

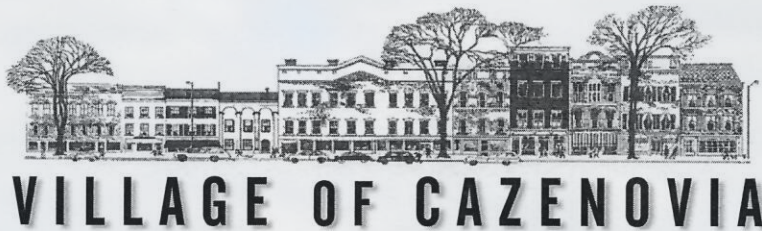
LIVE

WORK

PLAY

CAZENOVIA:
shining brighter





May 31, 2019

Mr. James Fayle, Regional Director
CNY Regional Economic Development Council
Syracuse Regional Office
620 Erie Boulevard, West
Syracuse, New York 13204

Dear Mr. Fayle,

Thank you for the opportunity to submit this application for the 2019 New York State Downtown Revitalization Initiative through the CNY Regional Economic Development Council. This process has been extremely useful in setting priorities and developing transformative projects within our community. We are pleased to submit the following proposal which includes several exciting projects that are ready to move forward.

Cazenovia is a dynamic community with a unique set of challenges and opportunities. We are far more than the common perception of a quaint lakeside village. The reality is much more complex. We are a rural community with residents who represent a wide socio-economic spectrum. Our largest local industries include agriculture and manufacturing. Our downtown provides goods and services to the rural communities that surround Cazenovia. We are fortunate to have a lake and historic downtown as important foundations, however, we face the same economic challenges as other downtowns across Central New York.

Cazenovia is an example of what is possible for upstate New York. We want to be a model that can be replicated in other communities across the state. We believe that vibrant, thriving **small** downtowns should be part of the solution for upstate New York, creating **hubs** that provide goods and services for the surrounding rural areas. Downtowns like ours across the state are often underutilized assets. The proposed projects in this plan show how growth can occur that is both consistent with and complimentary to small historic villages. We propose to be a model of growth without suburban sprawl; accommodating expansion and prosperity without compromising character.

Within this proposal is an example of a transformative project that redevelops a blighted property and extends the historic downtown infrastructure to include a new mixed use development that fits seamlessly with existing downtown buildings. Also included is an example of a development at the village edge that complements the existing downtown core by including walk-able features and a downtown (versus suburban) character. Finally, we recognize the changing demographics of the communities within our catchment area and have developed projects that will provide needed enhancements to health care services available locally as well as affordable senior and family housing.

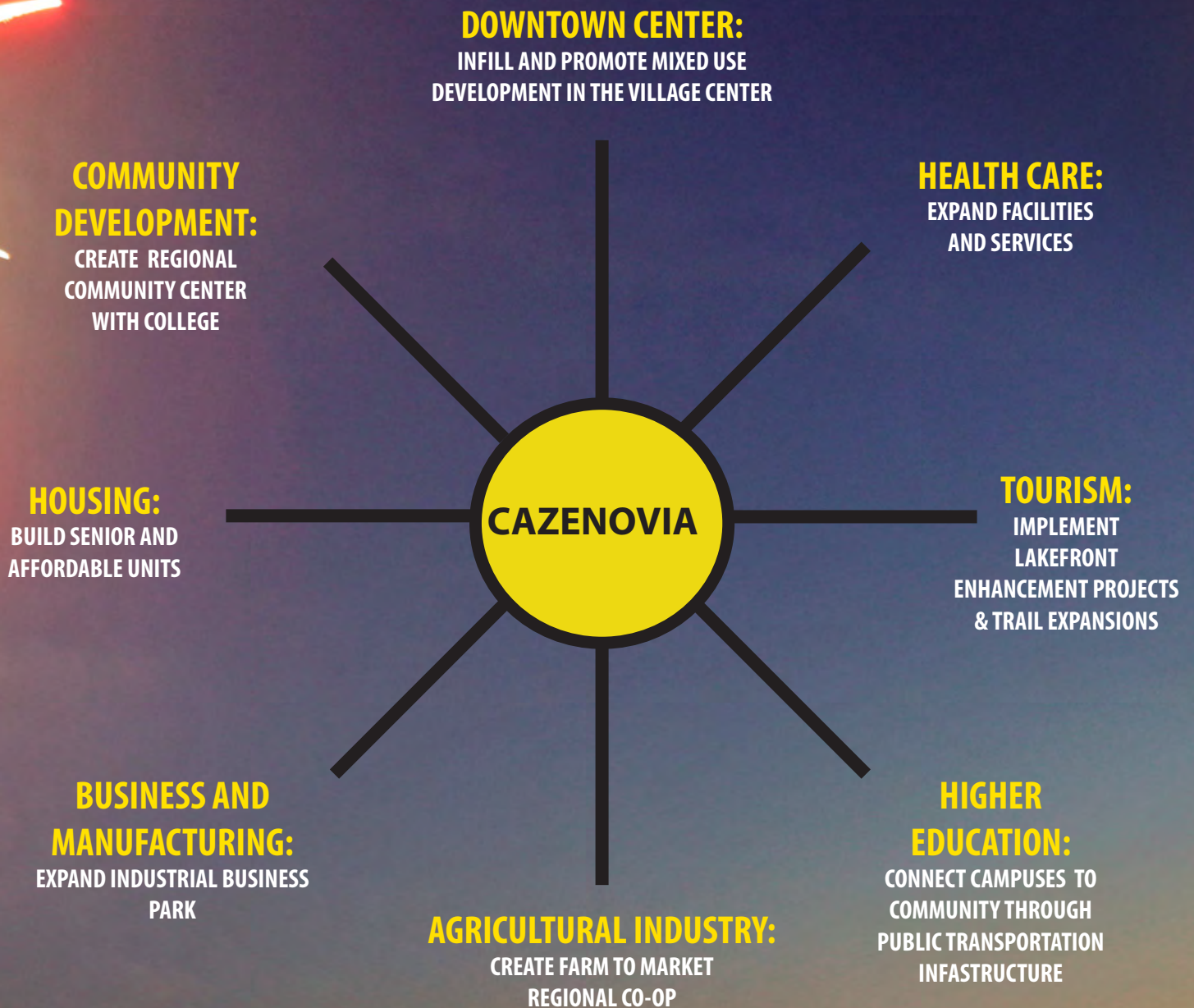
The process of developing this Downtown Revitalization Initiative proposal has been extremely useful in setting priorities and reaching for truly transformative projects. We are confident that this proposal will advance the vision of Governor Cuomo and the NYS legislature for the Downtown Revitalization Initiative program.

Sincerely,

Kurt Wheeler, Mayor
Village of Cazenovia



CAZENOVIA: A **HUB** FOR RURAL CNY



VISION AND GOALS



ACKNOWLEDGEMENTS:

Town of Cazenovia

Cazenovia Area Community Development Association

Cazenovia Preservation Foundation

Cazenovia Central School District

Cazenovia Public Library and Museum

Cazenovia College

Cazenovia Arts and Heritage Alliance

Greater Cazenovia Area Chamber of Commerce

Route 20 Business Association

Madison County Board of Supervisors

Madison County Rural Health Council

Madison County Cornell Cooperative Extension

State University of New York Morrisville

Madison County Planning Department

Madison County Industrial Development Agency

Central New York Regional Planning
and Development Board

Small Business Development Center at
Onondaga Community College

The Village of Cazenovia Board of Trustees is grateful for the support of many community partners who collaborated in the preparation of this Downtown Revitalization Initiative nomination and recognizes in particular these organizations.



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LIVE

WORK

PLAY

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Central New York

Municipality Name: Village of Cazenovia

Downtown Name: Cazenovia Historic Business District

County: Madison

Applicant Contact: Kurt Wheeler, Mayor

Email: kurtwheeler13035@gmail.com

VISION FOR DOWNTOWN

Downtown Cazenovia will be a regional hub for economic activity, community gathering, cultural events, and recreation. Tourists and visitors will take advantage of the many opportunities in our charming village year round. The Cazenovia downtown will draw the next generation to raise families and work in the area. Residents will be able to live, work, and play all within our community. Housing will be available for all income levels, jobs will be available across a variety of industries, entrepreneurship will be encouraged, and recreational and cultural opportunities will be plentiful. Community members from Cazenovia and surrounding rural towns and hamlets will primarily visit downtown Cazenovia for shopping, services, dining, and entertainment. Cazenovia will be a model for strong economic vitality in a rural setting - linking rich tradition with smart growth for a resilient future.

**CAZENOVIA:
A HUB FOR
RURAL CNY**

JUSTIFICATION:

A RURAL HUB: Our downtown is unique in that it serves surrounding rural towns and hamlets that have little or no retail businesses or services. Madison County has an economically diverse population including many poor, disadvantaged, and isolated communities, most of which do not have access to basic needs such as grocery stores and health care providers. Cazenovia is becoming a hub for surrounding communities that are isolated from larger urban settings. Central to our development strategies is the requirement that our diverse population is supported in order for our entire area to thrive.

A CHARMING VILLAGE: The Village of Cazenovia downtown historic business district has a unique charming character and distinct sense of place. Located on the Route 20 Scenic Byway, defining characteristics include beautifully preserved historic buildings and homes among tree lined streets; a spectacular lake accessible to all; a beautiful college campus; and many parks and trails, all located downtown. Rural villages offer a quality of life that is not possible in more urban settings and thriving rural communities are vital to attracting people to locate in Central New York. Selection of a rural village for the Downtown Revitalization Initiative would highlight the importance of rural life to the Central New York economy and provide a model of success for other rural villages throughout New York facing development challenges.

READY FOR ACTION: This proposal outlines potential projects that if implemented holistically would provide a tremendous catalyst for further economic development. These interrelated projects address identified housing and healthcare needs which in turn will provide increased opportunity for commercial enterprises. This will be addressed by the development of additional mixed use space. Each of these projects have secured private investment and are ready to be implemented with the availability of public funding.

WHY CAZENOVIA?

PRIMARY NEEDS:

Rural Health Care infrastructure & Agricultural Industry support required for rural region stability and growth.

ASSETS:

Emerging tourism industry brings in outside dollars and provides economic stability.

Picturesque lakefront community offers high quality of life.

PREPARATION:

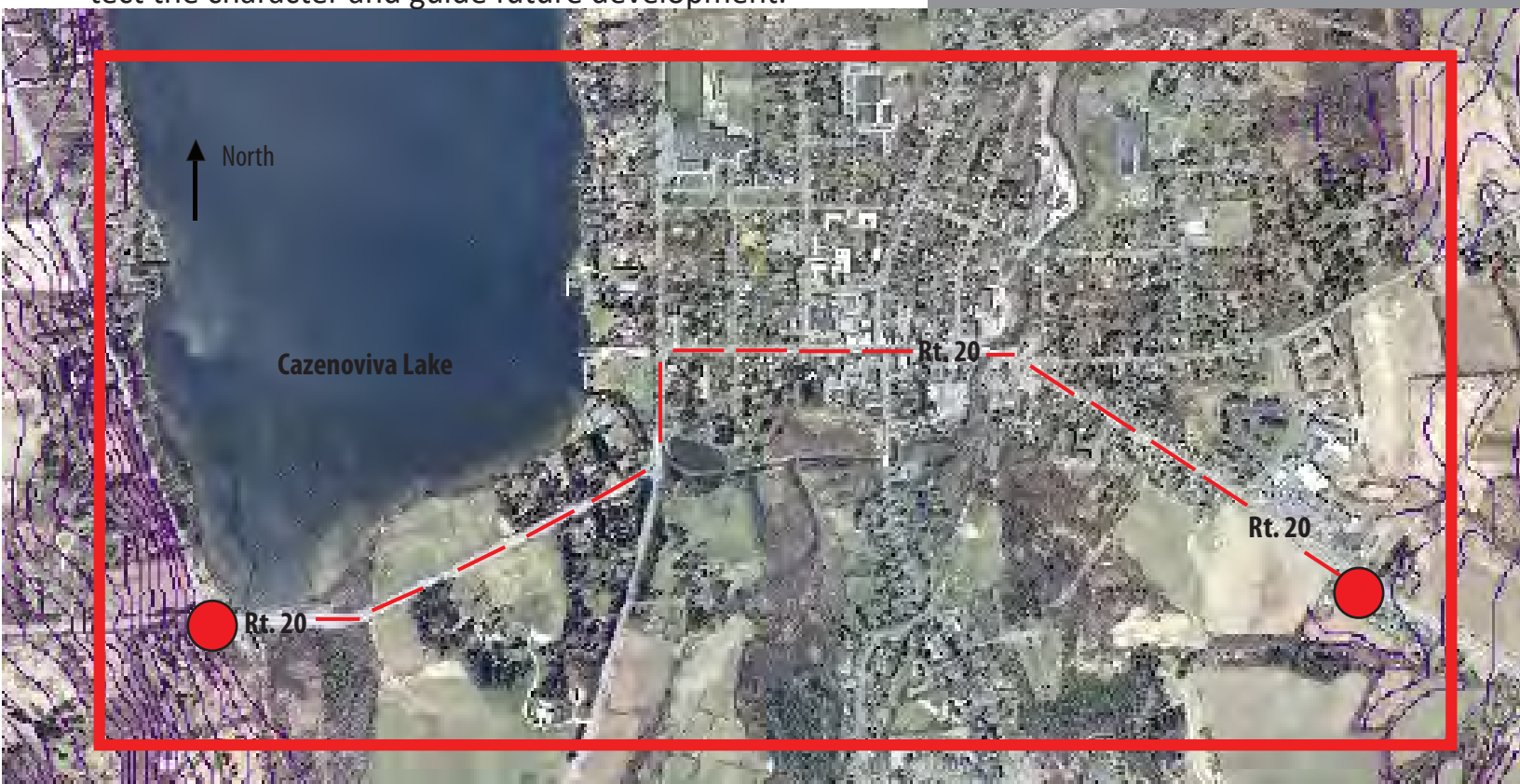
Cazenovia has a strong network of agencies working together to plan and implement a better future.

DOWNTOWN IDENTIFICATION:

BOUNDARIES & GATEWAYS: Cazenovia's downtown boundaries include both western and eastern gateways along Route 20 that separate rural and village character. Cazenovia is bordered to the north by the Cazenovia College campus and higher density, mainly historic village housing. It is bordered to the south by higher density housing that includes a mix of historic homes and new, compact developments.

DESIGNATED HISTORIC DISTRICT: Cazenovia was one of the first communities to achieve historic district status in NY. Following the historic business district heading east is a more modern commercial development. This forms the eastern gateway into downtown. Recently design standards were adopted within this zone to protect the character and guide future development.

LAKEFRONT PRESENCE: The western gateway begins at the south end of Cazenovia Lake where public open space and a state historic site maintain open views to the lake. Grand historic houses line this entrance to the village. Recent revisions to zoning law in this part of the village allow for specific, appropriate commercial uses for these buildings, ensuring their preservation at this critical community gateway.

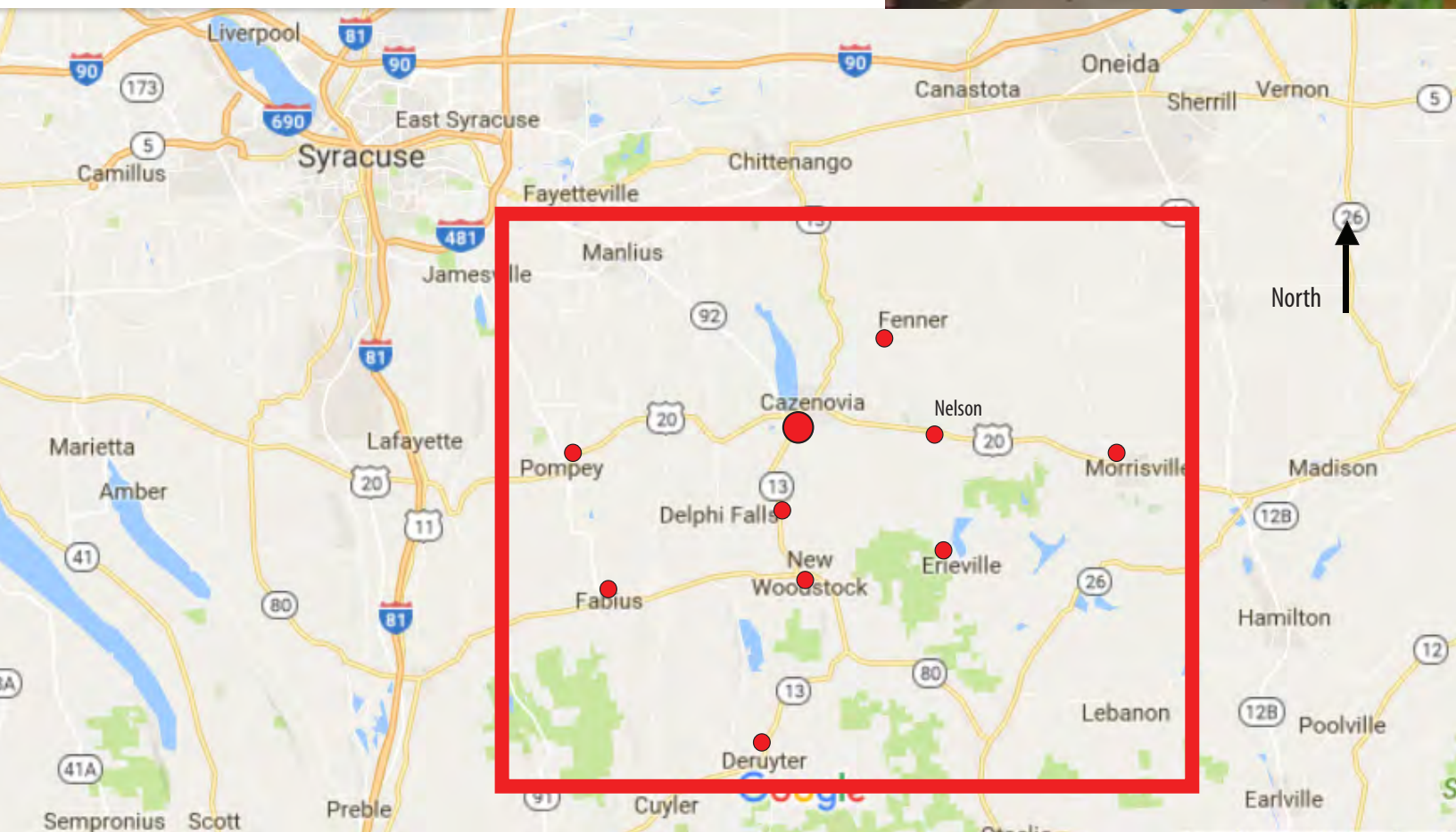


CAZENOVIA, NY DOWNTOWN BOUNDARIES




-  Downtown Boundary
-  Gateway locations
-  Main Street Sequence

AREA OF IMPACT:

POPULATION OVER 35,000: The Village of Cazenovia is becoming the primary downtown destination for a growing number of residents and college students, and recent new developments have helped to enhance this growth. The catchment area includes not only the nearly 10,000 people living within the Cazenovia community but an additional 23,000 living in surrounding towns and hamlets who frequent downtown Cazenovia for goods and services. In addition, this 440 square mile catchment area serves 3,500 students including those at Cazenovia College and Morrisville State College, 1,200 people who work at nearby Trush Business Park, 300 people employed by Cazenovia College, and 450 employed by Morrisville State College.



CAZENOVIA, NY CATCHMENT AREA

-  Catchment Area
-  Cazenovia HUB
-  Satellite communities

HUB FOR MULTIPLE VILLAGES AND HAMLETS: Recently, a second major grocery chain located in Cazenovia citing market research that identified Cazenovia as a hub for surrounding rural communities that lack grocery stores. Similarly, Cazenovia has been identified as a hub for health care services within our large catchment area. In addition to the services already located here including a healthcare center in Trush Park, a laboratory facility, and a number of physician and dentist offices, St. Joseph's Hospital recently adopted a strategic plan that identified Cazenovia as a priority for a new regional medical facility. Many of the rural hamlets and smaller satellite communities within our catchment area lack health care services and other amenities and consider Cazenovia the primary source for these services.

NATIONAL REACH AS TOURISM DESTINATION: There is an existing and strategically planned increase in tourists and other visitors to the Cazenovia catchment area. Capitalizing on the extraordinary beauty and resources in Cazenovia, several major investments have been made to draw more visitors for a wide range of reasons including recreation, nature and agrio-tourism, weddings, art shows, music, theater, lectures, movies and more.

REGIONAL ARTS AND CULTURAL ATTRACTIONS: The Cazenovia Arts and Heritage Alliance commissioned a study to determine the economic impact of the arts and cultural sector on our community. The final report showed that this is a \$5.16 million industry in the Town and Village of Cazenovia that supports 220 full time equivalent jobs and generates \$726,000 in tax revenue. Arts and cultural organizations in the Town and Village of Cazenovia spend \$2.4 million/year and leverage a remarkable \$2.7 million in spending by their arts and cultural audiences. This spending provides vital revenue for local restaurants, hotels, retail stores, and other businesses. The total combined audience is well over 100,000 per year. Our goal is to increase this audience and enhance our ability to be the primary source for arts and cultural experiences in our catchment area and ensure that experiences are accessible to all.

CAZENOVIA CATCHMENT AREA

Rural Hub Serves
Population of 35,000

Area includes multiple
villages and hamlets,
SUNY Morrisville &
Cazenovia College

Tourism expands reach
nationally

Arts and Cultural
attractions bring in
statewide visitors



LAKE AS AN ECONOMIC DRIVER: A recent study was commissioned to determine the economic impact of Cazenovia Lake on the immediate community. It was concluded that the lake generates well over \$10 Million in value annually, stimulating local businesses, and providing quality of life services.

YEAR ROUND BALANCE: While small in comparison to urban areas, the amenities offered within the Cazenovia downtown provide a vibrant lifestyle year round. The influx of college students and academic and cultural activity during the school year is balanced by an influx of visitors and snow birds in the summer. A plethora of events that occur every month of the year consistently bring large numbers of people downtown. Cazenovia, as a small rural community, serves many surrounding communities as a regional center for services and amenities.

**Picturesque lake anchors
local economy**

**College population
balances summer
tourism population**

**Year round recreation
activities abound**





FUTURE POTENTIAL:

Proposed Projects	Cost	Description
1. Village Center Expansion	\$ 7,507,600.00	Historic Business District expansion, 3 story mixed use on long vacant brownfield site.
2. Eastern Gateway / St. Joseph's Medical	\$ 22,575,000.00	Mixed Use development including medical center to serve greater regional area.
3. The Landing at Burke Meadows	\$ 22,030,092.00	Affordable rate housing for seniors and families.
4. 20 East Farm to Market Coop	\$ 500,000.00	Farm to Market Coop expansion
5. Community Center at Cazenovia College	\$ 3,600,000.00	Expansion of Schneeweis Athletic Facility to accommodate community center for all ages.
6. Albany St. Streetscape Enhancement	\$ 450,000.00	Alterations for ADA accessibility to storefronts.
7. Village Gateways/ Bridges	\$ 950,000.00	Bridge Enhancements and streetscape improvements
8. Business Development at Trush Park	\$ 50,000.00	Marketing and Development for new and expanded businesses.
9. Lake Loop Trail	\$ 1,500,000.00	Multi-use trail around Cazenovia Lake. 9.25 miles
10. Trail Connections	\$ 200,000.00	Trail development to close gaps and enhance connectivity of existing trails. 0.8 Miles.
11. Memorial Park Improvements	\$ 350,000.00	Implementation of expanded sidewalk and plaza space to accommodate farmers market.



Cazenovia Area Community Development Association (CACDA) is comprised of representatives from several major community organizations to facilitate coordination and collaboration. These organizations include the Town of Cazenovia, the Village of Cazenovia, Cazenovia College, Cazenovia Preservation Foundation, Cazenovia Lake Association, the Greater Cazenovia Area Chamber of Commerce, the Route 20 business park association, and the agricultural community. This is a very effective organization with a track record of administering complex projects with multiple funding sources.

FOCUS ON MAIN STREET: CACDA has embarked on a multi-year “Main Street” signature project which seeks to “optimize, support and strengthen our community core”. Accomplishments to date include: development of a downtown commercial property inventory; a market survey designed to identify gaps in goods and services available locally; launch of Caz CoWorks; Local Waterfront Revitalization planning process; and assistance to developers to obtain funding and move projects forward. Ongoing plans for the Main Street initiative include partnering with Madison County to apply for funding from the NYS Office of Community Renewal Micro-Enterprise program.

FUTURE PUBLIC INVESTMENTS: Future opportunities for investment have been identified through collaboration with CACDA and input from the public. There are several properties within the downtown that are persistently vacant, in a state of disrepair, or are not used to the highest and best extent. Local leaders proactively engaged in a dialogue with property owners, gained public input and support, and identified potential funding mechanisms that are allowing redevelopments to move forward.

FUTURE GROWTH

AGRICULTURAL INDUSTRY:

CREATE FARM TO MARKET REGIONAL CO-OP

HEALTH CARE:

EXPAND FACILITIES AND SERVICES

TOURISM:

IMPLEMENT LAKEFRONT
ENHANCEMENT PROJECTS
DEVELOP CYCLING & HIKING TRAIL CONNECTIONS

COMMUNITY DEVELOPMENT:

CREATE REGIONAL COMMUNITY CENTER
WITH CAZENOVIA COLLEGE AND YMCA
BURTON STREET PARK REDEVELOPMENT

HOUSING:

BUILD SENIOR AND AFFORDABLE UNITS

HIGHER EDUCATION:

CONNECT CAMPUSES TO COMMUNITY THROUGH
PUBLIC TRANSPORTATION INFRASTRUCTURE

MUNICIPAL SERVICES:

ESTABLISH PUBLIC SAFETY CENTER
CONSOLIDATE TOWN AND VILLAGE

BUSINESS AND

MANUFACTURING:

EXPAND INDUSTRIAL BUSINESS PARK
PROVIDE MICRO-ENTERPRISE GRANTS

PAST INVESTMENT:

Past Public Investment (since 2012)	Project Cost	Description
Local Waterfront Revitalization Plan*	\$ 41,500.00	Development of a Local Waterfront Revitalization Plan
Lincklaen Street Parking	\$ 300,000.00	Land purchase and improvements that added 23 additional parking spots within the village
Drinking Water Capacity Enhancement	\$ 185,000.00	Development of additional well to increase the capacity of the drinking water system
Water Extension to Trush Business Park	\$ 2,800,000.00	Extension of water service from the village to the business park
Burton Street Park Improvement*	\$ 264,000.00	Replacement of deteriorated building with ADA compliant structure to serve park users
Lakeland Park Enhancements*	\$ 589,000.00	Master plan; stabilization of historic structures, construction of kayak launch
Creekside Park Development	\$ 103,000.00	Construction of new park along Chittenango Creek
Lake Health Investments	\$ 1,000,000.00	Treatment to address Eurasian watermilfoil
Tree Planting (annual investment)	\$ 20,000.00	Annual replacement of street trees
Clean Energy Projects	\$ 100,000.00	LED Streetlight replacement, new efficient HVAC systems, improved insulation project
Development of GoCaz.com	\$ 20,000.00	Development of website and consistent trail signage
Development of Caz CoWorks	\$ 30,000.00	Development of 2,000 sqft coworking space
Water/Sewer District Consolidations	\$ 75,000.00	Consolidation of town water and sewer districts
Development of Cazenovia Art Trail	\$ 35,000.00	Annual self-guided tour of artists studios
Development of CazArts	\$ 25,000.00	Establishment of a council for the arts
Invasive Species Eradication	\$ 48,000.00	Eradication of European frog-bit from Cazenovia Lake
Chenango Street Ballfield Improvements	\$ 300,000.00	Restoration of baseball and softball fields

Past Private Investment (since 2012)	Cost	Description
Empire Farmstead Brewery*	\$ 6,000,000.00	New construction and purchase of machinery and equipment for 12,000 sqft brewery
Hampton Inn and Suites*	\$ 9,000,000.00	New construction of hotel with 80 rooms and 4,500 sqft of conference space
Aldi Grocery Store	\$ 5,000,000.00	New construction of 18,700 sqft grocery store
Marquardt Switches*	\$ 5,400,000.00	Building improvements, machinery and equipment purchase, and employee training
Knowles Cazenovia*	\$ 9,000,000.00	Relocation of manufacturing operation to Cazenovia facility
Cazenovia College*	\$ 2,300,000.00	delivery at NYS Center for Equine Business Development
Owera Farm Winery*	\$ 2,000,000.00	New construction and purchase of machinery and equipment for 8,000 sqft wine production facility
Cazenovia Beverage Trail*	\$ 18,500.00	Marketing Development

*CFA Funded project

GROWTH STANDARDS

SMART GROWTH PRINCIPLES:
ENCOURAGE DEVELOPMENT CLOSE TO VILLAGE CENTER. MAINTAIN OPEN FARMLANDS.

SUSTAINABLE PRACTICES:
PROTECT LAKE AND ECOSYSTEM HEALTH THROUGH HOLISTIC DESIGN

INCLUSIVE OPPORTUNITIES
CREATE OPPORTUNITIES FOR ALL COMMUNITY MEMBERS TO IMPROVE QUALITY OF LIFE

COMMUNITY PARTICIPATION
ENCOURAGE COMMUNITY PARTICIPATION FOR ALL PROPOSED DEVELOPMENT. ENSURE COMMUNITY BUY-IN AND SUPPORT.

PRESERVE HISTORIC AND RURAL CHARACTER :
UTILIZE ESTABLISHED REVIEW PROCESSES TO ENSURE GROWTH REINFORCES AND RESPECTS THE EXISTING ASSETS AND SCENIC QUALITIES OF THE COMMUNITY.

RECENT PUBLIC INVESTMENTS:

Since the adoption of the Comprehensive Plan in 2008, and subsequent commitments as a climate smart community, local leaders have taken proactive steps toward investment in planning, public infrastructure, parks, and the environment to improve our community core. Examples include:

LOCAL WATERFRONT REVITALIZATION PLAN: With assistance from NYS Department of State (\$41,500), the village will develop a LWRP which will further catalyze appropriate development.

DESIGN GUIDELINES FOR VILLAGE EDGE SOUTH: The village hired experts to develop design guidelines for the last large tract of undeveloped land in the village. These guidelines provide developers with design parameters which has spurred interest and led to a plan which is ready for implementation by a local developer.

PARKING IMPROVEMENTS: Purchase of properties on Lincklaen and Farnham Streets to enhance downtown parking and aesthetics (\$300,000).

ENSURING SAFE DRINKING WATER: Development of an additional well to supply the village drinking water system which will ensure sustainability of the water supply in anticipation of future development.

UTILITY INFRASTRUCTURE EXPANSION: Extension of water to Trush Park to address concerns of insufficient water. Funded by NYSEFC (\$1.6 million) and the Northern Border Regional Commission (\$200,000), this project will allow for additional development and expansion of businesses within the industrial park, creating additional jobs.

BURTON STREET PARK: This park highly used for baseball, softball, and ice skating will be improved with funding from NYS Office of Parks Recreation and Historic Preservation (\$132,000) and an equal contribution from the village



LAKELAND PARK ENHANCEMENTS: Several investments have been made to enhance Lakeland Park, the main public access point for Cazenovia Lake, a hub for local gathering, and focal point for the community. This has included: stabilization of Carpenter's Barn, an historic structure within the park (\$395,000) and the creation of a Master Plan for the park (\$44,000) (both funded in part by NYS Parks through the CFA); restoration and repair of the historic stone wall and iron fence that significantly adds to the historic character of the village streetscape (funded by the village with money saved over time for this purpose); development of a kayak/canoe launch along the canal that connects Cazenovia Lake with Chittenango Creek (\$150,000 funded in part by NYS Canal Corp. through the CFA).

CREEKSIDE PARK: A community driven park in a blighted area of the village (former site of town highway garage) adjacent to Chittenango Creek is being redeveloped as a park. \$103,000 funded by CNY Community Foundation and several local fundraising efforts including multiple community organizations.

LAKE HEALTH INVESTMENTS: A variety of treatment options to address invasive species infestation (including Eurasian watermilfoil and European frog-bit) in Cazenovia Lake. This includes a combination of harvesting, chemical treatment, hand-pulling and benthic mats and represents a total investment of more than \$1,000,000. These initiatives have been possible through a grant from NYS DEC (frog-bit) and collaboration between the town, village and the Caz Lake Assoc.

TREE CITY INVESTMENTS: Significant investment annually (\$10,000-\$20,000) in tree planting and replacement within downtown earning Tree City USA designation.

CLEAN ENERGY COMMUNITY DESIGNATION: Both Village and Town recently achieved clean energy community designation by NYSEDA and were among the first communities in the state to do so. Specific achievements include an electric vehicle charging station, community based solarize campaign, replacement of streetlights with LED (completed in the town and pending in the village), replacement of HVAC in municipal buildings and a planned solar array.



RECENT PRIVATE INVESTMENTS:

In addition to municipal investment, in the past five years there have been a number of private investments in our downtown. They include:

HISTORIC BUILDING RENOVATIONS: Two major building renovations within the historic business district funded with private investment. These mixed use projects have led to the opening of several new street-level businesses, office space and apartments.

EMPIRE FARMSTEAD BREWERY: 40,000 square foot brewery, tasting room, and restaurant funded with public (CFA \$750,000, CDBG \$500,000, USDA \$200,000) and private investment totaling \$6 million.

HAMPTON INN AND CONFERENCE CENTER: Hampton Inn and Conference Center - 80 room hotel with 5,000 square foot conference center funded with public (CFA \$1.3 million) and private investment totaling \$9 million. This project created 30 new jobs.

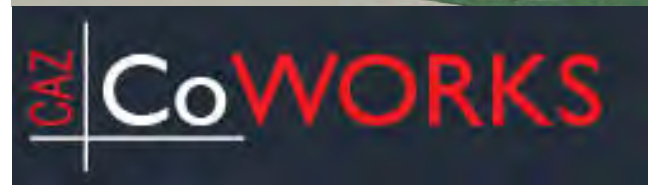
ALDI GROCERY STORE: 18,700 square foot retail grocery store funded with private investment as part of the larger “Caz Market” project of mixed use commercial and residential development totaling \$5 million. This project created 40 new jobs.

MADISON COUNTY DISTILLERY: 4,000 square foot distillery funded with private investment.

RED BARN 20 EVENT CENTER: Former private estate offering 5,000 square feet of event space for weddings and conferences funded with private investment.

CAZ COWORKS: Coworking space with capacity for 40 members opened in 2018. This space brings independent professionals to the village on a daily basis which contributes significantly to community vitality.

THEOPHILUS CAZENOVE AT CAZENOVIA MARKET: First floor retail with 12 apartments on the second and third floors.





ANCHOR INSTITUTIONS & GROWTH POTENTIAL:

Cazenovia is home to many historic and long-standing anchor institutions that have established the community's identity and create the stability for this village to operate as a reliable service hub in the larger rural context.

HISTORIC INNS/RESTAURANTS/EVENT CENTERS:

Tourism is a major contributor to the growth and stability of our restaurants, shopping, and lodging establishments. Cazenovia has been home to three historic Inn & restaurant establishments that have drawn many visitors to this region. These include the **Brewster Inn**, **Braeloch Inn**, & **The Lincklaen House**.

There was a clear demand for additional hotel rooms which has been addressed by the addition of the new **Hampton Inn & Suites**. This is the only full service, major brand hotel within our catchment area and another example of Cazenovia as a hub for the surrounding communities. This new hotel also includes a conference center that has opened up many additional opportunities for events, conferences, and weddings, bringing additional economic activity to our downtown.

Last year **Red Barn 20**, a historic farmstead turned event center opened to a fully booked season. Travelers visiting nearby colleges including Colgate, SUNY Morrisville, and Syracuse University often choose to stay in Cazenovia.



ARTS & CULTURAL ANCHORS:

Tourism in Cazenovia has been a draw due to several destinations that anchor the arts and cultural components of our community identity. These include the **Lorenzo State Historic Site** at the southwestern gateway to the village, the internationally renowned **Stone Quarry Hill Art Park**, just to the east of the village and accessible by trail from the village center, the **Cazenovia Public Library and Museum** and the weekly **Farmers Market** that offers local food and art.

Lorenzo is the site of numerous very large events throughout the year including the Lorenzo Driving Competition, the Eurocar Show, Symphoria, and many others, each bringing thousands of people to our downtown. The Cazenovia Public Library and Museum, which is situated within the historic business district brings in an average of 400 visitors per day contributing greatly to downtown foot traffic. The museum contains an extensive collection of both local artifacts and an Egyptian exhibit featuring a mummy. As many as 1,000 school children visit the museum annually. The library was named the 2017 Central New York Library of the Year by the Central New York Library Resources Council. The Cazenovia farmers market is a Saturday morning ritual for many local residents and brings in as many as 1,000 customers during peak season from within the catchment area including towns and hamlets that are not served by grocery stores or farmer's markets.

Arts and cultural organizations and events are extensive in Cazenovia and investment in key institutions is a priority. The Cazenovia Arts and Heritage Alliance meets regularly to plan and coordinate collaborative projects and events. This group of anchor arts organizations includes the Lorenzo State Historic Site, Stone Quarry Hill Art Park, Cazenovia College, the Cazenovia Public Library and Museum, the Cazenovia Forum, and other representatives from the arts community. The existence of this arts alliance helps the community to be able to capitalize on future opportunities.



BEVERAGE TRAIL ANCHORS:

Agritourism has been a steadily growing industry in the past several years. The well-known **Critz Farms** has become a major tourist draw for their cidery, apple picking, christmas trees, fall festivals and year-round petting farm & playground. **Owera Vineyards** Opened a few years ago and has become a draw for wine tasting, weddings and dining. **Empire Brewery** established their production facility and tasting room in Cazenovia and it become a destination in its own right almost instantly. **Madison County Distillery** is an additional new business that rounds out the beverage choices on the trail.

RECREATIONAL DESTINATION ANCHORS:

Capitalizing on the draw to the area for outdoor recreational activities, Cazenovia has invested in public infrastructure to support these demands. Several local parks work together to provide access and services for lake use. **Lakeland Park** acts as the main connection between the downtown business district and the lake, providing concerts on the park, public swimming, kayak launches, restrooms and showers. **Lakeside Park**, just up the street, offers picnic pavilions, public boat launch, playground, ballfields and restrooms. **Gypsy Bay Park**, on the south end of the lake provides access and views at the western gateway to the village. **Burton Street Park** offers skating and multiple ballfields. This park is in need of renovation and was awarded a grant in 2018 from the NYS Parks Program.

Additionally, an extensive trail system has been established and is maintained by the local Cazenovia Preservation Foundation. These 13+ miles of picturesque trails surround and connect through the village and create a year-round outdoor recreational opportunity. They are fully outlined on **GoCaz.com**.



HIGHER EDUCATION:

CAZENOVIA COLLEGE, a US News “Best Value” college has been an anchor institution to the community, providing jobs, creating cultural and educational opportunities, offering recreational facilities to the public, and partnering with the community to create a better living environment. This institution has granted the community the attractive identity of being a “college town” with all the advantages that that brings.

Additionally, Cazenovia is the closest community with services for SUNY Morrisville and is home to many faculty for that institution as well as **Colgate University, Syracuse University, LeMoyne College, Hamilton College and SUNY ESF**.

Cazenovia College recently made an investment in community development by agreeing to house the **Center for Entrepreneurship and Community Development**. This Center provides office space for the Small Business Development Center and for CACDA. It is a local resource for prospective business owners and students interested in entrepreneurship. CACDA, the college, and the Small Business Development Center partner each year to host a forum titled “The Entrepreneur Next Door” that offers a panel discussion with local, successful entrepreneurs and also recognizes a new small business as “Entrepreneur of the Year”.

All of the efforts discussed above are consistent with the Town/Village Joint Comprehensive Plan and with the CNY REDC vision for the region. By aligning with the CNY REDC strategic goal to “revitalize our region’s urban cores, main streets, and neighborhoods”, we are ready to capitalize on prior investments and take advantage of the momentum already created.





OVER 150 NEW JOBS:

EMPIRE FARMSTEAD BREWERY

MADISON COUNTY DISTILLERY

HAMPTON INN & CONF. CENTER

RED BARN 20

ALDI GROCERY STORE

OWERA VINEYARDS

CRITZ FARM BREWING COMPANY

MARQUART SWITCHES

CAZENOVIA CoWORKS

KNOWLES CAZENOVIA

RECENT OR IMPENDING JOB GROWTH:

Local leaders have worked hard to advocate for and support the kinds of new businesses that will not only bring new jobs, but attract new residents and add to the quality of life in Cazenovia.

Recently several businesses have located here that add to the shopping, dining, entertainment and lodging available to residents and tourists. New downtown employers include **Empire Farmstead and Brewery, Madison County Distillery, Hampton Inn & Conference Center, Red Barn 20 Event Center, and Aldi Grocery Store.** Other new employers near the downtown include **Owera Vineyards, and Critz Farms Brewing Company.** These businesses add variety to the local offerings, complement existing establishments, and have helped to enhance Cazenovia's visibility as a community with an active downtown.

According to market studies, the new grocery store will draw from a large rural catchment area. The 'beverage trail' establishments are enterprises that are attractive to professionals. They add to the vibrancy of the community and represent the kinds of businesses that are usually found in more urban areas. Many of these new businesses were supported by funding from the REDC. Over 150 new jobs resulted from these projects.

In addition, there is a thriving light manufacturing industry in Trush Park just outside the village. Several local employers within the park have made recent investments that have created and retained jobs. One example is **Marquardt Switches**. With the help of REDC funding (\$1,200,000), Marquardt has expanded their operations and currently employs over 500 people.

Knowles Cazenovia also received REDC funding (\$1.8 million) to expand production capacity at their Cazenovia facility. The upcoming extension of public water to the business park will allow the existing businesses to expand and add jobs and will also allow additional acreage to be developed for new enterprises. Local leaders recognize the importance of Trush Park to economic development and are committed to facilitating the project.

Finally, CACDA's Main Street committee identified a growing trend of professionals who could live and work anywhere, choosing to locate in Cazenovia. As a result, CACDA renovated the upper floor of a downtown historic structure and established **Cazenovia CoWorks** in the space. This state of the art non-profit was immediately home to almost 20 local entrepreneurs and independent consultants. There is room for growth within the space.

The combination of a charming and active downtown, spectacular scenery including a lake, trails, cycling routes, great schools, easy access to an airport, and a new coworking space has made Cazenovia a very attractive place for those who work remotely. Plans are in place to actively recruit these individuals through selective and strategic marketing of the area.





ATTRACTIVENESS OF PHYSICAL ENVIRONMENT:

The **HISTORIC CHARM** of the Village of Cazenovia is the most frequently cited characteristic that sets the village apart from other area downtowns. The village is located on the Route 20 Scenic Byway, has a spectacular lakefront and is known regionally for the beauty of the downtown historic district. Maintenance of this charming character and **SENSE OF PLACE** has been supported by village actions such as investment in preserving village owned historic property and successful pursuit of Certified Local Government status with the State Historic Preservation Office. The Cazenovia Preservation Foundation annually recognizes property owners who have made improvements to historic properties.

This has all helped to maintain the charming village that is enjoyed by both residents and visitors. However, maintenance of this character can be a challenge, due to the constant need for building upkeep and pressure for new development. The most recent new development has occurred on the edges of the downtown and it is important to ensure that new development also occurs within the community core. Owners of older properties face the burden of associated higher cost of maintenance. Financial support or incentives for façade improvements have been considered if funding were available.



Another challenge inherent to historic downtowns is enhancing accessibility without detracting from historic preservation efforts and village character. This is going to be increasingly important as our population ages.

There are several eyesores that exist in stark contrast to the rest of the beautiful village center. Proactive ways to address these chronically vacant properties are under review by village officials and CACDA. With adequate funding, these properties will be redeveloped to provide additional needed mixed use space that will be consistent with and add to the charming character of our downtown.

In addition to historic charm, Cazenovia is well known for **NATURAL SCENIC BEAUTY**. Cazenovia Lake, Chittenango Creek, many parks, trails, and bike routes make Cazenovia a hub for outdoor recreation. Several local non-profits maintain over 40 miles of trails and CACDA developed GoCaz.com and uniform trail markers to enhance the visibility of this unique trail system and wealth of recreational opportunities. This project has also helped to demonstrate existing trail connections. Village officials have worked hard to maintain, enhance, and provide new parks whenever possible. A new park offering accessible fishing and natural playground features for children (Creekside) is under development along a scenic portion of Chittenango Creek and has included collaboration with the Cazenovia Public Library and the local Boy Scout troop, both located adjacent to the park. Other parks within the downtown include Lorenzo State Historic Site, Gypsy Bay, Lakeland Park, Lakeside Park, Memorial Park, the historic village green and the Cazenovia Central School District playgrounds and ballfields. Aging infrastructure in Lakeland Park, the most heavily used public park threatens the ability of the village to continue to provide the only public, guarded swimming location in Madison County.



The Village of Cazenovia **TREE COMMISSION** has worked hard over the past six years to provide needed resources to an aging village tree population. Extensive planning has been done to strategically remove failing trees, maintain trees in priority locations, and replace trees where gaps exist. This planning earned the village the Tree City USA designation. The village is seeking funding from the NYSDEC Community and Urban Forestry Program to further enhance these efforts.

Finally, the presence of **PICTURESQUE CAZENOVIA COLLEGE** adds to the livability of the village by bringing a diverse population as well as academic and cultural opportunities for residents. The location of the beautiful, meticulously maintained campus within the downtown center helps add to the walk-ability and vitality of the village.





QUALITY OF LIFE POLICIES:

For many, the decision to locate in Cazenovia is due to the quality of life found here. Policies have been put in place to make Cazenovia a great place to **LIVE**, **WORK**, and **PLAY**.

The Village of Cazenovia has a **JOINT COMPREHENSIVE PLAN** with the Town of Cazenovia. Officials from both municipalities understand that while presently there are two local governments serving our residents, we are essentially one community with one downtown core. When crafting the comprehensive plan, it was important to plan holistically. Consolidation of the Town and Village and/or consolidation of services has been under consideration. The goal of consolidation is to provide an enhanced level of services at a lower cost to taxpayers. This enhancement to efficiency and ability to plan at a broader level will help to increase quality of life locally.

ACCESS TO HEALTHCARE is a key component of quality of life. The distance that residents within our catchment area have to travel for services in Syracuse is a hardship according to the Madison County Rural Health Council. When there is a lack of services in close proximity, it decreases the overall health of the community because many cannot or will not travel far to receive medical care. Cazenovia is a hub for health care services in our area and has an increasing number of opportunities for care from physicians, dentists, laboratory services, and some limited specialty services. There is great interest in expanding what is available locally, particularly additional specialty services.

LIVE

WORK

PLAY

COMPREHENSIVE PLAN

TOP PUBLIC SCHOOL DISTRICT

WALKABLE VILLAGE

LOCAL ACCESS TO HEALTHCARE

HOUSING OPTIONS

SMART GROWTH COMMUNITY

**STEWARDSHIP OF TRAILS AND
PROTECTION OF CRITICAL LAND**

There are a **VARIETY OF HOUSING OPTIONS** in the Village of Cazenovia and surrounding rural areas. All price ranges are included and there are both historic village options as well as newer developments. There is a big demand for Cazenovia among home buyers who are looking for a nice community with excellent schools. Too often however, local real estate professionals report that buyers do not end up purchasing a home in Cazenovia due to the inability to find the right home in the right price range. Many of the homes in the historic village require extensive upgrades. It can be difficult to compete with larger communities in terms of the selection of available homes.

IMPROVING TRANSPORTATION RESOURCES has been identified as a priority for connecting rural residents with critical local resources. The Madison County Planning Department has received grant funding to assist in identifying where the gaps in access to transportation exist. A mobility manager has been hired to begin to implement solutions. Enhanced options for transportation will further help residents of outlying rural communities and college students take advantage of the services and retail opportunities that exist in Cazenovia including healthcare, grocery shopping, farmers markets, and cultural activities.

The village has prioritized the **WALKABILITY** of downtown by adding some strategic new sidewalks, bike racks, trail connections, and has installed speed feedback signs through a \$30,000 Safe Routes to School project. The village supports Community Resources for Independent Seniors (CRIS), which is a nonprofit that provides free rides to seniors in need and allows many local seniors to age-in-place. They also facilitate a Timebank website that provides a way for volunteers to connect with those in need.



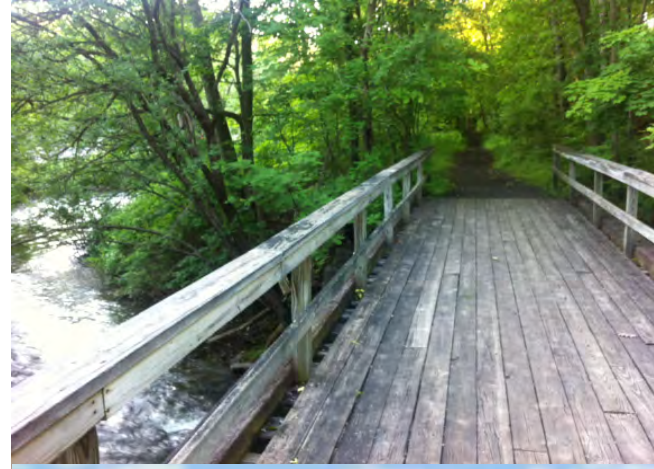
The village is committed to **SMART GROWTH PRINCIPLES** and has worked hard to maintain a walkable downtown. Bike lanes have been established where appropriate and trail connections have been supported to encourage walking and biking on our network of over 40 miles of trails. Bike racks have been strategically placed to elevate the visibility of biking as a means of transportation. Cazenovia is a leader in energy efficiency and stewardship of the environment. In 2014, the village completed a greenhouse gas inventory and became a Climate Smart Community. In 2017, the village and town both completed the necessary action items to become a Clean Energy Community and received \$50,000 awards to implement additional energy efficiency projects. These designations allow us to be able to capitalize on future clean energy opportunities.

The **AWARD WINNING CAZENOVIA CENTRAL SCHOOL DISTRICT** provides an outstanding education for our youngest residents. The community is very supportive of the district and the success is evidenced by consistent ranking in the top 10 of 431 upstate school districts by the Buffalo Business Journal. The district also consistently earns recognition as a Best School for Music Education and has achieved national Blue Ribbon School status.

The village has attained **CERTIFIED LOCAL GOVERNMENT STATUS** from the State Historic Preservation Office which recognizes community preservation efforts in coordination with local land use planning and improvement activities. The village strives to maintain modern zoning codes and has adopted design standards for key zones in the village.

Our community is fortunate to have the **CAZENOVIA PRESERVATION FOUNDATION** which is a local land trust that holds easements on some of the most important historic structures that add to the character of the downtown.

Finally, the village supports and partners with **CACDA** providing the village with the added capacity to continue to create and implement quality of life policies and programs moving forward.





DRI MAIN STREET COMMITTEE:

Sherburne Abbott:

VP for Sustainability Initiatives at Syracuse University

Kristi Andersen:

Town Board Member and Professor of Political Science at Syracuse University

David Bergh:

VP for Planning and Institutional Effectiveness at Cazenovia College

Karin Bump:

Executive Director of Cornell Cooperative Extension, Madison County

Elisha Davies:

Cazenovia Public Library representative

Nicki Donlin:

Cazenovia Preservation Foundation officer and local estate professional

Maureen Fellows:

Village Trustee and Vice President for Strategic Initiatives and Government Relations, at SUNY Environmental Science and Forestry

Jim Frazee:

President, Cazenovia Equipment

Jocelyn Gavitt:

CACDA President and Professor of Landscape Architecture at SUNY Environmental Science and Forestry

Lauren Lines:

CACDA Executive Director

Jen Marti:

Nelson Town Councilor

Josh Stack:

Principal at Northeast Green Building Consulting, LLC

Kurt Wheeler:

Mayor, Village of Cazenovia

PUBLIC SUPPORT:

Cazenovia enjoys active participation by residents in civic matters. Community stakeholders met monthly since July 2018 to provide input on this Downtown Revitalization Plan. A public meeting was held on May 6, 2019 to provide an opportunity for residents to give feedback and ideas for this proposal. Specifically, attendees were asked:

- 1) **What enhancements would contribute to the livability of downtown?**
- 2) **What are the biggest challenges/needs?**
- 3) **What is your vision for downtown Cazenovia in the next 10-15 years?**

Common themes were identified in the feedback received including **more local opportunities for shopping and services, additional healthcare services, and housing for seniors**. This feedback was directly incorporated into this proposal.

The public was asked to participate in additional efforts that informed this application. Examples include:

A 20% response rate among area households to the market survey conducted identified the gaps in goods and services available locally.



Several committees have actively met for the past few years to develop the strategies and projects within this report including the CACDA Main Street committee, the Recreational Facilities Committee, the Town/Village Consolidation Committee the Lake Watershed Council and the Economic Health and Heritage Committee. Each has included local residents and provided opportunities for public input. The support letters included with this proposal demonstrate wide public support.

Village leaders have demonstrated their commitment to preparing and implementing a Strategic Investment Plan through their prior efforts to plan and implement economic development projects. Elected officials worked hard over the past 10 years to improve zoning and develop design standards in order to successfully attract needed development projects. Some examples of these successes include the Empire Farmstead Brewery, the Hampton Inn and Suites, and the Aldi grocery store projects.

The Mayor of the Village of Cazenovia, Kurt Wheeler, will lead the program in partnership with CACDA. CACDA staff has many years of experience convening similar committees and working with experts to successful project completion.

DRI SUPPORTING INSTITUTIONS:

CAZENOVIA LAKE ASSOCIATION

CAZENOVIA PRESERVATION FOUNDATION

CAZENOVIA CHAMBER OF COMMERCE

TOWN OF CAZENOVIA

CAZENOVIA COLLEGE

MADISON COUNTY PLANNING

MADISON COUNTY TOURISM

MADISON COUNTY IDA

MADISON COUNTY RURAL HEALTH COUNCIL

ROUTE 20 BUSINESS ASSOCIATES

TRANSFORMATIVE OPPORTUNITIES:

Building upon past investment, community input, attention to quality of life policies, and dedication to preserving the features that make Cazenovia special, a holistic portfolio of transformative projects has been developed that will:

- 1. Create additional mixed use space within the historic downtown on a long-vacant, blighted brown-field site.**
- 2. Enhance the healthcare offerings that residents from Cazenovia and surrounding rural communities can access locally.**
- 3. Create needed affordable housing opportunities for both seniors and families.**
- 4. Develop additional healthy and affordable food market opportunities.**
- 5. Enhance the connection between the community and Cazenovia College through development of the Schneeweiss Athletic Complex.**

These projects are mutually beneficial and interconnected; more diverse housing options strengthens the customer base for healthcare, retail, and other commercial enterprises. Additional population will help to provide the workforce needed to attract and retain employers. At the same time, more healthcare, retail, and commercial options attract more demand for housing. A critical mass of services and amenities is needed for additional growth. Cazenovia is on the cusp of sustainable development. When implemented together, these projects will be a catalyst for further investment and growth.





Priority Project #1 Summary:

The **VILLAGE CENTER EXPANSION** will transform existing Main Street eyesores into thriving, attractive resources. This mixed-use development will extend the character of the historic downtown district while replacing a long-vacant and deteriorating brownfield site that has been the subject of much concern for the community.

CACDA has documented the need for additional mixed use development in our downtown through the commercial inventory and the market survey completed in 2016. The lack of current vacancies downtown further supports this identified need. This project would include 3 new storefronts and 16 apartments in a 3 story, 7,000 sf building.

Widewaters Group has engaged with CACDA, the village and DEC this past year to remediate the site and begin development drawings. They received a “No Further Action” letter from NYS DEC in early 2019 allowing this project to move forward immediately.

DRI funding can propel this transformative project forward, leveraging private investment that has already been committed. This project has overwhelming support from the community and enhances Smart Growth principals for downtown development.

Project:

Village Center Expansion

Community benefit:

Replacement of brownfield site

Developer:

Widewaters Group

Location:

99-103 Albany Street

Project Readiness:

Site remediated in 2018

Design underway

Job creation:

60 Constr. / 15 FTE

Project Budget:

\$7,507,500

DRI request:

\$1,876,875





Architect Rendering by Gavitt Associates

Priority Project #2 Summary:

The **EASTERN GATEWAY** Medical Center and Mixed-Use Development will create a dynamic and memorable entry to the Village of Cazenovia. This infill development will use architecture to bridge the gap between Main Street Residential use and outlying commercial use. This project will be walkable for village residents.

The Madison County Rural Health Council and St. Joseph's Medical Center have identified Cazenovia as the target location for expanded regional health care services. A strategic plan was recently completed by St. Joseph's Health for parent company Trinity Health that identified expanded services in a new facility in Cazenovia as a priority. Market studies confirm that Cazenovia is a hub for health care services for the surrounding rural community. Expanded housing options, particularly for senior citizens, reinforces this finding for greater future needs for local health care services.

With St. Joseph's as an anchor tenant (11,000 sf), this project will include primary care, women's health services, behavioral health, counseling and training center, imaging, and laboratory services. In addition, extended hours will allow for added urgent care services.

Additional tenants will provide commercial and office services. This building will front both Rt. 20 and the internal parking lot.

Project:

Eastern Gateway

Community benefits:

St. Joseph's Medical Center and Mixed-use infill at Village edge

Developer:

Caz Barns, LLC

Location:

Rt 20, across from Tops Plaza

Project Readiness:

Property secured

Design underway

Job creation:

92 Constr. / 52 FTE

Project Budget:

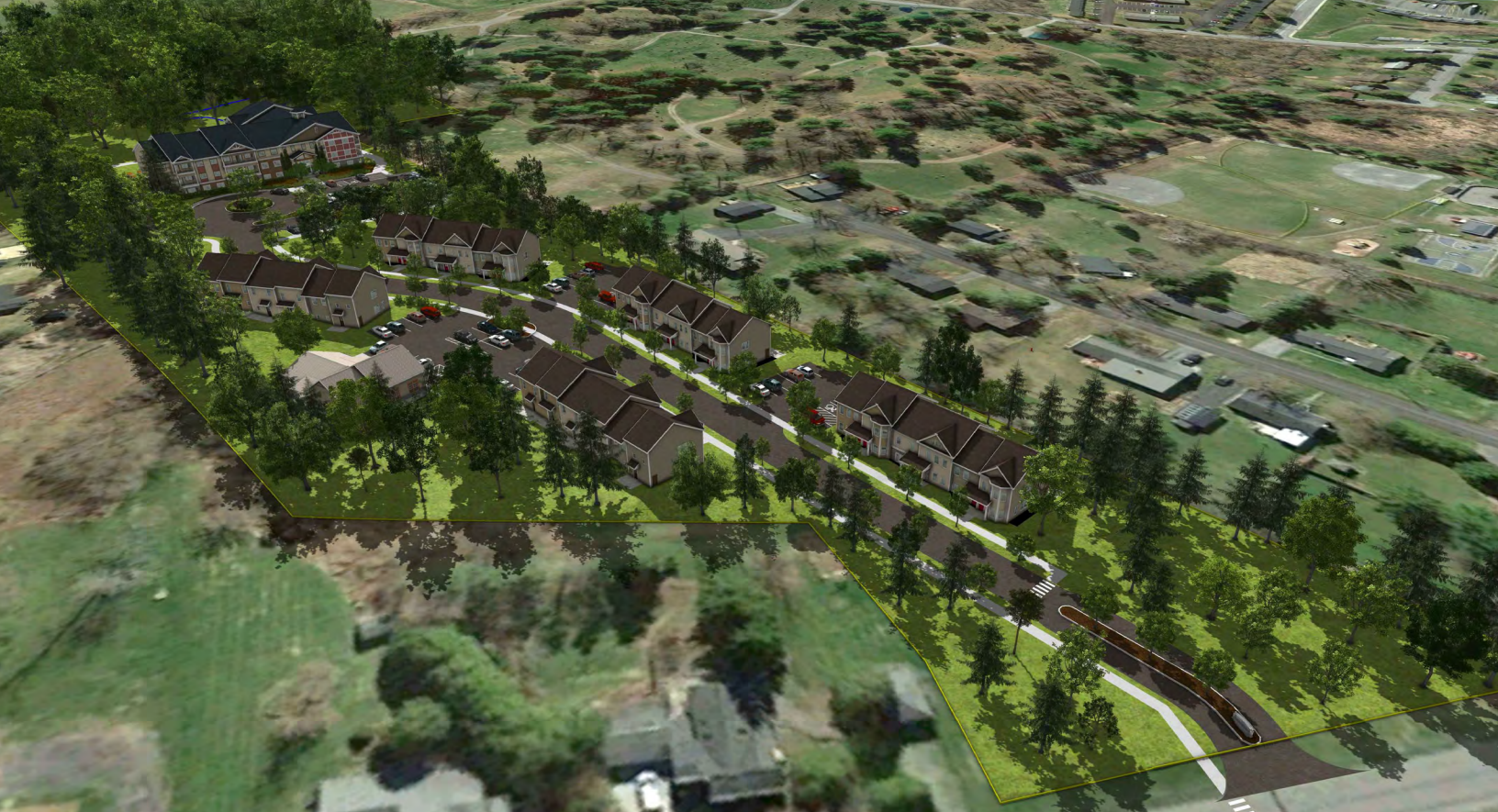
\$22,575,000

DRI request:

\$4,515,000

Architect Rendering by Gavitt Associates





Architect Renderings by Passero Associates

Priority Project #3 Summary:

THE LANDING AT BURKE MEADOWS will address the unmet need of affordable rural housing options for both seniors and families in Cazenovia. Following a preliminary market study completed in 2018, Housing Visions Consultants, Inc. is prepared to move forward on this affordable housing development on Burton Street in the Village of Cazenovia. This development is the culmination of several years of effort by community organizations including Community Resources for Independent Seniors (CRIS) and the Greater Cazenovia Area Chamber of Commerce. These organizations understood the demand for affordable housing, particularly for senior citizens, that was confirmed in the preliminary market study.

Housing Visions has site control of the property and completed the process to annex into the village. The Landing at Burke Meadows will include a large multi-story accessible building for seniors with 30-40 one and two bedroom units. This building will include office space for CRIS and Housing Visions. Additional family unit buildings will be a mixture of two, three and four bedroom units in townhome style. All buildings will be designed and built to earn the NYSERDA Energy Star Homes label as well as LEED for Homes designation.

Project:

The Landing at Burke Meadows

Community benefits:

**Affordable Senior and
Workforce Housing**

Developer:

Housing Visions

Location:

Burton Street, Village

Project Readiness:

**Site Control and Annexation
Complete - Design underway**

Job creation:

97 Constr. / 3 FTE

Project Budget:

\$22,030,920

DRI request:

\$3,000,000





Priority project #4 Summary:

20 EAST REGIONAL FARM TO MARKET COOPERATIVE:

Agriculture is a key component of our local economy and critical to maintaining our rural character. While we have an abundance of food being produced within our catchment area, it continues to be challenging for people to access fresh foods, according to data from Madison County Cornell Cooperative Extension. There is a lack of infrastructure in place to connect local producers with local customers on a daily basis.

20 East is a private enterprise that has begun to address this demand. This small storefront sells local meats, dairy products, bread and a small amount of prepared meals. 20 East is ready to expand from a 1,000 square foot storefront to a 3,000 square foot storefront within the redeveloped Widewaters site. This walkable location would allow 20 East to expand their offerings to include more inventory, fresh fruits and vegetables, and a wide variety of prepared, ready to heat options. In addition, 20 East would like to include a demonstration kitchen that could accommodate classes and other events that bring community members together to learn to prepare locally sourced foods.

The goal is to connect people with local producers, support local agriculture, promote health and well-being, offer outreach and support and contribute to the downtown vitality. This project will connect with both Madison County Buy Local efforts and Taste of NY programming.

Project:

20 East Expansion

Community benefits:

Regional Farm to Market Coop

Owner:

20 East

Location:

Rt. 20 Downtown Village

Project Readiness:

Business Plan

Job creation:

2 FTE

DRI request:

\$500,000





Priority Project #5 Summary:

COMMUNITY CENTER at CAZENOVIA COLLEGE ATHLETIC FACILITY:

Bringing the community together for health and social benefit. For several years, CACDA has convened a facilities committee to study the needs for and opportunities to provide indoor facilities for public gathering and recreation for all ages. The committee inventoried all of the programming and activities that are provided at disparate locations within the community and found a wealth of opportunities but no central organization. As a result, a partnership of municipalities and organizations initiated Cazenovia. recdesk.com as a way to facilitate a decentralized, virtual community center. Leaders of the effort recognized, however, that it would be more efficient and an enhancement of our downtown if a community center with more offerings could be established locally. In addition, the Madison County Rural Health Council supports efforts to develop a community center, citing its importance as a crucial component of local health.

In 2016, the committee began discussions and partnership with Cazenovia College in an effort to determine if the college athletic facility could serve a dual purpose as a recreation center for the health and enjoyment of the entire Cazenovia community. An enhancement to the facility would also benefit the college and help with student recruitment. Plans are currently underway to determine the most feasible way of expanding the facility to meet community needs. The public response to this concept has been very positive. With DRI funding, implementation would be achievable within one year.

Project:

**Community Center at Cazenovia
College Athletic Facility**

Community benefits:

**Health and Social Benefits for all
ages in the community.**

Owner:

Cazenovia College

Location:

**Schneesweiss Athletic Center
Village of Cazenovia**

Project Readiness:

Market study/ Feasibility study

Job creation:

5 FTE

Project Budget:

\$3,600,000

DRI request:

\$1,200,000



ADDITIONAL PROJECT OPPORTUNITIES:

6. STREETSCAPE ENHANCEMENT: Implement plans already developed by the Syracuse University College of Architecture to make the downtown storefronts ADA compliant.
DRI Funding Request: \$450,000

7. ENHANCE VILLAGE GATEWAYS: Improve the appearance of the bridges that serve as village gateways.
DRI Funding Request: \$950,000

8. BUSINESS EXPANSION: Incentivize business development in Trush Park through marketing.
DRI Funding Request: \$50,000

9. LAKE LOOP TRAIL: 9.25 Multi-use trail to include extension of sidewalk on the east and south sides with cinder trail and bike lanes on the north and west sides. Many people already run, walk, and bike around the lake which includes spectacular scenery. If a trail were in place, additional visitors would come for this activity and a safer experience could be offered.
DRI Funding Request: \$1,500,000

10. BUILD CRITICAL TRAIL CONNECTIONS
Several trail improvements have been proposed that would connect missing links in trail connections through the village and improve accessibility to our network of over 40 miles of trails.
DRI Funding Request: \$200,000

11. IMPROVE MEMORIAL PARK
This park, in the center of downtown, is the venue for many events such as the summer farmer's market, parade stops, memorials, and ceremonies. The narrow sidewalk and heavy pedestrian use, particularly during the highly successful farmers market causes heavy wear and tear. Improvements could be made to better accommodate the high traffic volume.
DRI Funding Request: \$350,000





LIVE

WORK

PLAY

CAZENOVIA: WELL POSITIONED

ADMINISTRATIVE CAPACITY:

The village partnership with CACDA provides the administrative capacity to manage a Downtown Revitalization Initiative. CACDA has a 14 year history of successfully managing complex projects with multiple funding sources and contracts for both the Town and Village of Cazenovia. The leadership of both municipalities work well together and would lend time and expertise to this effort.

CONCLUSION:

Cazenovia is well positioned to flourish as a hub for the greater rural region if given the opportunity to implement our vision with a Downtown Revitalization award. This would represent an excellent chance to showcase a model of economic vitality in a rural community and highlight the importance of thriving small towns to the health of Upstate New York.

HUB FOR THE RURAL REGION

DISTINCT HISTORIC DOWNTOWN

STRONG COMMUNITY SUPPORT

COMMITTED TEAM OF LEADERS

**SUCCESS IMPLEMENTING ECONOMIC
DEVELOPMENT PROJECTS**

**PROPOSED PROJECTS THAT ARE WELL-DEVELOPED,
COMMUNITY SUPPORTED AND READY
FOR IMPLEMENTATION**

**THRIVING ARTS AND CULTURAL
ORGANIZATIONS**

**DOWNTOWN COLLEGE CAMPUS AND A SUNY
CAMPUS IN OUR CATCHMENT AREA**

**SIGNIFICANT PRIOR PUBLIC AND PRIVATE
INVESTMENT TO BE LEVERAGED FOR
GREATER IMPACT**

**RECENT JOB GROWTH AND
POTENTIAL FOR ADDITIONAL JOBS**

**A HIGH QUALITY OF LIFE FOR AN
ECONOMICALLY DIVERSE POPULATION**



TOWN OF CAZENOVIA • 7 ALBANY STREET • CAZENOVIA • NY 13035 • 315-655-9213

May 21, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of The Town of Cazenovia to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Town of Cazenovia strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at 315-655-9213.

Sincerely,

William N. Zupan
Town of Cazenovia Supervisor

WNZ/tgm

**NEW YORK
STATE
SENATE**



SENATOR RACHEL MAY
51ST SENATE DISTRICT

May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing to express my support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

As Cazenovia's representative in the New York State Senate, the chair of the Legislative Commission on Rural Resources, and a frequent visitor to Caz, I strongly support the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance, please contact my office at 315-478-8745.

Sincerely,

A handwritten signature in cursive script that reads "Rachel May".

Rachel May
Senator, 53rd District
New York State Senate



May 20, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

Madison County Tourism is pleased to fully support the Village of Cazenovia's application to the 2019 New York State Downtown Revitalization Initiative program. Cazenovia has shown leadership in planning for smart growth that is consistent with community character and is poised to build upon these efforts.

With the assistance of a DRI award, Cazenovia would invest in affordable housing, enhanced healthcare services and added mixed-use space within the existing downtown. This would allow the village to continue serving as a hub for the surrounding rural communities and increase its standing as a tourism destination.

As I'm sure you know, Cazenovia draws thousands of visitors each year. This business is crucial to the economic vitality of Madison County. In fact, according to statistics from *Tourism Economics*, visitors spent \$99.9 million in the county in 2017. This spending generated \$6.8 million in local taxes and \$5.5 million in state taxes, which saved the average household \$471 in taxes and sustained more than 2,200 jobs in the county. There is no question that a properly executed DRI plan has the potential to significantly enhance Cazenovia as a tourism destination, which will increase economic growth for the village and county.

Governor Cuomo has made support of the tourism industry one of his highest priorities, primarily because tourism generates revenue and creates jobs. And the project outlined in this application will do exactly that. Yet without support from this grant the Village of Cazenovia will not be able to close the gap between existing funding and the full cost of their proposal. For this reason and more, I am asking you to look favorably upon their application.

Sincerely,

Scott Flaherty
Executive Director



Madison County Rural Health Council

100 Eaton Street, PO Box 187, Morrisville, NY 13408

www.mcruralhealthcouncil.org

315-447-7625/315-454-2108

May 16, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of Madison County Rural Health Council, Inc. to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Madison County Rural Health Council, Inc. strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at 315-447-7625 or email slocum.bonnie@mcruralhealthcouncil.org.

Sincerely,

Bonnie J Slocum, Executive Director
Madison County Rural Health Council, Inc.



Madison County
**DEPARTMENT OF PLANNING
AND
WORKFORCE DEVELOPMENT**



May 21, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of the Madison County Department of Planning and Workforce Development to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Madison County Department of Planning and Workforce Development strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office by e-mail or phone as listed below. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Scott Ingmire".

Scott Ingmire

Scott Ingmire, Director
Jamie Kowalczyk, Assistant Director
Department of Planning and Workforce Development
P.O. Box 606, Wampsville, NY 13163
(315) 366-2376 Voice (315) 366-2742 Fax
scott.ingmire@madisoncounty.ny.gov
jamie.kowalczyk@madisoncounty.ny.gov

Tom Reichel, Workforce Development Supervisor
Madison County One-Stop Career Center
PO Box 609, Wampsville, NY 13163
(315) 363-2400 Voice (315) 367-1300 Fax
tom.reichel@madisoncounty.ny.gov



Madison County IDA
Industrial Development Agency

*Madison County Center
for Economic Development*



May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

The Madison County Industrial Development Agency is happy to support the Village of Cazenovia's application for Governor Cuomo's Downtown Revitalization Initiative. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state, and we believe Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

The Village of Cazenovia has been proactive in garnering public support and guidance for future land use and planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

We are committed to continue to work with you and other public and private partners to maximize opportunities for the growth and development throughout Madison County. We fully support the application, and stand ready to assist in any way possible.

Sincerely,

Kipp Hicks
Executive Director

CAZENOVIA
PRESERVATION
FOUNDATION



May 20, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of the Cazenovia Preservation Foundation (CPF) to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to become a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

CPF strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact me at president@cazpreservation.org or 315-466-2191. Thank you.

Sincerely,

Carlos Gavilondo
Board President

Board of Directors: Carlos Gavilondo, President; Jim Steinberg, Vice President; John Bowser, Treasurer; Nicki Donlin, Executive Secretary; Craig Buckhout; Cynthia Curtin, Anne Saltman, Sam Shotzberger, Carl Stearns, Jim Tobey, Thad Yorks.
Judy Gianforte, Conservation Manager; Jess Trefz, Administrative Asst.



CAZENOVIA COLLEGE

REAL LIFE LEARNING. *Real Life Success.*

May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

Dear Mayor Wheeler:

I am writing on behalf of Cazenovia College to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative (DRI) program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. The vibrancy and vitality of our village positively influences the recruitment and retention of students at the College, and is essential to the experience of our students, parents, and alumni, many of whom decide to live and work in the area. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

Cazenovia College strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at (315)655-7126 or via email at dgbergh@cazenovia.edu.

Sincerely,

David Bergh, Ed.D.

Vice President for Planning & Institutional Effectiveness

Greater Cazenovia Area Chamber of Commerce

59 Albany Street, Cazenovia, New York 13035



May 15, 2019

Kurt Wheeler, Mayor
Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035

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Betsy Kennedy
Kim McCully
Matt McDowell
Sara Munoz
Matthew Reilly
Barbara Schafner
Erich Sparks

Dear Mayor Wheeler:

I am writing on behalf of Greater Cazenovia Area Chamber of Commerce to express our support for the Village of Cazenovia application to the 2019 New York State Downtown Revitalization Initiative program. Small historic downtowns are an important part of what makes upstate New York special and attracts people to our state. Cazenovia has the potential to serve as a model for small thriving downtowns that serve as a hub for surrounding rural communities.

Cazenovia has shown leadership in planning for smart growth that is consistent with community character. Both public and private investments have been made that have secured significant job growth and contributed to quality of life for residents. Cazenovia is poised to build upon these efforts through needed investment in affordable housing, enhanced healthcare services, and added mixed use space within the existing downtown. With the assistance of a Downtown Revitalization Initiative award, these interrelated initiatives will be a catalyst for growth and allow downtown Cazenovia to continue to serve as a hub for the surrounding rural communities.

The Greater Cazenovia Area Chamber of Commerce strongly supports the Village of Cazenovia 2019 Downtown Revitalization Initiative proposal. For further assistance please contact my office at info@cazenovia.com or 315-655-9243.

Sincerely,

Anna Marie Neuland
Executive Director, GCACC