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Cayuga County's Quaint Lakeside Village Corridor

<https://www.cayugalakeroute90villages.com/>

Geographic Area and Justification

The northern end of Cayuga Lake draws fishers, professional and novice alike, boaters of all types, and nature lovers who all flock to the area year round to experience the serenity and wonder that distinguishes this end of the lake from the rest. Our quaint lakeside village corridor provides a gateway to all other regions of NYS via the Erie Canal system and Cayuga-Seneca Canal Lock 1 (CS-1, aka Mud Lock). Nearby points of interest include the Montezuma National Wildlife Refuge, Seneca Falls, Cayuga Lake State Park, the Harriet Tubman National Historical Park, the Equal Rights Heritage Center, I Love New York & CNY Welcome Center, MacKenzie-Childs, and Long Point State Park to name a few. The communities are also connected to and part of the Cayuga Lake Wine Trail, Finger Lakes County Sweet Treat Trail, and the Cayuga Lake Blueway Trail.

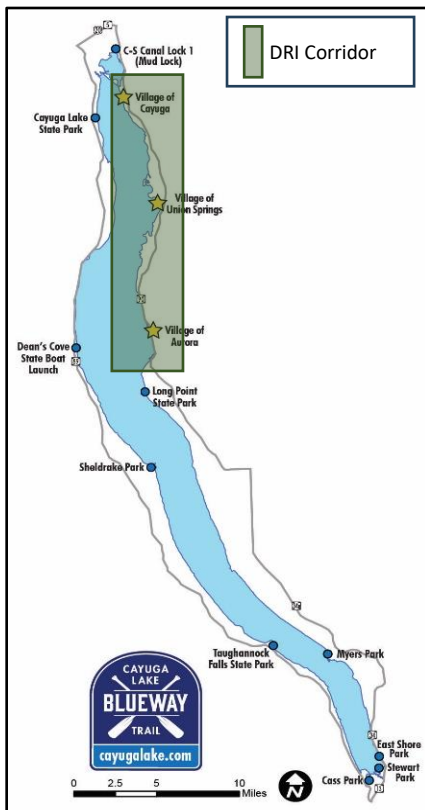
From NYS Route 90, the spine of our communities, travelers have quick access to US Route 20 and the NYS Thruway for any destination east or west as well as numerous state routes to access points north or south. As part of both the 87-mile long Cayuga Lake Scenic Byway and the 50-mile long Scenic Route 90 Byway, no matter which way you travel through Cayuga, Union Springs, and Aurora it will be a breath-taking trip.

Tourism growth along this corridor is providing a different experience and draw than the rest of the communities around the lake. There are more places for residents and visitors to directly access the lake from downtown in these 3 villages anywhere else on the lake except for the City of Ithaca. Our villages offer access to a variety of amenities to complement their scenic locations including a variety of lodging, restaurants, a world-class spa, cultural sites, wineries and breweries, a private four-year college, marinas, and public waterfront parks. While some of these attractions are geared more towards visitors, residents in the area enjoy them too. It is this tourism growth that has helped make the case for and will be further supported by the designation of the Finger Lakes National Heritage Area in the very near future. New York State, with its Reimagine the Erie Canal initiative, is investing in tourism growth in the immediate vicinity of our villages. Just north of Cayuga, planning is underway to develop a whitewater rafting course and park at Mud Lock. The project aims to attract white water enthusiasts, eco-tourists, cultural tourists, and enhance general water recreation at the site.

The villages are, on average, 4 miles apart along a combined 13 mile long corridor separated by farmland, natural areas, and picturesque views of Cayuga Lake. It's less than a 20-minute drive from one end to the other if you don't stop at one or more of the unique and exciting amenities along the way. The corridor is bookended by large public areas with the Montezuma National Wildlife Refuge and the Seneca River to the north and Long Point State Park to the south. The lake and its natural agrarian surroundings, welcoming and friendly people are the heart and soul of this community who all share and cherish this area together despite their municipal boundaries. It is not just the governments of each village that coordinate and cooperate with one another, the residents and businesses do too. They support and attend each community's public events, congregate and share ministry, bank and do direct business, attend, and work at school together, and support anyone in need, residents, and visitors alike.

Table of Contents

Geographic Area and Justification	1
DRI Downtown Area Map	2
Vision Statement	3
Past Investment and Future Potential	4
Recent and Impending Job Growth	4
Quality of Life	5
Supportive Local Policies	5
Public Support	6
Transformative Projects	7
Project Summary Table	18
Project Location Map	19
Administrative Capacity	20
Letters of Support	20
In Closing	20



Villages of Cayuga, Union Springs & Aurora

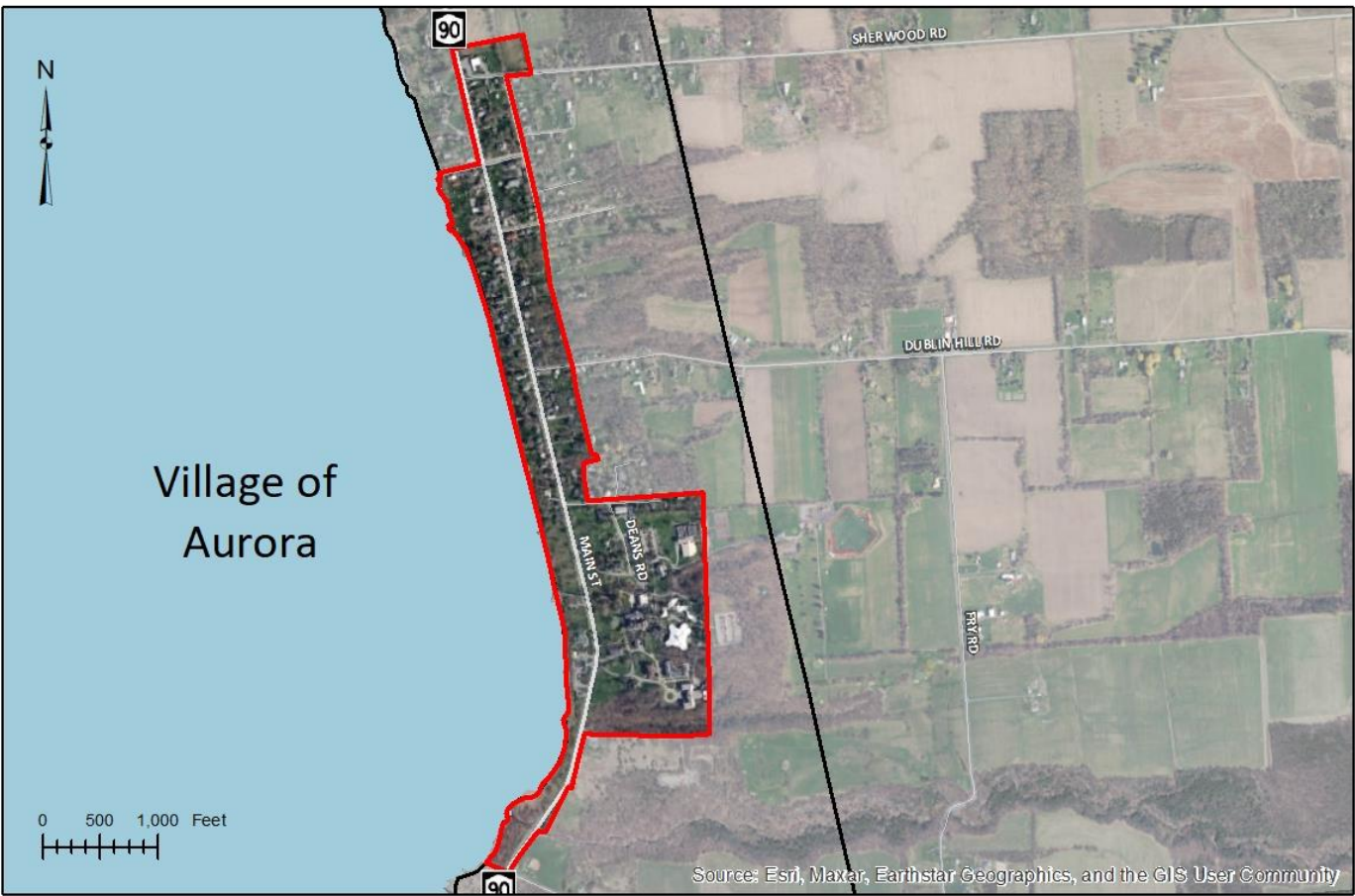
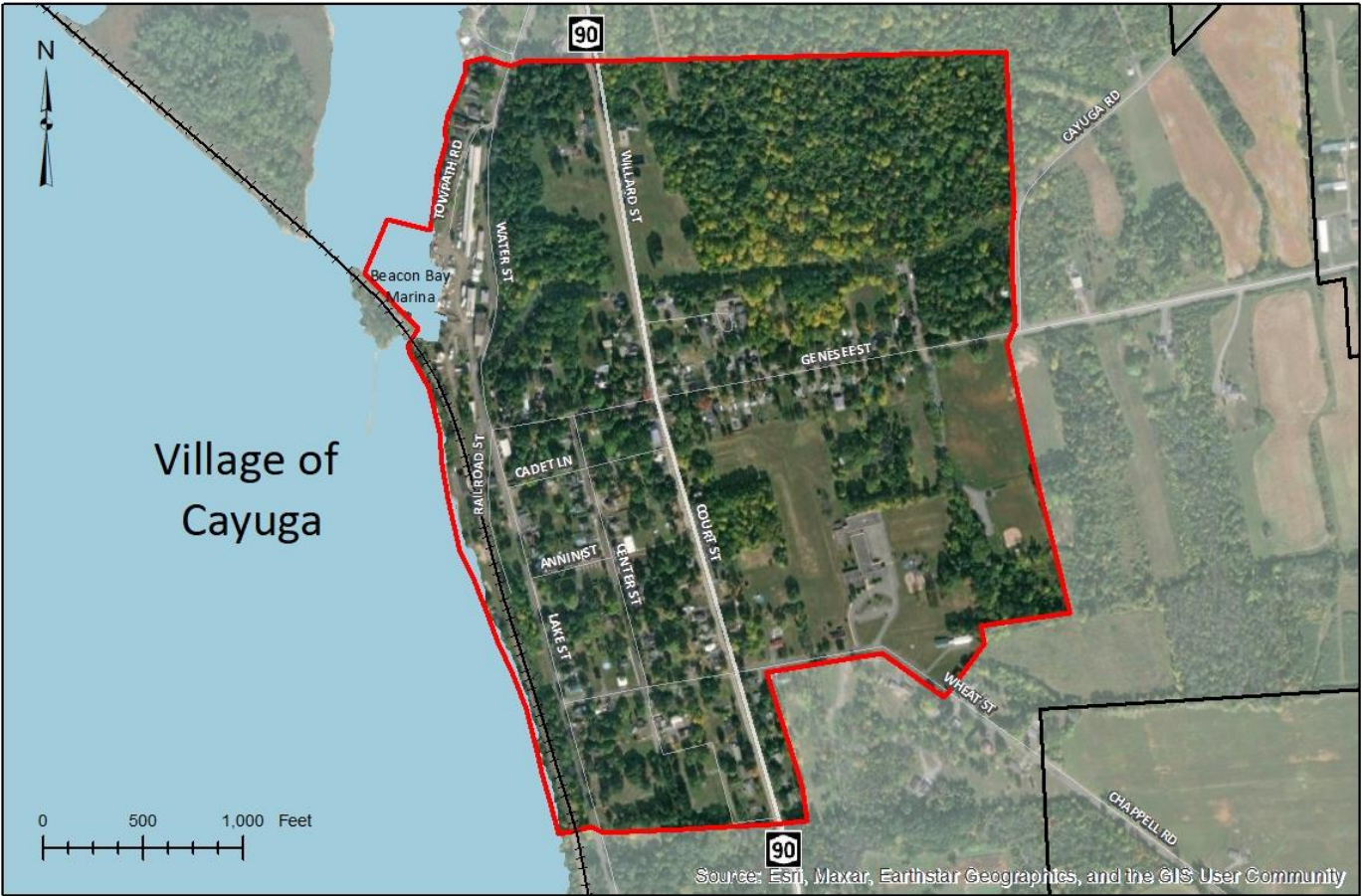
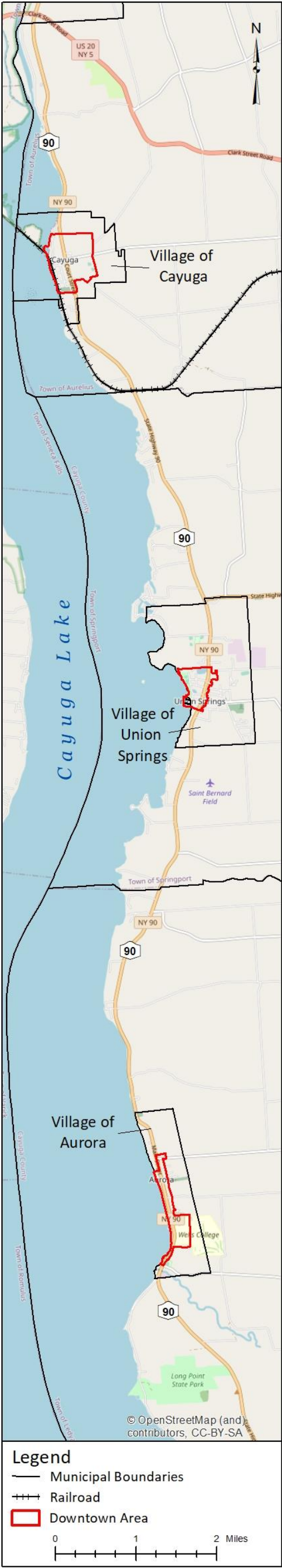
Cayuga County | Round 7 Joint DRI



**Downtown
Revitalization
Initiative**

Corridor View

Downtown Area Detail



Vision Statement

The villages of Cayuga, Union Springs, and Aurora have an organic symbiotic relationship to one another each with their own strengths which provide balance and a non-competitive supportive structure to the corridor. For instance, Aurora has become a high-end wedding destination compliments of the Inns of Aurora and their offerings supported by Wells College. Where Aurora currently lacks diverse retail and public access to the lake, Union Springs picks up that torch with two large private marinas and a three slip public boat launch at the village-owned Frontenac Park. This boat launch has become the busiest launch on the entire lake and hosts an average of 25 private fishing tournaments annually. The village has also hosted national professional fishing tournaments from the Bassmaster Elite (2014, 2016 & 2019) and Major League Fishing (2022 & 2023) series. Union Springs also has 13.5 acres of free, open public park land adjacent to the boat launch on Frontenac Park with a variety of shopping and restaurant options just a short walk from downtown. The Village of Cayuga is providing the other villages with something just as valuable- room to grow and a mix of housing options. Cayuga is poised to experience a rapid population growth in the coming years with the conversion of the former elementary school into apartments and townhomes, bringing in 150-200 new residents by 2025. In addition, several waterfront homes in Cayuga have been upgraded and are being used for short-term rentals; and there is still more room to grow with 115 acres of undeveloped land zoned for mixed-use development and 30 acres of undeveloped land zoned for residential development. The expanding businesses in Aurora and Union Springs can immediately be supported by the new residents in Cayuga. The work force development program and facilities in Aurora at Wells College will support the growth and expansion of home-based and small start-up businesses in all three villages but will be especially valuable to Cayuga where there are few current businesses but a lot of room to grow.



DRI Vision

Cayuga County's Quaint Lakeside Village Corridor is unmatched not only around Cayuga Lake but on any other Finger Lake as well. No where else in the combined Central New York and Finger Lakes region are there three lakefront villages located so close together along a shared scenic byway corridor. This area is so special that there isn't just one NYS scenic byway but two that run right through the heart of these villages linking their past, present, and futures together. By leveraging the strengths of unparalleled direct public access to Cayuga Lake, walkable neighborhoods, a diverse mix of retail, cultural and recreational offerings, Wells College, and a wide range of lodging options the villages of Cayuga, Union Springs and Aurora will continue to work together to provide a premiere tourism destination and experience while ensuring that the community continues to be a place people are proud to call home.



Past Investment and Future Potential

The villages of Cayuga, Union Springs, and Aurora have experienced different levels of investment in varying areas of focus over the past decade or so, but one major investment that they share in common is the time and funding put into future land use planning. Each village has worked tirelessly with tremendous input from their residents and business owners to update their comprehensive plans and zoning laws. Union Springs and Cayuga have followed those efforts with developing Local Waterfront Revitalization Programs as well.

Like most waterfront communities, a clear focus for these three villages has been providing public access to Cayuga Lake and continually improving the atmosphere and experience at their parks. Additionally, sidewalk, streetscape, water, sewer and other public infrastructure improvements have been made in each village as well.

On the private sector side, there has been significant investments made in business start-ups, building façade improvements, apartment renovations, and the expansion of existing businesses in both Union Springs and Aurora. While the investments in Aurora have primarily been made by the Inns of Aurora with a focus on expanding the high-end tourism products that they offer, in Union Springs, the central hub of the corridor, the investments have been focused more on providing amenities and services for the local population. While Cayuga has not experienced the same level of individual investments that Union Springs and Aurora have, a significant project is under construction right now that will bring between 150-200 new residents to the village, increasing their current population by nearly a third- the renovation of the former Cayuga Elementary School into the Wheat Street Apartments. Property owners in Cayuga, in anticipation of this influx of new neighbors, have started to plan for the types of businesses and services that will be needed in the immediate future. The public outreach process for this DRI application has really brought to light the needs and desires in each village; and ignited the hope and entrepreneurial spirit across the corridor- as highlighted in the dramatic increase in private project proposals between the 3 villages from their Round 1 NY Forward applications that had a total of 4 to this Round 7 Joint DRI with 28. All three villages are confident that this renewed interest in redevelopment and revitalization from the private sector is just the tip of the iceberg.

Past Investments	
Public Investments - 2010-2023	
Aurora Comp Plan & Zoning	\$26,939
Aurora Memorial Playground	\$15,000
Aurora's Patrick Tavern	\$80,000
Aurora Post Office	\$5,206
Aurora Street Lights	\$1,639
Aurora Water Treatment Plant	\$1,650,000
Aurora Volunteer Fire Dept	\$89,367
Cayuga W&S Treatment Plant Upgrade	\$14,000,000
Cayuga Comp Plan, Zoning & LWRP	\$104,500
Cayuga Fire Department	\$13,000
Cayuga McIntosh & Harris Park Improv.	\$97,500
Cayuga Street Lights	\$3,600
Union Springs ADA Kayak Launch	\$84,000
Union Springs Comm. Dev. Fund	\$33,485
Union Springs Community Solar Array	\$300,000
Union Springs Zoning & LWRP	\$121,000
Union Springs DOT Culverts	\$2,500,000
Union Springs North Pond Improv.	\$11,147
Union Springs Frontenac Park Improv.	\$226,050
Union Springs Sidewalks	\$89,741
Total	\$19,452,174
Private Investments - 2008-2023	
Aurora Free Library	\$300,000
Aurora Masonic Center	\$168,525
Beacon Bay Marina- Cayuga	\$391,854
Cayuga Memorial Hall	\$111,000
FLX Marine- Union Springs	\$1,000,000
Gillespie Chevrolet- Union Springs	\$370,000
Inns of Aurora	\$23,250,000
Peachtown Elementary School- Aurora	\$14,000
Salato Gardens- Cayuga	\$1,780,000
Wells College Golf Club & Course	\$500,000
Wheat Street Apartments- Cayuga	\$17,600,000
Total	\$45,485,379

Recent and Impending Job Growth

Employment sectors in Cayuga, Union Springs, and Aurora were negatively impacted by the COVID-19 pandemic just like nearly everywhere else around the state and country. However, the community is rebounding from those losses and over the last several years, previous employers and new businesses have added jobs to the local economy. Major employers in the three villages continue to be in the education and tourism sectors including the Union Springs and Southern Cayuga School Districts, Wells College, and the Inns of Aurora, followed by the village fire departments and local governments.

The majority of both occupied and available retail, office and general commercial space along the corridor is in downtown Union Springs. The village celebrated the opening of six new businesses on State Route 90 this year alone. New and existing businesses in Union Springs are supported by workers and students at the school, workers and tourists at the marina, and travelers passing through downtown that stop at the highly visible commercial area. In Aurora, the Inns of Aurora continues to be ranked among the top resort destinations in the country employing over 300 people with an annual payroll of \$6M+.

There are several major projects either under construction or coming online soon along the DRI corridor that will add both construction and permanent jobs to the local employment sector. The 47-unit Wheat Street Apartment complex in Cayuga has already added 200+ construction jobs and will add 5 permanent jobs, the Cayuga Nation recently expanded their casino in Union Springs and added roughly a dozen jobs; and six of the projects proposed in this application will add an additional 32 jobs in Union Springs and Cayuga. Many more of the proposed private projects will increase the number of available jobs locally as well, once the commercial spaces are filled with new businesses.

"America's Best Small Spa and Wellness Town Is a Lakeside Gem in Upstate New York"

Travel + Leisure Magazine
August 22, 2023

Quality of Life

The communities of Cayuga, Union Springs, and Aurora are beautiful, historic villages located along the northeastern shoreline of Cayuga Lake. The corridor connecting them is a 13 mile stretch along State Route 90, part of the 87-mile long Cayuga Lake Scenic Byway (CLSB) and 50-mile long Scenic Route 90 Byway. These “gems” as they are described by Sue Poelvoorde the Executive Director of the CLSB have taken advantage of their bucolic setting nestled between Cayuga Lake to the east and gentle sloping farmland to the west to provide the ultimate picturesque environment to raise a family, run a thriving local business, learn about the unique history and culture of this area, and enjoy all nature has to offer. The lake and the byways are the heart and spine of the community supported by multiple indoor and outdoor recreational facilities including the Cayuga Lake Blueway Trail for paddlers, hiking and walking trails, ball fields and waterfront parks; and high end and mid-range tourism products from the Inns of Aurora to the Cayuga Lake Wine Trail, Finger Lakes Sweet Treat Trail, and local artisans; and food from farm-to-table restaurants, a farmers’ market, and roadside stands.



The communities have been able to maintain a mix of housing types and affordability of that housing for local residents in their respective existing housing stocks, while also supporting new housing development, particularly with the conversion of the former Cayuga Elementary School into apartments and townhomes most of which are reserved as low-moderate income units with several set aside for clients of the E. John Gavras Center that supports children and adults with learning disabilities. Most neighborhoods are connected to the downtown areas and State Route 90 with public sidewalks resulting in traditional walkable communities.

In addition to housing choices, residents have local choices in education with two different public school districts, three private elementary schools, and a 4-year private college serving the community. The schools each boast a high graduation rate and a significant portion of the community has gone on to complete college degrees. The high quality of the local education system paired with the strong multi-generational entrepreneurial spirit has resulted in a diverse mix of commercial, retail, and tourism based businesses throughout the corridor with only one “chain” store. The “mom and pop” establishment atmosphere is the center of the “neighborhood character” that the residents of each of these villages are so proud of and is part of what makes them so relatable to one another.

Cayuga, Union Springs, and Aurora have strong cultural and historical connections to one another and the larger Central New York and Finger Lakes regions through their libraries, museums, churches, and historic sites and it is not uncommon to see many members of each village attending private and public events together. There is a strong sense of pride amongst the residents of each village but an even stronger pride in their connected collective community. Residents, business owners, village officials and staff are quick to lend a helping hand beyond their municipal border to their neighbors along Cayuga Lake.



Supportive Local Policies

As mentioned previously, the villages of Cayuga, Union Springs, and Aurora have adopted plans, regulations, and policies aimed at driving and supporting economic development, residential development, and improved quality of life for their communities. While each village has adopted their own comprehensive plan and zoning law there are common themes and goals among them which support the DRI vision and proposed projects. With regards to zoning, the three villages have each created targeted mixed-use development districts in their downtown areas and have modernized their regulations to encourage the types of development that their communities want to see while also streamlining the development review process. Additionally, many of the public projects for Cayuga and Union Springs were developed and publicly vetted as part of their respective Local Waterfront Revitalization Programs.

Comprehensive Plan- Shared Goals & Themes

- Community is an active waterfront destination.
- Improve infrastructure and transportation modes and services to enhance quality of life.
- Create a business friendly environment to retain existing businesses, attract private sector investment, and improve overall economic vitality.
- Protect and enhance neighborhood character and promote historic preservation.
- Natural resource protection and water quality for the lake and drinking water.
- Maintain pedestrian friendly walkable downtowns and neighborhoods.

Climate Smart & Clean Energy Communities

Each of the villages are designated Clean Energy Communities and have completed several high impact actions like upgrading streetlights to LED, adopting the unified solar permit, advanced benchmarking of energy usage and energy code enforcement training. Union Springs has also installed a free public Level 2 EV charging station at Frontenac Park and partnered with Abundant Solar to provide a 2-MW community solar array at their water treatment facility; Aurora became a registered Climate Smart Community in March of 2022.

Housing

The Villages of Cayuga, Union Springs, and Aurora have each submitted a letter of intent for the Governor’s Pro-Housing Communities Program and plan to look into completing the certification process and submitting all required materials this fall.

Public Support

The three villages, with support from the Cayuga County Department of Planning & Economic Development, engaged with the public on this DRI application process beginning in May 2023 by establishing a dedicated website, mailing out postcards, posting flyers around the community, attending public events with an informational booth, hosting informational meetings, discussing the application at Board of Trustees meetings, and direct one on one contact and meetings with members and leaders of the community as well as property and business owners. This engagement strategy resulted in 26 private projects that were not part of any of the individual NY Forward applications from these villages last year, all of which will have a profoundly positive transformational impact on the community and the State Route 90 corridor. Combined, these villages had a total of 4 private projects last year and because of the public outreach effort we are proud to put forth a total of 28 private projects this year.

Cayuga County Dept. of Planning & Economic Development Staff attended each of the following events, hosting an informational booth about the Joint DRI application, educating attendees about the community's efforts, answering questions about the application process and program requirements, soliciting project ideas, and receiving comments about the application and proposed projects. Attendees at each event were not limited to the host community, and potential projects across the three villages were discussed with numerous attendees at each event. Additionally, all three Mayors attended and supported each other's village at each event with the lone exception of the Cayuga specific public meeting in July.



- **June 9, 2023-** Union Springs, Concert at Frontenac Park for Major League Fishing tournament. Approx. 100 attendees, with an information booth and feedback from 5:00pm to 7:00pm.
- **July 1, 2023-** Aurora, annual Blessing of the Boats picnic and community fundraiser. Approx. 200 attendees, with an information booth and feedback from 6:00pm to 8:00pm.
- **July 19, 2023-** Cayuga, public informational meeting for Village of Cayuga NY Forward application. 32 attendees with an open Q&A session with all attendees from 6:30pm to 8:30pm. Mailed meeting notice postcards to all residents and property owners in the village.
- **August 5, 2023-** Cayuga, annual Cayuga Waterfront Festival. Approx. 300 attendees, with an information booth and feedback from 10:00am to 6:30pm.
- **August 11, 2023-** Union Springs, Village of Union Springs 175th Year & Town of Springport 200th Year Celebrations. Approx. 250 attendees, with an information booth and feedback from 4:00pm to 8:00pm.
- **August 26, 2023-** Aurora, annual AuroraFest. Approx. 200 attendees, with an information booth and feedback from 4:00pm to 7:30pm.
- **September 7, 2023-** Public Meeting at the Union Springs High School Auditorium for entire community to review and comment on DRI application. 46 attendees with an open Q&A session with all attendees at the end of the meeting held from 7:00pm to 9:00pm. Mailed meeting notice postcards to all residents and property owners in each of the 3 villages. Near unanimous support from attendees for the vision statement, boundaries, and proposed projects.

Feedback from the public was overwhelmingly positive and encouraging. The community was excited to learn that the three villages were submitting a Joint DRI application. Specific comments and suggestions from each of the events are listed below.

- "I'd love to see a walking trail around North Pond in Union Springs like they have at Hoopes Park in Auburn".
- "There needs to be more retail and things to do in the village for residents, students and tourists."
- "It would be great to have a community room for meetings and exercise classes."
- "So glad the village is doing this [application], any funding we can get for our downtown will have a positive impact!"

- "We need a DC fast charge (Level 3) EV charging station."
- "The village should bring back swimming lessons in the lake at John Harris Park and Frontenac Park."
- "Project idea- indoor recreational center for indoor sports/games/events etc."
- "Each village should have a handicap accessible playground with soft tire flooring!" "We need signs for businesses on the buildings in downtown, not just in the windows, because you can't see what is there, especially for new businesses."
- "We need a small playground for kids in Cayuga."
- "Bring clean beaches back!"

Press Coverage of the Joint DRI Process Available at:

- <https://www.fingerlakesdailynews.com/local/cayuga/public-input-sought-on-dri-ny-forward-funding-applications>
- <https://www.fingerlakesdailynews.com/local/cayuga/residents-learn-proposed-dri-projects-for-aurora-cayuga-union-springs>
- https://auburnpub.com/news/local/government-politics/three-cayuga-county-villages-join-forces-to-vie-for-10m-prize-in-ny-contest/article_4fb83d1a-5d3a-11ee-9f03-839e49920e02.html#tracking-source=home-top-story

Transformative Project Opportunities

The villages have identified 44 projects seeking a total of \$14,057,500 in DRI funding, matched by \$8,915,500 million from project sponsors totaling a \$22,973,000 million investment towards achieving the community's shared vision and goals for meaningful revitalization of Cayuga County's Quaint Lakeside Village Corridor. The combination of these projects and the initial infusion of investment from the state and property owners will create a catalyst for additional transformational investments for years to come. All proposed projects support one or more of the following links/themes from the vision statement: **Lake Access, Walkable Neighborhoods, Diverse Retail & Job Creation, Culture & Recreation, Lodging & Housing, and Tourism Destination.** The Project Profile Includes: 63,080 sq.ft. of new commercial, mixed-use, and community spaces between 11 buildings, renovations to 57,936 sq.ft. of existing commercial, mixed-use, and community spaces between 15 buildings, 12 new housing units, and 32 new permanent jobs. A summary table is provided at the end of this section which provides the project name, address, type, funding request, proposed match, and total project cost. The totals for all private and public projects are provided separately as well as the overall total figures.

Construct New 3-Story Mixed-Use Building.

The owners will demolish a 2-story dilapidated former apartment building located prominently at the corner of State Route 90 and Factory Street in downtown Union Springs and replace it with a new 3-story brick mixed-use building. The building will match architecturally with adjacent historic row buildings, will have retail on the first floor and apartments on each of the upper floors. This development will create 4,000 sq.ft. of leasable space and at least 4 new apartments that are badly needed in the community. The removal of the blighted building, replaced with a historically appropriate traditional mixed-use building on this corner lot is a project that the community has been seeking for several years; and one that will have a truly transformational impact in the downtown area.

Project Type: PRIVATE

Project Sponsor: Frances Rosenkrans **Timeline:** 2-3 years

Project Cost: \$1,500,000 **Funding Request:** \$750,000

Funding Sources: Restore NY, owner capital, bank financing, NY OPEN C-PACE, Cayuga County Small Business Loan Program

Link to Vision: Diverse Retail & Job Creation, Lodging & Housing



Establish Waterfront Park in Aurora.

In partnership with Wells College, the Village of Aurora will transform the waterfront property just off State Route 90 adjacent to Paines Creek into a new public park with the intention of providing residents and visitors with more access to the waterfront. The village will also partner with the Cayuga Lake Scenic Byway, Inc. to make this property an official Cayuga Lake Blueway Trail paddle craft launch site with an ADA compliant canoe/kayak launch, kayak storage rack, trail signage, and informational kiosk. To improve access and ensure ADA compliancy, the existing former railbed extending from the Wells College boathouse into the property will be transformed into a durable surface walking trail to provide a flat surface that is equitably traversable.

Project Sponsor: Village of Aurora

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$500,000

Funding Request: \$375,000

Funding Sources: Owner capital, bank financing

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation, Tourism Destination



Create Agri-Tourism Development: Country Retail.

As part of the Dwello Family's plan to create a multi-faceted agri-tourism development they will utilize 2 acres of a 112 acre site along the east side of State Route 90 in the Village of Cayuga to create a new mixed-use retail space with a general store, coffee shop, ice cream shop, a new boat charter and rental business, and pop-up location for local vendors and a farmers' market. The development will also include an outdoor entertainment venue for live music, outdoor movies, performances, etc. This project will complement the Glamp-Ground by providing guests with more amenities and experiences to keep them rooted in the community. An additional benefit is the creation of a convenient gathering spot for the community and passing motorists.

Project Sponsor: Shawn Dwello & Jim Minturn

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$750,000

Funding Request: \$375,000

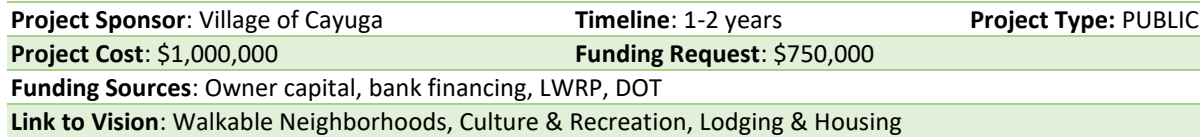
Permanent Jobs Created: 5

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination



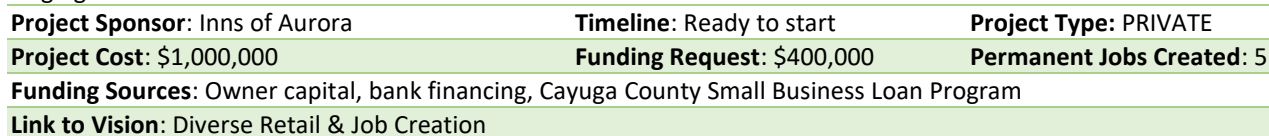
The Village of Cayuga will install approx. 1 mile of new public sidewalks, crosswalks, and curb ramps and install streetscape amenities as appropriate along: Water Street from Willard Street to Genesee Street and Railroad Street; and Wheat Street from Court Street to the Wheat Street Apartments. Sidewalks along Water Street will provide safe pedestrian access to connect the last vestiges of a working waterfront, active marina and quaint lakefront cottages to State Route 90, Genesee Street and John Harris Park. The new sidewalk along Wheat Street will connect McIntosh Park and the new 47 unit (150-200 people) Wheat Street Apartments in the former Cayuga Elementary School to the rest of the sidewalk network in the village as well as provide a safe connection to the Cayuga Waterfront Trail and John Harris Park.



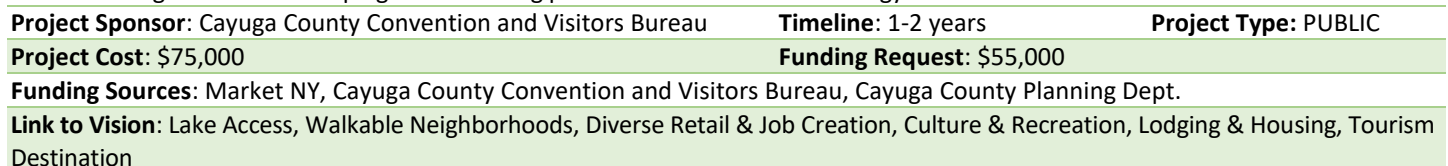
As part of the Dwello Family's plan to create a multi-faceted agri-tourism development they will utilize 25 acres on State Route 90 in the Village of Cayuga to establish a luxury glamping campground with 6 structures with electric and Wi-Fi, a bathhouse, a communal outdoor kitchen, fire pit, walking trails, and an area to park up to 10 short-term RV/Travel Trailers with electric and Wi-Fi hookup. The campground will attract experimental travelers, nature enthusiasts, avid outdoorsman, passionate campers, history buffs, wine aficionados, Finger Lakes explorers, and families looking for a unique experience. The establishment of additional types of lodging beyond short-term rentals is critical to support the growing and desired tourism industry in the area. A Glamp-Ground experience will add to the luxury tourism product that is developing in Aurora and Union Springs, expanding it into Cayuga.



The Inns of Aurora (IOA), the premier lodging destination on Cayuga Lake, will establish a new laundry facility in a portion of an underutilized industrial building in Union Springs. The Inns of Aurora currently sends all soiled laundry to a facility in Rochester to be cleaned, which is quite expensive. By developing and running their own laundry facility, the IOA will save \$250,000 annually while providing new jobs for existing and new residents in the community. In the future, the facility may also serve other area lodging establishments.



The Cayuga County Convention and Visitors Bureau (CCCVB) will develop a branding and marketing strategy for the DRI corridor. The CCCVB will guide the villages through a series of sessions with key stakeholders discussing their commonalities, goals, perspectives, values, and identity. This branding will cultivate what the public, residents, businesses, and visitors will come to expect of the villages, and what they experience when interacting and visiting the DRI corridor. Branding should be reflected in everything you do and will be the building blocks to developing the marketing plan and communication strategy.



Construct Pedestrian Bridge on Foundry Street.

The Village of Union Springs will install a pedestrian bridge on Foundry Street over the creek where NYS DOT removed a vehicular bridge as part of their stormwater management project in 2019. The bridge is a critical component of re-establishing the pedestrian connection between Frontenac Park, the immediate neighborhood, and the marina. Future plans for the former RotoSalt property on Foundry Street, acquired by the Village in 2019 as an expansion to Frontenac Park, and those proposed for FLX Marine require the installation of this bridge for public access.

Project Type: PUBLIC

Project Sponsor: Village of Union Springs **Timeline:** 1-2 years

Project Cost: \$200,000 **Funding Request:** \$150,000

Funding Sources: Owner capital, bank financing, LWRP

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation



Establish Workforce Development Center at Cleveland Hall.

Wells College will renovate historic Cleveland Hall on their Village of Aurora campus to create a multi-purpose facility that serves both the College and the community. The project involves the renovation of two floors creating rentable event and office space on both the upper and ground floor intended for the use of the Wells College Institute for Workforce Partnerships in addition to local businesses, not-for-profits, and Village officials. The project will also make the building ADA compliant with the installation of an elevator, ramp entrance, and bathroom renovations.

Project Sponsor: Wells College

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$2,400,000

Funding Request: \$960,000

Funding Sources: College's capital fund, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation



Establish Early Education Facility.

The Peachtown Elementary School is advancing a project to establish a self-sustaining early education/day care facility within the Village of Aurora. The project includes required building improvements to meet NYS Building Code for such a use, as well as equipment such as toys, bookshelves, cots/cribs, tables, chairs, kitchen appliances, etc. The facility will fulfill an essential need within the Village and provide the potential for a partnership with the Wells College Education Department and Work Study program to have the facility function as a training site for future educators.

Project Sponsor: Peachtown Elementary School

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$85,000

Funding Request: \$50,000

Funding Sources: Owner capital, bank financing

Link to Vision: Diverse Retail & Job Creation



Renovate Vacant Mixed-Use Building.

The new owners will rehabilitate the former antique shop building in Union Springs which has fallen into disrepair and create a restaurant space on the first floor for a farm-to-table bakery and diner for breakfast and lunch- a niche that is currently missing in the community. The project also includes renovations to an existing vacant apartment and the creation of a second apartment. The reactivation of this prominent anchor building on the main block of row buildings, adjacent to a public parking lot, is an important project for the community and will provide much needed affordable housing and food options to residents and tourists.

Project Sponsor: Frances Rosenkrans

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$500,000

Funding Request: \$250,000

Funding Sources: Owner capital, bank financing, Cayuga County Small Business Loan Program, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Lodging & Housing, Tourism Destination



Renovate Historic Building to Create Mixed-Use Space.

This project includes extensive interior and exterior renovations to a prominent three story 5,228 sq.ft. 1850s building in the historic business district in Union Springs. The owners intend to provide 4 new eco-friendly apartments, a ground level retail space, and a third floor cocktail lounge with a rooftop patio bar overlooking the creek and lake. The project also includes some landscaping and the creation of a public gathering space along State Route 90 adjacent to the new creek overlook that resulted from a NYS DOT drainage project adjacent to the building.



Project Sponsor: Christopher Warner

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$100,000

Funding Request: \$60,000

Permanent Jobs Created: 10

Funding Sources: Owner capital, bank financing, Cayuga County Small Business Loan Program, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Lodging & Housing, Tourism Destination

Replace Shurfine Grocery Store Roof.

The roof on the Shurfine grocery store in Union Springs has aged past its useful life and needs to be replaced. The store is a locally owned and operated staple of the community. The store not only provides good paying jobs to youth and other members of the community, but it is the only place in an approximate 10 mile radius to buy quality groceries and everyday necessities. The continued operation of this small town locally owned store is vital to the community and their sense of place, as well as the service and atmosphere that is provided to visitors. Despite being a small local grocery store, this is a high volume business during the peak tourism season, especially for fishing tournaments. Maintaining the structural and operational integrity of the Shurfine is vitally important to the community.



Project Sponsor: Nicole MC Hodges

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$140,000

Funding Request: \$40,000

Funding Sources: Owner capital, bank financing

Link to Vision: Diverse Retail & Job Creation, Tourism Destination

Create a Community Investment Fund.

The three villages will establish a community investment fund to provide small grants to property owners in the DRI areas to make one or more of the following types of improvements to existing buildings: façade, structural, energy efficiency, flood resiliency, creation of new apartment units, or the creation of new commercial units. The fund will also be used to provide financial support to establish new home based businesses. As part of the public call for projects, several property owners in each of the three villages submitted proposals that would be appropriate for this funding. A local committee will develop parameters and a required match amount, receive, review, and approve applications for this fund. Numerous small investments in the building fabric of the community and start-up small business capital through this initiative will have a significant and direct positive impact on the entire State Route 90 corridor and will complement the larger private and public projects.



Project Sponsor: All 3 Villages

Timeline: Ready to start

Project Type: PUBLIC

Project Cost: \$700,000

Funding Request: \$600,000

Funding Sources: Owner capital, bank financing, CDBG, Cayuga County Small Business Loan Program

Link to Vision: Walkable Neighborhoods, Diverse Retail & Job Creation, Culture & Recreation, Lodging & Housing, Tourism Destination

Establish New Lakefront Brew Pub.

Construction of a 1,600 sq.ft. building with a 1,200 sq.ft. deck overlooking the lake for a brew pub in Union Springs will be provided by FLX Marine. Guests of the brew pub will be able to arrive via boat or automobile. The new restaurant will be open to patrons of the marina and the public. A lakefront restaurant/bar is a welcomed addition to the community not only for residents to provide them with another dining option, but also for the continued expansion of experiences for the local tourism industry.



Project Sponsor: Frontenac Holding, LLC

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$350,000

Funding Request: \$200,000

Permanent Jobs Created: 8

Funding Sources: Owner capital, bank financing, Cayuga County Small Business Loan Program, NY OPEN C-PACE

Link to Vision: Lake Access, Diverse Retail & Job Creation, Tourism Destination

John Harris Park Improvements.

The Village of Cayuga will make several capital improvements in the village's lakefront John Harris Park including: replace existing boardwalk and extend it north to the end of the village's property, install an ADA compliant kayak launch, replacing the existing unimproved shoreline launch, and install a second kayak storage rack, install a playground with features for children of all ages and abilities, replace the gazebo with a small pavilion to provide space for larger gatherings and public events like movie nights, live music, community picnic, etc., improve the existing parking lots and create additional parking spaces at the park or nearby to serve the park, and open up the southern shoreline, south of the beach, by clearing overgrowth to provide access for fishing and general enjoyment of the lake.



Project Sponsor: Village of Cayuga

Timeline: 2-3 years

Project Type: PUBLIC

Project Cost: \$1,250,000

Funding Request: \$937,500

Funding Sources: Owner capital, bank financing, LWRP

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation, Tourism Destination

Expand Recreational Opportunities in Aurora Parks.

The Village of Aurora will improve access to their existing park behind the Post Office by replacing an aging portion of the staircase that leads down to the park, installing lighting, and adding signage at the top and bottom of the staircase. Park infrastructure such as picnic tables, benches, and a boat/fishing dock will be installed as well to provide additional recreational opportunities for residents and visitors. The Village will also upgrade the Aurora Memorial Playground by replacing older equipment and replacing the playing surface with softer material. The Village will partner with the Center for Sustainability and the Environment at Wells College and the Peachtown Elementary School to add sustainable landscaping including pollinator gardens, rain gardens, and foraging gardens and develop educational signage for children, or adults, to interact with.



Project Sponsor: Village of Aurora

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$500,000

Funding Request: \$375,000

Funding Sources: Owner capital, bank financing

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation, Tourism Destination

Rehabilitate Historic Schoolhouse.

The owner will rehabilitate and renovate the Village of Cayuga's historic school building, preserving a significant architectural icon in the Village. This project will allow for first floor office or retail and 2 second floor apartment units, further expanding the diversity of housing the Village is actively developing. Improvements include replacement and repair of windows and access doors, bell tower reconstruction, and interior and trim painting.



Project Sponsor: Theodore Wallin

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$330,000

Funding Request: \$165,000

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Lodging & Housing, Tourism Destination

Establish Retail & Arts Center.

The owner will utilize a vacant lot in the Village of Cayuga's historic business district to construct two new buildings for seasonal arts and crafts retail space and an artist's retreat in the wooded hillside overlooking Cayuga Lake. Workshop and display space will be available for rent to local artisans. Accessibility measures for disabled artists to live and work in each space will also be provided. The creation of a new art and handcraft focused retail and tourism destination in Cayuga ties directly to other projects that seek to provide additional activities and amenities for visitors and residents alike.



Project Sponsor: Susan Harris

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$307,000

Funding Request: \$153,500

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination

Establish Gateway Entrance on Lakeshore.

This project proposes the construction of a new transient dock on the Village of Aurora-owned parcel between NYS Route 90 and Cayuga Lake adjacent to the United Ministry of Aurora Presbyterian Church. The site will act as the primary public gateway entrance from Cayuga Lake into the Village of Aurora and will include a large and well-designed “Welcome to Aurora” sign on the end of the dock in addition to an informational kiosk/bulletin board located near Main Street. Landscaping, fencing, and lighting will be installed along the property lines to minimize negative impacts to the neighboring properties and enhance safety of the walkway.



Project Sponsor: Village of Aurora

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$750,000

Funding Request: \$562,500

Funding Sources: Owner capital, bank financing

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation, Tourism Destination

Enhancements to Frontenac Park- Phase 3.

The Village of Union Springs will continue to improve facilities and public spaces in Frontenac Park in accordance with the master plan for the park developed as part of the Village’s LWRP. The project includes reconstruction of the main park entrance drive and boat launch parking area to provide more efficient parking, maneuvering and staging areas; replacing and upgrading the boat launch pay station; the addition of trees and landscaping to reduce the heat island effect and reduce stormwater runoff through increased infiltration in the parking lot; designating a toddler section in the playground; and beatification upgrades throughout the park with the replacement of dead/dying trees and removal of fencing. This project provides quality of life improvements for residents and will drive tourism in the area. Continued upgrades at this premier waterfront park will ensure Union Springs is a must-visit destination for prospective residents and tourists.



Project Sponsor: Village of Union Springs

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$1,300,000

Funding Request: \$975,000

Funding Sources: Owner capital, bank financing, LWRP

Link to Vision: Lake Access, Walkable Neighborhoods, Culture & Recreation, Tourism Destination

Install High-Speed Fiber Optic Broadband.

Since the onset of the COVID-19 pandemic, more people are relying on the internet for their daily work, business and learning needs than ever before and the inefficiency of the current internet infrastructure has become glaringly apparent. It is critically important that the investments that businesses are making in the DRI area are supported by new high-speed fiber optic broadband service to ensure that their operations and daily needs can keep up with their competition. This project includes installation of 8 miles of new fiber optic service throughout the downtown areas of the three villages.



Project Sponsor: Cayuga County

Timeline: 2-3 years

Project Type: PUBLIC

Project Cost: \$400,000 (\$55,000/mile)

Funding Request: \$220,000

Funding Sources: NY Broadband ConnectALL

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Lodging & Housing, Tourism Destination

Decarbonize Community Space at United Ministry of Aurora.

The United Ministry of Aurora will make significant upgrades to the HVAC system at the Presbyterian Church located at 337 Main Street (State Route 90) including a complete overhaul and upgrade to the existing heating system and the addition of a cooling system. The project involves the decarbonization of the building’s heating and cooling system through the installation of a geothermal system that loops into Cayuga Lake for the utilization of the lake water. This project would replace the current heating system with a more energy efficient and environmentally friendly system, providing a more comfortable year-round space for a range of community events and services.



Project Sponsor: United Ministry of Aurora

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$230,000

Funding Request: \$172,500

Funding Sources: Owner capital, bank financing, NYSERDA, NY OPEN C-PACE

Link to Vision: Culture & Recreation

Create Agri-Tourism Development: Adaptive Re-Use of Historic Barns.

As part of the Dwello Family's plan to create a multi-faceted agri-tourism development they will renovate and restore 3 underutilized and deteriorating historic barns that are highly visible along the east side and an additional barn on the west side of State Route 90 in the Village of Cayuga. A total of 10,480 sq.ft. will be made available for future uses like agri-tourism, retail, and events through this project. These barns have lost their former glory and become a detraction along the Cayuga Lake Scenic Byway and Route 90 Scenic Byway. The renovation and restoration of these historic barns will elevate them back to a scenic attraction along the byway for traveling public and professional photographers as well as create active commercial spaces in the community.

Project Sponsor: Shawn Dwello & Jim Minturn

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$500,000

Funding Request: \$250,000

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination



Create Inviting Entrance to Marina from State Route 90.

The marina in Union Springs will create a new entrance from State Route 90 to reduce traffic on the residential Basin Street while providing direct access from the business district to the marina. The project improves the State Route 90 corridor image of Union Springs by converting the back of the showroom from a storage area to an inviting entrance for the marina. These renovations also include a new display entrance for the showroom, customer parking, landscaping, and a safe walkway from State Route 90 to the showroom and marina.

Project Type: PRIVATE

Permanent Jobs Created: 2

Project Sponsor: Frontenac Holding, LLC

Timeline: Ready to start

Project Cost: \$260,000

Funding Request: \$100,000

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation



Transform FLX Marine into High-Tech Full-Service Marina.

The marina in Union Springs will demolish the existing shop and ship's store built in 1969 and construct a new building that will provide more bays for service and a more modern parts store. Workspace in the existing structure is currently limited, and the marina is unable to keep all their technicians on full-time, especially in the winter season. This project will provide the marina with the ability to service more boats year round and in inclement weather, increase the space to store more parts, and hire additional full-time technicians including at least one very well paid tech job.

Project Sponsor: Frontenac Holding, LLC

Timeline: 2-3 years

Project Type: PRIVATE

Project Cost: \$400,000

Funding Request: \$200,000

Permanent Jobs Created: 2

Funding Sources: Owner capital, bank financing, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation



Expand Public Meeting Space.

The Village of Union Springs will construct an addition on the northern end of the municipal building at the former train depot to increase the dedicated public meeting space in the building and relocate the storage shed. The addition will more than double the current size of the meeting room, which has a seating capacity limit of 32 people, far short of the minimum space required for meaningful public engagement. Community members have been frustrated for years at the inadequate space to attend public meetings to have their voices heard. This project is a necessary first step to increase public involvement in Village matters.

Project Sponsor: Village of Union Springs

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$300,000

Funding Request: \$225,000

Funding Sources: Owner capital, bank financing, USDA Rural Development, LWRP

Link to Vision: Culture & Recreation



Create a Community Center.

The Village of Aurora acquired a 2.5-acre parcel of land directly adjacent to the building that holds both the Village Office and Fire Department in order to expand the capacity and utilization of the existing property. This project will revitalize the existing Village Office property into an indoor and outdoor recreational community center. A new facility will be constructed to provide expanded meeting space for Village boards, committees and public meetings in addition to private groups. The project will also include a new outdoor public park with one or more of the following recreational amenities: pavilion, concert stage, basketball court, pickleball court, and community garden.



Project Sponsor: Village of Aurora

Timeline: 2-3 years

Project Type: PUBLIC

Project Cost: \$1,200,000

Funding Request: \$900,000

Funding Sources: Owner capital, bank financing, USDA Rural Development

Link to Vision: Culture & Recreation

Establish Flexible, Mixed-Use Building.

The owner will construct a flex-space building in the Village of Cayuga that can be rented out for a variety of uses including educational workshops for children and adults, meditation and yoga classes, wine/beer tastings, lectures from local academics, private meetings for businesses/clubs, or a fundraising center for local organizations to name a few. The creation of a new community driven mixed-use/flex-space is a welcomed addition to the village. The proximity of this project to John Harris Park, Beacon Bay Marina, and the existing short-term rental properties makes it an ideal location for a new active commercial space.



Project Sponsor: Finger Lakes Development Group

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$160,000

Funding Request: \$80,000

Funding Sources: Owner capital, bank financing

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination

Provide Fast-Charge EV Stations with Wayfinding Kiosks.

The Cayuga County Convention and Visitors Bureau (CCCVB) in partnership with the Cayuga County Department of Planning & Economic Development will procure and install 3 fast charging (Level 3) electric vehicle (EV) charging stations with electronic kiosks in the public parking lot on NY State Route 90 in the Village of Union Springs. These stations will fill a critical void in EV charging infrastructure along the DRI corridor and will lead to an increase in tourism in the villages.



Project Sponsor: Cayuga County Convention and Visitors Bureau

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$250,000

Funding Request: \$187,500

Funding Sources: NYSEDA

Link to Vision: Tourism Destination

Renovations to St. Paul's Academy II School.

St. John Paul II Academy, a small, non-profit, Pre-K, private Catholic school located in the Village of Cayuga, is in the process of making the location their permanent home and has identified the following capital improvements necessary for the safety, comfort, and continued growth of the school: bathroom expansion, replace hot water heater and HVAC system, new exterior doors and windows, kitchen upgrades, new flooring, new fire escape, gutters, building an additional level in the sanctuary, and expansion to the gymnasium/cafeteria area. These improvements will allow the Academy to respond to residential growth in the Village by further expanding enrollment, resulting in the hiring of more staff.



Project Sponsor: St. John Paul II Academy

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$375,000

Funding Request: \$187,500

Funding Sources: Owner capital, bank financing, NYSEDA, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation

Renovate Frontenac Historical Society & Museum.

The not-for-profit Frontenac Historical Society will make extensive interior and exterior renovations to the Frontenac Historical Society and Museum in Union Springs. This historic landmark is a popular destination for residents and visitors alike. This project will increase the usability of the building and the display space for historical collections. The project will also make the building more energy efficient and ADA-compliant. Intended outcomes of the project include protection and security for valuable artifacts and archives, opening the facility up to more community groups and visitors, increasing the energy efficiency of the building while reducing expenses, and increased comfort and accessibility for all. The trustees are committed to contributing in positive ways to the vitality and quality of life in the community, this project will help them do just that.



Project Sponsor: Frontenac Historical Society

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$1,000,000

Funding Request: \$750,000

Funding Sources: Owner capital, bank financing, NYSEDA, NY OPEN C-PACE

Link to Vision: Culture & Recreation, Tourism Destination

McIntosh Park Improvements.

The Village of Cayuga will make improvements to the village's largest park and recreation facility, McIntosh Park. This facility already includes wide open spaces and playing fields for soccer and baseball along with a small concession stand and bleachers. The community identified three priorities for this park during the development of the draft LWRP. Specific improvements include: a large pavilion for public events and private gatherings that can also be used as a basketball court, install a playground with features for children of all ages and abilities (this playground will be larger than the one for John Harris Park given the abundance of space available at McIntosh Park), and improve the existing parking lot and driveway and create additional parking spaces at the park to better accommodate large sporting events.



Project Sponsor: Village of Cayuga

Timeline: 1-2 years

Project Type: PUBLIC

Project Cost: \$750,000

Funding Request: \$562,500

Funding Sources: Owner capital, bank financing, LWRP

Link to Vision: Culture & Recreation, Tourism Destination

Renovate Springport Free Library.

The Springport Free Library in Union Springs serves as a central hub for the community, providing a place for students to go after school to do their homework, providing access for residents without internet, and is the place to go to find out what is happening in the village. The library has invested in numerous upgrades to the building and technology in recent years, however the flood proofing and mitigation measures to the exterior and basement to protect the structural integrity of the library as well as the books and other resources which are stored in the basement as part of this project are critical improvements for the library.



Project Sponsor: Springport Free Library

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$30,000

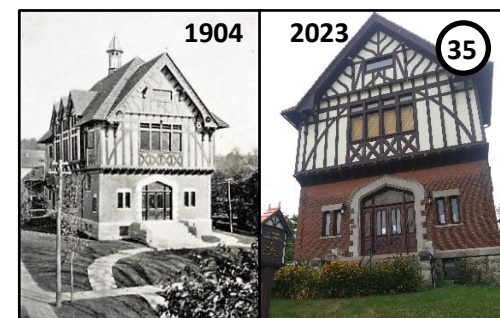
Funding Request: \$22,500

Funding Sources: Owner capital, bank financing

Link to Vision: Culture & Recreation

Restore Historic Windows at Aurora Free Library.

Since 2008, the Aurora Free Library Board of Trustees has completed over \$500,000 in building reconstruction and renovations including the tile roof, exterior masonry steps, the main-entrance double entry door, subsurface water-sealing of the foundation, floors in the main library, handicap access to the second floor, and updated heating and cooling systems with the intention of extending the useful life of the building. The library intends to restore or replace all 40 clear and leaded glass windows on the building as most of them are currently inoperable or deteriorating leading to insufficient cross ventilation/air flow and unsafe environments. This project will improve the buildings' water infiltration prevention and energy efficiency in addition to restoring the façade to its original beauty.



Project Sponsor: Aurora Free Library

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$375,000

Funding Request: \$281,000

Funding Sources: Owner capital, bank financing, NYSEDA, NY OPEN C-PACE

Link to Vision: Culture & Recreation, Tourism Destination

New Municipal & Public Safety Building.

The Village of Cayuga will develop village owned property adjacent to the new Wheat Street Apartments, McIntosh Park, and the American Legion to consolidate existing municipal and public safety services into a new energy efficient building complex capable of meeting the needs of the community. The building complex will house the Fire Department, village offices and DPW; as well as provide a new and larger public meeting space. The consolidation of services into this new building complex will result in the availability of three prominent properties in the community for redevelopment and adaptive re-use. Currently, the Fire Department is located on NY State Route 90, the village offices are located in the restored historic train station on the lakeshore, and the DPW is located at the end of Center Street.



Project Sponsor: Village of Cayuga

Timeline: 2-3 years

Project Type: PUBLIC

Project Cost: \$1,500,000

Funding Request: \$1,000,000

Funding Sources: Owner capital, bank financing, USDA Rural Development, LWRP

Link to Vision: Walkable Neighborhoods, Culture & Recreation

Revitalize Historic Center at Patrick Tavern.

In an effort to provide a more attractive street view for visitors, offer habitable space for a small business incubator and historical education events, protect the west façade from storm winds coming off the lake, and create a visible link to the lake, the Village of Aurora's Historical Society will make a pair of building improvements to the Village's historic Patrick Tavern. The first improvement involves the replacement of the existing roof. The project also calls for the reconstruction of the front-facing porch that existed at the time the building was used as a boarding house for Irish workers who travelled to the Village via the Erie Canal.



Project Sponsor: Village of Aurora Historical Society

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$26,000

Funding Request: \$19,500

Funding Sources: Owner capital, bank financing, NYSEDA, NY OPEN C-PACE

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination

Establish a Personal Watercraft Rental Business.

The Finger Lakes Development Group will establish a new business in the Village of Cayuga for an automated, self-service personal watercraft equipment rental service. The project includes the installation of a rack system to store kayaks, canoes, paddle boards, and other kinds of equipment that could be rented for hourly/daily use by the public. Personal watercraft usage on Cayuga Lake is a popular and growing recreational activity with the 2022 launch of the Cayuga Lake Blueway Trail for which John Harris Park in Cayuga and Frontenac Park in Union Springs are launch sites. This project directly supports previous efforts and will allow more people to access the beautiful, calm water of the north end of Cayuga Lake.



Project Sponsor: Finger Lakes Development Group

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$50,000

Funding Request: \$25,000

Funding Sources: Owner capital, bank financing

Link to Vision: Lake Access, Diverse Retail & Job Creation, Culture & Recreation, Tourism Destination

Develop a Historical Walking Tour.

The Village of Aurora will work with the Village Historian and Historical Society, Inns of Aurora, Wells College, and others to build upon existing resources and develop a walking tour specific to the Village. The self-guided walking tour will be intended to highlight and provide interesting historical information about buildings, people, and events in the Village. The project will also include informational kiosks and clearly labelled and well-designed trail markers for pedestrians to follow. Guidebooks may be developed and distributed as part of the program and an online audio recording for each landmark on the tour may be created.

Project Type: PUBLIC

Project Sponsor: Village of Aurora **Timeline:** 1-2 years

Project Cost: \$15,000

Funding Request: \$11,000

Funding Sources: Owner capital, bank financing

Link to Vision: Culture & Recreation, Tourism Destination



Example: Snoqualmie, WA Historic Walking Trail Kiosk

Create ADA Entrance at Cayuga Lake National Bank.

In the interest of ensuring that all individuals who visit the Aurora Branch of the Cayuga Lake National Bank have equitable access into the building, the bank will renovate their entrance to bring it into compliance with the regulations of the Americans with Disabilities Act. To provide an equal opportunity for all persons with disabilities to patronize the bank, a new ADA-compliant concrete ramp with railings will be installed at the front entrance.



Project Sponsor: Cayuga Lake National Bank

Timeline: 1-2 years

Project Type: PRIVATE

Project Cost: \$25,000

Funding Request: \$15,000

Funding Sources: Owner capital

Link to Vision: Walkable Neighborhoods, Diverse Retail & Job Creation, Culture & Recreation

Renovate Laundromat to Better Serve Community.

The owners will replace all washers and dryers with new energy-efficient ones and upgrade the existing drainage and sewer system to prevent backups and flooding inside. Since purchasing the building in early June 2023, the owners have invested in a new HVAC system, providing air conditioning for the first time, fixed some leaks in the roof, and installed new signage. This is the only laundromat for residents and visitors to Aurora, Cayuga, and Union Springs. A modern, clean, and safe laundry facility serving residents, tourists, and guests is an essential service for the community.



Project Sponsor: Thomas Quinn

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$200,000

Funding Request: \$100,000

Funding Sources: Owner capital, Cayuga County Small Business Loan

Link to Vision: Diverse Retail & Job Creation

Revitalize Community Fitness Center at Wells College.

The Schwartz Athletic Center is the only public fitness facility available in the Village. The center is open to use by Wells College students and faculty, as well as Village residents. As the building and its equipment continue to age past its safe lifespan, Wells College plans to revitalize the space. The College will replace aging fitness equipment with state of the art machines that fit the needs of users including students, faculty, and Village residents. The College will also reinforce the flooring, enhance the sound system, and upgrade the HVAC system to support the revamped fitness center.



Project Sponsor: Wells College

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$150,000

Funding Request: \$75,000

Funding Sources: College's capital fund, bank financing

Link to Vision: Diverse Retail & Job Creation, Culture & Recreation

Improve Apartment Complex.

The owner will rehabilitate and renovate this 6 unit apartment building that overlooks John Harris Park and Cayuga Lake in the Village of Cayuga. Work will include repairs to the first floor decks and second story balconies on the rear of the building, restoration of the façade, new energy efficient windows and other improvements to improve the appearance and functionality of the building for tenants. This project builds on the extensive interior renovations that the owner has completed in recent years.



Project Sponsor: Aurelius Property Management, LLC

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$100,000

Funding Request: \$40,000

Funding Sources: Owner capital, bank financing

Link to Vision: Lodging & Housing

Create a Bed & Breakfast.

The owner will rehabilitate and renovate this historic home, preserving a distinctive property in the Village of Cayuga, and turn it into a new bed & breakfast. This project includes extensive exterior repairs to the house and outbuildings to restore the appearance of the property while also increasing energy efficiency and functionality for guests.



Project Sponsor: Theodore Wallin

Timeline: Ready to start

Project Type: PRIVATE

Project Cost: \$200,000

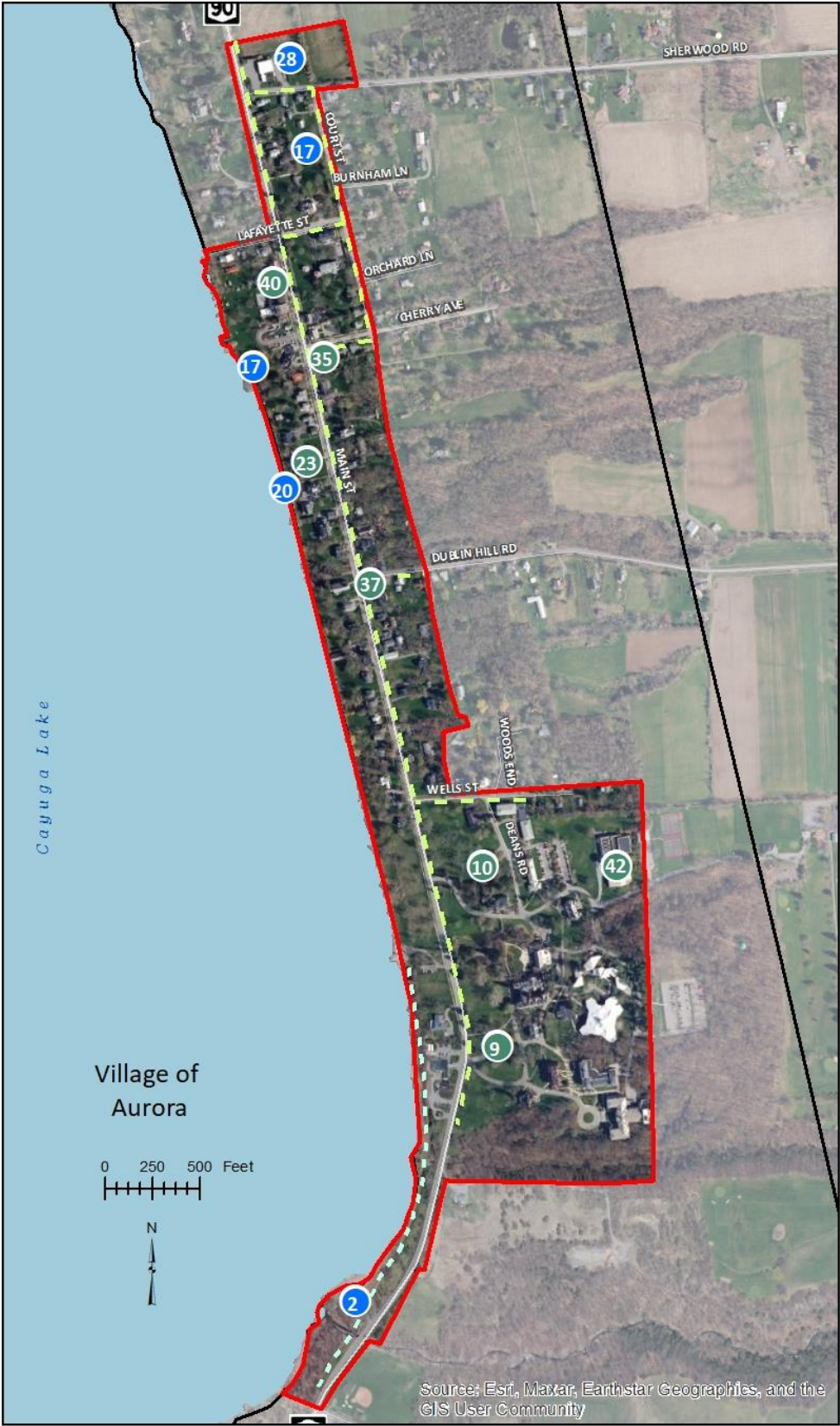
Funding Request: \$100,000

Funding Sources: Owner capital, bank financing

Link to Vision: Lodging & Housing

Project Summary					
Project Name/Location		Project Type	DRI Request	Match	Total
1	Construct New 3-Story Mixed-Use Building; 143 Cayuga St, Union Springs	Private	\$750,000	\$750,000	\$1,500,000
2	Establish Waterfront Park in Aurora; Off State Route 90, Aurora	Public	\$375,000	\$125,000	\$500,000
3	Create Agri-Tourism Development: Country Retail; 6273 Willard St, Cayuga	Private	\$375,000	\$375,000	\$750,000
4	New Sidewalks & Streetscape Improvements; Water St & Wheat St, Cayuga	Public	\$750,000	\$250,000	\$1,000,000
5	Create Agri-Tourism Development: Glamp-Ground; 6273 Willard St, Cayuga	Private	\$350,000	\$350,000	\$700,000
6	Transform Underutilized Warehouse to Commercial Laundry Facility; 13 Salem St, Union Springs	Private	\$400,000	\$600,000	\$1,000,000
7	Develop a Branding and Marketing Campaign; Various locations, Cayuga, Union Springs & Aurora	Public	\$55,000	\$20,000	\$75,000
8	Construct Pedestrian Bridge on Foundry Street; Foundry St, Union Springs	Public	\$150,000	\$50,000	\$200,000
9	Establish Workforce Development Center at Cleveland Hall; 170 Main St, Aurora	Private	\$960,000	\$1,440,000	\$2,400,000
10	Establish Early Education Facility; 22 Deans Rd, Aurora	Private	\$50,000	\$35,000	\$85,000
11	Renovate Vacant Mixed-Use Building; 159 Cayuga St, Union Springs	Private	\$250,000	\$250,000	\$500,000
12	Renovate Historic Building to Create New Mixed-Use Space; 141 Cayuga St, Union Springs	Private	\$60,000	\$40,000	\$100,000
13	Replace Shurfine Grocery Store Roof; 177 Cayuga St, Union Springs	Private	\$40,000	\$100,000	\$140,000
14	Create a Community Investment Fund; Various locations, Cayuga, Union Springs & Aurora	Public	\$600,000	\$100,000	\$700,000
15	Establish New Lakefront Brew Pub; 21 Basin St, Union Springs	Private	\$200,000	\$150,000	\$350,000
16	John Harris Park Improvements; 6205 Railroad St, Cayuga	Public	\$937,500	\$312,500	\$1,250,000
17	Expand Recreational Opportunities in Aurora Parks; State Route 90 & Court St, Aurora	Public	\$375,000	\$125,000	\$500,000
18	Rehabilitate Historic Schoolhouse; 6193 Center St, Cayuga	Private	\$165,000	\$165,000	\$330,000
19	Establish Retail & Arts Center; 6223 Lake St, Cayuga	Private	\$153,500	\$153,500	\$307,000
20	Establish Gateway Entrance on Lakeshore; Off State Route 90, Aurora	Public	\$562,500	\$187,500	\$750,000
21	Enhancements to Frontenac Park- Phase 3; 26 Chapel St, Union Springs	Public	\$975,000	\$325,000	\$1,300,000
22	Install High-Speed Fiber Broadband; Various locations, Cayuga, Union Springs & Aurora	Public	\$220,000	\$220,000	\$440,000
23	Decarbonize Community Space at United Ministry of Aurora; 337 Main St, Aurora	Private	\$172,500	\$57,500	\$230,000
24	Create Agri-Tourism Development: Adaptive Re-Use of Historic Barns; 6273 Willard St, Cayuga	Private	\$250,000	\$250,000	\$500,000
25	Create Inviting Entrance to FLX Marine from State Route 90; 109 Cayuga St, Union Springs	Private	\$100,000	\$160,000	\$260,000
26	Transform FLX Marine into High-Tech Full-Service Marina; 21 Basin St, Union Springs	Private	\$200,000	\$200,000	\$400,000
27	Expand Public Meeting Space; 26 Chapel St, Union Springs	Public	\$225,000	\$75,000	\$300,000
28	Create a Community Center; 456 Main St, Aurora	Public	\$900,000	\$300,000	\$1,200,000
29	Establish Flexible, Mixed-Use Building; 211 Genesee St, Cayuga	Private	\$80,000	\$80,000	\$160,000
30	Provide Fast-Charge EV Stations with Wayfinding Kiosks; 161 Cayuga St, Union Springs	Public	\$187,500	\$62,500	\$250,000
31	Renovations to St. Paul's Academy II School; 6201 Center St, Cayuga	Private	\$187,500	\$187,500	\$375,000
32	Renovate Frontenac Historical Society & Museum; 178 Cayuga St, Union Springs	Private	\$750,000	\$250,000	\$1,000,000
33	McIntosh Park Improvements; 209 Genesee St, Cayuga	Public	\$562,500	\$187,500	\$750,000
34	Renovate Springport Free Library; 171 Cayuga St, Union Springs	Private	\$22,500	\$7,500	\$30,000
35	Restore Historic Windows at Aurora Free Library; 370 Main St, Aurora	Private	\$281,000	\$94,000	\$375,000
36	New Municipal & Public Safety Building; Wheet St, Cayuga	Public	\$1,000,000	\$500,000	\$1,500,000
37	Revitalize Historic Center at Patrick Tavern; 302 Main St, Aurora	Private	\$19,500	\$6,500	\$26,000
38	Establish a Personal Watercraft Rental Business; 6194 Lake St, Cayuga	Private	\$25,000	\$25,000	\$50,000
39	Develop Historical Walking Tour; Various locations, Aurora	Public	\$11,000	\$4,000	\$15,000
40	Create ADA Entrance at Cayuga Lake National Bank; 397 Main St, Aurora	Private	\$15,000	\$10,000	\$25,000
41	Renovate Laundromat to Better Serve Community; 177 Cayuga St, Union Springs	Private	\$100,000	\$100,000	\$200,000
42	Revitalize Community Fitness Center at Wells College; 170 Main St, Aurora	Private	\$75,000	\$75,000	\$150,000
43	Improve Apartment Complex; 6228 Lake St, Cayuga	Private	\$40,000	\$60,000	\$100,000
44	Create a Bed & Breakfast; 6176 Lake St, Cayuga	Private	\$100,000	\$100,000	\$200,000
		Private:	\$6,634,000	\$6,099,000	\$12,733,000
		Public:	\$7,423,500	\$2,816,500	\$10,240,000
		TOTAL:	\$14,057,500	\$8,915,500	\$22,973,000

Downtown Area Detail
Proposed Projects



Legend

- Municipal Boundaries
- ++++ Railroad
- Red Outline Downtown Area
- - - - Proposed Waterfront Trail
Part of Project #2
- Yellow Line Proposed Sidewalk
Project #4
- - - - Proposed Historic Walking Tour
Project #39
- Green Circle # Private Project
- Blue Circle # Public Project

Note: Project #7: Develop a Branding & Marketing Campaign, #14: Create a Community Investment Fund, and #22: Install High-Speed Fiber Optic Broadband each apply to the whole downtown area in each village.

Administrative Capacity

The Villages of Cayuga, Union Springs, and Aurora are well positioned to implement a DRI award with assistance from partners with various local, county, and regional agencies and entities. The Mayors, Clerks, Village Trustees, and staff at each of the villages have successfully administered a combined \$25M+ in projects and state grants over the past 10 years and are ready to execute contracts and implement all public projects that are funded through the DRI program quickly, efficiently, and accurately.

The villages will continue their longstanding partnership with the Cayuga County Department of Planning & Economic Development (CCPED), working with county planners who will provide technical assistance and grant administration for both public and private projects across the DRI corridor. Specifically, the villages will continue to work with and seek guidance from Associate Planner Kari Terwilliger, AICP who has throughout her 11 years with CCPED assisted Cayuga with updating their Comprehensive Plan, Zoning Law and finalizing their Local Waterfront Revitalization Program (LWRP); she has also assisted Union Springs with updating their Zoning Law, Comprehensive Plan, and preparing, facilitating, and administering the grant for their LWRP; and she has assisted Aurora with updating their Zoning Law. Ms. Terwilliger has also assisted Union Springs with numerous recent grants (writing and administration) for capital projects and routinely administers similar grants and contracts and facilitates community planning and economic development projects throughout the county. Ms. Terwilliger has received high marks from state and local officials for her work and timely completion of projects, and in her everyday work at CCPED has proven capable of multi-tasking on several long and short term projects, boards, and committees at once while meeting all deadlines and required deliverables.

The villages will also work with staff from the Cayuga Economic Development Agency (CEDA), Cayuga County Convention & Visitors Bureau, Cayuga Lake Scenic Byway, and the Cayuga County Employment and Training Center to support the project sponsors and Local Planning Committee (LPC) as they develop the Strategic Investment Plan (SIP) and submit final proposals to the state. Each of these agencies are very familiar with each of the villages and the State Route 90 corridor and are committed to making a DRI award as successful as possible for the residents and business owners throughout the corridor.

The Cayuga County Development Corporation, Cayuga Lake National Bank, and Generations Bank are local financial institutions that have pledged their support and commitment to the success of the DRI award as well. They have already demonstrated this commitment through their lending, grants and other support of the local community and wider region in recent years.

Cayuga, Union Springs, and Aurora are committed to an open, transparent, public planning and implementation process taking the approach to establish the LPC with mostly local residents and business owners and fill ex-officio seats with representatives from project partners, major project sponsors, local and regional experts. The intent is to continue the community driven process that developed this application and not to “stack the deck” with elected or appointed village officials.

The villages are looking forward to working with the consultant team that will be provided by New York State to help the community develop the SIP alongside the team of local professionals and dedicated citizens that have brought the community this far to reaching their full potential and vision for revitalization.

Letters of Support

Attached and listed below are a wide range of letters received in support of this Joint DRI application. Many of the supporters of this application were involved in its preparation, are major project sponsors, and/or will be members of the LPC and implementation process post award. All these individuals, partners, business owners, and government officials recognize the decades of persistent hard work that the community has put in to tee up this grant process through land use planning, recent public and private investments to infrastructure, community spaces, and the growth of businesses. They also see future potential for the continued revitalization of these beautiful lakefront villages and the entire State Route 90 corridor that can only be made possible through a DRI award.

- Mayors Donald Wilson, Jr., Robert Thurston, Jr. & James Orman
- Shawn Dwello & Jim Minturn
- E. John Gavras Center
- Ithaca Neighborhood Housing Services
- FLX Marine
- Frances Rosenkrans
- Inns of Aurora
- Peachtown Elementary School
- Wells College
- Generations Bank
- M&T Bank
- Cayuga County Development Corporation
- Cayuga County Department of Planning & Economic Development
- Cayuga County Economic Development Agency
- Cayuga County Chamber of Commerce
- Cayuga Lake Scenic Byway
- Cayuga County Convention & Visitors Bureau
- Preservation League of NY
- Assemblyman Jeff Gallahan
- Senator Rachel May

In Closing

Cayuga, Union Springs, and Aurora are ready, willing, and able to immediately start implementing a DRI award and we wholeheartedly believe that we are deserving of one as well. Community members have shown up all year to declare their support and eagerness to assist with the development of this application and for all that comes post award. Village officials and our county partners stand ready to make all of our dreams a reality. We are not asking for a handout, just a hand up with this DRI investment from the state to help us continue to revitalize Cayuga County’s Quaint Lakeside Village Corridor. Thank you again for your consideration, we look forward to continuing to work together with our partners at the CNY REDC.



September 19, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Villages of Cayuga, Union Springs, and Aurora NY
Joint DRI Grant Application 2023

Dear Dr. LeMura and Mr. Wolken:

As the Mayors for the villages of Cayuga, Union Springs, and Aurora we'd like to express our gratitude for the opportunity to apply together for a Joint DRI award through the CNY REDC and for your consideration of our proposal. Our villages have and will continue to work alongside one another, supporting each other to achieve our shared vision for the future prosperity and enjoyment of our lakeside community.

Elected officials and community members in each village have volunteered their time and worked tirelessly for more than a decade on grassroots community revitalization efforts starting with new and updated comprehensive plans and zoning laws, Local Waterfront Revitalization Programs, and a myriad of supportive local laws in between. These land use planning efforts have sparked redevelopment and upgrades to both the public and private realms of our community, bringing us to where we are today- on the cusp of realizing our future vision that we spent so many years planning for.

Cayuga, Union Springs, and Aurora are connected by our shared past, present, and future via Cayuga Lake and State Route 90. A \$10 million DRI award spread across the 13 miles that connect our downtown areas will have immeasurable positive affects not only for this northeast quadrant of Cayuga Lake but across our larger region as well. We are proud of the efforts of our private property owners and business owners who have been investing in the future of our community and who put forth nearly \$15 million in 28 different private projects for this application. They have inspired us more than we could have imagined.

Our communities are ready, willing, and able to immediately start implementing a DRI award and we wholeheartedly believe that we are deserving of one as well. Community members have shown up all year to declare their support and eagerness to assist with the development of this application and for all that comes post award. Village officials and our county partners stand ready to make all of our dreams a reality.

We are not asking for a handout, just a hand up with this DRI investment from the state to help us continue to revitalize Cayuga County's Quaint Lakeside Village Corridor. Thank you again for your consideration, we look forward to continuing to work together with our partners at the CNY REDC.

Sincerely,

Donald Wilson, Jr., Mayor
Village of Cayuga

Robert Thurston, Jr., Mayor
Village of Union Springs

James Orman, Mayor
Village of Aurora

Shawn Dwello
Jim Minturn
228 Genesee St.
Cayuga NY 13034

Dr. Linda MeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Earle Blvd. Suite 112
Syracuse NY 13204

RE: Village of Cayuga 2023 New York Forward Grant Application
2023 DRI Joint Grant Application (Villages of Cayuga, Union Springs, and Aurora)

September 17, 2023

Dear Dr. Linda MeMura & Randy Wolken:

We consider ourselves fortunate to live in the Village of Cayuga and on the Rt. 90 Corridor. It is an area that is full of natural beauty, quaint neighborhoods, historical significance, and untapped potential.

The grants for New York Forward and DRI will allow the Village of Cayuga and Rt. 90 Corridor communities to execute their visions to – 1) Maintain the charm of each community, 2) Preserve natural resources, 3) Attract neighborhood scaled businesses, and 4) Entice visitors to explore and stay in the area.

As residents and property owners, in the Village of Cayuga, for over 30 years we support our community's vision and want to be a part of the catalyst of change for the growth and longevity of the area we live in. Recognizing the significance of how the grants could impact our Village and local communities we submitted applications for consideration on the 112 acres we own:

1. Glamp-Ground – establish a small luxury glamping campground to attract experimental travelers, nature enthusiasts, Finger lakes explorers, and families looking for a unique experience to the Village of Cayuga.
2. Mixed-Use Retail Space – create a space that will compliment the Glamp-Ground and establish a gathering spot for the community and passing motorists. The space would look to incorporate a general store, coffee and ice cream shop, boat rentals, pop-up location for local vendors and outdoor entertainment venue.
3. Renovate Historic Barns – recondition 10,480 square feet of barn space to its former glory and scenic attraction along the Route 90 Scenic Byway.

Each of these projects supports the community's visions by looking to attract visitors to the area and to locally owned businesses to experience and enjoy all that we have to offer. In addition, the funding provided by the grant and partnership with the Village, will be instrumental in supporting the launch of each of the ventures.

We are truly looking forward to being a part of this process and hope to be a member of the Local Planning Committee. Being a part of the committee will not only help to ensure the successful implementation of the award but will also allow us to support our village and local communities forge a vision for the longevity and security of our area and its natural resources.

We look forward to the future of our community and the much-needed support that these grants will afford to them. Please let us know if you have any questions or if there is anything additional that we can do to support our communities' efforts.

Thank you,


Shawn Dwello
316 246 4347 | dwellmin001@gmail.com


Jim Minturn
315 406 8627 | minturns4@yahoo.com



E. JOHN
GAVRAS
CENTER

www.gavrascenter.com

182 North Street • Auburn, New York 13021

888-255-2746 or 315-255-2746

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

September 22, 2023

Re: Village of Cayuga, NY, 2023 New York Forward Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am writing to voice my support for the Village of Cayuga's application to the NY Forward grant program. Building on the success of the State's Downtown Revitalization Initiative (DRI), the New York Forward program has the potential to induce transformative change in smaller, more rural communities like the Village of Cayuga.

If awarded, this funding will enable the Village to capitalize on the growing momentum it has created in recent years. Several substantial public and private investments focused in the downtown and along the lakefront have clearly demonstrated the Village's commitment to improving quality of life for residents and becoming hub for the tourism industry in Central New York. Continued revitalization in Cayuga would continue to attract additional residents, service providers and much needed economic investment. A New York Forward investment would help to make this a reality.

Once again, I fully support the Village's grant application and commitment to improving the lives of people who live, work, and travel to the community. I look forward to seeing this application come to fruition.

Sincerely,

Danielle M. Wright, MBA, CFE
Executive Director/Chief Executive Officer

September 25, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Village of Cayuga, NY, 2023 New York Forward Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am writing to voice my support for the Village of Cayuga's application to the New York Forward grant program. Building on the success of the State's Downtown Revitalization Initiative (DRI), the New York Forward program has the potential to induce transformative change in smaller, more rural communities like the Village of Cayuga.

If awarded, this funding will enable the Village to capitalize on the growing momentum it has created in recent years. Several substantial public and private investments focused in the downtown and along the lakefront have clearly demonstrated the Village's commitment to improving quality of life for residents and becoming a hub for the tourism industry in Central New York.

In both the 2013 Comprehensive Plan and the Local Waterfront Revitalization Program, the community established a clear vision for a walkable, connected village that values the preservation and enhancement of its existing resources, including its ample open space and charming building stock suitable for renovation. This roadmap for revitalization has allowed the Village to swiftly pursue projects by forming dynamic partnerships with public and private organizations that share in the Village's vision.

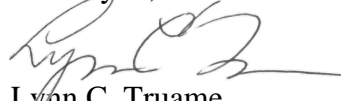
One case in point is the Village's response to the closure of Cayuga Elementary School in 2018. Rather than allowing the property to languish during a drawn out disposition process, the Village worked diligently to find a new user and reimagine the role this building could serve in the community. Thanks to the Village's leadership and eagerness to foster a straightforward approval process for redevelopment, Cayuga Elementary will be redeveloped as Wheat Street Apartments beginning in 2023. The adaptive reuse of the building will create 31 new affordable apartments, 16 new townhouses adjacent to the school, and the former school playground has been split from the residential property to ensure continued public access. INHS, in partnership with the E. John Gavras Center, has secured all funding for the project, which includes an \$18 million capital budget along with funding for ongoing supportive services for residents.

We are confident that the Village will show the same leadership to expeditiously implement the proposed New York Forward projects. As a housing provider, INHS has sought to locate housing

in areas where residents can connect with the broader community, utilize multimodal transportation, and find employment opportunities. The projects proposed in the Village's NY Forward application provide a variety of benefits to residents including improved connections to the Village and waterfront through the proposed sidewalk expansion, convenient access to a variety of recreational activities at multiple locations, and, through the creation of the community investment fund, the potential for more residents to find employment locally, which can lead to significant transportation expense savings and foster a strong connection to the community.

We look forward to taking an active role in the visioning and planning process that would follow a NY Forward award in the Village. INHS proudly supports the Village's grant application and its commitment to improving the lives of the people who live, work, and travel to the community.

Thank you,



Lynn C. Truame

Director of Real Estate Development



September 26, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Village of Union Springs 2023 New York Forward Grant Application
2023 DRI Joint Grant Application (Villages of Cayuga, Union Springs, and Aurora)

Dear Dr. LeMura and Mr. Wolken:

FLX Marine is an anchor business and tourist amenity in the Village of Union Springs and while the name and ownership of the marina may have changed a few times since it was originally established in the 1960's, one thing has remained constant- we are the largest and busiest marina and boat dealership on the northeast side of Cayuga Lake. We have witnessed the efforts of the village government and private property owners in recent years to revitalize and restore our downtown to a vibrant bustling commercial neighborhood, contributing to that transformation ourselves. We have removed and replaced hundreds of feet of sea wall at a cost of over \$1000.00 per foot, resurfaced cement floating dock, removed and replaced numerous "finger docks", added boat sales to the business, updated signage, updated interiors of buildings, updated restrooms, updated lighting and electrical systems, and more.

The three projects included in the Union Springs NY Forward and Joint DRI applications from FLX Marine will have a profound catalytic impact on the village and our State Route 90 corridor. Together they will enhance the village's image along State Route 90, create a more user-friendly entrance to the marina, expand our capabilities to provide high-tech service to our customers, create a unique waterfront dining establishment, and offer at least 12 new employment opportunities. Together these projects represent a \$1M+ investment in the community we love. Funding provided through a NY Forward or DRI award and partnership with the Village of Union Springs will be instrumental in bringing the vision we have for the future of the marina and the village to reality.

A NY Forward award or a joint DRI award with our neighboring villages is the jumpstart that this community needs to really make a difference for our businesses, residents, and visitors. The priorities of our region align with the vision and goals set forth in the village's comprehensive plan, LWRP, and NY Forward application to attract new businesses and visitors to the area.

I am truly looking forward to being a part of this downtown revitalization process and to being a member of the Local Planning Committee to help ensure the successful implementation of the award and to support our community further their vision for the future.

Sincerely,



Bernard (Bernie) DeGraw
FLX Marine
<http://www.FLXMarine.com>
(315) 889-5532

September 21, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Village of Union Springs 2023 New York Forward Grant Application
2023 DRI Joint Grant Application (Villages of Cayuga, Union Springs, and Aurora)

Dear Dr. LeMura and Mr. Wolken:

The Rosenkrans family is a multi-generational property owner and investor in the Village of Union Springs. This community is our home, and we take great pride in it. We have witnessed the efforts of the village government and private property owners in recent years to revitalize and restore our downtown to a vibrant bustling commercial neighborhood.

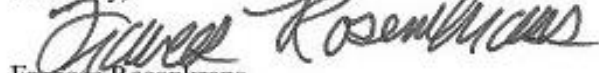
Investment from New York State through a NY Forward award or a joint DRI award with our sister villages is just the shot in the arm that we need to get over that first hurdle and really make a difference for our businesses, residents, and visitors. The priorities of our region align with the vision and goals set forth in the village's comprehensive plan and NY Forward application.

Two projects with the most potential to be truly transformational for Union Springs and the State Route 90 Corridor involve properties that I own. Sadly, one of our most prominent buildings and the first that I ever purchased on my own decades ago has fallen into an irreparable state of disrepair. I intend to demolish the existing building and replace it with a three-story building matching the architecture of surrounding historical buildings in downtown, creating retail space(s) on the first floor and four new apartments on the upper floors. Our family has prided itself in providing affordable housing in the other apartments that we own and are committed to doing the same with this project. Our other project is a recent purchase and I intend to restore the building that is home to the former antique store, creating a farm-to-table diner and bakery, and two apartments.

These projects, along with all of the others in the village's application, support the community's vision to attract new businesses and visitors to the area, as well as providing new housing options for current and new residents. Funding provided through a NY Forward or DRI award and partnership with the Village of Union Springs will be instrumental in supporting the transformation of these anchor buildings in our downtown.

I am truly looking forward to being a part of this downtown revitalization process and to being a member of the Local Planning Committee to help ensure the successful implementation of the award and to support our community further their vision for the future.

Sincerely,



Frances Rosenkrans
54 Center Street
Union Springs, NY 13160

INNS OF
AURORA
RESORT & SPA

September 26, 2023

The Inns of Aurora is delighted to be part of the experience of the adjacent villages working together and separately on the NY Forward and Downtown Revitalization Initiative Applications.

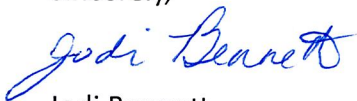
Our project will allow us to operate a space in the Village of Union Springs so that we can manage our laundry needs locally and no longer outsource. This project will create jobs in a community that recognizes the advantages of improving their commerce. In addition, the Inns of Aurora will benefit from reduced operation expenses and improved efficiencies.

Our private goals of sustainability complement the goals of the Village of Aurora to welcome commercial activity and work toward our presence into the future.

We look forward to representing the Inns of Aurora on the local planning committee and working with teams that are energized to look to the future, create opportunities and share all that the individual villages and Rt. 90 corridor have to offer. Our representation as an employer of 250+, will present a diverse perspective of the implementation of an award.

The Inns of Aurora team has managed many development and rehabilitation projects to build a business that attracts guests to the beauty of the area. This experience will complement the local village trustees and members of the planning committee to assist with implementation of grants. As a significant contributor to the local property tax, sales and county hospitality tax and payroll taxes, Inns of Aurora is excited to continue to be part of revitalizing the community and surrounding areas.

Sincerely,



Jodi Bennett
Chief Financial Officer

September 29, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Village of Aurora, NY, 2023 NY Forward and Joint DRI Grant Applications

Dear Dr. LeMura and Mr. Wolken,

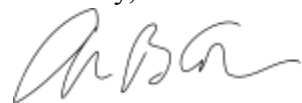
I am writing on behalf of Peachtown Elementary School to voice my support for the Village of Aurora's applications to the NY Forward grant program and Joint Downtown Revitalization Initiative grant program. The two grant programs present an opportunity for the Village of Aurora, and the Cayuga Lake Route 90 Corridor as a whole, to build upon recent investments and revitalize the Village center, expanding the availability of essential services and economic development opportunities.

One aspect of community development that has not been addressed in decades is a need for affordable full time certified daycare options. Parents of young children have very limited access to high quality care in our area. Peachtown Elementary, with the support of other local businesses and institutions, is seeking to fill that need by facilitating a collaborative endeavor in the Village of Aurora. We seek funding to support the adjustments that would need to be made to convert existing adult centered spaces into a healthy and safe environment for children to learn and grow.

Our proposed project would not only support the needs of families who seek to live and work in and around the Village of Aurora, but it would also help our local businesses to attract and retain employees. Staff who feel good about their childcare are reliable and productive at work. The proposed daycare center would provide an opportunity for Wells College to enhance their teacher preparation program, allowing them a space to train preservice teachers in Early Childhood Education. It would also provide many opportunities for collaboration between the College and the community through internships, field work, and work study positions.

The overall economic impact of a project such as ours is broad and long lasting. As we like to say, investing in children is investing in the future. This is as true today as it was when Aurora was founded.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Alyssa Gunderson', written in a cursive style.

Alyssa Gunderson
Head of School

170 Main Street
Aurora, New York 13026
T 315.364.3265
F 315.364.3335
president@wells.edu
www.wells.edu
Office of the President



September 27, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Village of Aurora, NY, 2023 NY Forward and Joint DRI Grant Applications

Dear Dr. LeMura and Mr. Wolken:

I am writing on behalf of Wells College to voice my support for the Village of Aurora's applications to the NY Forward grant program and Joint Downtown Revitalization Initiative grant program. The two grant programs present an opportunity for the Village of Aurora, and the Cayuga Lake Route 90 Corridor as a whole, to build upon recent investments and revitalize the Village center, expanding the availability of essential services and economic development opportunities.

Wells College is a very small 155-year-old liberal arts college (enrollment 350-400) serving a diverse and generally less advantaged student population, with 25% of students first generation, 30% students of color, and over 50% low-income (Pell-eligible). The historic Wells College campus requires constant investment to maintain and update aging infrastructure. A typical, annualized reinvestment of our campus averages \$450,000 – a significant amount for a college the size of Wells and sufficient to address the regular, ongoing needs of our historic campus. Occasional projects, vital they might be to the future and well-being of the College remain outside our budget capabilities and require outside assistance. In this case, the Village will benefit greatly from a renovated Cleveland Hall, with new village offices, meeting spaces, and coworking space for local entrepreneurs, and the renovated fitness center in Schwartz Athletic Center, which is used by local residents as well as the College community. It is simply not appropriate to place the full cost of these renovations on the backs of our students and their families.

Despite our small size, the economic impact of Wells college is considerable – the Council on Independent Colleges and Universities (CICU) estimates our overall economic impact to be over \$54M. The proposed projects will continue to benefit the Village and region economy in important ways. New space for the Wells College Institute for Workforce Partnerships and Wells College Conference and Events will bring more visitors to Aurora, increasing our spillover economic impact; furthermore, located as it is directly on State Route 90, this renovated building will directly



In keeping with the College's commitment to environmentally and socially responsible practices, this paper is certified to the standards of the Forest Stewardship Council® (FSC®).

September 27, 2023

support the local tourism industry. The Schwartz Athletic Center, located on Wells College campus, houses a fitness center with aerobic and strength training equipment, gymnasiums, a swimming pool and aquatic center, and dance studio. Current equipment in the fitness center is past due for replacement; many replacement parts are not available and the technology is out of date. Wells College makes the fitness center and swimming pool available to local residents, improving quality of life in Aurora as there are no commercial fitness facilities nearby.

Cayuga County is designated a Distressed County, meaning it is among the most severely and persistently economically challenged counties, with high rates of poverty, unemployment, or outmigration. Nevertheless, we can be proud of the growing tourism industry in the area. The Village of Aurora is home to the Inns of Aurora, and is also part of various trails, such as the Cayuga Lake Wine Trail and the Cayuga County Sweet Treat Trail. The Inns of Aurora and Wells College are the major employers in our area of Cayuga County, and we are each working hard and collaborating well with Mayor Orman and Village trustees to ensure economic development continues. The proposed projects represent a continuation of that work, and I hope that you see fit to support them with the NY Forward and Joint DRI Grant opportunities.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan Gibraltar', with a long horizontal flourish extending to the right.

Jonathan Gibraltar
President



September 26, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Villages of Cayuga, Union Springs, and Aurora, NY, 2023 DRI Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am writing on behalf of Generations Bank to voice my support for the Village of Cayuga, Union Springs, and Aurora's joint application to the Downtown Revitalization Initiative grant program. The DRI program has the potential to drive long-term community revitalization benefitting the Cayuga Lake Route 90 Corridor, and Cayuga County as a whole.

Generations Bank has been a part of the region for more than a century and has had the opportunity to work with and support the many commercial enterprises and residents that comprise the focus area of this application. The community's work, with our support has enabled the area to transform significantly in recent years. DRI funding will provide opportunities to further transform the communities, enhancing economic development and quality of life.

The projects being advanced in this application show promising development of retail, lodging, and recreation which will further enhance the Cayuga Lake Route 90 Corridor. In recognition of the unique capacity for growth that this corridor has, we believe that if the villages are awarded, there will be great potential for improvements in the quality of life for both these communities and the region as a whole.

Generations Bank will provide support to the three villages by partnering with DRI project sponsors to ensure that they have the capital to implement their projects. I look forward to seeing the transformative effects of the projects funded through this program.

Sincerely,

AG Cutrona
SVP – Chief Banking Officer
20 East Bayard Street
Seneca Falls, New York 13148



237 Grant Ave., Auburn, NY 13021
315 253 7314 TOLLFREE 800 724 2440 FAX 315 253 2902

September 19, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Villages of Cayuga, Union Springs, and Aurora, NY, 2023 DRI Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am writing on behalf of M&T Bank to voice my support for the Village of Cayuga, Union Springs, and Aurora's joint application to the Downtown Revitalization Initiative grant program. The DRI program has the potential to drive long-term community revitalization benefitting the Cayuga Lake Route 90 Corridor, and Cayuga County as a whole.

M&T Bank has had the opportunity to work with and support the many commercial enterprises and residents that comprise the focus area of this application. The community's work, with our support has enabled the area to transform significantly in recent years. DRI funding will provide opportunities to further transform the communities, enhancing economic development and quality of life.

The projects being advanced in this application show promising development of retail, lodging, and recreation which will further enhance the Cayuga Lake Route 90 Corridor. In recognition of the unique capacity for growth that this corridor has, we believe that if the villages are awarded, there will be great potential for improvements in the quality of life for both these communities and the region as a whole.

M&T Bank plans to play a major role in supporting the three villages by partnering with DRI project sponsors to ensure that they have the capital to implement their projects. I look forward to seeing the transformative effects of the projects funded through this program.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Suzanne Fadden'.

Suzanne Fadden, Senior Vice President
Business Banking Senior Relationship Manager

**Cayuga County
Development Corporation**

Cayuga County Office Building
160 Genesee St., 5th Floor
Auburn, NY 13021

Phone: 315.253.1276

Fax: 315.253.1499

slynch@cayugacounty.us

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August 14, 2023

Dr. Linda LeMura
Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Villages of Cayuga, Union Springs and Aurora NY
Joint DRI Grant Application 2023

Dear Dr. LeMura and Mr. Wolken:

On behalf of the Board of Directors of the Cayuga County Development Corporation (CCDC), I am pleased to provide this letter expressing the CCDC's strong support for the combined Village of Cayuga, Union Springs and Aurora's Joint Application to the 2023 Downtown Revitalization Initiative grant program.

The CCDC Board of Directors views a NY DRI Award to these three Cayuga Lake shoreline villages as an essential catalyst that will leverage critical state investments with local private and public sector dollars. The integrated community and corridor revitalization program at the heart of the joint application will deliver real, transformative change along the Cayuga Lake Route 90 Scenic Byway Corridor and return long-term economic development dividends to the entire County.

As an active partner within Cayuga County's Economic Development Program, the CCDC will work closely with Aurora, Union Springs and Cayuga and their existing and emerging businesses to advance the economic and community development projects included in the DRI Application. The CCDC Small Business Revolving Loan Fund portfolio has many examples where CCDC gap financing for emerging and expanding business ventures has resulted in community development, job creation and expanded tourism in Cayuga County. Please know that the CCDC will strongly consider small business loan applications from DRI projects that meet the program guidelines under the CCDC.

A DRI Funding Award to the collective lakefront Villages of Cayuga, Union Springs and Aurora is an excellent investment of state funding in the ongoing renewal of the CNY region. Funding for projects in each community will capitalize on more than a decade of cooperative, proactive and progressive land use planning and revitalization work that these villages have undertaken and completed. The three villages, and the Cayuga Lake Route 90 Scenic Byway Corridor connecting them, are ready for transformative change. Thank you for your strong consideration and support of the exciting, shovel-ready projects and local efforts included in the joint Village of Cayuga, Union Springs and Aurora DRI Grant Application.

Sincerely,



John Latanyshyn, Chair, CCDC

CC: James Orman, Mayor, Village of Aurora
Robert Thurston, Mayor, Village of Union Springs
Don Wilson Jr., Mayor, Village of Cayuga
CCDC Board of Directors
Kari Terwilliger, Associate Planner, CCPED



DEPARTMENT OF PLANNING & ECONOMIC DEVELOPMENT

Stephen F. Lynch, Director

County Office Building, 160 Genesee Street, Auburn, New York 13021
Voice: (315) 253-1276

Email: planning@co.cayuga.ny.us
Fax: (315) 253-1499

August 14, 2023

Dr. Linda LeMura
Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Villages of Cayuga, Union Springs and Aurora NY
Joint DRI Grant Application 2023

Dear Dr. LeMura and Mr. Wolken:

On behalf of the Cayuga County Department of Planning and Economic Development, I am pleased to provide this letter expressing Cayuga County's strong support for the combined Village of Cayuga, Union Springs and Aurora's Joint Application to the 2023 Downtown Revitalization Initiative grant program. This letter also confirms our commitment to build upon more than a decade of close, working relationships with these Cayuga Lake shoreline villages. We are fully prepared to work alongside the state's consultant team, from Notice of Award through the grant's Strategic Investment Planning process, should a NYS DRI grant be awarded. Cayuga County Planning is also ready, willing and able to assist the collective Village teams with project and grant administration, shepherding each public or private project in the corridor through to completion, ensuring the successful implementation of an award.

New York State has made a commitment to revitalization of its many unique and historic villages and towns with this version of the DRI, offering opportunities for smaller, linked communities to collaborate and multiply the state and local investment along corridors and among related businesses.

A DRI Funding Award to the collective lakefront Villages of Cayuga, Union Springs and Aurora is an excellent investment of state funding in the ongoing renewal of our CNY region. Funding for projects in each community will capitalize on cooperative, proactive and progressive land use planning and revitalization work that these villages have undertaken and completed. The three villages, and the Cayuga Lake Route 90 Scenic Byway Corridor connecting them, are ready for transformative change. Thank you for your strong consideration and support of the exciting, shovel-ready projects and local efforts included in the joint Village of Cayuga, Union Springs and Aurora DRI Grant Application.

Sincerely,

A handwritten signature in blue ink, appearing to read "S. Lynch", is written over a horizontal line.

Stephen F. Lynch, Director

CC: James Orman, Mayor, Village of Aurora
Robert Thurston, Mayor, Village of Union Springs
Don Wilson Jr., Mayor, Village of Cayuga
Kari Terwilliger, Associate Planner, CCPED



September 12, 2023

Daniel Kolinski
Acting Regional Director
Central New York Region
620 Erie Blvd. Suite 112
Syracuse, NY 13204

RE: Cayuga Lake Route 90 Villages – 2023 Downtown Revitalization Initiative Grant Application

Dear Mr. Kolinski,

The Cayuga Economic Development Agency is writing to support the combined Cayuga Lake Route 90 Villages application for the 2023 New York Downtown Revitalization Initiative. This critical program has the potential to cause transformative change in the Villages of Cayuga, Union Springs, and Aurora.

With a combined population of just 2,154 the villages on the scenic route 90 corridor can sometimes be easy to overlook. We encourage you to consider the unique combination of investments and planning undertaken by the Villages of Cayuga, Union Springs, and Aurora; the whole is greater than the sum of its parts.

A series of substantial public and private investments focused on downtowns, lakefront parks, amenities, and municipal services clearly demonstrate these communities commitment to improving the quality of life for residents and building a more attractive destination for tourists in Central New York. CEDA is impressed by the cooperative effort undertaken by the three villages. They have come together and are planning a number transformational of projects with impacts that will cross municipal boundaries.

We believe that a Downtown Revitalization Initiative award to the Cayuga Lake Route 90 Villages would have a direct impact on quality of life for residents and visitors. In addition, this investment will help ensure the continued financial viability of all three municipalities going forward.

CEDA fully supports this grant application and is committed to assisting with the successful implementation of projects under this program.

Sincerely,

Kevin Miles
Chairman of the Board
Cayuga Economic Development Agency



September 15, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Villages of Cayuga, Union Springs, and Aurora, NY, 2023 DRI Grant Application

Dear Dr. LeMura and Mr. Wolken,

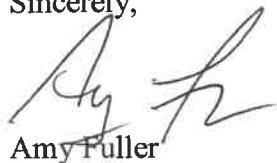
I am writing on behalf of the Cayuga County Chamber of Commerce to voice my support for the Village of Cayuga, Union Springs, and Aurora's joint application to the Downtown Revitalization Initiative grant program. The DRI program has the potential to drive long-term economic development benefitting the Cayuga Lake Route 90 Corridor, and Cayuga County as a whole.

The Chamber, established in 1908, has a mission to be an advocate and support system for local businesses and organizations within Cayuga County by providing opportunities for marketing, education and training, and cost-savings. Funding through the DRI program will aid in the Chamber's goal of establishing a prosperous and vibrant business community in Cayuga County by enabling the residents and businesses of the corridor to capitalize on economic growth opportunities.

The three villages that make up Cayuga Lake Route 90 Corridor consist of a unique network of commercial and recreational opportunities, not found elsewhere in the County. Investments in the development of retail, lodging, and recreation along this corridor has the potential to significantly enhance the business community within Cayuga County.

Once again, the Cayuga County Chamber of Commerce is very supportive of Cayuga, Union Springs, and Aurora's joint DRI application, and we look forward to working alongside the three villages should they be awarded.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amy Fuller', written over a horizontal line.

Amy Fuller
Executive Director

September 14, 2023



**Cayuga Lake
Scenic Byway, Inc.**

121 East Court Street
Ithaca, New York 14850
www.cayugalake.com
info@cayugalake.com

Sue Poelvoorde
Executive Director

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Warren Real Estate

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Karen Kühl
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Visitors Bureau*

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Harriet Haynes
Seneca County Planning

Nick Helmholdt
Tompkins County Planning

Kari Tenwilliger
Cayuga County Planning

Enjoy the Ride!

Dr. Linda LeMura
Mr. Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Dear Dr. LeMura and Mr. Wolken,

On behalf of the Cayuga Lake Scenic Byway, Inc. Board of Directors (CLSB), I am writing to identify our organization as a willing partner with the Village of Cayuga, Village of Union Springs, and Village of Aurora to support their request for funding under the Downtown Revitalization Initiative (DRI) program. The three villages are gems along the northeastern section of the 87-mile, loop Cayuga Lake Scenic Byway. The private and public projects each of these villages have proposed under the NY Forward program supported by the projects proposed for funding under the DRI program will make these gems shine so much brighter and provide more opportunities for residents and visitors to experience the history, culture, and scenic beauty of waterfront communities on Cayuga Lake.

Investment to expand high-speed internet and install electric vehicle charging stations will allow the villages to offer competitive opportunities for employment, education, and tourist amenities. Waterfront villages and hamlets, like the villages of Cayuga, Union Springs and Aurora, are sound investment assets to ensure that the greater public, along with vacationers/tourists coming to the area, have an opportunity to access and engage with these ancient iconic glacial lakes and to learn about how the lakes contributed to the history and culture of the communities. Investments from New York State reinforce the value of preserving, protecting, and honoring our freshwater lakes.

Since 2001, the Cayuga Lake Scenic Byway not-for-profit works with the Byway's counties, communities, and businesses to develop programs to highlight and share information about the scenic natural resources, history, and culture of the Cayuga Lake basin with residents and visitors. Thus, we stand ready to work with the Village of Cayuga, Village of Union Springs, and Village of Aurora on their DRI projects that will add immense value to the CLSB.

Thank you for your consideration.

Respectfully,


Sue A. Poelvoorde
Executive Director

TOUR CAYUGA in the FINGER LAKES

September 18, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Downtown Revitalization Initiative Round 7

Dr. Linda LeMura and Randy Wolken,

On behalf of the Cayuga County Convention and Visitors Bureau (CCCVB), the official Tourism Promotion Agency (TPA), for Cayuga County, I write to convey our full support of the Downtown Revitalization Initiative Round 7 Joint Application from the Villages of Cayuga, Union Springs & Aurora.

I would like to refer to an important portion of their vision statement states *"Cayuga County's Quaint Lakeside Village Corridor is unmatched not only around Cayuga Lake but on any other Finger Lake as well. No where else in the combined Central New York and Finger Lakes region are there three lakefront villages located so close together along a shared scenic byway corridor."* This proximity will lead two exponential returns on the investment in these three villages and is of particular impact to the tourism industry. Supporting the private and public investments in this region through the DRI grant will have exponential impact in quality of life and economic development for these three villages and the region.

Another very impactful and important factor is the forward thinking of incorporating EV charging stations into the application. The need is clearly demonstrated in the NPR article "Electric cars have a road trip problem, even for the secretary of energy" where they clearly stated the need for more EV charging stations in order for the favorite American pastime of a road trip to be enjoyed on electric cars. The location on US Scenic Route 90, also part of the Cayuga Lake Scenic Byway is a strategically important location for EV charging stations.

The Cayuga County tourism office is a vested partner in this initiative and will be participating in developing the branding and marketing assets to ensure that these three Cayuga lake villages reach their amazing potential. Tourism is a vibrant, growing industry supporting more than 10,000 jobs in the Central New York region alone. I encourage you to support this project to improve the tourism industry as well as the resident's quality of life.

Respectfully,



Karen Kuhl
Cayuga County Tourism Director
315-255-1658

make some waves



Preservation League of NYS

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September 15, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Villages of Cayuga, Union Springs, and Aurora, NY, 2023 DRI Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am writing on behalf of the Preservation League of New York State to voice my support for the Village of Cayuga, Union Springs, and Aurora's joint application to the Downtown Revitalization Initiative grant program. The DRI program has the potential to induce transformative change while preserving the historic value of the Cayuga Lake Route 90 Corridor.

Since its founding in 1974, the Preservation League of NYS has supported and invested in people and projects that forward preservation efforts in community revitalization and sustainable economic growth. Historic preservation plays a major role in reactivating community centers, stimulating economic activity, and capitalizing on public investments such as the DRI grant program.

Preservation League Grants and resulting State and Federal Historic Tax Credits have helped transform Aurora's historic resources into viable commercial and community spaces. The potential for National Register Historic Districts in Cayuga, and Union Springs' existing NRHD with the potential for expansion, can help leverage DRI funds with NYS and Federal Historic Tax Credits to reactivate historic properties, ultimately expanding historic preservation efforts in those villages as well. Additionally, we believe that the projects proposed in this application will enhance the market for heritage tourism which plays a major role in the economic development of the Cayuga Lake Route 90 Corridor.

Once again, the Preservation League of NYS is very supportive of the Cayuga, Union Springs, and Aurora joint DRI program application, and we look forward to working with the Villages should they be awarded.

Sincerely,

Janna M. Rudler, Grants and Technical Services Manager



JEFF GALLAHAN
Assemblyman, 131st District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Racing and Wagering
Committee

COMMITTEES
Aging
Housing
Local Governments
Tourism, Parks, Arts and
Sports Development

September 22, 2023

Robert J. Rodriguez
Secretary of State
New York Department of State
99 Washington Ave.
Albany, NY 12231

Dear Secretary Rodriguez,

I am writing to express my support for the Villages of Cayuga, Union Springs, and Aurora on their joint application to the Downtown Revitalization Initiative grant program. Funding from this program would provide the much needed capacity to create new opportunities for community revitalization and economic development in the Cayuga Lake-Route 90 Corridor.

Revitalizing our downtown's and growing small business plays an invaluable role in growing the economy and improving quality of life in our communities. Towns and Villages throughout our great state have the potential to establish themselves as a regional hub for commercial activity, recreation, and tourism. Funding through the Downtown Revitalization Initiative will give these three villages the tools needed to serve as the center of their community while continuing to embrace their history.

The three villages that make up the Cayuga Lake-Route 90 Corridor represent a unique network of commercial and recreational opportunities. Investments in the development of retail, lodging and recreation along with corridor has the potential to significantly enhance opportunities for economic development and improved quality of life for the community.

For these reasons, I ask that full consideration is given to this application in accordance with all applicable rules and regulations. If I may provide further information, please do not hesitate to contact my office via email; gallahanj@nyassembly.gov or by phone; 315-781-2030.

Sincerely,

Jeff Gallahan
Member of Assembly
131st District

Chair
Cities 2
Legislative Commission on
Rural Resources
Committees
Aging
Agriculture
Elections
Environmental Conservation
Health
Housing, Construction and
Community Development

THE SENATE
STATE OF NEW YORK



RACHEL MAY
SENATOR, 48TH DISTRICT

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Albany, New York 12247
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District Office
State Office Building
Room 805
333 East Washington St.
Syracuse, New York 13202
(315) 478-8745
may@nysenate.gov

September 25, 2023

Dr. Linda LeMura and Randy Wolken
Regional Co-Chairs
Central New York REDC
620 Erie Blvd. Suite 112
Syracuse, NY 13204

Re: Villages of Cayuga, Union Springs, and Aurora, NY, 2023 DRI Grant Application

Dear Dr. LeMura and Mr. Wolken,

I am pleased to support the Village of Cayuga, Union Springs, and Aurora's application to the Downtown Revitalization Initiative grant program. This program provides the much-needed capacity to create new opportunities for community revitalization and economic development in the Cayuga Lake Route 90 Corridor.

As an advocate for businesses small and large, I have supported and passed legislation to bolster both economic and workforce development in Central New York. I recognize the potential that our communities have to establish themselves as a regional hub for commercial activity, recreation, and tourism. Funding through the DRI program will enable the three villages to build upon the successful work in the past to become one of these hubs.

The three villages that make up Cayuga Lake Route 90 Corridor consist of a unique network of commercial and recreational opportunities, not found elsewhere in the region. Investments in the development of retail, lodging, and recreation along this corridor has the potential to significantly enhance opportunities in economic development and recreation, providing economic growth, improved quality of life, employment opportunities, and increased regional exposure.

I am confident that given the award, the Villages will work in collaboration to create a successful investment plan for future development, and I hope their application to this program is given consideration.

Sincerely,

A handwritten signature in blue ink that reads "Rachel May". The signature is fluid and cursive, with the first name "Rachel" and last name "May" clearly distinguishable.

Rachel May, Senator
Senator, 48th District
RM:amc