

2019 DRI Application

BASIC INFORMATION

- REDC Region - North Country
- Municipality Name – Town of Ticonderoga
- Downtown Name – Montcalm/Wicker Street Corridor
- County Name – Essex
- Applicant Name & Title – John Bartlett – Board President/ PRIDE of Ticonderoga
- Applicant Email address & Secondary Email address – jbartlett1@nycap.rr.com

VISION FOR DOWNTOWN

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

The vision for the revitalization of Ticonderoga’s downtown is to leverage Ticonderoga’s rich history, internationally recognized Fort Ticonderoga, the scenic La Chute River, nearby lakes, abundant recreational opportunities, and many museums and arts facilities to create a vibrant downtown corridor which is pedestrian friendly and welcoming to both visitors and community members. We envision a downtown Ticonderoga as a bustling regional business and cultural hub where “downtown” is itself an exciting year-round destination, a forward thinking and friendly community against the backdrop of the scenic beauty of the La Chute River, Lakes George and Champlain, and the Adirondack Mountains.

JUSTIFICATION

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

Ticonderoga is rich in history dating back to the birth of our nation and this history is anchored by the world renowned Fort Ticonderoga which attracts 75,000 visitors each year. At the same time, through its meticulous recreation of the original Star Trek sound stage and the annual Trekonderoga events, Star Trek Tour is drawing thousands of visitors to Ticonderoga and its downtown. Ticonderoga’s downtown has already developed an iconic blend of restaurants, retail, museums, and retrospective shops. Still, we need more facilities and services to support these visitors when they come to our area. We need more upscale accommodations, restaurants, transportation, and conveniently available outdoor recreation options to support our many visitors.

One consultant (Egret Communications - Destination Master Plan) recently described Ticonderoga as being on the cusp of having the critical mass needed to become a top flight destination for vacationers and young people looking for a good place to live and raise a family. We are ready. Enthusiastic local investors have already purchased a number of empty buildings in downtown Ticonderoga and are already pursuing plans to add additional resources to dramatically add to downtown’s appeal. Additional key properties are available to round out a comprehensive plan and attract new businesses, new residents, and new tourists to our town.

Ticonderoga is blessed with a number of civic and charitable organizations that work actively to improve our community. These organizations have been developing a number of projects to continue to improve our community and our downtown. For example, the recreation of a historic French Sawmill along the banks of the La Chute River will complement Fort Ticonderoga and draw many of the history tourism visitors into our downtown. The redevelopment of the Cobbler's Bench building into a boutique hotel will provide them a place to stay right in downtown. The Festival Guild's plan to create an open air pavilion for art exhibitions and performing arts will similarly draw both visitors and residents to the downtown area. At the same time, the limiting factor for these efforts is typically a lack of capital. We have the ideas, we have the plans, but what we lack is the public capital to complement the private investments ready to move these plans forward.

DOWNTOWN IDENTIFICATION

1. **Boundaries of the proposed DRI area** – The Downtown Corridor is defined as Montcalm Street from Fort Ticonderoga to the Liberty Monument and Wicker Street from the Liberty Monument to the Four Corners business area and the two or three blocks surrounding these main thoroughfares and the La Chute River as well; a river runs through it. The La Chute Riverwalk Trail weaves along the river and through the downtown area and provides an invigorating pedestrian experience.
2. **Past investment, future investment potential** – The downtown is able and ready to capitalize on prior public and private investment to catalyze future investments.

Within downtown Ticonderoga, there are several local buildings which have been purchased by private investors in recent years. Some have already been redeveloped. These include Libby's Bakery which has been renovated from a former hardware store into a first floor bakery, restaurant, and community meeting place combined with second floor apartments for NCCC students. This restoration has received a preservation award from Adirondack Architectural Heritage (AARCH). A second downtown building is the former TOP's supermarket which was initially leased and now purchased by James Cawley as the home for his iconic Star Trek Studios. Another renovated downtown building is the home of the new Ticonderoga Natural Foods Co-Op, also with apartments on the second floor. Other purchased buildings ready for development include the Cobblers Bench, formerly a furniture store, which is targeted to become a boutique hotel with first floor commercial space and the Rathbun building, formerly a jewelry store.

Fort Ticonderoga is undertaking a transformative \$70 million capital campaign to significantly expand the visitor experience, increase attendance, extend the length of stay, increase visitor spending, and enable year-round operations. In 2017 the Fort received a \$2.45 million grant to renovate the William Pell Pavilion project on its grounds. This is Phase 1 of the capital campaign and the Fort's plan is to raise a total of \$6 million for the Pavilion restoration and expanded exhibit space. Fort Ticonderoga drives \$13 million in economic impact annually in the greater Ticonderoga region and supports 151 jobs and over \$6 million in labor income.

“It is no surprise that the visitors attracted to Fort Ticonderoga in 2016 had a direct spend of just over \$6.7 million. With history and heritage increasing as travel motivators, Fort Ticonderoga is a driver of destination travel to the Lake Champlain region. We applaud Fort Ticonderoga’s leadership in providing a roadmap that will continue to increase the economic impact well into the future.” James McKenna – President & CEO, Regional Office of Sustainable Tourism (ROOST).

The concept to recreate the 18th century French sawmill along the north bank of the La Chute River has been around for some time. It resurfaced in 2009 through the work of Egret Communications and the Ticonderoga Quality Destination group sponsored by ROOST. This project is included in the Ticonderoga Master Plan and has received broad support from the Town of Ticonderoga, PRIDE of Ticonderoga, the Ticonderoga Revitalization Alliance, Fort Ticonderoga, and the Ticonderoga Area Chamber of Commerce. Phase I of this project included identification of the sawmill site on property owned by the Town, completion of the archaeological survey and report from Landmark Archaeology, completion of the SHPO application and receipt of the letter of project verification, completion of the Feasible Plan for the Sustainable Operation of the reconstructed sawmill by consultant, Egret Communications, and completion of the conceptual drawing by project consultant, James Krickler of Rondout Woodworking. Phase II includes the completion of the Research and Design components of the sawmill by Rondout Woodworking, presentations and project updates to all partners including ROOST, APA, DEC, ACOE representatives, Fort Ticonderoga, public officials, IDA of Essex County, community volunteers, and consultants associated with the project. Phase III is the completion of the construction drawings in CAD. Smart Growth grants have been used to fund much of this work and Smart Growth principles have been followed.

Elizabethtown Community Hospital, part of the University of Vermont Health network, recently completed a \$9.1 million renovation of the hospital facility here in Ticonderoga. They have established a medical village within the downtown area which includes long term care in a nursing home and assisted living facility, senior housing, and St. Joseph’s Rehabilitation Center. The Ticonderoga facility has a \$5.7 million state grant to add cardiology and OB-GYN services and to create an area for the Hudson Headwaters primary care facility. Work on the primary care facility will begin in August and is expected to take about a year. These investments will greatly enhance locally available medical services and create and maintain many employment opportunities for medical care providers, as well as the construction work required to complete these projects. “Primary care is the center-piece of rural medicine. The addition of Hudson Headwaters will transform the campus into a new model for rural health care.” John Remillard – Elizabethtown Community Hospital President.

The Town of Ticonderoga is about to complete its \$13 million water system improvement project and is also upgrading and expanding the facilities at its sewage treatment plant. These infrastructure improvements combined with ongoing storm water separation work and GIGP daylight streaming projects are greatly enhancing the town’s ability to support continued expansion.

A study by Lakes to Locks in 2003 identified the creation of a 100 bed, downtown hotel on the main street as a primary means to bring shoppers back. The strategy was to treat the downtown as a mall with anchor stores at each end which generate traffic for an assortment of shops in between. In our case, Fort Ticonderoga, with its 75,000 visitors a year beyond the east

of main street, is one end of the mall. A new hotel at the west end would serve as the other anchor. Acting on this study, a group developed a hotel in Ticonderoga in 2008 with about 50 rooms. Although successful, it is not on the main street and has done little to rejuvenate Ticonderoga's downtown. We are convinced that a hotel, located on Montcalm Street, would be a catalyst for Ticonderoga's revitalization efforts on Montcalm Street.

A private investment group has an investment commitment of \$1,000,000 to build a four million dollar hotel complex on the intersection of the LaChute River and Montcalm Street in the center of the downtown area. The properties involved have one owner who is willing to sell. The hotel will contain at least 28 guest rooms, half with river view balconies, an upscale restaurant, a beverage service area, meeting room and storefront. It will have a patio area along the river and elevated dining deck overlooking the river. There have been discussions with the Town for use of adjacent land for parking and for a payment in lieu of taxes program that will help finances in the start-up years. A schematic design and site survey have been done as well as discussions with the Adirondack Park Agency for river set-back. The hotel, restaurant and storefront will employ about a dozen people year-round, with a similar number of seasonal staff.

Just to the south of Ticonderoga's downtown area are a number of recent investments which are attractive and provide expanded opportunities for both Ticonderoga visitors and residents. These include the Ticonderoga Golf and Country Club, Five Nations Golf, The Barn, and Northern Lake George Paddle. Ticonderoga Golf, Five Nations, and The Barn are adjacent to each other in the beautiful Lord Howe Valley while Northern Lake George Paddle is just slightly further south. Five Nations is an 18-hole mini-golf course and driving range that is directly adjacent to the Ticonderoga golf course and available for golfers to warm up before a round or to practice. Northern Lake George Paddle is a two-court paddle tennis facility that is managed by a local resident who is also a national paddle tennis champion. It is open to both the public and members and Ticonderoga's youth have an open invitation to use the courts and learn the game. Ticonderoga Revitalization and private investors were responsible for the recent developments of Five Nations and Northern Lake George Paddle. In fact, they both had their grand openings on the same day.

The Barn is a very attractive open-air facility designed to host weddings and receptions. It is extremely popular and is consistently booked throughout the late spring, summer and early fall. It has become a destination for weddings from outside the area. The Barn provides many opportunities for local caterers, local restaurants for rehearsal dinners, and local hotels for wedding guests who need lodging. They also work with local non-profits to provide their facility for fundraisers at very economical terms. This project was funded by a private investor.

Ticonderoga Golf has been undergoing major multi-million dollar renovations/upgrades to its golf course over the past three years. These renovations are transforming the golf course into a modern facility consistent with USGA standards that will be much better able to withstand the perils of flooding when the snow melts each spring.

3. Recent or impending job growth –

- The largest employers in the Ticonderoga area include International Paper Company – The Ticonderoga Mill, Elizabethtown Community Hospital (formerly Moses Ludington Hospital), North Country Community College, Fort Ticonderoga, and Ticonderoga Central School. All of these employers are regularly looking for talented professionals to fill their many job openings.
- The recently completed major renovation at Elizabethtown Community Hospital (UVM Health Network) and the coming relocation of the Hudson Headwaters primary care facility promises both increased and sustained employment opportunities. Hudson Headwaters is already exploring how best to utilize its soon to be former building on Race Track Road to better address the needs of the Ticonderoga community.
- Recent new business openings have provided job opportunities and community support include the Garrison Gym, Olive’s Ti Pi Restaurant, and Libby’s Bakery & Restaurant.
- Empire State Development recently explored Ticonderoga as a potential location for a new boutique hotel development, and the owners of the Cobblers Bench building have drawings on the board for a mixed use hotel, apartments, restaurant, and office complex that could support as many as 25 – 30 new full-time jobs.
- The Town of Ticonderoga’s ongoing extensive water project and sewage treatment plant expansion provides many job opportunities.
- Ticonderoga Golf also had plans to upgrade the Country Club building that has been a popular local dining spot and hosted golf tournament dinners as well as weddings and other parties. However, in the early spring of last year the Country Club was completely destroyed by a tragic fire. Golf course operations have been maintained and the renovations to the golf course have continued, but the missing Country Club building has left a huge gap. The club’s Board of Directors has developed its plans for a new building and The Club is now ready to break ground for the new Country Club building. This new construction project will provide many job opportunities.
- Ticonderoga has been selected as a trailhead for the Empire State Trail, a multi-use route expected to open in 2020. User projections run between 3,500 to 4,000 cyclists a year, a figure that’s likely to increase as word of the North Country scenery spreads. It is expected that towns along the route of the trail will experience an economic boost in general, and the trailhead will offer tourists an added reason to spend time and money in Ticonderoga. Trailheads will have informational kiosks pointing out local attractions, along with benches, bike racks and a set of tools for basic repairs. The trailhead will be an easy ride or walk to Ticonderoga’s downtown business district, said Charles Creagh, transportation planner for Alta Planning and Design. “We’re going to highlight Ticonderoga,” Creagh said. Bicycle tourism has gained momentum in Ticonderoga in recent years. Most recently, it was chosen as a base location for the popular Cycle Adirondacks annual vacation tour.

4. Attractiveness of physical environment –

- Ticonderoga is located between two astoundingly beautiful lakes - Lake George to the south and Lake Champlain to the North. The southern Adirondack mountain range cradles the town in the historic rolling hills of the Lord Howe Valley, with the Champlain Valley and the Green Mountains of Vermont providing the backdrop to the east. The magnificence of these lakes draw thousands of visitors to our area and provides the potential for endless tourism, sporting opportunities, and outdoor recreation.
- The local Ticonderoga hospital which is located near the intersection of Montcalm and Wicker streets has just recently completed a multi-million dollar renovation of their facility designed to improve the quality and responsiveness of local health care. Their next step will be to relocate the Hudson Headwaters offices to be part of the hospital campus and further improve local health care. Grant funding has already been secured for this next phase of the local health care improvement project.
- Through the NY Main Street grant program there have been many improvements to the exteriors, facades, and signage of downtown buildings. There have been a number of owner-financed improvements as well.
- Each year in the Spring there is a Community Beautification effort organized by TMSP which includes painting, weeding & mulching of public green spaces, and general clean-up activities. Over 100 Middle School students participate in a Community Give Back Day by coming to downtown and participating in the clean-up activities.
- There is a Farmers Market on Wicker Street each summer that is organized by the Ticonderoga Area Chamber of Commerce. It draws many local farmers and a few from Vermont and offers farm fresh produce and other products four months each year.
- The scenic La Chute River runs directly through Ticonderoga's downtown area. As the water flows from south to north, it passes over a series of waterfalls as it drops 220 feet from Lake George to Lake Champlain. There is a spectacular waterfall which complements Bicentennial Park shortly before the river reaches Lake Champlain. The La Cute River Trail provides an excellent opportunity for pedestrians, runners, and bikers to enjoy the river. The Black Watch Library is planning to add a Story Book Walk for young children along the section of the trail near the library.
- Bicentennial Park is a beautiful open green space in the center of downtown Ticonderoga which was reclaimed from the former site of the Ticonderoga paper mill that used to be downtown. This park contains walking trails, a children's playground, a small pavilion for picnics, a gazebo for outdoor music, and a fishing pier. Bicentennial Park provides a scenic setting for community events, weddings, and summer concerts.

5. Quality of Life policies –

- Ticonderoga has been collaborating with representatives of the Essex and Clinton County Health Departments on the Creating Healthy Schools and Communities Program. They have been working closely with The Ticonderoga Area Chamber of Commerce, PRIDE of Ticonderoga, Ticonderoga Montcalm Street Partnership, and the Town of Ticonderoga. This a five-year grant-funded project aimed at increasing access to healthy affordable foods and opportunities for physical activity. Projects resulting from this initiative include;
 - New La Chute River Trail signage and interpretive signage replacement,
 - Period-style light fixtures for the bump-out on Montcalm Street,
 - Crosswalk markers and paint, parking signage,
 - Landscaping for the Hancock House,
 - Signage and barrier system for the Ticonderoga Farmers Market,
 - A new freezer for the Ticonderoga Natural Foods Co-Op,
 - The Town of Ticonderoga has adopted a complete streets policy,
 - New equipment for the new disc golf course.
- At Ticonderoga Central Schools, the creating Healthy Schools and Communities Program has resulted in a revised and strengthened wellness policy, added exercise equipment, new water stations, and support for the school gardens efforts at both school buildings.
- Work is underway to prepare for and install a new 18-hole disc golf course at Ticonderoga Recreation Park.
- The Cultural Arts initiative (CAI) started a few years ago and its mission is to promote the appreciation and understanding of the visual, literary, and performing arts and to encourage artistic activities which enlighten, educate and entertain, enriching the quality of life in Ticonderoga. Funding for the arts is provided by the Town of Ticonderoga and CAI administers an Awards Program. Community arts organizations are invited to apply for funding.
- Ticonderoga Comprehensive Master Plan
- Quality Destination Study, Report, and Recommendations
- The Ticonderoga Seniors bus is on-call for seniors who need assistance in getting around our community.
- The Town of Ticonderoga is in the process of reviewing and updating its zoning regulations.
- The new Natural Foods Co-Op and the 3 season Farmer’s Market provide excellent opportunity for healthy foods.
- The Ticonderoga Area Backpack Program provides weekend backpacks stuffed with nutritious foods for 115 local area children who are at risk of food insecurity because of poverty. For the Ticonderoga Central School District, over 27% of school-aged children are from households that are at or below the Federal Poverty Level. The Backpack Program runs throughout the school year and includes 33 weekends of backpack distributions. The program also includes a Summer Food distribution for 8 weeks in July and August when these kids are no longer getting free breakfasts and lunches at school. The program works to improve the quality of life for these under-privileged children by providing the nutrition they need to stay healthy and to learn more at scho

6. **Public Support – Describe the public participation and engagement process.**

Today, Ticonderoga is harnessing its exceptional and unparalleled assets including industry, education, health care, prime location, premier cultural and recreational destination experiences, and epic story to plan and implement a bold and vibrant vision. Ticonderoga is undergoing a community renaissance which reverberates into every facet of life, fueling entrepreneurial enterprises, community collaboration, increased tourism, and a shared bold vision. At the heart of this renaissance are major partners including the Town of Ticonderoga, Ticonderoga Area Chamber of Commerce, Fort Ticonderoga, International Paper Company, Pride of Ticonderoga, Ticonderoga Montcalm Street Partnership, Inter-Lakes Health, Ticonderoga Revitalization Alliance, North Country Community College, Essex County Industrial Development Agency, and ROOST.

Ticonderoga is blessed with a number of civic and charitable organizations which have focused on developing and implementing plans to improve our community. Representatives from each of these groups plus municipal representation will provide an excellent core group for the Local Planning Committee. These people have been active in developing plans to improve Ticonderoga for some time now. The attached letter includes the pledged commitment of each of these groups to this DRI application.

- **PRIDE of Ticonderoga** – PRIDE is a non-profit organization established in 1984 for the purpose of connecting and enhancing the community through housing restoration, downtown revitalization, historic preservation, and community development programs. PRIDE writes and administers grants for the enhancement of the Ticonderoga area. Over the last 35 years, over \$10 million in grant funding has been secured and administered by PRIDE. This funding has been used to help homeowners repair and rehabilitate their housing and to revitalize the downtown area. Through a series of NY Main Street grants, many downtown business buildings have been renovated and their facades and signage enhanced. Recent NY Main Street grants have included modest funding for streetscape improvements as well. Most recently, NY Main Street funded a feasibility study which developed a plan to convert the former Cobbler's Bench furniture store into a boutique hotel. Lastly, PRIDE has been in charge of the plans to develop the recreation of an authentic French Sawmill on the banks of the La Chute River. This planned historic building would help to attract the many history-based tourists to our downtown.
- **Ticonderoga Montcalm Street Partnership (TMSP)** – TMSP is an all-volunteer non-profit organization which is focused on revitalizing Ticonderoga's downtown area which follows the National Main Street Trust's four point model. TMSP has worked with ELAN to develop and recently update a master streetscape plan for the downtown area. This plan is divided up into projects and segments and TMSP has pushed these projects to implementation, as funding has permitted. Some examples include enhanced Welcome to Ticonderoga signage, lighting for the lower waterfall of the La Chute River and installing docks at the bottom of the falls for kayaks, canoes and small boats in Bicentennial Park, and relighting the Liberty Monument. As specified in the ELAN plan,

TMSP would like to add more period-style street lights throughout the downtown area. Some of these street lights have already been installed at specific, targeted locations, but many more are needed.

TMSP also organizes and raises funds for two major annual events which draw people into the downtown area and “make the cash registers ring.” There is the four day Fourth of July celebration (the Best Fourth in the North) which includes one of the largest 4th of July Parades in the North Country, a family friendly “midway” in Bicentennial Park and a fantastic fireworks display. There also is the one day Streetfest event at the end of July which brings vendors, entertainment and the Farmers Market into the downtown area. The Promotions Committee organizes a number of smaller annual events each year including Street Art and the Street Art auction, End of Winter Carnival and fireworks, Spring Clean-Up and Beautification Week, Fall Fest, and Halloween Fest.

- **Ticonderoga Revitalization Alliance** – The Ticonderoga Revitalization Alliance is a not-for-profit local development corporation focused on economic development and serving as a catalyst for public-private partnerships and investment opportunities. Since its creation in 2011, Ti-Alliance has been a leader in a variety of concrete projects to boost the economy and well-being of the Ticonderoga area. These include the creation of the Downtown Art Gallery, promotion of the National Workforce Readiness program, the Mural Project, and the creation of the Northern Lake George Paddle facilities. This public-private partnership has been active in rehabilitating many of the vacant properties in town and reopening them as new active businesses. Their Zombie and Abandoned Properties Project has assisted the Town Code Officer in identifying and remediating over 80 buildings in the town and returning many of them to active status on the town’s tax rolls. For three years, Ti- Alliance worked with James Cawley and Star Trek Tour to create and promote the annual Trekonderoga event. The Alliance also secured the financing which enabled them to purchase their building and establish a permanent home for their expanding operations in downtown Ticonderoga. Ti-Alliance is highly focused on developing downtown “anchor” buildings to host larger businesses and cultural attractions, expanding year-round tourism, expanding career and technical education to drive and retain a younger skilled workforce, and attracting non-retail, non-tourism employers to the Ticonderoga area.
- **Ticonderoga Festival Guild** – The Festival Guild was established in 1980 as a non-profit organization dedicated to the advancement of the performing arts in the Ticonderoga area. They fill a cultural void in this low-income, under-served area by providing many programs throughout the year. A wide variety of free children’s programs are delivered in area schools, at Chamber of Commerce public events and during 6 weeks in July and August. The Festival Guild schedules a series of free “Summer in the Park” concerts as well as a variety of musical productions throughout the year. The Festival Guild’s community theater group produces plays during the year and provides a means for locals to become involved in all aspects of theater. The Festival Guild strives to support town center businesses as well as local organizations. They hold most events in the

town center to draw audiences to town. They give basket donations from the Community Band Concert to the Community Band so they can buy sheet music, they give all basket donations from the Twelfth Night Concert to the Ticonderoga Clergy Association which helps people in need. The Festival Guild is in the process of developing plans for a new covered pavilion in the downtown area near the La Chute River to host performing arts performances, house the Farmers Market, and to provide a venue for wide variety of community events that will draw people to the town of Ticonderoga.

- **Heritage Museum** – They maintain and update the famous Heritage Museum in downtown Ticonderoga that attracts many visitors each year. The industrial history of Ticonderoga can't be told without describing paper mills, graphite mining and pencils. The Heritage Museum preserves and interprets that history. Housed in the 1888 building, the museum is the last remaining structure of the Ticonderoga Pulp and Paper Company that once covered the entire area now known as Bicentennial Park. The museum hosts historically accurate exhibits and they also develop and provide children's workshops each Wednesday and Friday throughout the summer. The museum's displays and exhibits interpret the manufacturing techniques and history of International Paper Company and the American Graphite Company (makers of the famous Dixon-Ticonderoga pencils) and other industries of the area. The Heritage Museum also has models of the former mills along the La Chute River as part of its displays.
- **Ticonderoga Arts, Inc.** – Ti Arts is dedicated to advancing artistic and cultural activities through education and interpretation at its Downtown Gallery as well as promoting quality arts programming throughout the communities in our region and in local schools.
- **Ticonderoga Historical Society** – The Historical Society is a non-profit organization first organized in 1897. They interpret local history through collections, exhibits, programs and community outreach. They have a primary focus on the historical, educational, scientific, and social aspects of the Adirondack Mountains, and the Lake Champlain and Lake George Regions. They maintain and update a museum in the famous Hancock House, a replica of the Hancock House in Boston. They also organize a number of history-based shows and attractions throughout the year in which the general public is highly engaged.
- **North Country Community College** – NCCC has a building in the Ticonderoga Downtown area and is actively engaged with the community. They have a thriving Nursing Program that provides an ongoing funnel of degreed nurses to staff local area medical facilities. The college is currently expanding their nursing and business programs at the Ticonderoga campus.

- **Ticonderoga Area Chamber of Commerce (TACC)** – Saving the best for last, TACC is the hub of the wheel as they collaborate with all of the above organizations and actively supports all of its member businesses with many services from business planning and business plan development, marketing and employer training, and regional promotional support. They act as the focal point for both area tourism and new business looking to start-up, relocate to, or expand to Ticonderoga. The success of TACC is exemplified by its growth in members over recent years, more than doubling, more than doubling since 2009. In addition, the Chamber works tirelessly to expand tourist visitation to the Ticonderoga area. Some things the Chamber has worked on include the expansion of fishing tournaments on Lake George and Lake Champlain from 12 to 32 annually. These tournaments bring in many visitors each year and have a significant economic impact on the Ticonderoga area.

Matt Courtright, TACC's President, is active on the board of the Essex County IDA and collaborates with them on many projects. TACC works closely with The Essex County Office of Sustainable Tourism (ROOST). Recently, TACC collaborated as the beta site for the Tourism Nomination Workbook.

“For communities across the North Country, it is important to have strong chambers that can be effective and make a difference. Ticonderoga is fortunate to have the Ticonderoga Area Chamber as a model for effective community chambers. Matt Courtright and his staff and dedicated board are key partners for the North Country Chamber and a source of real leadership and valuable services. It is a pleasure to work with them and we look forward to doing so for many years to come. Onward and upward.” Garry Douglas – President and CEO, North Country Chamber of Commerce

The draft of this application has been circulated to representatives of the organizations listed above for their review, input and commentary. A meeting was held on May 22nd to further review the application and add more details. A second meeting was held on May 28th.

7. Transformative opportunities –

- **French Sawmill** – The concept is to recreate the 18th century French sawmill that was built in 1756 along the north bank of the La Chute River to cut timbers needed for the construction of Fort Carillion (later named Fort Ticonderoga). The sawmill project was included in the Ticonderoga Master Plan and has broad support from the Town Of Ticonderoga, PRIDE of Ticonderoga, Ticonderoga Revitalization Alliance, Ticonderoga Heritage Museum, and the Ticonderoga Area Chamber of Commerce. Funding from the Smart Growth program has been used to complete the initial archaeological phases of the project and another Smart Growth application is in progress to complete the drawings for the French Sawmill. The French sawmill will become the downtown anchor for the historical tourism which draws many visitors to the Ticonderoga area every year. This project will enhance the telling of the story of Ticonderoga’s industrial history along the La Chute River, its historic downtown, and the connection with Fort Ticonderoga. Visitors will be drawn to this downtown destination and will generate more demand for lodging, dining, and result in increased revenues for existing businesses. Ticonderoga also plans to use the Sawmill to leverage other activities through the Timber Framers Guild and both traditional and contemporary artists.
- **Star Trek Tour** – This local attraction already has a national cult-like following. Ticonderoga enjoys many visitors to the area for the annual Trekonderoga event and the William Shatner weekends also draw many more. DRI funding could be used to help Star Trek Studios build upon its established base and draw even more visitors to stay in local hotels, dine at local restaurants, and enjoy the natural beauty of the local area. James Cawley is interested in expanding his operations by adding the Star Trek Film Academy to teach film making to aspiring folks by the craftsmen who work on the television series.
- **Cobblers Bench** – A feasibility review has already been completed by In Site Architecture on the possible reuse of this vacant former furniture store in the downtown area. Their recommendation was to convert the building to a boutique hotel on the upper floors and retain the ground floor for a restaurant and commercial space with storefronts on Montcalm Street. This would create more downtown lodging and dining.
- **Sidewalks** – Unfortunately, many of the sidewalks in our downtown area have fallen into disrepair and this serves to hurt both the appearance and the walkability of the downtown area. This project would redo downtown sidewalks to make the entire area more pedestrian friendly and create some new green spaces and streetscape enhancements to further enhance the appearance and welcoming nature of the downtown.

- **Hacker Boat** – The former JJ Newberry’s store in the heart of Ticonderoga’s downtown has become an eye sore and major detriment to the downtown area. The building has been used by the Hacker Boat Company for a number of years to repair and restore their famous wooden boats. However, the building has fallen into disrepair, its roof has major leaks, the front windows are boarded up, and there are questions as to what chemicals and solvents may have been used in the building. This plan is to tear down the dilapidated building and create a public parking structure convenient to many downtown locations and make it easier for both visitors and resident to access the businesses and attractions in the downtown area.
- **Branding** – Complete a Marketing & Branding study for Ticonderoga in conjunction with the Ticonderoga Area Chamber of Commerce and the Regional Office of Sustainable Tourism (ROOST). Identify how best to market Ticonderoga to potential visitors and new residents, and prospective new businesses.
- **Performing Arts Pavilion** – The Festival Guild has been developing plans for a new open air, multi-use pavilion for arts performances and other events in downtown. Its goals are to:

Provide a place for diverse events which reflect the interests of the Ticonderoga community

Create an accessible community gathering place

Provide a large, regional, summertime performing arts venue

Provide a permanent home for the farmers’ market

Expand use of town-owned riverside property for public benefit

Expand educational opportunities

Support a sense of “Place”

Advance a key element of downtown revitalization efforts

Enhanced quality of life for Ticonderoga residents

Visible from Montcalm Street and adjacent to the La Chute River and Trail, this new building with its access road and accessible parking will create an attractive public space with restroom facilities in an area that is not well known or used. The land was previously occupied by International Paper Company’s “Upper Mill” and although now owned by the Town, is controlled by the Federal Energy Regulatory Commission as it is upstream of an electrical generating station powered by the La Chute River. Upon completion, the facility will belong to the Town and be available for all of Ticonderoga’s community organizations to use. It will have potential to generate revenue as a place for trade shows, festivals, family gatherings and tour stops to name a few events. Schematic designs and renderings for this structure and site modifications have been completed. Concept approval has been given by the FERC and preliminary site testing has been done to investigate the obstructions presented by the demolished mill buildings.

- **La Cote River Trail** – This trail has strategically placed exercise stations along the trail’s path as it winds along the river. However, many of these stations are in need of repair or replacement. This project would update those exercise stations to return the trail to its former glory and complete the final stage of the trail. The steepness of the grade on this final section required an engineering assessment which has already been completed.
- **Fort Ticonderoga Pavilion** – Work continues to bring new life to the William Pell Pavilion that was built in 1826 on the shores of Lake Champlain by William Ferris Pell as a summer home. When the Greek Revival structure is fully restored, it will transform and enhance Ticonderoga’s guest experience. The refurbished Pavilion will have dedicated exhibits that tell the story of 200 years of preservation and restoration efforts at Ticonderoga, and that will feature a rich collection of rare decorative arts. In addition, the spacious building will accommodate educational programs, special events, conferences and meetings, and a culinary program that makes use of produce grown in the Fort’s gardens. Initial funding of \$2.45 million for the Pavilion project has already been received thru the 2017 REDC process. Fort Ticonderoga’s plan is to raise a total of \$6 million for this project. The plan is to complete the restoration in the fall of 2021.
- **Micro-Enterprise Grant** -Establish a \$600,000 microenterprise grant fund to assist Ticonderoga’s existing downtown business to grow, expand, and provide more services for both visitors and residents alike. The recent microenterprise fund administered by the Essex County IDA was quite successful and helped several local businesses to expand their operations.
- **Visitor Welcome Center** – Develop a new Visitor & Business information and welcome center to house the Ticonderoga Area Chamber of Commerce offices and create a much more engaging center for both visitors and prospective businesses as well as improved facilities to provide the ongoing services for TACC’s regular customers, local area businesses.

8. Administrative Capacity –

- The community organizations described above have an excellent track record of administering public grant contracts, overseeing the projects to successful conclusion, complying with the applicable government regulations, and reporting on the progress and the finances of these projects. PRIDE has successfully managed a series of HOME Restore, and NY Main Street grants to conclusion. PRIDE also works closely with the other civic groups and organizations listed previously and the Town of Ticonderoga as well. The Town of Ticonderoga has considerable experience with managing large infrastructure projects and related grant funding. The Festival Guild, Ti Arts, and the Heritage Museum are experienced with cultural arts grants. The Ticonderoga Historical Society recently received a sizable grant to preserve and maintain one of its murals. Fort Ticonderoga has managed a number of arts related grants and more recently a \$2.45 million grant for the restoration of its Pavilion building through the 2017 Regional Economic Development Council Process.
- As previously noted, the Ticonderoga Area Chamber of Commerce (TACC) acts as a community coordinator on a wide variety of projects and an array of partners. The involvement of TACC in the Local Planning Committee and the coordination of various efforts and projects will be invaluable.
- It is anticipated that once a final list of projects is determined for the Downtown Revitalization Initiative, then the administrative responsibilities would be divided among the various community groups based upon who was closest to and most familiar with each project.

9. Other – A letter pledging our support and signed by the Ticonderoga Town Board and many of the representatives of our local businesses and community organizations.

Several renderings are attached to this application to provide a visual of the projects that are being worked on.

- a) Renderings.pdf
 - French Sawmill
 - French Sawmill
 - Cobblers Bench – In Site Architecture Plan
- b) North Elev.jpg
 - Festival Guild Pavilion
- c) Site Plan.jpg
 - Festival Guild Pavilion

In addition, another attachment shows the level of economic activity as indicated by the number of businesses open/reopened in the Ticonderoga area in the last 8 years.

SUBMISSION –

Submit via e-mail to NYS-NorthCountry@esd.ny.gov by 4:00 PM on May 31, 2019.

Town of Ticonderoga DRI Plan

GOAL: Make downtown a more vibrant, bustling, attractive, and engaging place for visitors, residents, and employees.

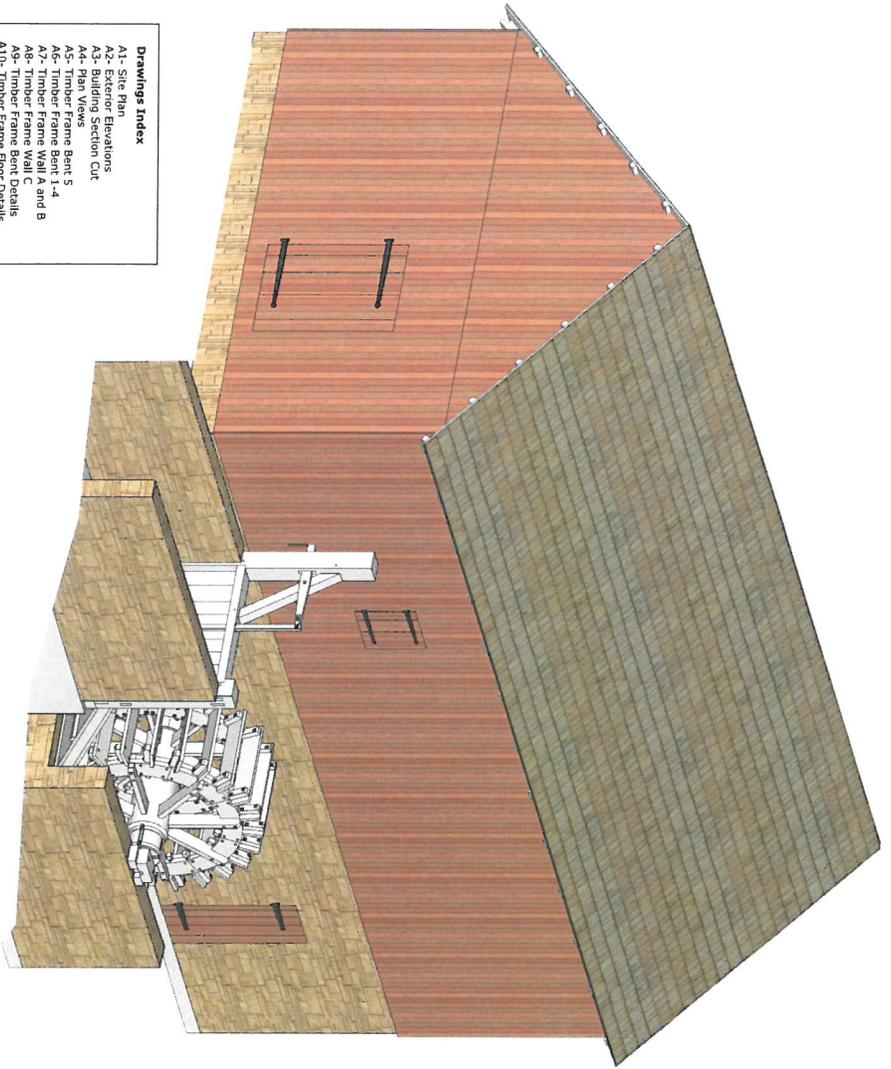
STRATEGIES:

- Develop downtown buildings into a mixed-use cultural and business hub in the southern tier of the North Country that supports increased tourism, business expansion, and improved quality of life projects for our residents and visitors.
- Improve streetscapes to make downtown more pleasant, accessible, and safe for people of all ages and abilities.
- Make parking options in downtown more efficient, attractive, and accessible.
- Support venues and events for the town's arts, cultural, and educational activities and institutions.
- Encourage and enable tourism visitors to see and stay in downtown Ticonderoga and stay longer in our town.
- Enhance the appearance and functionality of downtown buildings, facades, sidewalks, signage, streets, and open spaces.

PROJECTS:

- Implement several of the recommendations included in the master streetscape plan developed by and recently updated by ELAN Plan & Design. First on this list is to complete the installation of the period-style streetlights. (\$600,000)
- Complete the final section of the La Chute River Trail and replace the non-functioning exercise stations. (\$150,000)
- Replace the Hacker Boat building with an easily accessible municipal parking facility and add more handicapped parking along the main street corridor. (\$2,500,000)
- Support and build the Festival Guild's plan for an open air pavilion in downtown to be a cultural arts destination to bring more exhibitions, performances, and activity to downtown. (\$1,000,000)
- Implement the plans for the recreation of a historic French Sawmill along the banks of the La Chute River, consistent with Smart Growth principles. (\$4,500,000)
- Complete the restoration of Fort Ticonderoga's Pavilion building and establish dedicated exhibit space to tell the story of 200 years of preservation and restoration efforts across the site, and the rich decorative and fine arts collection and continue with the additional phases of the Fort's transformative \$70 million capital campaign (\$2,750,000)
- Redevelop the Cobblers Bench building into a boutique hotel. (\$2,900,000)

- Develop vacant downtown buildings for mixed-use including storefronts, restaurants, and accommodations that provide new resources for both residents and visitors, and provide new workspaces for new small businesses that can grow and create additional year-round jobs.
- Create a Star Trek Film Academy to further enhance the lure of the Star Trek Tour Facilities. (\$250,000)
- Revitalize the sidewalks in the downtown area to make them safer and more walkable and implement more green spaces to enhance the overall appearance and feel of downtown. (\$400,000)
- Develop a new Visitor Welcome Center for the Ticonderoga Chamber of Commerce. (\$800,000)
- Conduct a Marketing & Branding study in conjunction with TACC and ROOST. (\$25,000)
- Establish a grant fund which supports façade enhancement and other improvements of downtown business properties with a 25% match from the property owner. (\$600,000)



Drawings Index

- A1- Site Plan
- A2- Exterior Elevations
- A3- Building Section Cut
- A4- Plan Views
- A5- Timber Frame Beam B&E
- A6- Timber Frame Beam 1-4
- A7- Timber Frame Wall A and B
- A8- Timber Frame Wall C
- A9- Timber Frame Floor Details
- A10- Machinery North/East View
- A11- Machinery North/East View
- A12- Machinery East View
- A13- Machinery East View
- A14- LogCarriage and Rails
- A15- Saw Sash and Fender Beams
- A16- Advance Mechanism
- A17- Water Wheel
- A18- Water Wheel Shaft and Hardware
- A19- Main Shaft
- A20- Spur Wheel
- A21- Bearing Frame
- A22- Planshaft
- A23- Planshaft
- A24- Planshaft
- A25- Flume Gate, exploded
- A26- Flume Gate
- A27- Flume Gate Details
- A28- Doors and Hardware
- A29- Foundation Details
- A30- Foundation Details
- A31- Electrical Plan

Design Notes

APPLICABLE Structural Codes and Standards: New York State Building Code 2015

WIND LOADS
 Basic Wind Speed - 105MPH
 Exposure Category - C
 Enclosure Category - Closed

ROOF SNOW LOADS
 Ground Snow Load: 70

TIMBER SPECIFICATIONS

General: Any timber with widths 10" or larger to be hewn with boxed heart centers. Timbers may be unseasoned, except where noted. Smaller components may be hewn or pit sawn or a combination thereof. All timbers shall be graded No. 2 or better unless otherwise specified.

Orient sapwood toward interior surfaces wherever feasible.

Use the following grades of lumber unless otherwise noted:
 Orient sapwood toward exterior timber frame for all timbers, below eave line unless otherwise noted.
 White Pine No.2 or better to be used in light timber frame members and in roof system, above eave line unless otherwise noted.
 Hard Maple and/or Lignum vitae to be used on all wear surfaces, such as gear teeth, pinions and cogs.
 White oak or Black locust to be used in dry wet areas, unless otherwise noted.

Sizes: As noted on drawing. Large timber shall be hewn to dimension allowable difference-minus half inch to plus one inch.

Joinery: French scoble technique used throughout. Joint details specified in notation or on detail pages.

Pegging: Riven pegs of white oak, red oak, or black locust, shaped to fit a 1" bore unless otherwise noted. Single pegs set on center of tenon. Minimum peg distance from shoulder 1 1/2". Minimum rish 1 1/2". Minimum distance between multiple pegs 4 peg diameters.

Drawings to be approved by Structural Engineer prior to construction. Final foundation and rafterway details to be provided by structural and soils engineers.

CLIENT Town of Ticonderoga	PROJECT The French Sawmill	PROJECT DESCRIPTION Reconstruction of the French built sawmill of 1894	ISSUE 03.01.18	DRAWN BY AMS	DESCRIPTION COVER PAGE
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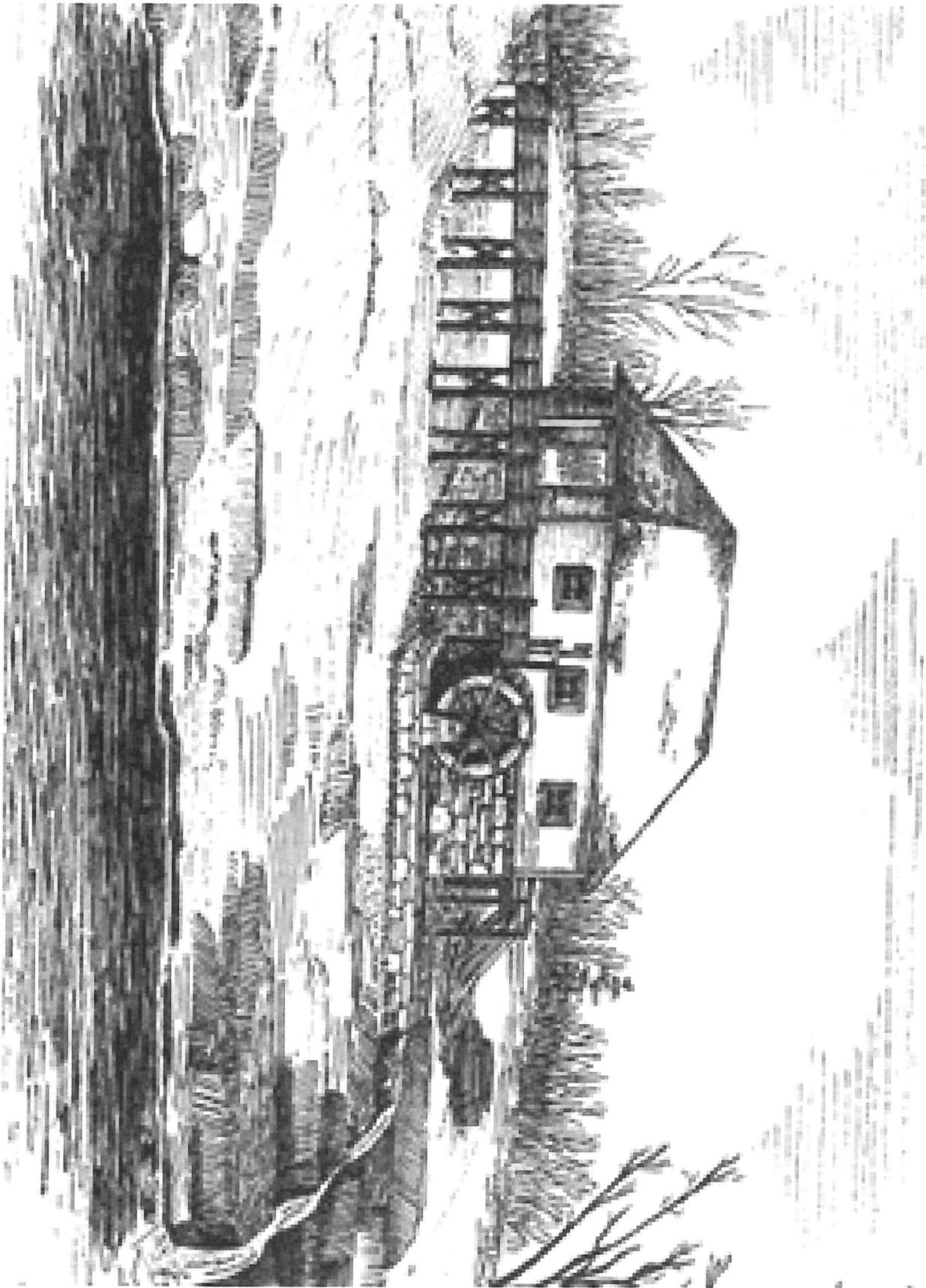
Rondout Woodworking
 29 Terra Road
 Saugerties, New York 12477
 845.246.5845 www.rondoutwoodworking.com

Town of Ticonderoga
 PO Box 412
 Ticonderoga, New York 12883
 518.585.6366
www.townofticonderoga.org

ISSUE
03.01.18

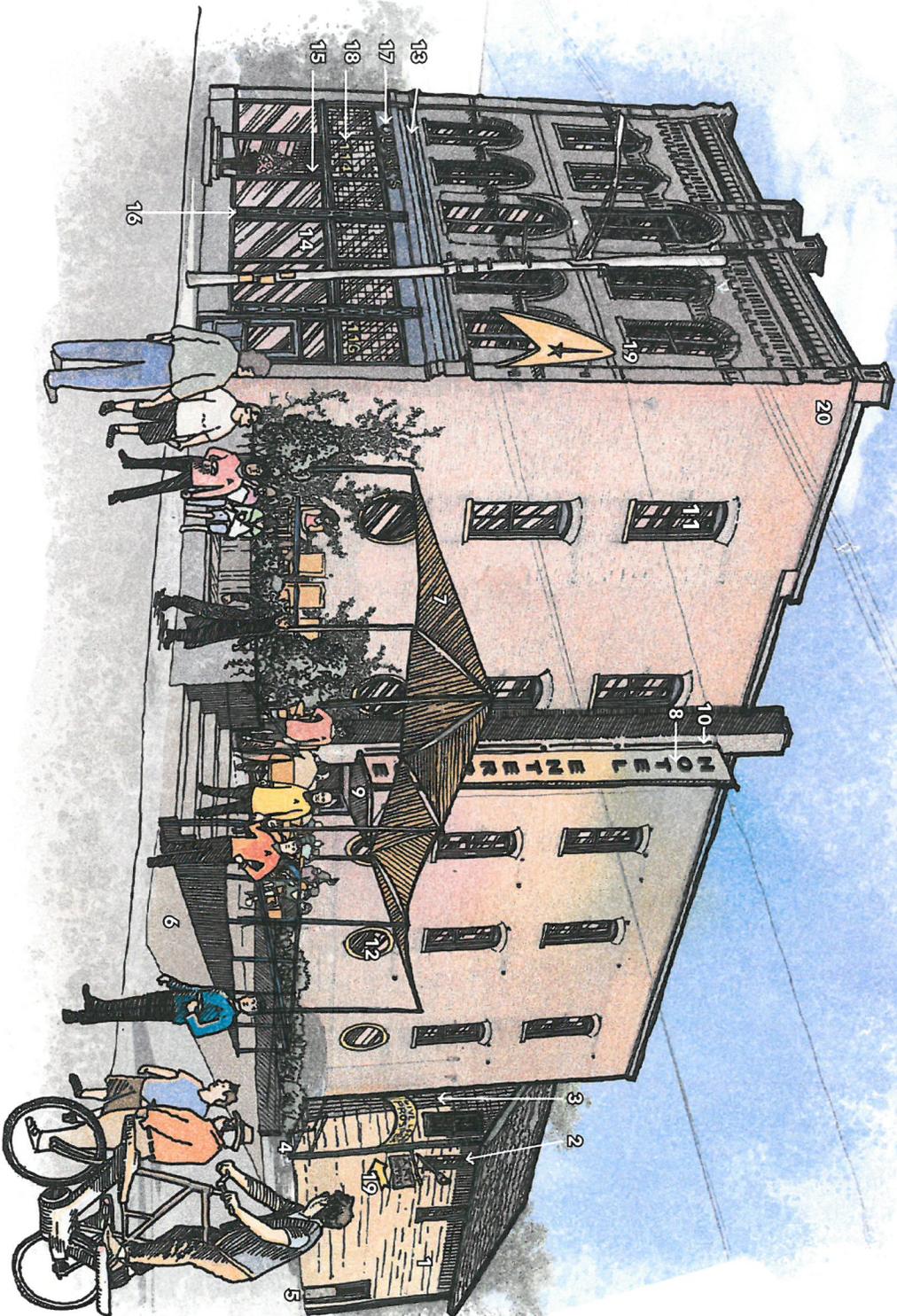
RE-ISSUE
MM.DD.YY

PROJECT
The French Sawmill



PROPOSED EXTERIOR
in-site-architecture

01/15/2019



1. Remove existing siding and replace with wood or fiber cement alternative
2. New upper floor openings with alum. clad wood windows (6)
3. Demolish existing connection between existing buildings
4. Provide new ramp/stair access to commercial tenants
5. New commercial entry with alum. clad wood door
6. Provide new exterior patio space with ramp/stair access to first floor level from street
7. New fabric shade structure for covered dining area
8. New signage for upper floor hotel entry
9. Metal awning over hotel door entry
10. Linear LED lighting fixtures (signage lighting)
11. Replace upper floor windows with alum. clad wood
12. Repair/replace lower floor round windows
13. Provide new built up fiber cement cornice
14. New alum. clad wood storefront windows with transoms
15. New alum. clad wood full glass doors
16. New columns to match historic proportions
17. New individual raised signage letters with back-light
18. New individual raised building numbers
19. New perpendicular commercial signage with integrated light
20. Repair/repaint masonry as needed

EXISTING CONDITIONS



Businesses in the Ticonderoga Area that have opened / re-opened in the last 8 years:

As of 5/23/19

Ticonderoga Tots
Libby's Bakery Café
Be Cool Air Conditioning
TiNY Wellness Center
Vanity Hair
Maplefield's / Amato's
Gunning Dance Studio
Five Nations Golf
Your Quilt Shoppe
Adirondack Backyard Birds
Hair It Is
Commerce Park Self Storage
Northern Lake George Paddle
Julie Garcia Law – Port Henry
Champlain Realty Group – Crown Point
Keller Williams Realty
DuShane Brothers – Crown Point
Willow Wood Farms
Ticonderoga Natural Food Co-op
Frenchy's – Reopened, Crown Point
Lake Champlain Physical Therapy – Crown Point
Cruz Entertainment
Bodette's Barbeque Catering
LaBarge Masonry
Serenity Therapeutic Massage
Ticonderoga Large Animal Clinic
Wendy Bresett Physical Therapy
Shear Heaven Salon
Keith's Market (Moving to new spot)
The Crab Shack – Crown Point
Champlain's Best Wash – Port Henry & Crown Point
LaChute Plaza
Eve Yaw Hair Salon
Star Trek Original Series Set Tour
Tractor Supply Company
Dunkin Donuts – reopened
Nancy Frasier Photography
Sharon Barber-Cooke Agency
Ticonderoga Dental Clinic
Downtown Gallery – Ticonderoga Arts
Ticonderoga Car Wash – Reopened
Susie's Snack Bar – Crown Point
Tromblee's Greenhouse – reopened, Crown Point
Tierney Adirondack Rustic Design
Three Triangles – Crown Point

Red Brick Café – Port Henry
Bodette’s Barbeque – Restaurant closed, still catering
The Barn at Lord Howe Valley
Ticonderoga Hidden Treasures
Trudeau’s Home Improvement
The Candy Corner
Hamsa Healing Touch Massage
Time Warp Treasures
The Garrison Gym
Charboneau Supply
Olive’s Ti Pi

Additional Notes:

Optics of Ticonderoga – moved to downtown
Inter Lakes Health/UCHN – ECH Ticonderoga Campus – Major renovations 2017-2018
Super 8 – completely renovated
Stewarts - completely new building
Aubuchon’s Hardware – expanded/renovations
Ticonderoga Natural Foods – moved & expanded
McDonalds of Ticonderoga – complete renovation
Walgreens – renovation (took over Rite Aid)
R.A White Construction – expanded business.

TACC is currently working with several new businesses that may be opening in the Ticonderoga Area.

Businesses that have Closed:

Peebles Dept. Store
Two Brother’s Meat Market
Rathbun Jewelers – Retired
Grace’s Mattress Kingdom
AT&T Store
Verizon Wireless
Lowe’s
All ‘Bout Critters
Spic-N-Span Detailing
Ti Pi Restaurant
Trendy Threads Consignment
K & S Quality Meats
Adirondack Meat Co.

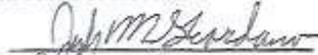
*Main complaint found when trying to open/work with a business is the cost of rent in the area and/or absentee landlords.

May 29, 2019

To: North Country REDC
61 Area Development Drive
Plattsburgh, NY 12901

The Town of Ticonderoga and the entities listed below hereby pledge our support for the 2019
Downtown Redevelopment Initiative application submitted on behalf of the town.

Joe Giordano, Supervisor



Joyce Cooper, Town Board



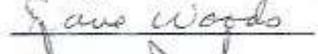
Dorsey Crammond, Town Board



Wayne Taylor, Town Board



Dave Woods, Town Board



Maria Tedford, PRIDE of Ticonderoga



Matt Courtright, Ti Area Chamber of Commerce



John Bartlett, Ticonderoga Montcalm Street Partnership



Donna Wotton, Ticonderoga Revitalization Alliance



Jim Beaty, Ticonderoga Festival Guild



Beth Hill, Fort Ticonderoga



Steve Boyce, Ticonderoga Heritage Museum



Jerry Cooper, Ticonderoga Arts, Inc.



William Dolback, Ticonderoga Historical Society



James Cawley, Original Star Trek Studio Tours

