festival and other Mountaintop events.
Metro	All of the projects contribute to creating a vibrant, rural metro. Tannersville has long been a center of trade, services, shopping and entertainment for local and regional residents and visitors alike.
Creative Economy	Our economy is driven by creative businesses in the arts (The Orpheum, artist residency and new theater space) to creative landscape development and performance (the Painted Village Festival). A number of our projects are food or craft beverage - marking the growing prominence of the culinary arts aligning with locally grown products and farm to table restaurants. The community center/fitness center will have arts and technology programs.
Downtown Revitalization	All of the projects have been identified because they can contribute to downtown revitalization. Tannersville is unique in its visual appeal and range of amenities: from the strong desire a community center, a commitment to age-friendliness and accessibility, and to the unique experience of having a working farm on Main Street.
Workforce	Sponsors of the Painted Village Festival and private investors have offered to train individuals to remove barriers to employment. The Fromer Market Gardens business incubator and cooking school will train experienced and beginner chefs, caterers and bakers. The pop up food truck will enable culinary entrepreneurs to try out the business and menu before making committing to a brick and mortar operation. The potential for daycare to be expanded removes an employment obstacle.
Opportunity Agenda	The projects advancing the State's Opportunity Agenda Strategy include those with the greatest likelihood of significant job creation and low barriers to entry including the Painted Village Festival and the business loan program. Initiatives to improve the choice and quality of housing whether newly constructed, conversions of upper stories of Main Street buildings and assistance to first time homeowners. The Adaptive Mobility and Bike Share program can make real progress creating equal opportunity and environmental justice for people with disabilities who are currently limited in their ability to enjoy the splendor of the Catskills.
Veterans	The sponsors of the Painted Village Festival and the brewers we have interviewed to have both made commitments to affirmatively hire veterans.



3. RECENT OR IMPENDING JOB GROWTH

Tannersville is a small community, largely built-out in a small regulated hamlet; it must rely largely on rehabilitating and reusing sites and structures whenever possible. Tax base generation and job creation are central goals of the Village's community development agenda leading to an improved quality of life, more downtown-living and continuing Main Street revitalization components. Investments in 26 local Main Street enterprises have resulted in 17 new businesses and 150 new jobs, the clear majority of which are accessible to low and moderate-income residents.

A growing tourism destination, the Village will create jobs in outdoor hospitality, recreation, the natural environment, the arts, food and culture, art park festival ground/Golf Park and Fromer Market Gardens. The pace of Main Street investment and small business support is expected to remain high.

The big driver of job creation, tax base enhancement and sales tax revenue will come from the plan to expand the Community Golf Park into a year-round festival and event venue, stimulating full time equivalent jobs associated with the festival and many more as a result of spinoff investments. Tourism in the Catskills supports 18,540 jobs in 2017 In Greene County this includes: labor income of \$78 million, employment of 3, 200 people, local taxes generated of \$11.3 million.



Expanding the Golf Park into a festival ground could stimulate over 120 FTE jobs and many more from spinoff investments.

Economic Policy Institute - Updated employment multipliers for the U.S. economy - January 23, 2019

In order to understand the jobs that are created as a result direct job creation we used the Employment multipliers released by the Economic Policy Institute in January 2019. The Economic Policy Institute (EPI) is a nonprofit, nonpartisan think tank created in 1986 to include the needs of low- and middle-income workers in economic policy discussions. EPI believes every working person deserves a good job with fair pay, affordable health care, and retirement security. To achieve this goal, EPI conducts research and analysis on the economic status of working America. EPI released employment specific multipliers by industry sector in January 2019. Though there is undoubtedly regional variation, the multipliers have proven to be good predictors of job creation. For the analysis of jobs created by the proposed DRI projects we examined the reported multipliers for direct jobs, supplier jobs, induced jobs, total indirect jobs and construction related jobs for the construction, retail, health care, recreation, arts and culture, entertainment and food service industries. We translated all jobs to Full time equivalents and estimated a range for a few projects based on how it actually builds out. In total the projects, **at full build out would create between 315 and 345 jobs.**

TANNERSVILLE PAINTED VILLAGE DRI - TRANSFORMATIONAL PROJECTS - JOB CREATION									
		Total Cost	DRI Request	Local Jobs	New FTE Jobs	Construction	Supplier	Induced	Indirect
NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE				Sponsor Estimate	Economic Research Institute 2019 Multipliers				
1	Painted Village Festival: High End Event Destination	\$19,000,000	\$4,000,000	124	124	109	123	304	427
2	Orpheum Theater Renovation and New Dance Studio	\$2,700,000	\$2,200,000	10	16	14	16	40	56
3	Fromer Farm/Culinary Incubator and Workforce Training	\$1,250,000	\$750,000	5/25	14	7	8	9	17
4	Pop-Up Restaurant Shared Food Truck	\$150,000	\$75,000	2/12	2	1	1	1	2
5	Tannersville Brewery/Ciderhouse and Music Venue	\$1,500,000	\$750,000	25	17	8	9	10	20
6	Community/Arts/Wellness/Recreation Center	\$3,450,000	\$1,450,000	20	27	19	18	28	46
7	Mrs. Puddleducks Childcare Center Expansion	\$350,000	\$200,000	19	2	2	2	2	4
8	Blighted Building Stabilization and Reuse	\$3,700,000	\$2,300,000	30	19	19	17	21	38
9	Affordable Housing: New Construction, Upper Story Conversions And Homeownership Assistance	\$17,300,000	\$1,500,000	9	94	94	83	105	188
PAINTED VILLAGE SMALL BUSINESS LOAN FUND									
10	Painted Village Small Business Loan & Grant Fund	\$1,200,000	\$600,000	50	14	7	8	8	16
PUBLIC INFRASTRUCTURE									
11	Downtown Complete Streets Initiative	\$5,000,000	\$2,000,000	2	27	27	24	30	54
12	Adaptive Mobility: Bike Share and Beyond	\$100,000	\$50,000	2	1	1	1	2	2
13	Construct Destination All-Access All-Age Gooseberry Park	\$4,000,000	\$2,000,000	5	26	22	26	64	90
TOURISM AMENITIES AND PROMOTION									
14	Kaaterskill Clove Shuttle	\$300,000	\$150,000	11	3	2	2	3	4
15	Wayfinding and Interpretative Signage	\$150,000	\$100,000	0	1	1	1	1	2
16	Promoting the Painted Village& Great Norther Catskills	\$100,000	\$50,000	0	1		1	47	1
ROUNDED		\$60,000,000	\$18,000,000	315/345	390	330	215	325	540



4. ATTRACTIVENESS OF PHYSICAL ENVIRONMENT

Tannersville is a gateway community to the Great Northern Catskills and the Greene County Mountaintop. Our truly spectacular scenery, the vistas and the many waterfalls and hiking trails have attracted writers, artists, poets and famous people for two centuries. We are in the Catskill Forest Preserve, whose 300,000 acres of protected public land—including 98 peaks of more than 3,000 feet draw hikers, bikers, campers and fishing enthusiasts. Nearby Hunter Mountain at 4,040 ft. is the second highest peak in the Catskills and the westernmost extension of the ridge known as “Devils Path.”

We have a unique brand as the Painted Village in the Sky, and an emerging marketing program focusing on being a one stop destination for all forms of recreation: culinary, sporting and entertainment/shopping and a growing local food production and farm-to-table scene. The proposed projects are important to that ongoing promotion and advancing heritage tourism and improves or protects natural, cultural and economic resources of regional significance.

Tannersville offers striking views, including Route 16, known slices through the lush valley of Indian Head. Further north, Blackhead, Black Dome and Thomas Cole are the third, fourth and fifth highest peaks in the northernmost Blackhead Range which transverse the Towns of Jewett and Windham. On the east, the mountains are bounded by an escarpment trail, easily traveled by foot, with views that reach 100 miles up and down the Hudson River Valley.

A Tourist Destination Through the Generations

Tannersville was incorporated in 1895. The Village economy was dominated by lumber mills and tanneries and later furniture manufacturing into the mid 1800's. At the same time, American literature and art were captivated by the Catskill's dramatic scenery and celebrated the area's natural wilderness. Rip Van Winkle, popularized by Washington Irving, became an icon for the Greene County Mountaintop. The Hudson River School was inspired by the waterfalls and spectacular high peaks views.

Natural resource-based economy was gradually replaced by the summer resort trade, which reached its peak in 1882 when the railroad came to Tannersville. The turnpike that ran through the Town and Village brought guests to the Hunter House (1830) and the Breeze Lawn (1861),



It's important to support Tannersville's existing brand as "The Painted Village." – Survey Respondent

both widely known for their first-class service. With the announcement that the railroad was coming up Stony Clove from Phoenicia, the Central House and Hunter Mountain Prospect House were built in 1880-1888, the Hotel Kaaterskill and Laurel house followed.

There were 40 smaller boarding houses in the village alone. Private parks in the town provided summer homes to New York City's elite. Twilight Park, Santa Cruz Park and Sunset Park in Haines Falls, and Elka Park and Onteora Park in Tannersville, were the largest and best known.

Since the early 1800's, Kaaterskill Clove has been one of the premiere tourist attractions in the Northeast: it offers a five-mile-long wilderness gorge cut through the Manitou Wall of the Catskill Mountains, in places more than 2000 feet deep, with a dramatic two-tiered waterfall, natural swimming holes, spectacular views, fascinating history and great hiking trails. Historically visitor to the Clove and Tannersville could board a ferry or train in New York or Albany and travel seamlessly to the edge of the wilderness in a matter of hours.

In 1892 plans were implemented making it possible for an Otis elevating railroad to scale the steep wall of the mountain. It would meet the narrow- gauge railroad in Palenville and then meet the Catskill & Tannersville at the top near the Catskill Mountain House. After the arrival of automobiles vacationers traveled all over the country leaving the Catskills behind, followed by the depression and then World War II left the mountain towns in a decline. Introduction of the ski industry helped us bounce back.

Today Tannersville is the primary downtown, just minutes away from Kaaterskill Falls - the tallest cascading water fall in New York State. North - South Lake, the largest state park in the Catskill Forest Preserve is one of the highest occupancy campgrounds. Its pristine lakes are perfect for boating, swimming, fishing, kayaking, canoeing, and paddle boating.

Connected by Trails

Study after study establishes that recreation trails increase property values and tax base, boost spending at local businesses, make communities more attractive places to live, attract businesses, improve health and reduce medical costs, provide transportation options and offer low- or - no- cost recreation to families on the one end and attract upper-income tourists on the other. The economic benefits far outweigh the cost of land acquisition for trails, trail construction and maintenance.



The Huckleberry Rail Trail at Rip Van Winkle Lake will link to the Kaaterskill Rail Trail.



Tannersville New York: The Painted Village in the Sky

Work has been ongoing to envision projects that connect the downtown to the recreational facilities, current Huckleberry Trail and future phases connecting it to the Kaaterskill Rail Trail (KRT) and linking other Scenic Byway assets. The first two segments of KRT are complete. Extension of KRT 3 will connect and extend the Huckleberry Trail through Tannersville. The trail connects assets in the Town and the Village and fosters a mix of land uses that are attractive to year-round and seasonal residents and visitors and underpin the communities' tax base. The trail network will eventually connect to lands throughout the Mountaintop, protected NYC DEP lands and NYS Catskill Park lands.

The Village is an important partner in regional trail network development, as part of the Hunter Area Trails Committee (HATC). The HATC is a recognized collaboration of twelve local, regional and park-wide organizations representing thousands of members and volunteers that focus on trails and recreation, community development and economic development.

New Anchors

We are a well-known tourist destination that offers services, accommodations, shopping and recreation. The potential priority projects we offer support community development activities that reinforce the Mountaintop as a four-season recreation and vacation community, reducing seasonal highs and lows for businesses and creating a mix of uses and unique sense of place that sustains the beauty and character of the Village.

For the past three years, we have been working with Greene County and many other partners to design and build a state of the art festival venue and to attract major new tourism events that will establish Tannersville as a key community on the "Mountaintop" of the Northern Catskill region – a regional tourism brand embraced in the CREDC Strategic Plans. Our planned Gooseberry Park is a four-season amenity, connecting to the Huckleberry Rail trail for snowshoeing and cross-country skiing, offering skating on the frozen splash pad and sledding on the great lawn. The community boathouse and pavilion will be winter-friendly, serving as a warming hut and a seasonal concession stand, drawing attention to the Catskills waterways and increasing opportunities for water-related and water –dependent activities 12 months a year.

Many long-time residents reported that in their youth, the Village beach at RVW lake was the "place to be" for people at all ages, incomes and abilities. It was the civic green that many communities have, but Tannersville lacks. Closed for many years due to excessive sedimentation and vegetation, the lake lost its cache. Beach restoration funded by a 2016 NYS DOS award will restore and reopen the beach as an incredible community gathering space accessible to all.

Community feedback from series of 2016 design workshops focused on enhancing current physical assets, from Tannersville's unique and colorful Main Street to the untapped resource of Rip Van Winkle Lake to the Village's proximity to world-class recreation opportunities and abundant events that keep residents rooted to the Mountaintop. Community members saw year-round sustainability as a priority, with a need to expand the seasonal appeal of the area for tourists and residents alike.

Tourism activities have evolved over time with changes in technology, lifestyles, and cultural preferences. Over the past few decades the recognition that future economic growth in tourism lies in the value of experiences has been firmly established. The Catskills scenic beauty and wealth of sporting recreation are no longer enough. We are working closely with our businesses and regional partners to build a progression of economic value and “stage the experience” to offer a deeper and consistent visitor experience – offering education environments, entertainment and escape experiences that help tourists to appreciate the uniqueness of the Catskills as different from home and perhaps different from other places people have visited and offer opportunities for a little adventure.

Housing at different levels of affordability and type

Throughout all of our participation planning, outreach and meeting facilitation we are continually aware that the Village has a significant concentration of low and moderate income residents and a growing percentage of seniors. It's critical for us to advance more efforts to develop affordable apartments for individuals and young families, develop senior housing that encourages turnover of homes for younger families and explore unique types of coliving and microhousing for artists and others.

Commercial and retail main street businesses

For decades Tannersville has worked, building by building, to improve the livability of the Village as well as its business climate in a manner that creates access to essential goods and services for local residents. Although tourism spending drives the local economy and some investments are directed at visitors the Village and the Hunter Foundation are dedicated to providing the resources that ensure businesses can remain affordable to year-round residents, including business financing and commercial rehabilitation that allows business owners to keep prices more affordable to people of all ages. The revitalization planning program is part of a much larger strategy to provide housing and economic opportunity for all current residents and create a framework for attracting new residents including low and moderate income working families and artists. The projects planned and underway reinforce the Mountaintop as a four-season recreation and vacation community, reducing seasonality and creating a mix of uses and affirming the unique sense of place that sustains the beauty and character of Villages. The initiative advances a number of community plans that focus on business retention, expansion and recruitment and tourism industry development. The amenities we provide are critical to improving the economy by capturing as large a pool of visitor and second homeowner dollars.

An assortment of food choices, including restaurants, healthy and affordable food markets, and farmers' markets

The town has a full service grocery store on its western edge. In 2016, the Hunter Foundation acquired and began to improve the Fromer Farm property in downtown on Main Street, next to the Hunter-Tannersville school campus, to return it to active farming and create a variety of value-added farming amenities to benefit the community. The Foundation has invested over \$1.0 million in the new “Fromer Market Gardens” to do site planning, improve farm buildings, landscape, and construct a state-of-the-art greenhouse. A long-term master plan and business plan is being developed. The Hunter Foundation selected a young farm family who will farm the land and, it is hoped, eventually own it outright.

The Painted Village Downtown Revitalization Initiative District - 2019



Tannersville New York: The Painted Village in the Sky

The Foundation rehabilitated a large apartment on site for them to live in and they are currently in residence. Funding has been committed to restore the historic main farmhouse and the Foundation is seeking grant support to rehabilitate and construct a commercial kitchen/ incubator in part of the building and the attached garage. A farm stand was in full operation for the 2018 season.

Walkability and bikability, within downtown and connecting it to surrounding open space networks and regional destinations

Main Street is the physical link between neighborhoods and the accessible neighborhood parks and recreation amenities to be developed at Rip Van Winkle Lake which are important to creating the mixed-use, mixed-income and mixed-age community that is safe and united that residents say they want in surveys and community meetings. What is needed is a multi-modal connection between the amenities, focusing on the pedestrian as the mode of priority, evidenced by constructing sidewalks on South Main Street, and considering the needs of cyclists. Gooseberry Park offers linkages to the water that connect people and nature by preserving and restoring the Gooseberry Creek watershed and using native species in landscaping. These projects provide residents and visitors with several new recreational options, linking trails to public parking and the downtown core making them easy to access and use.

Accessible recreational amenities, waterfront trails, parks and gathering spaces

We are close-knit community that strongly values its rural character and unique natural setting with mountain views, wildlife, adjacent trail system and clean mountain air and water quality. Community feedback from a visioning workshop, open house, design workshops, public surveys and DRI project identification workshop focused on enhancing current assets, from Tannersville's unique and colorful Main Street to the untapped resource of Rip Van Winkle Lake to the Village's proximity recreation events.. Community members saw year- round sustainability as a priority, with a need to expand the seasonal appeal of the area for tourists and residents alike. Residents believe that more recreation will attract more young families and children needed for the continued vibrancy of the Village. that can a critical need for us to find a variety of programs to. Access to free, safe and accessible recreation alternatives and gathering spaces at the new Gooseberry Park is important ensure that residents of all cultures, incomes, ages and abilities can partake in community life. The focus on creative placemaking is directly driven by the desire and need to create a livable place for all residents and visitors.

Gooseberry Park improve and expand visual/physical access to public resources, provide new/enhanced public spaces, or enhance community character and the visual environment. Projects like restoration of swimming, canoe and kayak launch and an ADA compliant fishing pier restore traditional amenities and create new water-related recreation. The Trail Head/Pocket Park on Main Street to be constructed with 2016 grant funds and future path along Saw Mill Creek increases physical access to the public resource of both Saw Mill Creek and RVW Lake by providing an attractive corridor for walking/biking there from Main Street.

"Rebirth. We have done a complete turn-around from the late 1900's bar ski town. We have brought culture arts and economic growth. We have as a village collectively worked hard in unison to create and cultivate our vision for community growth. Focusing on key demographics as a guideline."
Survey Respondent

5. QUALITY OF LIFE POLICIES

To be honest, what happens by policy in bigger communities, happens instinctively in Tannersville because of shared values and continual civic engagement. We are a designated mixed-use hamlet of small tightly clustered lots, along a network of sidewalks and off-street parking, on a Scenic Byway, in a National Register Listed Historic District and part of the Catskill Park and the New York City Watershed. Frankly, it's impossible not to advance smart growth, livability and quality of life practices every day.

The Hunter Foundation is our land bank – buying important properties and holding them until a community affirming adaptive reuse is found, and then often subsidizing the sales price or terms without external incentives or tax breaks – including a recent sale of a large building for new affordable housing project that's over \$500K. We have all the characteristics of a walkable and compact transit-oriented place, unfortunately without the transit.

We had complete streets before there was a complete streets movement – our narrow lanes with walkable sidewalks, street trees and buildings built to the front lot line calm traffic and encourage biking. We coordinate as Main Street improvement program addressing walkability (sidewalks, crosswalks accessibility), landscaping and tree planting, benches, lighting, banners and seasonal flowers. We are restoring facades and painting buildings, improving gateways and increasing wayfinding signage. On and off-road trails provide alternate routes. The Scenic Byway designation will help us continually improve road conditions. The next phase of our Creek Walk park project includes widening the sidewalk and improving the appearance of the Main Street Bridge over the Saw Mill Creek. We are working on being more age friendly and creating a healthier community, including expanding access on Main Street to locally grown vegetables and locally produced farm goods. We pay attention to crosswalks and curb cuts, ensuring safe sidewalk conditions including snow removal. We are adding more age friendly street furniture (with backs and arms.) The amenities we plan at Gooseberry Park are all age/all access – the docks and boat launches, picnic pavilions and rest rooms and most other amenities will all be ADA compliant.



Scenic Byway designation helps the Village continually improve road



Climate Smart Community

The Village of becoming and climate smart and clean energy community, working on its high impact options. The Town of Hunter is a Climate Smart Community. The Town is currently working on getting their high impact actions to become a certified Clean Energy Community via NYSERDA, and will soon have three of the four complete. The Town is in contract with a solar developer to put a 2.5 MW solar array on our old landfill which will complete our high impact actions. Both the Village and Town are currently investigating EV charging stations as well in various locations.

Downtown Management

The Hunter Foundation coordinates downtown management efforts in business retention, recruitment, small business finance, marketing, and beautification. They have a full time staff of 15; an annual operating budget of \$700,000; own and maintain 18 downtown structures that include approximately 50,000 SF of active commercial space; control four of the buildings that can catalyze redevelopment and manage \$2.0 million+/- worth of development projects annually. They level the playing field for small firms and protect diverse populations, significantly expanding opportunities to source goods and services locally by serving as an interim financing partner, ensuring that small firms can participate in grant funded projects by eliminating the need for them to wait to be reimbursed. Greene County Economic Development, Tourism and Planning has pledged to administer the proposed grant and loan program if the Village desires. They have two decades of experience administering state-funded microenterprise programs.

The plans and land management approaches we have in place connect people to the waterways at all points that offer an opportunity to unite people and nature. They reinforce healthy living and outcomes, connect residents and visitors with several new recreational options, as well as linking trails to public parking, making them easy to access and use. Residents want a revitalized Village that enhances the environment for those living along Main Street and in our neighborhoods, for those using the street for walking or bicycling, for those patronizing retail establishments, and for those traveling through the area. These include:

Comprehensive Plan

The Village Master Plan clearly conveys the message that residents love their small town rural quality of life, increasingly occupied and vibrant Main Street and access to a pristine environment. It includes dozens of recommendations related to quality of life including addressing stormwater and water quality and system adequacy, roadway aesthetics and streetscaping, signage, preservation of buildings and architectural character, development of common plazas and interpretation of arts, culture and heritage of the region.

Progressive Land Use In the Central Business District

Consistent with the Village Comprehensive plan, land use regulations promote the Village as an attractive retail and business center for the region, for the seasonal residents and visitors, and as a desirable place to live, work and recreate. The principles and objectives maintain and develop the central business district as the dynamic commercial, economic and cultural center, strengthen its employment base and enhance

the economic viability, increase the number of visitors/tourists, maintain and develop the built environment at a pedestrian scale that is safe and accessible.

Gooseberry Creek Corridor Revitalization Strategy

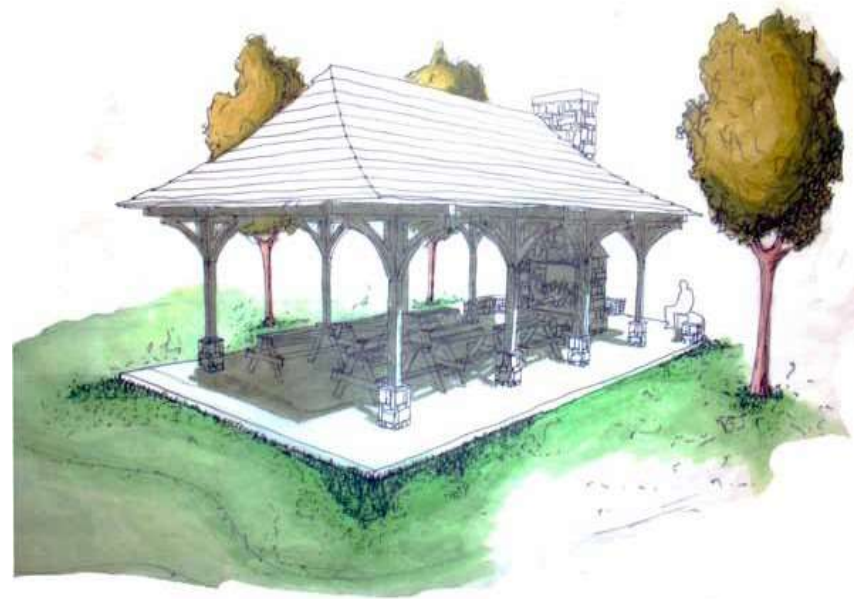
The Village secured funding for the Gooseberry Creek Revitalization Strategy in the 2015 NYS CFA from the NYS Department of State Local Waterfront Revitalization Program to develop a revitalization strategy for the Gooseberry Creek, Saw Mill Creek and Rip Van Winkle lake that was completed in 2018 and is currently being expanded into a full LWRP. The Revitalization Strategy outlines a vision and goals for the waterways, downtown and neighborhoods. It synthesizes the work of many partners and outlines a plan of attack for continuing to promote the Village as a place to live, work and play. It builds upon investments in infrastructure already underway and provides an understanding of community assets and opportunities, threats and constraints. Sustainable tax base generation, job creation and expansion of the tourism economy are central goals behind this initiative. The plan can be viewed at www.hunterfoundation.org.

Town of Hunter Comprehensive Plan

The Town of Hunter recently released its new Comprehensive which identified a number of goals and projects to be advanced with Tannersville including, interestingly enough supporting an application to the DRI program. Other projects include promote regional cooperation and sharing of resources (such as a building inspector), designating historic structures, communicating and promoting events at www.tannersville.com. And enhancing the School District's 'WISE Program' to increase engage high school students in area businesses.

Hunter Foundation Strategic Plan

The Hunter Foundation's Strategic Plan articulates a regional vision that includes supporting locally-owned small business owners by purchasing, restoring and reselling commercial property; advocating for high speed data transmission services to enable home-based employment; supporting community development activities that reinforce the Mountaintop as a four-season recreation and vacation community, creating a unique sense of place; and increasing Main Street vibrancy and attractiveness by providing the paint program, façade improvements, streetscape improvements and gateway enhancements.



Rendering of picnic pavilion and central gathering space at proposed Gooseberry



Flood Mitigation and Resiliency Planning

Village suffered serious damage in repeated flooding including Hurricane Irene. With funding from the Catskill Watershed Corporation (CWC) and the NYC Department of Environmental Protection (DEP), a Local Flood Hazard Mitigation Analysis (LFHMA) was recently completed that identified climate adaptations that are being implemented, for example relocating our DPW from the floodzone to be climate smart. The 2016 Greene County updated its Multi-Jurisdictional All Hazard Mitigation Plan identifies strategies for Tannersville including a DOH/EFC Water infrastructure project's hydrology study (underway), analyzing mitigation measures (complete) and developing a Local Stormwater Management District with the Village of Hunter and Tannersville (beginning soon).

Plans that Support Recreation and Trail Connections

Work is ongoing to connect the downtown to the recreational facilities, current Huckleberry Trail and future phases connecting it to the Kaaterskill Rail Trail (KRT) and linking other Scenic Byway assets. The trail network will eventually connect to lands throughout the Mountaintop, protected NYC DEP lands and NYS Catskill Park lands. The first two segments of Kaaterskill Rail Trail are complete. The extension of KRT 3 will connect the Mountain Top Historical Society trail head in Haines Falls - to the established Huckleberry Trail in Tannersville, which links important resources such as Rip Van Winkle Lake and the Golf Park.

Mountain Cloves Scenic Byway

The Village worked hard to secure designation of the Mountain Cloves Scenic Byway in 2013 – the first byway in the Catskill Park. It's a 41-mile corridor that links Platte Clove Road with sections of Route 23A and Route 214 through the Town of Hunter and Villages of Hunter and Tannersville. It provides special protections and funding opportunities that will benefit the Village long term.

Greene County Trail Plan. One of the key projects identified in the plan is enhancement of Kaaterskill Clove Trails and better connections to North-South Lake State Park campgrounds - one of the most popular camping areas in upstate New York. Key projects include continued expansion of the Tannersville Bike Path, also known as the Huckleberry Multi-Use Trail, which is one of the few shared-use paths within Greene County.

Agricultural Districts

There are currently three Agricultural Districts in Greene County, totaling 30,073 acres or roughly three-fourths of the farmland in the County. A significant new asset, the Village, Fromer Market Gardens, was added to Greene County Agriculture District Number One in 2018.



*PAC members discuss Revitalization Strategy
decision concerns at Open House*

SECTION 6. PUBLIC SUPPORT

The level of participation in Tannersville is very high and the implementation projects included in this proposal have emerged from a strong base of public input and outreach partners. We are committed to communicating a consistent vision for the Village and helping the public to understand opportunities, build support, encourage municipal investment of time and money and communicate success to the private sector to maximize impact and leverage resources. We believe that participation by year-round and seasonal residents would be very high in the DRI Strategic Investment Planning process

Tannersville is abuzz with talk about the DRI. In preparing for the DRI application the Village conducted a web and paper survey to identify needs, desires, business opportunities, community amenities and support for a variety of planned initiatives. Nearly 100 responses were received. The



Village and the Hunter Foundation conducted a community dialogue on May 7, 2019 to discuss the DRI program and priority projects with twenty people. A large number of great ideas were generated, both at the meeting and "on the street," including significant support for expansion of the sidewalk network, building restoration and development of a community center and strong support for the slate of preliminary DRI projects included in this application which were discussed at length and referenced in the survey. The Village and its partners are already discussing how to organize resources to advance those ideas. Media about the DRI proposal (save the date cards, flyers, handouts describing the program, posters and "You can quote me" cards) were available Village wide. Information about the program was included on the Village, Hunter Foundation and partner websites.

Interviews were conducted with potential project sponsors and they submitted information about their project, budgets, leverage, timing and job creation. The Mayor and Village Board members as well as the boards of partner organizations were a continuous presence at meetings and events, helping the community to understand the DRI program, the opportunity it could represent for the Village and interrelationship of various initiatives. In addition to the DRI application, three ongoing projects that include significant opportunities for additional community input are happening simultaneously and ensure ongoing near-term civic engagement:



Tannersville New York: The Painted Village in the Sky

- Implementation of the Gooseberry Creek Corridor Revitalization Strategy through a \$500,000 grant from NYS Department of State that will be completed in the summer of 2019 and create the first Main Street pocket park and restore the ability to swim at Rip Van Winkle Lake.
- NYS DOH/EFC Water Infrastructure Grant to upgrade the Village's water treatment plan and infrastructure.
- New York State Department of Environmental Conservation Catskill Smart Growth grant to develop a trail master plan and complete a segment of the Kaaterskill Rail Trail.

These projects are in close alignment with the DRI goals and eligible categories. They align with the CREDC vision, strategies and URI direction. Advancing these projects and every opportunity to coordinate public engagement outreach and events with the DRI will be pursued to offer a streamlined input.

SUMMARY OF VILLAGE OF TANNERSVILLE COMMUNITY INPUT KEY TAKEAWAYS	
Community Survey	Community Dialogue
Community needs (medical facility, senior housing, gathering space)	Community/wellness center with range of youth activities, pool, gym, senior center, healthy foods, ice rink, wellness and medical services
Unique Village design/aesthetic	Repair, paint and restore facades of Main buildings,
Main Street: traffic calming, lighting, signage and identity	Improve the streetscape: lighting, sidewalks, benches, landscaping, etc.
Diverse local businesses – but need nightlife, entertainment, Wi-Fi...	Unique natural setting (views, wildlife, trails, clean air and water)
Local and regional connections	Funding for small businesses and attracting more businesses Repairing roads and bridges and upgrading parking lots
Year-round sustainability	Wayfinding signage
Balance between Main St. and lake events	More community events and entertainment
Rip Van Winkle Lake (great lawn with events; historic context of boathouse, center for kids, ice skating in winter)	Increased transit options, such as a shuttle between Tannersville, Hunter, Haines Falls
Saw Mill Creek passive trail with overlook	Recreational improvements (RVW Lake, beach, new park, trails)
Strong sense of community	Affordable housing for low-income families and workforce
World-class outdoor recreation and abundant events	Increased access to fresh, local food
More affordable housing for employees and seniors	More shopping, local restaurants, clothing stores Walkable community (for children, aging in place)

All of these efforts also build on the community-driven Gooseberry Creek Corridor Revitalization Strategy conducted interactive community visioning workshop in Tannersville. In a visioning exercise, community members described what they loved and what they would change about Tannersville, as well as their overall vision for the Village's future. Residents painted a picture of a tight-knit community with a strong sense of

local history, a unique Village center and intense appreciation for the natural surroundings, from mountaintop views and wildlife, to a vibrant Main Street, to extensive recreational offerings. Participants focused on the opportunity to address year-round sustainability, make local and regional trail connections and enhance the walkability of the Village. The plan is available at <https://hunterfoundation.org/gooseberry-creek-strategy/>.

DRI Community Survey and Other Engagement Efforts

A community survey was mounted and distributed and over 100 responses were received. There is ongoing support for the Painted Village Festival as a game changer – for jobs, housing small businesses, farmers and everyone else who’d business or family is impacted by Tourism. New ideas like a need for expanded childcare, even more emphasis on accessibility and local food and the strong desire for a community center emerged from the engagement process specifically for the DRI application which included a community dialogue as well as the survey.

Respondents continued to support the projects (about half of those proposed) that emerged from the recently completed Gooseberry Creek Revitalization Strategy that covered the entire Village and is now being crafted into a full Local Waterfront Revitalization Program.

The Gooseberry Creek Strategy survey asked residents to share what they love about Tannersville, as well as what they would change, how to use untapped resources, and what the Village would look like if their vision became a reality. Respondents also described specific ways in which they would like to see Rip Van Winkle Lake restored, ideas for improving the existing Upper Lake Road area (new Gooseberry Park), priority recreation projects for the Village and ideas for improvements to Main Street.

After the survey was completed a “community walk and talk” along Main Street and to the Lake was taken with thirty residents. A community visioning workshop was conducted and that was followed a week later by a three day community design workshop (charrette) that evolved many of our projects. A sample of the DRI survey responses include:

DRI Community Survey Support For Possible Catalyst Projects	Level of Support
Funds for small businesses	93%
Attract more businesses	93%
Fix more facades	90%
Build a festival/event site	90%
Build a gym or community center	89%
Develop more housing for employees	89%
Increase access to local food	89%
Plan more entertainment	89%
Improve streetscape: lights, benches, sidewalks	89%
Plan more community events	87%
Make downtown physically accessible	86%
Add trails to link Main St. to RVW Lake	84%
Build a park on Upper Lake Rd	83%
Paint more buildings	81%
Add more landscaping	81%
Provide more recreation for seniors	80%
Improve RVW Lake Beach	80%
Improve RVW Lake playground	79%
Add more trails Village wide	78%
Develop more housing for seniors	78%
Add nature trails at RVW Lake	76%



QUESTION One: IF YOU DECIDED...IF IT WAS ENTIRELY UP TO YOU HOW WOULD YOU INVEST \$10 MILLION DOLLARS IN DOWNTOWN TANNERSVILLE?

- Restore old buildings on main street, bring in additional unique restaurants and stores to fill the vacancies.
- I would definitely bury the electrical lines.
- The boat house would be nice to rent out kayaks, canoes, paddle boards etc.... Make this area for families, children and teens..
- Making Main Street businesses handicapped accessible
- I would remain focused on making Tannersville a walkable community
- An excellent place for people to tele-commute to jobs in New York City and Albany with better speed and reliability of internet services.
- Make Tannersville an excellent place for people to live in their 60s, 70s, and 80s.
- I would work toward making affordable rental housing available for a work force to be able to move into our community.
- I would continue the rail trail
- Creation of a community center, with a fitness center, youth sports fields, pool, adult ed classrooms and Outreach programs.
- I would love to see housing with reasonable rents for young people and older people that don't have lots of money.



Residents provide input on a Walk and Talk Tour for the Gooseberry Creek Strateav.

Question Number Two: WHAT DO YOU FEEL ARE THE VILLAGE'S GREATEST ACCOMPLISHMENTS OVER THE LAST DECADE?

- Our village's greatest accomplishment has been the priority that our community places on our youth
- The Hunter Foundations work over the years has to me been the catalyst for the improved conditions in Tannersville.
- The increased attention to the facades and street appeal is noteworthy. I think the Village has a positive and vibrant culture.
- The paint project. Adding more stores and restaurants.
- Restoring many of the buildings and garnering attention and tourism, making us a four season town.
- Having grown up in the area the advent of private donors investing in the town has saved it from ruin.

- Too many to list! Assistance to the neediest; attracting home buyers; attracting new businesses; attracting tourists; encouraging innovative ideas; developing hiking/biking trails etc. The greatest accomplishments have been the local organic farm and the rebirth of Main Street

Question Number Three: WHAT WORK REMAINS TO BE DONE?

- Sidewalks on Park Lane and Spring St, S Main, etc.
- Need to have activities and a safe place to go for our children.
- Bringing or supporting small business opportunities
- The east end of Main Street is still looking a little beaten down, although a couple of successful businesses are currently there. That end of the street could use a sprucing up.
- There are sidewalks on some of the side streets that just need attention to fix them and make them usable again.
- More businesses so that we do not have to go off the mountain for so much

Question Number Four: I WISH WE HAD...Are there specific services, businesses or other amenities you wish were available downtown?

- Good old fashioned bar with pool tables. Place to hang out in the afternoon before 4pm.
- A fitness center/gym on our mountain
- Small buses to move guests and staff from place to place to make it easier for staff to get to
- Community center! Youth programs! Summer sports programs/camps for kids!
- A really good Imaging center, equipped with MRI, CT scan and sonogram equipment and technicians.
- Ice skating needs to come back.





SECTION 7. TRANSFORMATIVE OPPORTUNITIES

The Village has selected highly impactful projects led by capable developers of projects with high community support. For public infrastructure projects the proposal is full of beautiful final design documentation. The Hunter Foundation hired planners and urban designers in advance of any public funding commitments, who identify program components and sites, take projects through conceptual, draft and final design so that funders can invest in construction rather than planning. This has created our own local project pipeline of ready to go projects.

While the Village understands that projects funded through DRI will be determined through a local planning process, we have identified a range of ready to go projects with leverage committed which could be implemented within the first one to two years of DRI funding.

Throughout all of our participation planning, outreach and meeting facilitation we are continually aware that the Village has a significant concentration of low and moderate income residents and a growing percentage of seniors. Access to free, safe and accessible recreation alternatives and gathering spaces at the new Gooseberry Park is important to meet changing needs and ensure that residents of all cultures, incomes, ages and abilities can partake in community life. The focus on creative placemaking that these projects advance is directly driven by the desire and need to create a livable place for all residents and visitors.

The capital projects that will be executed as the result of the DRI will enhance the physical and business environment for job creation through investment in public spaces, recreation, connectivity between neighborhoods and Main Street small business, tourism, arts and culture described in the CREDC Strategy and relates to Leverage and Collaborate, Celebrate and Optimize Surroundings, Showcase our Beauty, and Spotlight our strengths.

DRI PROJECT CATEGORY: NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE

“Innovation comes from a human space and is almost always linked to human experience.” The Marfa Festival

1. PAINTED VILLAGE IN THE SKY FESTIVAL

Sponsor: Royce Family Fund

Jobs Created: 124 FTE

Total Cost: \$15.0 M (Phase 1)

Leverage: \$11.0M

Preliminary DRI Request: \$4.0M

Proposed Use of DRI Funds: Infrastructure, Main Event Stage and Phase 1 Vendor Area.

The Hunter Foundation and the Royce Family Fund purchased the Tannersville Golf Course in 2018 and plans to transform the severely underutilized 205- acre property into a community-scaled but high-end and world-class destination for festivals, concert series and related events year-round. This catalyst project is a game changer for the Village. For four years Hunter Foundation board members have toured international festivals and small events across the country. Foundation board members have toured international festivals and small events across the country.



The Tannersville Golf Park will become a world class festival event venue.

There is international interest in the proposed site —the Wilderness Festival in Oxfordshire, UK is a boutique festival that attracts around 15,000 guests who come together to enjoy music, art, dance and food—cultural tourism at its finest—is one popularly curated festival that has looked at Tannersville. Operators of the Marfa Festival in Texas who bring a 15,000 person event to a Town with a population under 3,000 people. Big name performers (like Mumford and Sons) are potential collaborators who have also visited Tannersville multiple times and been part of shaping the project. We are confident that we will have many excellent choices for a preferred organizer and promoter.



Tannersville New York: The Painted Village in the Sky

the project will build and curate customized venues designed to suit multiple genres and formats of entertainment, arts and lifestyle programming. A dual hub strategy is being pursued that will interest audiences to explore both urban and country environments. The city hub will be in Brooklyn and considering sites (including perhaps the Brooklyn Navy Yard). The rural retreats will begin with this project in Tannersville.

It will undertake a diversity events throughout the year in a variety of indoor and outdoor venues. The event's infrastructure and its operations will be built out and supported by the Tannersville community. Local vendors, artisans, hotels and restaurants will have an opportunity sell their products. The artistic commissions will live beyond the annual events. Each year we will find new homes for our commissioned installations, creating inspiring public art. Tannersville's history is rooted in traditional industry and creative arts. We will interpret these themes and fill a gap in the Mountain Top's offering creating large scale experiences that appeal to audiences with interest in arts, performance and technology. We are committed focus on 'STEAM' - science, technology, engineering and math alongside the arts and music.

Job Creation and Financial Partnerships

The project will create 50 full time and 148 part time jobs (74 FTE) for total estimated employment of 124 FTE jobs.⁵ Staffing levels have been confirmed with potential promoters. The Festival grounds and event schedule will expand over time and the number of venues and staffing is expected to increase significantly especially with the addition of a high end campground. The Royce Family Foundation and the Hunter Foundation with the help of Greene County Economic Development, Tourism and Planning were in final stages of negotiations with a world renown promoter for a \$55.0 Million investment in four major sites. Although the arrangement did not go forward, in part because of a concern that the event size was too large (50,000 attendees over a week festival) as an initial effort, the Foundations maintain excellent relationships with private funders and with the talent interested in performing. They remain interested in participating in a smaller series of events and grow the offerings over time.

Phase 1 will build out of infrastructure, main stage and vendor area beginning in late 2020 or spring of 2021. Initial leverage will come from the Royce Family Foundation of \$2.5M. The promoter is expected to match or exceed that amount and make additional financial investments as the festival grounds build out. Other local philanthropists are interested in arts and performance components to complement their ongoing investments. The Foundations will likely seek other State and Federal funds perhaps from various Market New York programs and look forward to continuing discussions with Empire State Development about this catalyst project. Greene County Economic Development, Tourism and Planning and the County IDA have been working with us from the outset and the Village will take advantage of various incentives they have available, though it is our goal to get the property on the tax roles at full value as soon as possible as the Foundations have always done with other properties. The IDA has a track record of supporting festival and event related projects including at Hunter Mountain and Ski Windham, and more recently at Gather Greene - a wedding and event venue in the Town of Coxsackie.

Readiness

Public trails added to every month. Extensive partnership building, attendance at multiple international festivals has focused our vision. Potential musical headliners have been identified. The Village is working on a strategy to address transportation, hotels, and opportunities to promote layered authentic visitor experience to support the facility. Greene County Economic Development, Tourism and Planning is engaged to help us with planning, permitting and promotion. Cost estimate prepared, preliminary site survey and plan have been developed. The project leverages private commitments of over \$15 million.

REDC and NYS Strategy Alignment

- Aligns with **NYS DOWNTOWN REVITALIZATION** and CREDC **METRO** because it adds a significant new anchor to the downtown core drawing visitors, creating jobs and generating spinoff spending to local businesses.
- Aligns with NYS **OPPORTUNITY AGENDA** because it creates over 170 local job and supports Lift-Off food component since dozens of local small and home-based businesses will participate as vendors.
- It advances **Lift-Off CRAFT** related to agriculture and food and because it will feature Fromer Market Garden, add an edible park at the festival grounds, and affirmatively support local food vendors.
- Advances **LIFT-OFF** tourism component t of CRAFT by adding a major venue to the Mountaintop that is unique from other festivals (Mountain Jam, for example) and does not compete with them.
- Advances **TALENT, WORK FORCE DEVELOPMENT AND VETERANS PARTICIPATION IN THE WORKFORCE** by affirmatively hiring hard to place workers with support of County Workforce preparation groups.
- Advances the **CREATIVE ECONOMY** strategy way creating a platform for creative people to come together. Its unique hands on learning component in addition to performances exposes festival-goers to a wide variety of creative pursuits and supports arts venues and artists across the region. Planned sculpture garden and installation of public are also advances this strategy.

“The town looks a million times better. I think overall it is moving towards a cool artsy outdoor place where more young people and families will like to visit.”
Survey Respondent



2. THE ORPHEUM FILM AND PERFORMING ARTS CENTER

Sponsor: Catskill Mountain Foundation

Jobs Created: 10 jobs

Total Cost: \$2.75 M

Preliminary DRI Request: \$2.20 M

Leverage: \$500K

Proposed Use of DRI Funds: Renovation, Construct Addition For Dance Program and Equipment Purchase

The Orpheum Film and Performing Arts Center is an anchor building on Main Street with a 2,000-square foot, 250 seat, live performance and film space. The project will make a range of improvements including construction of the Orpheum Dance Center, directed by award winning ballet coach Victoria Rinald. The Catskill Mountain Foundation (CMF) spent \$7 million to date on the Orpheum and over \$50 million on the mountaintop. The center will provide a cost-effective alternative while enabling more sophisticated shows. It will reduce costs to artists and groups with in-house sound, lighting, and stage rigging – these improvements are necessary to attract more visiting companies. The scope of work includes completion of the Hugh Hardy design, addition of new, state-of-the-art sound and lighting equipment completing the technical specifications, construction of a new 4,800 square foot two story extension with state-of-the-art dance studios. Not only is this a major enhancement to arts and cultural events but it is strategically located central to current and planned walking pathways and public spaces.



Rendering of the Orpheum with the Trellis Designed by Hugh Hardy.

Job Creation and Financial Partnerships

Job creation from this project of up to 16 FTE based on scale of buildout and staff needs. At a preliminary level 11 FTE jobs are anticipated. The Orpheum has a commitment of \$500K from the Finn Group - private philanthropists who focuses on investing in the arts through the Catskill Mountain Foundation (see attached letter) from the Finn Group). Should full DRI funds not be available for this project the CMH will apply for a variety of State and Federal Grants including ESD's Market NY Program and various NYSCA programs. Conducting a capital campaign is also an option.

Readiness

Feasibility analysis and building evaluation complete. Scope of work, budget architectural survey, with detailed cost estimate. Vendor quotations in hand. Financing strategy developed. Includes over \$1.0 million in philanthropic investment.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it operates in downtown, focuses public and private investment to improve and expand downtown's primary arts and entertainment anchor attracting visitors and local people year round, creating jobs at the new ballet performance theater, and generating spinoff spending to local businesses. The project contributes to a thriving live/work environment.
- It advances LIFT-OFF CRAFT TOURISM component by adding and enhancing a major venue to the Mountaintop (there are no downtown theaters remaining) and bringing dance performance to the area as an ongoing cultural activity year round.
- Advances the CREATIVE ECONOMY strategy by engaging performers and philanthropists interested in the arts. It cultivates dance groups of all ages and opens the world of dance excellency in an inspiring space to local children and youth.
- It advances TALENT by training and debuting talented dancers from the Metro New York City area.

3. FROMER MARKET GARDENS CULINARY INCUBATOR AND TRAINING CENTER

Sponsor: Fromer Market Garden

Jobs Created: 5 FTE jobs with support for 20 FTE Food Microenterprises and over 200 students

Total Cost: \$1.25 m

Leverage: \$500k in Farmhouse Restoration and Fit Up

Preliminary DRI Request: \$750k

Proposed Use of DRI Funds: Renovation of Fromer farmhouse and culinary incubator equipment/ build out





Tannersville New York: The Painted Village in the Sky

The project creates incubator space for food and agricultural businesses, mainly processing value-added products utilizing shared kitchen space and processing facilities with on-site retail, collection and distribution of local produce from the Fromer Market Gardens. It will also offer job and culinary training and nutrition classes and focus on production of local food products that are both healthy and affordable. Based on the interest among Tannersville culinary entrepreneurs, the kitchen could include hot packing, cold packing, baking, and ready-to-eat components. A retail space will promote products collected and produced on-site, and cross-market other products and businesses.

Fromer Market Gardens offers active Farming in the core of downtown on Main Street. The Hunter Foundation has invested heavily in acquiring the property, improving the land, constructing a state-of-the-art, 8,000+ sf greenhouse, and restoring buildings. The farm stand on Main Street offers fresh, seasonable vegetables at reasonable prices to residents and visitors.

Funding is committed for the rehabilitation of the main farm building, an historic Victorian house over 114 years old, which will residency and workforce training options. Classes will be held onsite for all ages, covering topics such as health and nutrition and environmental science. Agricultural workshops will cultivate the community's awareness of the importance and methods of producing their own food on their own property.

Working with the public-school system, Fromer Farm will also act as an extension classroom for children to learn about ecology, their natural surroundings, and sustainability. The partnership will include conference and meeting space and accommodation. The farm seeks to be energy independent through use of solar energy and is working with the school district to share the generated energy to bring down its operating costs. Fromer Market Garden uses a unique sustainability model that mixes low carbon footprint technology with low to no cost traditional methods of cultivation and harvesting. The greenhouse crops are grown in an automated, climate-controlled facility that adjusts heat and humidity, irrigation, and features thermal curtains and rolled open doors. The site also recycles and reuses water within the property, using a well and reservoir system that pumps water



Fromer Market Gardens will act as an extension classroom for Hunter Tannersville school district campus right next door.

to the greenhouse. Total Cost \$1.25 million with a preliminary DRI request of \$750k and local leverage of over \$1.0 million committed to building improvements and investments in the farm to table incubator. The project is expected to create five jobs, support 20 local food microenterprises and train 200 students annually.

Job Creation and Financial Partnerships

Job creation at the Fromer Market Gardens is estimated to create up to 14 FTE jobs, related to the educational programs and fully staffed commercial culinary incubator. This includes a Full time Coordinator, an Assistant Coordinator, and three full time teachers. There will be 16 part time specialty teachers (or eight full time equivalent jobs). Support for culinary entrepreneurs is expected to create 25 FTE jobs over a three to four years start up period. Financing will include grants from a private philanthropist and a donation by a local preservation advocate together totaling at least \$500,000. This is on top of the \$1,00,000 the Hunter Foundation has committed to the project.

The incubator and school will use part of the farmhouse and add on approximately 5,000 SF addition. The costs to construct and rehabilitate the commissary scale certified commercial kitchen includes construction, multiple full cooking stations and rehabilitation of the rest of the farmhouse for teaching, adult education classes and farm stay visitors.. The scope of the program and cost has been carefully researched and conversations and visits have been made to comparable projects. With the impact of the local food movement across the country the budget costs for comparable projects are well known. Additional assistance may be available from Greene County IDA who has supported similar value added agriculture ventures including Field Greens which delivers fresh produce to member's homes across the region from a distribution facility in Athens.



The Fromer Market Gardens offers a unique active farming project on Main

Readiness

The farm has a mission to educate people about local food production and provide access to fresh produce and baked goods. The Hunter Foundation has invested nearly \$2.0 M to date for all infrastructure to support the program and maintains a list of vendors interested in the commercial kitchen incubator. Over \$1 million private investment in farm implements and machinery, site preparation, survey, farmer salary, and farm stand, ag district extended, multiple Federal grant requested. Multiple agreements to supply local restaurants negotiated. Intensive programming underway with next-door school campus. Commitment for half of cost to rehabilitate farmhouse. Plans and opinion of cost for culinary incubator complete.



REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it operates in downtown, focuses public and private investment to improve and expand downtown's primary arts and entertainment anchor attracting visitors and local people year round, creating jobs at the new ballet performance theater, and generating spinoff spending to local businesses.
- The Culinary Center and shared NYS Department of Health certified production kitchen. advances the CREATIVE ECONOMY by increasing access to small and home based businesses engaged in culinary arts. It enables the production of shelf stable projects grown on the farm. The vision for a rehabilitated farm is to offer farm stay and classes that expose people to creative people and activities. These resources create financial stability for the farm and potentially for numerous small culinary and specialty caterers. It will also offer classes that complement the theater, fine arts and music courses of study at SUNY Ulster.
- Aligns with LIFT-OFF AGRICULTURE, FOOD AND TOURISM by using farm grown products, enhancing the local food movement, expands product availability and is an attraction for visitors interested in culinary arts and cooking classes.
- Aligns with WORKFORCE DEVELOPMENT and TALENT strategies by providing a culinary education program that is estimated to serve 200 students annually.

4. POP UP RESTAURANT/FOOD TRUCK

Sponsor: The Hunter Foundation or Fromer Market Garden

Jobs Created: 2

Total Cost: \$150,000

Preliminary	DRI	Request:	\$75,000
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Leverage: \$75K from the Hunter Foundation

Proposed	Use	of	DRI	Funds:	Contribute	to	purchase	and	fit	out	of	food	truck
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The project involves purchase and fir out of a modern food truck that will be made available to young chef's, catering companies, early food entrepreneurs, bakers, and existing restaurants on a rotating basis. Local entrepreneurs are interested in creating restaurants on wheels because the overhead is low, and they can go where their customers are. Operating a food truck is also a great way to test out a restaurant concept or menu to see how diners respond before investing what can be millions in a brick-and-mortar restaurant that they are not sure will succeed. Its home location will be adjacent to Creek Walk on Main Street. The competition between food trucks and restaurants has spurred many brick-and-mortar eateries to enter the food truck game, capitalizing on their existing brands while expanding their local reach. Considering that a fully staffed food truck only consists of two or three people, the employee costs are substantially lower than a traditional restaurant, with its waiters,

busboys, and hosts. The space often becomes a community through the shared space among its renters. This is an additional benefit to the renter who can collaborate with like-minded professionals, further improving on their ideas.

Either the Hunter Foundation of Fromer Market Gardens will schedule and store the food truck. A connection to Fromer farm can provide culinary entrepreneurs with access to local food. The Hunter Foundation and Greene County Economic Development, Tourism and Planning can support entrepreneurs through existing small business coaching and business planning as well as start-up capital if necessary. They will also assist vendors to secure permits and meet regulations and secure licenses. Since food trucks are mobile an excellent online presence is needed to keep customers in contact and aware of who is operating the truck and where they are located.

Job Creation and Financial Partnerships

The project will create two FTE coordinator and assistant jobs. The restaurants and culinary entrepreneurs estimate that they will create up to 25 jobs as a result of having a food truck presence. Those that make the jump to a brick and mortar location will create significantly more jobs - based on existing local sit down restaurant operations typically create at least 12 FTE jobs. The costs to make a food truck “road ready” are based on research regarding the cost of buying, wrapping and fitting out the truck. Cost to fit up with equipment typically costs as much or more than the purchase price for the vehicle itself. The cost estimate assumes purchase of a new truck, but a quality used truck is also an option. In this case because vendors producing possibly very different products on a shared basis the design and selection of equipment is very important. Financing will come from private developer investment, the Hunter Foundation, the Village and federal grants through USDA and State Ag and Markets.

Readiness

Matching funding is available whenever the project is greenlighted. The Creek Walk Park location has full electrical services and water capable of supporting the food truck. The site is owned by the Village and is being created presently on the site of a flood-damaged vacant property in the Center of Main Street with a grant from NYS Department of State to implement the Gooseberry Creek Revitalization Strategy.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it is located in downtown, cultivates new or expanding entrepreneurs and supports existing restaurants,
- Aligns with LIFT-OFF CRAFT Agriculture, Food and Tourism components by using local food, adding variety and spontaneity to local dining options, and attracts visitors.



5. TANNERSVILLE BREWERY/CIDERHOUSE AND SMALL MUSIC VENUE

Sponsor: Hunter Foundation/Brewer to be Selected

Jobs Created: 25

Total Cost: \$1.5 m

Leverage: \$750k Building Acquisition and Site Preparation

DRI Funds Proposed: \$750k Brewery Equipment and Construction

Proposed Use of DRI Funds: Brewery fit out, kitchen renovation and fixtures and furniture

The Hunter Foundation and the public is interested in helping the Village to acquire property for a craft brew center with a small live music venue. A number of promising sites are available. This would be a moderate sized brewery that offers house made craft beer label as well as potentially being a distribution point for home brewers and guest brewers. The Foundation has begun inviting accomplished brewers to visit and view opportunities and is prepared to recruit a brewer interested in the region or supporting an existing restaurant owner or farmer to add value to their current services. Establishing a brewery or cider house requires permits and licenses including a federal brewing permit with the Department of Alcohol and Tobacco and Firearms in some cases. The Hunter Foundation is prepared to help the new business partner negotiate the local permitting process. Match by a business partner is critical. The cost of fit up of the brewery can easily be \$1.0 M depending on the size and number of barrels to be produced. A brewery needs also needs essential equipment: kettles, kegs, boilers, bottling and canning lines, conveyors, cooling systems, storage tanks, fermentation tanks, filters and beer-labeling machines, piping and tubing, refrigeration equipment, cleaning equipment, waste treatment systems and tap handles.



The music venue is not intended to compete with the Village's existing cultural amenities, rather to create a casual, ever-changing menu of largely regional talent.

Job Creation and Financial Partnerships

Based on consultation with brewers and knowledge of local restaurant staffing levels are estimated at 17 FTE equivalents. We have interviewed focused on potential properties based on brewers' input. It's not uncommon for an established brewery to operate a second or third production facility and restaurant. Our plan is to issue a Request for an Expression of Interest in the fall of 2019 and to select a preferred development partner. Job creation and cost estimates come from established operators and local restaurateurs. The project will be funded by the Hunter Foundation (\$500,000) and developer equity and mortgage. Other sources of support may include ESD Market NY Program.

Readiness

Site selection and property negotiations are beginning. One successful brewer has visited to look at sites. Other visits are being scheduled.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it operates in downtown, creates a new amenity, compliments the festival grounds.
- Aligns with the TALENT and WORKFORCE TRAINING strategies by working with community colleges and other regional culinary schools to provide distance learning, workforce training, internships, and adult education and credit courses in brewing. We have been inviting brewers to visit and evaluate potential locations including the owner of the Ruck in Troy, Dave Gardell who is an adjunct professor at Schenectady Community College which offers an A.A.S. and A.O.S. degrees in craft brewing and distilled craft spirits distillation.
- Aligns with CREATIVE ECONOMY because it enriches year round life and as a small music venue can focus on promoting local talent.
- Aligns with LIFT-OFF AGRICULTURE, FOOD AND TOURISM components because local farmers will grow hops and other components, it enhances the locally produced food scene, and will both draw local people as well as visitors and festival goers.



6. COMMUNITY ARTS, WELLNESS & RECREATION CENTER

Sponsor: Village of Tannersville

Total Cost: \$1.5M

Leverage: \$500K Plus Building Donation

DRI Funds Proposed: \$1.0M Building Fit Up and Equipment

Proposed Use of DRI Funds: Design and construction

This project emerged directly from the public as part of the DRI planning process. Dozens of people suggested is a community need for people of all ages and abilities. It was not on our radar before the DRI survey and community dialogues at – reinforcing that our citizens are ready to participate in the DRI process. As a result of the groundswell of support the Hunter Foundation is prepared to donate a long underused Main Street building known as Bear Plaza. It can be transformed into a 5,000 SF wellness center with the newest state-of-the-art exercise equipment and amenities including an 800 square foot group exercise room, spa-like men’s and women’s locker rooms with showers, two rooms for massage therapists to rent. The public has also requested a swimming pool which would require investigating alternative sites, though a few options come to mind. It will build on cultural resources and partner to expand programming and offer compelling visitor experiences, such as hands-on educational experiences, aesthetic experiences, entertainment in a range of settings, and escape experiences related to the uniqueness of Catskills as well as health facilities. A feasibility study and market analysis will be undertaken this year and agreement will be reached with the public on the center’s offerings.



Job Creation and Financial Partnerships

There was a groundswell of support for this project through the community survey and meetings to discuss the DRI and review DRI projects. To be honest, this project was not on our radar and it makes us all the more interested in being designated to participate in the DRI process. Our community is not only highly engaged, they have real influence. Efforts already underway to identify possible locations. Job creation estimates are based on review of the program plans and operating and development proforma of similar centers in comparable communities. The job creation estimate is heavily dependent on the actual components and scale of the project ultimately recommended by the community – for example including a pool in the design bumps staffing and cost significantly. At the high end, considering a fully equipped center with aquatics program we

Readiness

Potential site at Bear Plaza owned by the Hunter Foundation and available for reuse. Other buildings in acquisition process are other candidates. Building evaluation/structural assessment complete, preliminary rehabilitation underway. Financing and cost estimates prepared. Storing community support.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it operates in downtown, meets a community identified need and increases access to healthy activities for the body and mind, physical therapy support and potentially CHILDCARE, an emerging NYS area of interest that the REDC is currently planning for.
- Advances the CREATIVE ECONOMY strategy by providing alternatives to sports based recreation including art classes.

7. CHILDCARE EXPANSION ON MAIN STREET AT MRS. PUDDLEDUCKS

Sponsor: Mrs. Puddleducks

Jobs Created: 19

Total Cost: \$300,000

Leverage: \$150,000

DRI Funds Requested: 1150,000

Proposed Use of DRI Funds: Expansion of Childcare Center by 2,500 SF



Mrs. Puddleducks is the Village's primary child care center located on Main Street. It has been in operation since 1986. Name: Mrs. Puddle Ducks Inc. They serve children age 6 weeks to 5 years old. In current space the Center is licensed for 29 children though some are part time and actual enrollment is 34 children. Current employment is six full time administrators and teachers and four part time assistants. At this time the infant room and toddler rooms are 1 child away from being at maximum. The project will add a 2,500 SF addition containing transition rooms (one for children 6 weeks to 12 months old and one for children 12 to 18 months old), and an internal recreation room when weather is inclement and as before and after care room. The room could be available for other community events when daycare is not in session.

Job Creation and Financial Partnerships

The project emerged from a proposal and cost estimate submitted by the sponsor and follow up calls. The owner has operated a licensed childcare center for over 30 years and are very familiar with the program and space needs and current market and construction costs in the region. Adding the planned addition would enable the center to serve up to 19 additional children and add four FTE employees depending on care and SF ratios which are set by the State. It had strong support among survey respondents. The addition would enable the center to serve up to 19 additional children and add four FTE employees depending on care and SF ratios which are set by the State. It had strong support among survey respondents. The project emerged from a proposal and cost estimate submitted by the sponsor and follow up calls. The owner has operated a licensed childcare center for over 30 years and are very familiar with the program and space needs and current market and construction costs in the region



Readiness

The site is locally controlled and designs for the expansions are underway. The sponsor has an excellent track record administering State and Federal Funds and coordinating licensing review. Time is of the essence as there is a waiting list of largely millennial families who need both childcare and affordable housing to maintain their ability to work in Tannersville and meet the needs of second homeowners and full time residents. Only a building permit is needed to advance the project.

REDC and NYS Strategy Alignment

- Aligns with the Governor's 2019 request to REDC's to develop a childcare strategy for each region. This center is a model of the high quality care found in rural communities.
- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it expands an anchor service downtown that is critical to maintain businesses, develop a workforce and reduce staff turnover because housing and childcare are not adequate.
- Aligns with NYS OPPORTUNITY AGENDA because it creates 19 jobs about half of which have low barriers to entry and enables continued employment by parents. It is accessible to low and moderate income families and draws two dozen families to Main Street twice a day generating economic spinoff.





8. BLIGHTED BUILDING STABILIZATION, REHABILITATION AND REUSE

Sponsor: Hunter Foundation

Jobs Created: 30+

Total Cost: \$3.7 M

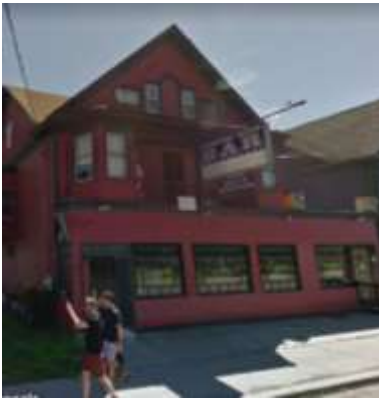
Leverage: \$1.4M

DRI Funds Requested: \$2.3M

Proposed Use of DRI Funds: Acquisition, stabilization, rehabilitation and reuse of historic structures.

The project includes the acquisition, stabilization, rehabilitation and reuse of three or four currently blighting properties on Main Street. The Hunter Foundation has evaluated each structure and understands the scope of work necessary to make the building contribute again. That ranges from a few hundred thousand dollars for the Pratt Building to over \$1.0 Mi for the White Star Building. In the past they have tackled buildings including the Gotay Building and the Orvet building. They are renovating Bear Plaza and recently acquired the Pratt Place Building which includes 4 retail shops and ten apartments – all in need of work estimated to be around \$500K. The next round of priority blighted buildings include the White Star Building and the former Spinning Room Bar and Restaurant. This work carries on the Foundation's long term role of spearheading redevelopment of historic buildings in the National Register District.

BLIGHTED MAIN STREET BUILDINGS IN TANNERSVILLE'S PROPOSED DRI DISTRICT



Spinning Wheel Bar
For Sale



Pratt's Place Building
Owned by the Hunter Foundation



The White Star Building
For Sale

Job Creation and Financial Partnerships

They will solicit the support of a local Rural Neighborhood Preservation Program like Catskill Mountain Housing, Western Catskills Revitalization Corp. and RUPCO so that multiple projects can proceed simultaneously. Fully occupied the first floor retail spaces could house six new businesses with conservative estimate of 30+ jobs. The upper stories could be converted into 20+ affordable apartments. Rehabilitation costs are based on the Foundation's recent experience with other buildings and architect and engineer evaluation and local real estate market.



Former A& P Grocery Store known as Bear Plaza – Owned by the Hunter Foundation

Readiness

The identified buildings are actively listed, they have been toured by building professionals and preliminary discussions have taken place with sellers. The Hunter Foundation and its partners are prepared to put \$1.4 M toward the work and are ready to start as soon as possible. A program design is in place and outreach to interview potential nonprofit rural preservation Company nonprofit housing developers in the region getting underway.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it rehabilitates blighting properties in the downtown core that reuses the buildings as a mix of uses that create businesses, jobs and affordable apartments. All sites identified are within easy access of goods and services and within a five minute walk of Rip Van Winkle Lake. The conversion of upper story apartments creates

The Painted Village Downtown Revitalization Initiative District - 2019



Tannersville New York: The Painted Village in the Sky

more 24/365 activity and can offer new housing types that appeal to millennials and empty nesters. put more eyes and feet on the street and appeal to millennials who like to be in the center of downtown life.

- Aligns with NYS OPPORTUNITY AGENDA by expanding work with low barriers to entry at downtown retail and dining establishments. Merchants identified the need for good quality modern housing that their workers can afford explaining that it is a top reason for staff turnover. In addition, it provides affordable housing seniors and people with special needs.

8. AFFORDABLE HOUSING - MAIN STREET UPPER STORY HOUSING ADAPTIVE REUSE AND NEW HOUSING DEVELOPMENT

Sponsor: Village of Tannersville

Jobs Created: 9

Total Cost: \$17.3 m

Leverage: \$15 m in Developer Equity for New Affordable Housing Project and \$400K in matching funds from the Hunter Foundation.

DRI Funds Proposed: \$1.5M for new housing development and \$400K for incentives.

Proposed Use of DRI Funds: Design and construct 40 apartments and/or cottages and provide homeownership grants for down payment, closing costs, etc.

New Housing Development: The project will advance both adaptive reuse and potentially new housing development using a variety of State Housing Capital Programs. This will compliment underway private sector investment in the long vacant site known as the Orvet Building on Rail Road Avenue into units for workforce housing. The Village will follow the lead of other Mountaintop communities and issue a request for expression of interest and select a knowledgeable affordable housing developer to be the Village's partner. This site would be developed with new construction containing 40+/- units of mixed-income, multigenerational housing in a multifamily apartment building with one- and two-bedroom options for people of varying ages and incomes. A percentage of the units would be designed to accommodate aging in place. The housing would include laundry facilities, community gathering areas, a playground for children, and leasing/maintenance office space. An interesting site under consideration is a long vacant parcel near Rip Van Winkle Lake currently owned by Greene County, but the ultimate decision will be made in consultation with the selected development partner.



The Orvet Building situated on Main Street is being rehabbed into workforce housing by a private

Homeownership Assistance: The Village will work with the Hunter Foundation and/or a local Rural Preservation Company to develop and coordinate a homeowner grant program focused on closing the affordability gap that prevents young local families from owning a home. This will include providing direct financial assistance for closing cost, down payment or other direct assistance, with access to homeowner counseling for income qualified year-round local families. offer gap financing/subsidy assistance for critical components of rehabilitation as market rate and affordable apartments. This will improve quality and expand the supply of affordable housing to attract local workers and other residents of varied ages, incomes, and tenure types.

Incentives For Upper Story Conversion To Apartments: (also see Project X Painted Village Loan Fund). The Village would like to create an incentive program that supports building owners to convert upper stories of Main Street buildings to apartments, co-living or microunits.

Job Creation and Financial Partnerships

The cost estimates, job creating estimates and financing structured are based on discussion with the owner and operator of the Mews at Prattsville - a new 42 unit senior housing project The total project cost was around \$20 Million. Over \$5.0 Million was received through NYS HCR and Low income Housing Tax Credits. The project was also allocated 36 project based vouchers to bring down rents for income qualified tenants. Just under \$3.0 Million was committed from US HUD through the CDBG Disaster Recovery Program for site preparation and infrastructure (as well as some support to develop an urgent care facility). The remainder of the cost was financed through incentives, developer equity and private loan capital.

The job creation benefit includes construction period jobs as many projects do but the real impact in by commercial and residential tenants, both local spending and job creation in any commercial spaces as part of a potential mixed use scenario. The project is estimated to create eight FTE jobs and the financing approach is likely to follow the Prattsville Model but needs to replace the CDBG DR funds. A commitment for opportunity support is possible through ESD's Empire State Supportive Housing Initiative (ESSHI) program. In Green County the IDA has helped finance mixed use developments that also include affordable housing.





Readiness

The Village will work with the selected development partner to complete an affordable housing market analysis. The REI is being drafted currently. Site analysis is underway including any potential site remediation. A program design is in place and outreach to interview potential nonprofit rural preservation Company nonprofit housing developers in the region getting underway.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it reuses a blighted structure and adds mixed use. The conversion of upper story apartments, either through the housing programs or the proposed Loan Fund put more eyes and feet on the street and appeal to millennials who like to be in the center of downtown life.
- Aligns with NYS OPPORTUNITY AGENDA by expanding work with low barriers to entry at downtown retail and dining establishments and affordable housing described above.



PAINTED VILLAGE ON DISPLAY



DRI PROJECT CATEGORY: BUSINESS GRANT AND LOAN FUNDS

10. PAINTED VILLAGE BUSINESS FUND

Sponsor: Hunter Foundation with Greene County Economic Development, Tourism and Planning

Jobs Created: 50

Total Cost: \$1,200,000

Preliminary DRI Request: \$600,000

Leverage: Matching funds from a variety of privately and publicly funded loan and grant programs

DRI Funds Proposed: \$600k from Hunter Foundation and NYS CDBG or Other Sources

Proposed Use of DRI Funds: Building renovations, equipment, furnishings, working capital with emphasis conversion of second floors to housing.

This project would create a fund to support small businesses and building owners in improving the built environment in the DRI area through a series of competitive matching grant funding opportunities. Types of activities that would be eligible to apply for the assistance would include equipment, furnishings, working capital for façade improvements, conversion of vacant upper-floor space to residential unit, business relocation and expansion and purchase and restoration of Main Street buildings with an optimally functioning “Main Street” vision in mind. Prioritizing key buildings or properties and completing a detailed architectural and engineering assessment of reuse feasibility and costs will help the partners be ready when a prospect or use is identified. Ongoing partnerships among the Hunter Foundation, the Village, and Greene County can provide small business assistance in a variety of forms, expanding access to capital and expansion. Over recent years the Hunter Foundation has provided grants

and loans to local companies creating 30 plus jobs - that’s a lot in a community where even a marginal increase in patrons for small shops and services may be the difference between staying open or closing – this impacts the survival of local families and quality of life for year- round



residents without regard to their age, income, educational background or ability. The demand for capital is increasing as the bigger and more challenging buildings become the focus of the revitalization effort.

Job Creation and Financial Partnerships

Based on past lending experience placing patterns of just over \$3.0 Million in small business assistance, the Hunter Foundation is confident about the need for these resources and their ability to get them committed quickly. They have been repaid over \$2.0 million in capital and currently have loans out worth over \$800,000. The Foundation receives loan requests small businesses, both current. And new. The Village also works closely with Greene County's Microenterprise Assistance Program and Quantum Fund (see attached letter of support from Warren Hart, County Planner describing their willingness to stack funds and help administer the loan fund. The Catskill Watershed Corporation has also committed to coordinating their loan fund.

The per loan job creation estimates are based on Hunter Mountain and Greene County experience monitoring loans and direct experience working with local businesses. As for the blighted building program the construction period jobs should be considerable but the biggest impact is from the commercial and residential tenants, both local spending and job creation by new and expanding companies. in any commercial spaces as part of a potential mixed use scenario based on direct experience working with and monitoring job creation compliance. Green County has offered additional capacity to administer the fund if necessary and look at options to stack various loan and grant sources.

Readiness

Need has been documented by existing funds at the Hunter Foundation and Greene County. Waiting list of potentially interested businesses ready to go. Dollar for dollar match pledged.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it is located in the heart of downtown and supports businesses with more eyes and feet on the street.
- Aligns with NYS OPPORTUNITY AGENDA by improving Main Street buildings and developing affordable workforce housing that is opened and maintained locally and in walking district top services and shopping.

DRI PROJECT CATEGORY: PUBLIC IMPROVEMENTS

11. TANNERSVILLE COMPLETE STREETS INITIATIVE

Sponsor: Village of Tannersville

Jobs Created: 0

Total Cost: \$4.0 m +

Leverage: \$2.0 Million from Village Bond and CFA grant awards

Preliminary DRI Request: \$2.0 Million

Proposed use of DRI Funds: Projects to be Determined by LPC

The project invests in streetscape improvements that will promote walkability and increase safety for people of all ages and abilities. Design, signage, landscaping, and signals can create a more inviting streetscape that encourages walking and cycling village wide with excellent connections to the Fromer Farm, Community Fitness Center, Golf Park, RVW Lake and Gooseberry Park. Our focus is on improving and adding sidewalks from Main Street to connect all anchors and neighborhoods.





Tannersville New York: The Painted Village in the Sky

Main Street requires targeted improvements including traffic calming measures, creative crosswalks and lane markings, and placement of public art to create vertical elements that slow vehicles. Recent surveys and community dialogues suggested undergrounding overhead utilities, continuing the Paint Program, continuing facade improvements and commercial building retrofits, improving gateways, completing a comprehensive wayfinding system, and completing restoration of the Veterans Memorial. The entire complete street system will be age friendly from the choice of pavement and sidewalk treatments to prevent falls, to the choice of street furniture with backs and arms. The pathway will enhance the quality of life for Village residents and visitors by providing safe access to outdoor recreation and nature, as well as the commercial and cultural assets offered in the Village's downtown. The ability to link the Village center to the lake, rail trail, and parks within a 5 minute walk will provide economic development opportunities on Main Street and increase utilization of the Village's assets by both residents and visitors

A pedestrian overlook at the Main Street (NYS DOT) Bridge over the Sawmill Creek will be defined by a granite curb and granite bollards to tighten the street's cross-section and effectively reduce driving speeds and the pedestrian crossing distance. The bridge will be architecturally enhanced with natural stone veneered columns. Various unsightly utility conduits will be replaced to improve the appearance of the bridge from the pocket park. With support from NYS DOS the first Main Street greenspace – Creek Walk Park will be constructed this summer. The conceptual plan for the Pocket Park and Trail Head embraces the site's past, borrowing from the footprint of the former historic building and repurposing its foundation to become the centerpiece of the 0.33-acre park.

The next stages of the project features two connections: one the more challenging "up and over" trail currently being designed and the other a more accessible multi-purpose path and linear park connected by pedestrian bridges covering ¼ mile that will link Main Street through the pocket park and the public parking the Village's playground, bike path and the northern edge of Rip Van Winkle Lake - closing a loop by following the planned improved sidewalk connection across Tompkins Street and the rest of the Village. Informal pedestrian pathways would be improved and lighted in selected areas.



Creek Walk Park will be constructed this summer as the first Main Street greenspace.

A "bump-out" at the Main Street Bridge has been designed. It will be defined by a granite curb and granite bollards to tighten the streets cross-section and effectively reduce driving speeds and the pedestrian crossing distance. The bridge will be enhanced with natural stone veneered columns. Various unsightly utility conduits will be replaced to improve the appearance of the bridge from the pocket park.

A ¼ mile multi-purpose path and linear park along Sawmill Creek that will directly link Creek Walk Pocket Park to the Village's Recreation Park, bike path, the northern edge of Rip Van Winkle Lake - closing a loop by following the planned improved sidewalk connection across Tompkins Street - and to the Huckleberry Rail Trail. The pathway would provide residents access to the proposed loop system around Lake Rip Van Winkle, which ultimately creates a 70-acre recreational area within a short walk of the Village Center.

Job Creation and Financial Partnerships

The job creation estimate is for two FTE Department of Public Works Staff to address additional maintenance to maintain new amenities, pocket park trails, parking and sidewalks. The opinion of cost for all components was developed by a licensed landscape architect both for the Hunter Foundation and under projects funded through the Environmental Protection Fund through the NYS Department of State LWRP program. The Village is considering bonding for some improvements, including expansion of the sidewalk system. NYC DEP and the Catskills Watershed Corporation are assisting with buyout of flood vulnerable properties that will be added to the park and trail network and the Village is going to move the DPW garage to a floodsafe location creating a space for a beautiful trail head connecting intersecting trails, pathways and sidewalks. This one time revenue could set the scene for many important public improvements that are vitally necessary in a downtown dependent largely on tourism. The NY/NJ Trails Coalition, Hunter Area Trails Coalition and Greene County Soil and Water Conservation District are our close collaborators who bring more time and financial resources, and are committed to developing a strategy for a Mountaintop wider Trails Master plan beginning soon and funded by 2027 NYS DEC Catskills Smart Growth Implementation Grant and they are committed to the full build out of the entire Kaaterskill Rail Trail that connects the Village east and west to the Village of Hunter and hamlet of Haines Falls. NYS Department of Transportation is also a partner, particularly in making the Main Street bridge over the Sawmill Creek more pedestrian friendly and a worthy contributor to the very cool Creek Walk Park.

The Village would like to expand its sidewalk system in current residential neighborhoods, connecting residents to Main Street services and shopping and to recreation amenities at Rip Van Winkle Lake and the Huckleberry Rail Trail and is prepared to bonding in support of New York State investment. In an effort to link Main Street to several of the Village's key recreational assets the project will construct a sidewalk connection that would complete the link from Main Street to Gooseberry Park at Upper Lake Road. Improvements in the parking lot including landscape provide access to recreation and to the synagogue on Tompkins Street. A streetscape improvement program is consistent with LEED ND, AARP Age Friendly Communities principles. The streetscape



A range of streetscape investments would promote walkability along Main Street.



Tannersville New York: The Painted Village in the Sky

approach removes obstacles that challenge older and poorer residents from walking safely (free exercise) and reducing the real health consequences, both of being sedentary and maybe more importantly, becoming isolated and disconnected from community life. Age friendly streetscape improvements include shortening the length of pedestrian crossings, slip resistant paving, shade structures, sidewalk level lighting, seating benches (with backs and sides.)

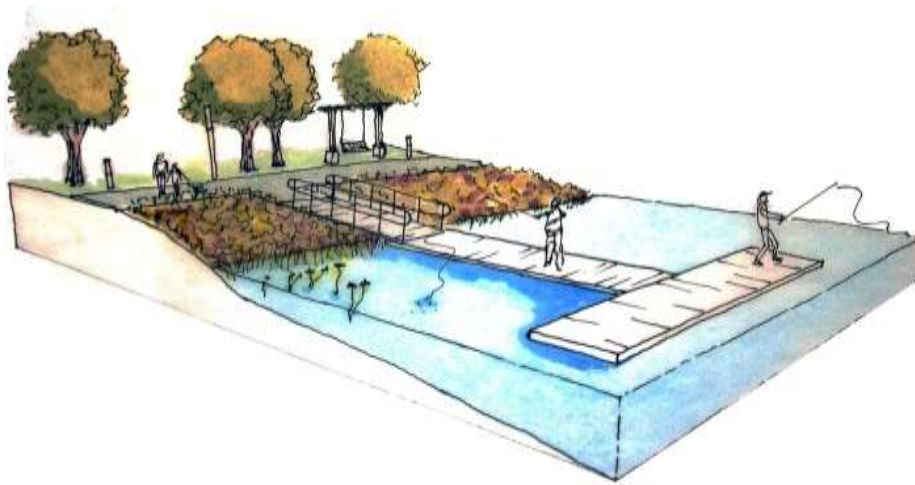
Rail Road Avenue parallels the linear park and needs complete stabilization, wide sidewalks and a bicycle lane connecting it to the new trailhead. Although close in distance (less than a ½ mile), the current connection between downtown and RVW Lake, playground, beach and park is not pedestrian- or bicycle-friendly. Design, signage, sidewalks and landscaping would create a safer streetscape along this heavily used route. Sidewalks would be constructed along Rail Road Avenue.

Through every complete street project, the Village works to expand its sidewalk system in current residential neighborhoods, connecting residents to Main Street services and shopping and to recreation amenities at Rip Van Winkle Lake and the Huckleberry Rail Trail. In addition to DRI funds the Village is considering using local funds, a bond or establishing a special assessment district as well as state and federal grants.

Job Creation and Financial Partnerships

The job creation estimate is for two FTE Department of Public Works Staff to address additional maintenance to maintain new amenities, pocket park trails, parking and sidewalks. The opinion of cost for all components was developed by a licensed landscape architect both for the Hunter Foundation and under projects funded through the Environmental Protection Fund through the NYS Department of State LWRP program. The Village is considering bonding for some improvements, including expansion of the sidewalk system.





The Painted Village Downtown Revitalization Initiative District - 2019



Rendering from the Gooseberry Creek Corridor Revitalization Strategy, illustrating the proposed Main Street pocket park.

NYC DEP and the Catskills Watershed Corporation are assisting with buyout of flood vulnerable properties that will be added to the park and trail network and the Village is going to move the DPW garage to a floodsafe location creating a space for a beautiful trail head connecting intersecting trails, pathways and sidewalks. This one time revenue could set the scene for many important public improvements that are vitally necessary in a downtown dependent largely on tourism. The NY/NJ Trails Coalition, Hunter Area Trails Coalition and Greene County Soil and Water Conservation District are our close collaborators who bring more time and financial resources, and are committed to developing a strategy for a Mountaintop wider Trails Master plan beginning soon and funded by 2027 NYS DEC Catskills Smart Growth Implementation Grant and they are committed to the full build out of the entire Kaaterskill Rail Trail that connects the Village east and west to the Village of Hunter and hamlet of Haines Falls. NYS Department of Transportation is also a partner, particularly in making the Main Street bridge over the Sawmill Creek more pedestrian friendly and a worthy contributor to the very cool Creek Walk Park.



Readiness

Feasibility analysis complete for Creek Walk Park, bridge overlook, sidewalk connections and linear trail, final design complete, cost estimate, permitting complete, NYS DOS funding in place for some





components, easements acquired. The Village is prepared to expand the sidewalk system in phases beginning immediately.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it is located in the heart of downtown, supports multiple modes of travel for all ages and improves conditions and safety for pedestrians and bicyclists. It connects our neighborhoods, recreation amenities, and RVW Lake to Main Street-businesses supporting local entrepreneur and downtown living.
- Aligns with NYS's OPPORTUNITY AGENDA because it helps make the Village truly accessible to all and age friendly and helping residents stay healthy.
- Aligns with LIFT-OFF CRAFT strategy because it offers a variety of experiences to tourists including off road pathways to view nature and enjoy our environment and SHOWCASE OUR BEAUTY.

12. ADAPTIVE BIKE SHARE AND BEYOND

Sponsor: Hunter Foundation or Local Business

Jobs Created: 2

Total Cost: \$100k

Leverage: \$50k

DRI Funds Proposed: \$50k

Proposed Use of DRI Funds: Equipment purchase

Tannersville has a goal of being the most accessible community on the Mountaintop -and not just along Main Street but along and at our recreation amenities and throughout our neighborhoods. Retrofitting older trails will take time. Making new recreation amenities accessible may cost more – but we think it's worth it. In the interim the Village develop a bike and mobility share program that opens the majestic beauty of our trails to people with physical disabilities. This will include offering handcycles, foot cycles, side-by-side tandem bike, trikes and all terrain wheelchairs that enable users to go off road, on dirt trails and up inclines, which is not possible on traditional wheelchairs. As a second phase a range of mobility devices will be available at Rip Van Winkle beach and park including floating beach chairs that can



be used on sand and in the water and canoe and kayak outriggers for people with limited lower body movement or balance issues. They will also offer regular adult bicycles, mountain bikes, ebikes, bikes built for two, adult tricycles, children's bicycles, bicycles with toddler carts and e-cycles. Helmets and locks will also be available. The program will operate from a Main Street location or from Fromer Farm or the Community/Fitness Center.

Job Creation and Financial Partnerships

Job creation estimates vary depending on whether this is a free program coordinated by a community partner (our preference) or whether it creates a small business opportunity (not a bad outcome either and where it would create more jobs). We estimate, based on studying other models that it will support 4 part time or 2 FTE Staff. This project budget is based on comparable bike share programs the Village and Hunter Foundation have researched. Each offers a unique choice of bicycles, scooters and adapted devices, but few offer the range we would like to provide. We have built the budget assuming new equipment but purchasing used equipment is also an option. with a diverse array of options and research regarding the cost off mobility devices including swim chairs and all terrain wheelchairs. New equipment is estimated, but used equipment may also be an option as is renting the more expensive equipment for a season to see if local demand meets national models. Potential sources of leverage include a private operator investment, private contributions, equipment donations, and smart growth related foundation investment as well as grant funding from the NYS DEC Catskill Smart Growth Program.

Readiness

Research complete on AV Wheelchairs. Vendors identified for bicycle purchases.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it is located in the heart of downtown, promotes multiple modes of travel and expands the base of residents and visitors who can enjoy our natural beauty.
- Aligns with the NYS 2019 asking the REDC's to develop an ENVIRONMENTAL JUSTICE AND ECONOMY STRATEGY. The program targets people who are marginalized.

13. CONSTRUCT DESTINATION QUALITY GOOSEBERRY PARK

Sponsor: Village of Tannersville

Jobs Created: 5

Total Cost: \$2.5m

Leverage: \$1.0m



Tannersville New York: The Painted Village in the Sky

DRI Funds Proposed: \$1.5m 2019 CFA NYS DOS and Climate Smart Communities Program

Proposed Use of DRI Funds: Construction of the Gooseberry Park on Upper Lake Road (pier, swings, splash pad, pavilion, playground)



The emerging concept plan includes a master plan for overall connections throughout the Village among Main Street, Rip Van Winkle Lake, the Huckleberry Rail Trail and the new Gooseberry Park at Upper Lake Road. Emerging at the intersection with Railroad Avenue, the creek path will coincide with another pocket park offering trailhead parking, signage and sidewalk connections. Enhancements at the intersection include a 3-way stop intended to calm traffic and a Railroad Avenue sidewalk extension to connect the path to both the Western Huckleberry Rail Trail



Rendering of proposed Gooseberry Park at Upper Lake Road. The proposed park will offer a range of passive and active recreational opportunities, from splash pads, boat launch, and fishing pier to a great lawn and community pavilion.



PLACE RIVER STREET

Upper Lake Park at Lake Rip Van Winkle
Village of Tannersville, New York



Huckleberry Rail Trail, with a boardwalk wetland walk extending out over the lake for viewing and fishing opportunities. Additional nature trails will extend off the Rail Trail into the wetlands at the eastern edge of the Rip Van Winkle Lake. The loop to the new Gooseberry Park at Upper Lake Road on the eastern side of the lake is continued via the sidewalk extension along South Main Street or alternatively, a proposed future boardwalk connection along the lake's northern edge.

The concept for the new Gooseberry Park on Upper Lake Road at RVW Lake is to take advantage of the park's location on the lake and its unique vistas and provide passive recreational opportunities that complement the active uses offered at the expanded playground the opposite side of the lake.

Gooseberry Park will be an all-age, all-ability destination scale park with open space, frisbee golf, exercise circuit, natural playground, boat launch, picnic pavilion, fishing pier, wetland overlooks, great lawn concert venue, dog park, and more. The entire site will be planted with native meadow plantings. Oversized trellis swings will overlook the lake and the mountains beyond. A splash pad will be constructed and other park amenities like horseshoe pits will be added.



The community boat house and bathrooms will be constructed along with a large pavilion as community gathering spaces. Nature trails will provide a secondary pedestrian trail network, which will increase the diversity of trail types through a variety of ecosystem types on the eastern edge of the lake to the north and south side of the lake's inlet stream. Using funds from NYS DOS the beach at RVW Lake is being restored and people will be swimming again this summer.



Job Creation and Financial Partnerships

The cost estimates for the full multi-phase build out of the new destination quality all-age and- all access park on Upper Lake Road at Rip Van Winkle Lake were developed by a licensed landscape architect and vetted as part of CFA review and award from NYS DOS to create Creek Walk Park and restore swimming at the Lake. Unfortunately, despite scoring at the top of the applicant pool and offering more match than required those grants were not funded. We will try again. The Village estimates the jobs created to staff the beach at Rip Van Winkle lake, provide year round supervision, information, concessions and maintenance at the Gooseberry Park at 16 part time or eight full time staff. Assuming a separate business will rent canoes and kayaks the part time employment for this component is 4 part time jobs or 2 FTE jobs bringing the project total to 10 FTE jobs. The Village is also willing to consider bonding for some components of Park Development.

Readiness

Final feasibility analysis complete, final design complete, cost estimate, permitting complete, NYS DOS funding in place for restoration of the beach complete summer 2019. CFA planned to NYS DOS. Easements in place for trails. Property owned by the Village. All DEC and DEP and USACE permit consultation complete.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because it connects Main Street to an expanded destination quality Park on Upper Lake Road overlooking Rip Van Winkle Lake.
- Aligns with NYS's OPPORTUNITY AGENDA because it creates new amenities that are accessible to all and a comprehensive array of passive and active and free amenities that help residents stay healthy.
- Aligns with LIFT-OFF CRAFT tourism strategy because it offers a variety of experiences for a wider array of tourists to enjoy magnificent scenery and gather with local residents.

DRI PROGRAM COMPONENT: MARKETING, PROMOTION AND TOURISM AMENITIES

14. KAATERSKILL CLOVE SHUTTLE PROGRAM

Sponsor: Hunter Foundation

Jobs Created: 11

Total Cost: \$250k

Leverage: \$100k

DRI Funds Proposed: \$150k

Proposed Use of DRI Funds: Site improvements, coach leasing, terminus construction, website and app development

Today Tannersville is the primary downtown, just minutes away from Kaaterskill Falls - the tallest cascading water fall in New York State located in a five-mile-long wilderness gorge cut through the Manitou Wall of the Catskill Mountains, in places more than 2000 feet deep. Interest in visiting the Clove by families, hikers and artists is booming - more than 3,500 cars pass through the area each day and the count is far higher on weekends. Increased traffic also has a downside: illegal parking on the narrow shoulders of Route 23A has created serious safety issues. The project would establish a The Clove Shuttle – a van/bus service that would operate weekends and holidays, making the loop from Palenville to Tannersville and back every hour, with stops at Haines Falls and Molly Smith.

(Kaaterskill Falls) along the way. Passengers will enter and exit the system by purchasing a day-pass at a downtown terminal with all-day parking available nearby. A Train Shuttle could also be provided. It would be a reservation-only shuttle service meeting trains at the Amtrak station at Hudson and making stops in Catskill, Palenville, Haines Falls and Tannersville, then reversing the process at the end of the weekend, picking up passengers and heading back to the train station. Operating and development proforma show the shuttle to be self-sustaining after year one.

Photo courtesy of Francis X. Driscoll



The Clove Shuttle would provide a much needed safe way to visit Kaaters



Tannersville New York: The Painted Village in the Sky

The project would create 11 jobs. By subcontracting vehicle operations to an established local supplier (Coxsackie Transit) we gain the ability to respond rapidly adding vehicles in response to fluctuations in demand.

Job Creation and Financial Partnerships



This project addresses a serious pedestrian safety hazard along Route 23A at the entrance to the Kaaterskill Gorge and Waterfall. The road exits a hair pin turn at a Route 23A entrance. There is a small scenic overlook to the west of the entrance, but it is only intended for viewing, not parking which is at the site of the formal Laurel House at the top of the falls park illegally on the road. There are no sidewalks on either side of the road (and no easy way to construct them). It is quite literally a disaster waiting to happen. The project sponsor submitted a proposal, operating and development analysis and staffing plan. The planned job creation includes One full time Coordinator and one Full time Assistant, and at least 12 part time (6 FTE) as tour guides and staff at the terminus of the shuttle in Palenville and in Tannersville where information will be available, and tickets will be sold. State support will let us keep prices low while still being financially sustainable. It creates a financial inducement to change behavior and park safely and legally at one of the Villages well maintained surface Parking lots. As the terminus, Tannersville will receive a steady supply of visitors to frequent other businesses.

Readiness

Extensive research, position paper, scope of work, cost estimate, development and operating proforma, partnership structure in place. Vendors have been interviewed and quotes received. Sites for ticket booth established and approved.

Website Update, Digital Materials and Advertising

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because the Mountaintop terminus is located in downtown Tannersville and the weekend shuttle will create revenue and support job creation at more than a dozen inns, B&B's, hotels and resorts.
- Aligns with NYS's OPPORTUNITY AGENDA because it creates access for visitors of all abilities and age to visit one of NY's premier natural attractions at Kaaterskill Falls and Gorge.
- Aligns with LIFT-OFF CRAFT tourism strategy because it offers safe access to the Falls as opposed to the unsafe (and largely illegal) paths and parking people usually use on 23A.

15. WAYFINDING AND INTERPRETATIVE SIGNAGE PROGRAM



Sponsor: Village of Tannersville and Scenic Byway Management Committee

Jobs Created: 0

Total Cost: \$150k

Leverage: \$75k Scenic Byway Program and Catskill Smart Growth Program

DRI Funds Proposed: \$75k Sign fabrication and installation

Proposed Use of DRI Funds: Design and installation of comprehensive wayfinding system

Expand on existing branding efforts, such as the Scenic Byway and the brightly colored informational kiosks on Main Street produced through a Catskill Smart Growth Grant, the project by developing and installing additional coordinated signage to orient visitors to the Village and its assets. A key need is directing visitors to safe and free off-street parking including Village owned lots located just off Main Street. DRI funds will be used for design, development, and installation of signage and related materials. Tannersville's downtown business signage is unique and colorful, and that spirit will be reflected in the wayfinding system to orient residents and visitors to destinations, businesses, and parking.

Job Creation and Financial Partnerships

The Painted Village Downtown Revitalization Initiative District - 2019



The cost to develop wayfinding and interpretative signage is based on the experience of the Village's experience, designing, installing and maintaining two information kiosks added in 2017 with funding through the NYS DEC Smart Growth Implementation Grant program. The costs are confirmed by the financial investment underway related to the Scenic Byway program. Wayfinding to major assets and parking is important, but excellent interpretative signage in a modern and colorful aesthetic (known as "the Tannersville Way") is very important to bond visitors to the Village and DRI District and expose them to the wide range of visitor experience that will require trip after trip to explore including shopping, antiquing, four season recreation, adventure, historic preservation, mountaintop heritage, local food, arts and culture, etc. The Village is prepared to match the cost of signage production and installation if another sponsor cannot be found.

Readiness

Scenic Byway has designed a suite of informational, interpretative and way finding signage. Request is for fabrication and installation on Village or Hunter Foundation controlled sites.

REDC and NYS Strategy Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because gateway improvements would enhance the sense of place and improve the image of the Village as residents and visitors enter the downtown.
- Aligns with NYS's OPPORTUNITY AGENDA because it creates access for visitors of all abilities and age to visit one of NY's premier natural attractions at Kaaterskill Falls and Gorge.
- Aligns with LIFT-OFF CRAFT tourism strategy by improving visitors' ability to navigate around the downtown, increasing their likelihood of frequenting local shops, restaurants, attending events and utilizing services improving safety for cyclists and pedestrians. and improve conditions for drivers. This project would improve gateway and wayfinding signage throughout the Village. Wayfinding signage would orient pedestrians, cyclists, and drivers while promoting local businesses and attractions.

16. PAINTED VILLAGE PROMOTION



Sponsor: Downtown Merchants Association & Village of Tannersville

Jobs Created: 0

Total Cost: \$150K

Leverage: \$50K Local Businesses

DRI Funds Proposed: \$100K

Proposed Use of DRI Funds: Website Update, Digital Materials and Advertising

Focus on Tannersville's unique brand as the Painted Village in the Sky, this project will market it as a one stop destination for all forms of recreation: culinary, sporting and entertainment/ shopping and a growing local food production and farm-to-table scene. This project will fund the development of a marketing campaign that seeks to improve the visibility of the Village by advertising more broadly, attracting new businesses, promoting its brand uniqueness and encouraging a diverse range of people to live downtown. It will promote the Painted Village in the Sky especially as it relates to heritage tourism, recreation and adventure tourism while protecting natural, cultural and economic resources of significance.

Job Creation and Financial Partnerships

No new jobs are created as part of this project. Preliminary cost estimates for a broad promotion effort has been planned by local merchants. Greene County Economic Development, Tourism and Planning see attached letter) has committed to fold the

Tannersville promotion efforts under the Great Northern Tourism brand and offer ongoing substantial support for promotion of special events and continued development of the Painted Sky Festival.

Readiness

Positioning statement, brand, logo and related graphics developed in 2017 and donated by local graphic designer.

REDC and NYS Alignment

- Aligns with NYS DOWNTOWN REVITALIZATION and CREDC METRO because marketing will promote the local businesses increasing revenue and four season activity and job retention.
- Aligns with LIFT-OFF CRAFT tourism strategy by attracting a wider array of visitor's year round. It will promote arts, cultural and entertainment anchors including the expanded Orpheum Theater, Fromer Garden Market and the Painted Village Festival Grounds.

The Painted Village Downtown Revitalization Initiative District - 2019



• ADMINISTRATIVE CAPACITY

Every move the Village makes to improve livability has been as part of a cooperative partnership with both public and private partners. The Village recognizes that its future depends on these partnerships to augment its capacity and leverage resources. Support for restoration and enhancement of the Village core has been strong from the private sector both in donations and in promised labor and materials. The Village maintains excellent relationships with County Departments, critical regulators including NYS Department of Environmental Conservation and NYC Department of Environmental Protection.

The administrative framework is in place to manage and direct the Downtown Revitalization Initiative. The Village works closely with the Hunter Foundation to coordinate and administer projects. For two decades, the Hunter Foundation has worked with the Village to deliver programs funded by local, State, federal and private partners. The goal is to meet community needs for critical services that enable the community to, in turn, meet the needs of businesses and visitors.

The Village has identified potential priority projects that have strong organizational support from organizations with paid staff and a successful track record of securing, administering, evaluating public grants. Longstanding partnerships with Greene County Department of Economic Development, Tourism and Planning (GCEDTP) and the local Chamber of Commerce provide incentives and assistance to local businesses. GCEDTP has agreed to partner with the Village to manage proposed business grant and loan fund.

Overall responsibility for grant compliance lies with the Village of Tannersville though day-to-day administration is provided by the Hunter Foundation through Sean Mahoney, Executive Director, who has over two decades of success in program delivery and community development. The Mayor, Lee McGunnigle, and Village Clerk Robin Dumont have many years of experience in public administration and will be responsible for contract management, accounting and audit. This ensures that knowledgeable professionals advance work quickly and cost effectively in both planning and implementing.

The Hunter Foundation will commit at least \$70,000 to fund a DRI Coordinator for two years to coordinate grant preparation, management, public engagement, and collaboration with development partners and project sponsors to keep projects on track. The Hunter Foundation, with an administrative staff of four, significantly expands the Village's capacity to effectively implement the DRI program. With the Village they have managed dozens of grants from public sources and each year invest, on average, \$2.0 million annually for community projects. They have experience coordinating large projects with multiple funding sources. They have administrative and financial systems in place to manage public funds.

We have established an Implementation Team that has a strong track-record of project administration and community engagement. The following is a list of groups and organizations that will participate in the DRI process if we are selected:

IMPLEMENTATION PARTNERS FOR DRI PROCESS

- The Village of Tannersville Trustees
- The Town of Hunter Town Board
- Greene County
- The Hunter Foundation
- The Catskill Mountain Foundation
- The Catskill Center for Conservation and Development
- The Orpheum Theater
- The Royce Family Fund
- The Hunter Chamber of Commerce
- Greene County Soil and Water Conservation District
- Greene County Department of Economic Development, Tourism and Planning
- Greene County Chamber of Commerce
- Hunter Tannersville Central School
- The Mountaintop Library
- 23A Arts/Catskill Jazz Factory

9. OTHER - PRESS & LETTERS OF SUPPORT

TANNERSVILLE IN THE NEWS: Please find on the following pages articles that XXX.

- <https://www.nytimes.com/2003/05/28/nyregion/true-colors-shining-through-and-taste.html>
- <https://www.hudsonvalley360.com/article/catskill-region-named-one-lonely-planet%E2%80%99s-best-travel-destinations-2019>
- <http://www.hvmag.com/Hudson-Valley-Magazine/October-2018/Mayor-Doctor-Lee-McGunnigle/>
- <https://www.hudsonvalley360.com/article/organic-community-farm-grows-tannersville>
- <https://www.timesunion.com/business/article/Greene-County-most-popular-regional-Airbnb-13503791.php>
- <https://www.chronogram.com/hudsonvalley/deer-mountain-inn-farm-and-table-in-tannersville/Content?oid=5910953>
- <https://www.chronogram.com/hudsonvalley/deer-mountain-inn-a-relaxed-yet-refined-refuge-in-the-catskills/Content?oid=7782933>
- <https://www.nytimes.com/2018/08/14/nyregion/kaaterskill-falls-catskills-deaths-instagram.html?nytapp=true&smid=nytcore-ios-share&fbclid=IwAR1SNdYJXMGfWKTaFqIJ2khLE7NYHtDMNXPMpJ3YA1jsNQvbUAP3cr5pbyl>



CHRISTOPHER TAGUE
Assemblyman 102nd District

Albany, Columbia, Delaware,
Greene, Otsego, Schoharie and
Ulster Counties

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Committee on Tourism, Parks, Arts
and Sports Development

COMMITTEES
Election Law
Environmental Conservation
Local Governments
Real Property Taxation

Sean Mahoney, Executive Director
The Hunter Foundation, Inc.
5994 Main Street
PO Box 563
Tannersville, NY 12485

May 21, 2019

Dear Executive Director Mahoney,

This letter is provided in support of the application submitted by the Village of Tannersville, in partnership with The Hunter Foundation, to the Capital Region Regional Economic Development Council (REDC) for consideration for the Downtown Revitalization Initiative (DRI).

The Village of Tannersville, located in Greene County, is at the heart of the Catskill Mountains and as such, is surrounded by breathtaking scenery. Known as "The Painted Village in the Sky" due to the fact that most buildings in the Village have been painted in cheery, vibrant colors, few places offer the stunning visual impression that Tannersville does.

Recently, the Village of Tannersville has attracted much interest due to its organic growth over the past few years. The Village's traditional "main street" has already undergone a significant transformation, with the restoration of several buildings and the influx of authentic small businesses. Home to several retail establishments, restaurants, recreational opportunities, arts venues, and community services, the Village of Tannersville is seeking this funding through the DRI to be able to fully embrace its potential. Prepared to build upon the momentum of the substantial recent investments by both the private and public sector, the Village, if awarded, will leverage the DRI monies to continue to develop a unique, vibrant and sustainable downtown economy.

The Village of Tannersville's assets and rural charm are abundant and its momentum is being driven by the extraordinary spirit of collaboration within the community. Tannersville, in partnership with local stakeholders and residents, is poised and ready to make their shared, local vision a reality, having already identified several projects that will not only foster the economic, social and cultural fabric of the Village, but that will also take advantage of the beautiful, mountainous setting they are blessed with. These projects include new development and rehabilitation of existing structures, revolving loan and grant programs, community amenities and public improvements including parking, as well as marketing and promotion.

While this small, rural Village has been tremendously successful in growing with the limited resources it has available, the substantial impact this DRI funding would have on the community is unrivaled. If awarded, the Village of Tannersville would be able to realize their full vision: creating a place where the next generation of New Yorkers will want to live, raise families, work and play. For these reasons and more, I wholeheartedly support the Village of Tannersville's DRI application to the Capital Region REDC and hope to see this worthy project funded. Please do not hesitate to contact me again if I can be of further assistance in helping advance this laudable plan.

Sincerely,

Christopher W. Tague
Assemblyman, 102nd A.D.

CT/tr

Hunter Foundation, Inc.

5994 Main Street, P.O. Box 563, Tannersville, NY 12485

5/31/2019

Hello Members of the Regional Economic Development Council,

As the Executive Director of the Hunter Foundation Inc, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization provides economic support and business incubation to improve the economic health within the Village of Tannersville and greater Town of Hunter. We also serve as a major employer within the DRI zone, employing over 20 people full and part time.

Over the past decades we have made investments in our organization with public and private funding of over \$20,000,000.00 directly impacting the Village of Tannersville and surrounding region and impacting all who work, play and visit our area.

These projects have made a big difference, but there is work left to be done. The current projects we are advancing include:

- The development of world class festival grounds at Colonial Golf Course.
- The ongoing development of Fromer Market Gardens, a model for agriculture at high elevation.
- The ongoing support and renovation of the Tannersville Antique and Artisan Center.
- A community center at Bear Plaza on Main St. Tannersville.
- Maintenance and Support of over 17 properties within the Village of Tannersville.
- Continued support of grant writing efforts including Creekwalk Park, The Gooseberry Creek revitalization strategy, and ongoing lake improvements at Rip Van Winkle Lake.

We believe all of our work to be a good fit for the Tannersville DRI Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Mahoney', with a stylized flourish at the end.

Sean S. Mahoney
Executive Director
Hunter Foundation Inc.



**Greene County
Economic Development,
Tourism & Planning**

411 Main Street, Suite 419
Catskill, New York 12414

Warren Hart
Director



**GREENE
BUSINESS**



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May 30, 2019

Michael Yevoli Regional Director
Capital Region Economic Development Council
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Village of Tannersville Downtown Revitalization Initiative Application

Dear Mr. Yevoli and Distinguished Members of the Capital Region Economic Development Council,

As the Greene County Deputy County Administrator I am pleased to provide my strong support and endorsement for the Village of Tannersville's proposal to the Capital Region Economic Development Council for funding under Round 4 of the New York State Downtown Revitalization Initiative.

It has been my pleasure to work with the Village of Tannersville over many years as they have developed a vision for their Village and its downtown core. The Village is a success story, and I think a great model for other small Villages across the State who are working to advance business growth, residential, investment and development of recreation resources to benefit their residents and visitors.

The Village has collaborated with small business, residents, community leaders and organizations and many local governments, bringing together all partners to position their Main Street core to be a place where current residents and the next generation of New Yorkers can own a home, raise a family, work, play and visit – the central goal of Governor Cuomo's DRI.

The Greene County Department of Economic Development, Tourism and planning offers many programs that can leverage more investment in the potential DRI projects including:

- **Planning coordination at all levels of government** to supplement Village capacity.
- **Economic development initiatives that support small businesses.** For more than two decades, the County has operated a variety of grant and loan programs including microenterprise support. We can layer our assistance with DRI resources. For example the County's Quantum Fund program has over \$4 million invested in almost 100 companies and almost \$2 million available to lend. We are an accomplished administrator of State-funded programs and have the outreach, management, reporting, loan review systems and loan servicing in place. We would be happy to administer a grant and loan program on their behalf if the Village desires. This funding

can offer critical support to projects. For example development of a state-of-the-art festival grounds at the former Colonial Golf Course. I have been directly involved in implementation planning that brought experienced operators of renowned national and international festivals together at the request of the Hunter Foundation over the last three years.

- We can bring other partners to the table, such as the Greene County Economic Development Corporation, Catskill Watershed Corporation and Greene County Industrial Development Agency.
- In terms of tourism promotion under the Great Northern Catskills program, we have the resources to market and promote Tannersville and the Painted Village Downtown Revitalization Initiative, as we have in the past.

Selecting Tannersville to participate in the DRI program will leverage enormous private sector and philanthropic support to match New York State's investment to advance a range of well-planned and designed community projects built on a strong foundation of community engagement. Selecting Tannersville will also send an important message to rural communities that their Main Streets and downtowns matter.

Please feel free to contact me if you require additional information.

Sincerely

A handwritten signature in dark ink, appearing to read 'Warren Hart', with a stylized, flowing script.

Warren Hart
Deputy County Administrator



Resolution No. 158-19

Supporting The Village Of Tannersville's Application To The 2019 Downtown Revitalization Initiative

WHEREAS, Now in its fourth year, the New York State Downtown Revitalization Initiative (DRI) invests \$100 million dollars into 10 downtowns across the state; and

WHEREAS, Participating communities are nominated by the State's ten Regional Economic Development Councils (REDCs) based on the downtowns potential for transformation, and each community is awarded \$10 million to develop a downtown strategic investment plan and implement key catalytic projects that advance the community's vision for revitalization; and

WHEREAS, Communities successfully nominated are supported by a State facilitated community planning process through the formation of a Local Planning Committee resulting in the adoption of a Strategic Investment Plan; and

WHEREAS, The Village of Tannersville and the Hunter Foundation prepared a Painted Village DRI Community Dialogue Presentation to educate and inform the community and solicit public participation as part of the DRI application submission; and

WHEREAS, the Village of Tannersville has worked for many years to position their Main Street core as a place where current residents and the next generation of New Yorkers can own a home, raise a family, work, play and visit; and

WHEREAS, the Village of Tannersville has accomplished an enormous amount by working together with residents, nonprofits, foundations and businesses and can be a model that inspires rural villages to pursue their downtown vision; and

WHEREAS, the Greene County Department of Economic Development, Tourism and Planning and the Hunter Foundation, as a local nonprofit partner, offers a variety of programs and services supporting small businesses and promoting economic development and tourism investments and are available to compliment and leverage support for the Painted Village DRI;

NOW, THEREFORE, BE IT RESOLVED, the Greene County Legislature strongly supports the Village of Tannersville 2019 DRI application through the NYS Capital Region Economic Development Council under Round 4 of the New York State Downtown Revitalization Initiative for one of the \$10 million downtown awards.

Meeting History

05/13/19 Economic Development & Tourism

MOVED FOR ADOPTION



PO Box 602
6009 Main Street
Tannersville, NY 12485
518.589.6424
dave@lastchanceonline.com

May 20, 2019

Dear Members of the Capital Region Economic Development Council,

My family has owned and operated a Main Street business in Tannersville for 47 years. After pursuing careers in finance and public health, my wife and I made the decision to move back to Tannersville to run the family business and raise a family. We decided to live and work in Tannersville because we see the potential in this community. We can attest to this being a Village ripe for further investment to meet its full potential and become a model for rural communities of the future.

We have benefitted from both private and public investment in facades, expansion of recreation, public art, and the performing arts. For example the Orpheum Theatre is an invaluable addition to our community. We see an increase in business when events are taking place at the theatre and the community has benefited from the theatre hosting several events for local children.

Our community needs to continue its growth as a hub for recreation. My family and staff love the Huckleberry Trail and park and hope future investments will promote recreation and provide health benefits for the community. These efforts to invest in a healthy active lifestyle for permanent residents and visitors will have a significant economic and social impact.

Our staff loves the Village of Tannersville but they are finding it increasingly difficult to find a place to live. There is a need for affordable workforce housing, which is one place the DRI Program could invest that would immediately help our businesses.

Our family and staff strongly endorses Tannersville's application and we're ready to help in any way we can.

Sincerely
Dave Kashman, Last Chance Antiques & Cheese Cafe



May 24, 2019

Sean Mahoney
Executive Director
Hunter Foundation
P.O. Box 563
Tannersville, NY, 12485

Hello Members of the Regional Economic Development Council,

As the Executive Director of the Catskill Center for Conservation and Development, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization works to ensure a bright future for the economy, environment and culture for the Catskills.

Over the past 50 years the Catskill Center has invested significant effort into improving Tannersville. Recently, programs such as the Streamside Acquisition Program on the Schoharie River, and the Catskills Visitor Center improve the quality of life and promote the region.

The Catskill Center is very excited about recent growth on Main Street Tannersville. Assistance from the Downtown Revitalization Initiative will go a long way toward building on everything the community has already accomplished and implementing Tannersville's Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Yours Truly,

Jeff Senterman
Executive Director

board of directors
Markley Boyer chair
Mark Ginsberg vice chair

Helen K. Chase vice chair
Camilla Lancaster treasurer
Pamela Jean Orr secretary

Rocci Aguirre, Kerissa Battle, Stephen Berg, David Bunde, Susan Clark, Michael Connor, Calandra Cruickshank, Margaret DiBenedetto, Armand B. Erpf, Michelle Hinchey, Ettore F. Infante, Amy Kenyon, David Kukle, Cyndi LaPierre, John F. Lyons, Cynthia Nikitin, Tom Poelker, Ray Pucci, Larry S. Roadman, Frank E. Sanchis III, H. Claude Shostal, Nan Stolzenburg, Geddy Svelkauskas



GCSWCD Watershed Assistance Program

PO Box 996, Tannersville, NY 12485

Phone (518) 589-6871 Fax (518) 589-6874

May 22, 2019

Greetings Members of the Regional Economic Development Council,

The Greene County Soil and Water Conservation District (GCSWCD) is pleased to support the Village of Tannersville in its pursuit of Round 4 Downtown Revitalization Initiative funding.

As a partner agency, the Watershed Assistance Program (WAP) works closely with the Greene County mountaintop municipalities in the NYC Watershed on various economic development initiatives that are compatible with watershed protection. We provide facilitation and coordination services in areas involving trail and municipal park projects, state designated scenic byway initiatives, local flood analysis planning and flood mitigation implementation, voluntary flood buyouts, and long-term watershed policy and programming. In Tannersville, we are assisting the municipality in accessing funding for voluntary flood buyouts approved by the village council and funded by New York City, trail extensions east and west from the popular Huckleberry Trail, and relocating the highway garage out of the floodplain.

The relationship between the Village of Tannersville and the Hunter Foundation is truly a public-private partnership that embodies a community vision for the betterment of the Village's residents, businesses and multitude of visitors. Having witnessed the transformative projects over the years in the Village, and being a recipient of one of them (the WAP opened in 2008 in a renovated Hunter Foundation building), I can attest to the strong commitment the Village and the Hunter Foundation have to making Tannersville a model downtown community in the Catskill Park. The two partners work very well together, as well as with other stakeholders to move community ideas into actionable items with timely results. Whereas, they have made great strides improving services, beautifying buildings, underwriting support for small businesses and not-for-profit organizations to get started, and leveraging significant private investment in these pursuits, there is much untapped potential in furthering Tannersville's downtown economic development.

If approved, the funding invested in Tannersville's DRI will have an immediate impact to this community, and long-term benefits to the region. Please be our partner and help us sustain the momentum that has been building in recent years.

We look forward to assisting the Village and the Hunter Foundation in any way we can to advance the visionary projects this grant will support.

Thank you for the opportunity to provide comment on this meritorious application.

Sincerely,

Michelle Yost
Coordinator

Royce Family Fund

Michael Yevoli
Regional Director
Capital Region Economic Development Council
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Dear Ms. Mahoney, Dr. Rodríguez, Members of the Regional Economic Development Council, the DRI Application Review Team and Mr. Yevoli:

The Royce Family & The Royce Family Fund in Partnership with the Hunter Foundation has put over \$30 million dollars into the Village of Tannersville's projects over the last twenty years. We are excited by the opportunity to continue investing in the community to advance economic development and quality of life through the DRI.

Assuming that final DRI projects selected by the Local Planning Committee will begin in April 2020 and will take roughly 24-36 months to complete, we understand that future investment will be needed. We are dedicated to projects in the DRI District including Main Street revitalization, trail development, buildout of festival grounds in a financial partnership with a suitable promoter, and advancement of the Fromer Market Gardens community organic farm and grounds among others. We have also committed to fund a staff person at the Hunter Foundation totaling \$37,000 per year for at least two years to speed implementation.

Along with feedback from the community through meetings and a survey, we reviewed the Village's project list, met to discuss it, suggested some modifications that consider phasing of a few projects and we fully agree with the importance of these projects. We work hand in hand with the Village, local Hunter, community organizations and property owners to build capacity from the bottom up.

We understand that the transformational; projects included in the application are just a starting point. We are comfortable with these conservative estimates. We clearly understand that these and other potential projects received through an open call for projects beyond those identified in the survey, will be vetted carefully by the consultant assigned to Tannersville, the Local Planning Committee and State partners at NYS DOS, NYS HCR and NYS ESD. We are open to moving leverage around financial needs of projects ultimately selected by the LPC and State Partners based upon our goals including the development of a world class festival grounds at Colonial Golf Course, a community center in Tannersville, and the ongoing economic health of Tannersville and the surrounding communities.

Looking at our recent and future investments is a good place to start. We have invested in:

- Acquisition and capital to get Fromer Farm to production including site preparation, permitting with NYS DEC and NYC DEP among others), greenhouse construction, building rehabilitation etc.)
- Acquisition and capital to acquire the Community Golf Park and clubhouse and to begin infrastructure and trail building.
- Taking control of problem properties including the Orvet Building (Our investment: \$ 350, 000), Bear Plaza, Villa Maria (our investment (\$350,000) and many others. This work has included engineering assessment, surveys, architectural review, market analysis and acquisition. To date

Royce Family Fund

we have sold the Orvet Building for development of workforce housing and Villa Maria in the Hamlet of Haines Falls for a boutique hotel at the access road to North South Lake.

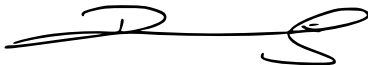
- Development of 5 Air B&B units in 3 buildings. We see this as a transitional use until upper story residential development is underway.
- Purchasing easements for Trail land that will connect Main Street to Rip Van Winkle Park. (our investment is upwards of \$100,000)
- Assistance to match the Open Space Institute's and Mountaintop Historical Society) support to acquire the alignment of the Kaaterskill Rail Trail Phase 2) (our investment of over \$25,000)
- Demolishing a severely flood damaged building (known as the Gotay Building) to make way for Creek Walk Park (our investment of over \$225,000)
- Redesign of the Veteran's Memorial (our investment of \$10,000)
- All planning, design and funding procurement, including taking projects through the design development phase (final designs, opinion of cost, construction requirements analysis, consultation with permitting agencies) with for Creek Walk Park, Main Street overlook, bridge connections to the linear park and design of the Gooseberry park and all surrounding trail amenities. You will see a sampling of these rendering in the Village's proposal. The design for Creek Walk is an award winning ASLA entry.
- Annual staff time donated per a memorandum of \$ 50, 000.00)
- Construction of the Mountain Top Library
- Streetscaping and façade improvements coordinated with the Paint Program.
- Small business loans (we currently have over \$1 million dollars out in loans to local small businesses).

Just outside the Village we have invested to:

- acquire and maintain the former historic Macy estate known as Hathaway. Our work has included \$2,000,000.00 purchase price, the remediation of the roof and ongoing maintenance at a cost of over \$500,000.00
- Purchase and renovate the Deer Mountain Inn to add another modern hotel that represents the region's historic timber frame construction and a series of trails and gardens at a cost of \$12,000,000.

The Royce Family Fund would like to thank the REDC for Tannersville's consideration of a transformative DRI award and look forward to continuing our work in the Village of Tannersville in the Town of Hunter.

Respectfully submitted,



Daniel King

Executive Director

Royce Family Fund.



CATSKILL MOUNTAIN FOUNDATION, INC.

May 15, 2019

Regional Economic Development Council
c/o Village of Tannersville
PO Box 967
Tannersville, NY 12485

Dear Members of the Regional Economic Development Council:

As the Board President of the Catskill Mountain Foundation, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

The Catskill Mountain Foundation (CMF) is one of the leading arts organizations in the Northern Catskill Region operating on the Mountaintop for over 20 years. The CMF is a multi-arts center presenting 25-30 music, dance, and family performances and over 100 films on 4-screens each year as well as many educational and arts enrichment programs for local children, full and part-time residents, and visitors to the area. CMF's premier venue is the Orpheum Film & Performing Arts Center in Tannersville, designed by the world-renowned architect Hugh Hardy.

The CMF was created with the vision that the arts can transform the lives of those touched by it and can be an economic catalyst to transform communities. In the years since its inception, the CMF has raised and generated over \$50 million dollars, all of which has been invested in the Mountaintop community. The CMF has over 20 year-round employees running its many programs.

- Approximately \$15 million has been spent on acquiring and renovating 16 buildings including 2 performance venues, a 4-screen cinema, studio arts spaces, housing for artist residencies and administrative offices for staff. Of the \$15 million, approximately \$2 million was provided by county, state, and federal partnership. The rest was provided by private donors or was generated by our operations.
- We have invested \$35 million of the \$50 million on programming, marketing and operating expenditures over the 20-year period.

These projects have made a big difference, but there is work left to be done. The current project we are advancing to complete phase two of the Orpheum Film & Performing Arts Center and to develop the Orpheum Dance Center includes:

- Completion of the Hugh Hardy exterior façade design including the 'living wall' trellis system, landscaping, signage and site improvements.
- Addition of new, state-of-the-art sound and lighting equipment and rigging systems.
- Construction of a new 4,800 square foot, two story state-of-the-art dance studio.
- Construction of a new 5,000 square foot dormitory with kitchen and scenic workshop space.

These seem to be a good fit for the Tannersville DRI Strategic Investment Plan. Our commitment to enrich the Mountaintop communities is longstanding. We are proud of our efforts and those of other organizations making a difference every day.

Sincerely,

Sarah Finn
President, Catskill Mountain Foundation

MOUNTAIN TOP ARBORETUM

4 Maude Adams Road • PO Box 379, Tannersville, NY 12485

518-589-3903

info@mtarboretum.org

mtarboretum.org

May 10, 2019

Dear Members of the Regional Economic Development Council,

As the Executive Director of the Mountain Top Arboretum, a 501(c)3 not-for profit organization in Tannersville, NY, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

The mission of the Mountain Top Arboretum is to provide for the Catskills region a unique and beautiful mountain top environment for a living sanctuary of native and exotic trees and shrubs. Using this sanctuary we:

- Engage in the applied science of horticulture;
- Promote stewardship of the environment; and
- Offer a diversity of programs for the education and pleasure of the public.

We carry out our mission in a manner that emphasizes programs of the highest quality, encourages local participation, and preserves and enhances the Arboretum for the long term.

Over the past decades we have made investments in our organization with public and private funding including:

- Planting educational exhibits of native plants which support the Catskills ecosystems and natural communities;
- Expanding and maintaining trails and boardwalks through our 178 acres of protected land;
- Building a new timber frame Education Center and Storage Barn, which host Arboretum programs and community events year-round;
- Conducting a Natural Resources Inventory which will steer further programming and plant exhibits;

Current projects we are advancing include:

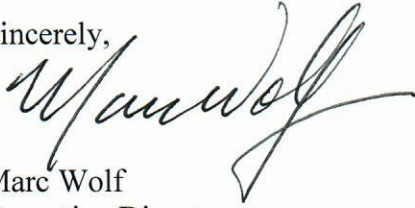
- Building a boardwalk and educational signage through a 14,900 year old bog on our land;
- Planting a series of Rain Gardens around our new Education Center and parking areas, which will provide beauty and education on water runoff and plant filtration;
- Expanding on-site programming for visiting guests and school field trips.

These programs and initiatives are an excellent fit for the Tannersville DRI Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Sincerely,

A handwritten signature in black ink, appearing to read "Marc Wolf". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Marc Wolf
Executive Director



Hunter Chamber of Commerce

PO BOX 177

Hunter, NY 12442

mountaininfo@hunterchamber.com

www.hunterchamber.org

May 24th, 2019

Re: Letter of Support – Downtown Revitalization Initiative, Village of Tannersville

Dear Distinguished Members of the Capital Region Economic Development Council,

The Hunter Chamber of Commerce is an organization of 75 area businesses. Our non-profit has joined together to enhance commerce, connect community members, and to advance the quality of life in the communities we serve.

We are delighted to hear about the DRI proposal for the Village of Tannersville. As an association of local businesses we fully support the initiatives set forth for our area. The business community seeks to develop a four season destination and greatly needs affordable employee housing.

In recent years we have been very impressed by the Village and the Hunter Foundation's support for small businesses and nonprofit organizations. The proposed projects continue this support and will directly result in job creation and economic development. The business community, nonprofit network, private foundations, and philanthropists have been a game changer – but we want to see public investment to leverage what the private sector is committed to doing.

The Hunter Chamber of Commerce strongly endorses Tannersville's application and we're ready to help in any way we can.

Regards,

Hunter Chamber of Commerce

**TOWN OF HUNTER
PO BOX 70
TANNERSVILLE, NY 12485
518/589-6151**

Hello Members of the Regional Economic Development Council,

As the Supervisor of the Town of Hunter, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization provides vital services and infrastructure to the town and village residents, as well as the many visitors that come to our beautiful town.

We spend hundreds of thousands of dollars in both road improvements as well as provide for the health and safety of the public. We strive to encourage more visitors to experience the many opportunities that our region offers which include a vast array of recreational activities.

These seem to be a good fit for the Tannersville DRI Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Sincerely,



DARYL LEGG
Supervisor



CATSKILL MOUNTAIN FOUNDATION, INC.

May 15, 2019

Regional Economic Development Council
c/o Village of Tannersville
PO Box 967
Tannersville, NY 12485

Dear Members of the Regional Economic Development Council:

As the Board President of the Catskill Mountain Foundation, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

The Catskill Mountain Foundation (CMF) is one of the leading arts organizations in the Northern Catskill Region operating on the Mountaintop for over 20 years. The CMF is a multi-arts center presenting 25-30 music, dance, and family performances and over 100 films on 4-screens each year as well as many educational and arts enrichment programs for local children, full and part-time residents, and visitors to the area. CMF's premier venue is the Orpheum Film & Performing Arts Center in Tannersville, designed by the world-renowned architect Hugh Hardy.

The CMF was created with the vision that the arts can transform the lives of those touched by it and can be an economic catalyst to transform communities. In the years since its inception, the CMF has raised and generated over \$50 million dollars, all of which has been invested in the Mountaintop community. The CMF has over 20 year-round employees running its many programs.

- Approximately \$15 million has been spent on acquiring and renovating 16 buildings including 2 performance venues, a 4-screen cinema, studio arts spaces, housing for artist residencies and administrative offices for staff. Of the \$15 million, approximately \$2 million was provided by county, state, and federal partnership. The rest was provided by private donors or was generated by our operations.
- We have invested \$35 million of the \$50 million on programming, marketing and operating expenditures over the 20-year period.

These projects have made a big difference, but there is work left to be done. The current project we are advancing to complete phase two of the Orpheum Film & Performing Arts Center and to develop the Orpheum Dance Center includes:

- Completion of the Hugh Hardy exterior façade design including the 'living wall' trellis system, landscaping, signage and site improvements.
- Addition of new, state-of-the-art sound and lighting equipment and rigging systems.
- Construction of a new 4,800 square foot, two story state-of-the-art dance studio.
- Construction of a new 5,000 square foot dormitory with kitchen and scenic workshop space.

These seem to be a good fit for the Tannersville DRI Strategic Investment Plan. Our commitment to enrich the Mountaintop communities is longstanding. We are proud of our efforts and those of other organizations making a difference every day.

Sincerely,

Sarah Finn
President, Catskill Mountain Foundation



THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Committee on Tourism, Parks, Arts
and Sports Development

COMMITTEES
Election Law
Environmental Conservation
Local Governments
Real Property Taxation

CHRISTOPHER TAGUE
Assemblyman 102nd District

Albany, Columbia, Delaware,
Greene, Otsego, Schoharie and
Ulster Counties

Ruth Mahoney, Co-Chair
Havidán Rodríguez, Co-Chair
Capital Region Regional Economic Development Council
Hedley Park Place
433 River Street, Suite 1003
Troy, NY 12180

May 31, 2019

Dear Co-Chair Mahoney, Co-Chair Rodríguez & REDC Members,

This letter is provided in support of the application submitted by the Village of Tannersville, to the Capital Region Regional Economic Development Council (REDC) for consideration for the Downtown Revitalization Initiative (DRI). While I have previously expressed my support for the Village's application as a whole, I also wanted to speak to the importance of completing the Catskill Mountain Foundation's (CMF) Orpheum Film and Performing Arts Center project as part of the DRI.

The CMF is one of the leading arts organizations in the northern Catskills region, operating on the mountaintop for over 20 years. A multi-arts center, every year the CMF presents 25-30 music, dance, and family performances, and over 100 films on four screens, as well as many educational and arts enrichment programs for local children, full and part-time residents, and visitors to the area.

The premier venue of the CMF is the Orpheum Film & Performing Arts Center, located in the heart of the Village of Tannersville, and was designed by the world-renowned architect, Hugh Hardy. As I understand it, the CMF, as part of the Village of Tannersville's DRI application, is seeking funding to undertake a capital project at the Orpheum Center, to enable a stronger, more exciting performance season and a year-round, multi-faceted dance program. Major highlights of the project include: completion of the Hugh Hardy exterior façade design with a "living wall" trellis system, landscaping, signage and site improvements; addition of new, state-of-the-art sound and lighting equipment and rigging systems; construction of a new 4,800 square foot, two-story, dance studio; and construction of a new 5,000 square foot dormitory with kitchen and scenic workshop space.

The participation of the CMF, and their project to complete the Orpheum Center improvements, is a major component of the Village of Tannersville's DRI proposal and will serve as a significant catalyst to arts and cultural experiences in the Village. The CMF was created with the vision that the arts can transform the lives of those touched by it and can be an economic catalyst to transform communities. In the years since its inception, the Catskill Mountain Foundation has raised and generated over \$50 million, all of which has been invested back in the mountaintop region. I wholeheartedly believe that the completion of the Orpheum Center improvements will not only lead to bigger and better things for the CMF, but the entire community as well.

For these reasons and more, this project will be a great fit for the Village of Tannersville's DRI Strategic Investment Plan and I strongly encourage its favorable consideration.

Sincerely,

Christopher W. Tague
Assemblyman, 102nd A.D.

CT/tr

ALBANY OFFICE: Room 937, Legislative Office Building, Albany, New York 12248 • 518-455-5363, FAX: 518-455-5856
DISTRICT OFFICES: 45 Five Mile Woods Road, Bldg. 2, Suite 2, Catskill, New York 12414 • 518-943-1371, FAX: 518-943-0223
113 Park Place, Suite 6, Schoharie, New York 12157 • 518-295-7250
EMAIL: taguec@nyassembly.gov