

2017 Central New York Downtown Revitalization Initiative Grant Application



CITY OF AUBURN: Genesee Street Corridor Downtown Riverfront Initiative

Central New York Downtown Revitalization Initiative June 14, 2017

Prepared For:
CNY Regional Economic Development Council
James Fayle, Regional Director
Syracuse Regional Office
620 Erie Blvd. West
Syracuse, NY 13204

Prepared By & Local Lead:
City of Auburn
Michael D. Quill, Mayor
24 South Street
Auburn, NY 13021



"History's Hometown"

CITY OF AUBURN

Office of the Mayor
Honorable Michael D. Quill

June 14, 2017

Mr. James Fayle, Regional Director
CNY Regional Economic Development Council
Syracuse Regional Office
620 Erie Blvd. West
Syracuse, NY 13204

Dear Mr. Fayle:

The City of Auburn is proud to submit this application for New York State's 2017 Downtown Revitalization Initiative funding through the Central New York Regional Economic Development Council.

Downtown Auburn is ready! Over a decade of organizing, planning and both public and private investments have provided our downtown with a renaissance. We are now prepared to take the next steps to make our downtown a more vibrant, bustling place to work, gather and live.

When Governor Cuomo announced his vision for the 2017 DRI program on May 16th we were ready and immediately launched a public input process in which we asked our people to join in preparing our 2017 application with their ideas for the future of our downtown. This application contains projects that fit within the vision our community identified during our public input process and can be outlined within the following five development opportunity areas:

- Downtown riverfront development.
- Development of arts and cultural projects downtown.
- Support the growing local craft beer industry in downtown.
- Retail and housing development of key vacant buildings and underutilized property.
- Public good improvements to include: public event space, downtown branding, wayfinding signage, streetscape upgrades, improved storm-water management, transportation enhancements and parking solutions.

Our application illustrates that there is private sector investment ready with projects that will turn our community's ideas into action. The ideas identified have broad support from the community, local developers, and local foundations. Projects are prepared to kick off quickly upon selection and these projects will leverage the 2017 DRI award to stimulate millions of dollars in additional investment that will create new jobs, job training, retail and housing opportunities in our downtown.

Governor Cuomo has a vision that the State can partner with cities through the Downtown Revitalization Initiative to revitalize the upstate NY economy. We believe our application will clearly illustrate that we are best prepared to make the Governor's vision become reality with a downtown that is transformed economically boosting both our City and our Central New York Region.

Enthusiastically submitted,

Michael D. Quill
Mayor

Cc: City Councilors
DRI Working Group Members
File



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BASIC INFORMATION

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

Municipality Name: City of Auburn

Downtown Name: Auburn’s Genesee Street Corridor Neighborhood

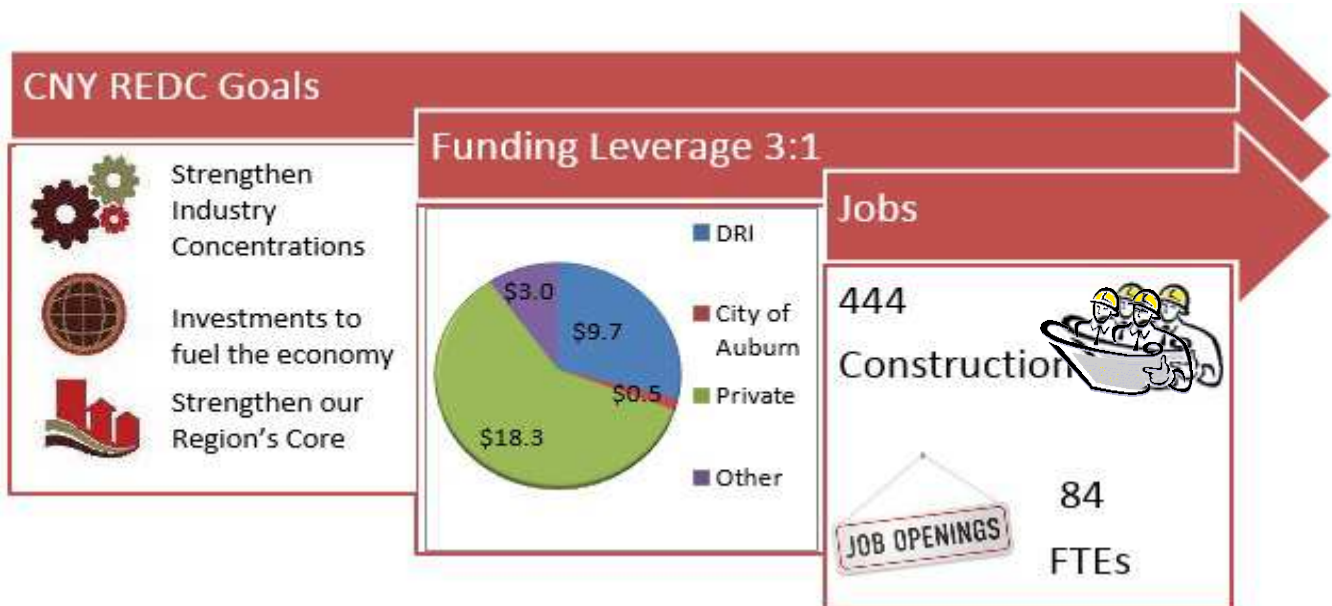
County: Cayuga

Community Vision for Downtown: Auburn has been proactive in seeking public input on strategies for the revitalization of downtown. At the foundation of these strategies is the City’s 2010 Comprehensive Plan entitled “A Vision for a Sustainable Auburn”. The community vision statement developed serves as the long-term guide to City actions related to the built environment and overall quality of life.

The City’s 2017 Brownfield Opportunity Area (BOA) Nomination Study, known as Auburn **SPARKS** further refines the community’s vision of downtown and envisions Auburn as the following:

“A community built on the interconnected relationships between its many natural, cultural and historic assets, and an unparalleled quality of life supported by a strong local economy and restored vibrancy in the downtown. With safe, friendly and active neighborhoods, residents are proud to call Auburn home.”

To achieve this community vision, a framework of actions, goals and objectives have been set and will serve as the overarching guide for this Downtown Revitalization Initiative application. The framework is as follows:





1. Justification for Downtown Revitalization Initiative Investment.

The City of Auburn is pleased to submit this request for designation as the Downtown Revitalization Initiative (DRI) community in Round II for the Central New York region. As an age-friendly City, Auburn is in a good position to leverage numerous public-private projects with DRI funding that will transform the urban center and truly make “History’s Hometown” a center for arts & entertainment and craft beer along the Owasco Riverfront once again. As a result of the City’s robust DRI community engagement process, the following goals were identified:

- 1) Re-engage the Owasco Riverfront to allow for public outdoor green spaces and multi-modal access;
- 2) Support the development of arts and cultural projects downtown that provide venues and activities that are accessible, affordable, and in close proximity to public transportation and senior housing;
- 3) Reinvigorate main street by supporting the growing local craft beer industry in downtown;
- 4) Support retail and housing development of key vacant buildings and underutilized properties along the Genesee Street Corridor; and
- 5) Attract businesses that will create jobs and improve the City’s quality of life for workers and residents.

“We’re (Auburn is) going in the right direction. I never think about the numbers, I just think with my gut and my heart”.

- Matteo Bartolotta
developer and owner

Once devastated by demolitions during “Urban Renewal” in the late 1960’s, the City was facing economic disinvestment, job loss and rising poverty rates. However, over the last decade the City has made great strides to overcome these social & economic conditions. There is still work to be done. Through diligent and concerted planning efforts downtown Auburn has solidified its role as the primary urban center in Cayuga County with commercial, residential and investment growth.

Today Auburn’s main street is busy with activity. Out-of-town visitors staying at the Hilton Garden Inn can walk a few blocks and have the ability to shop for clothing at the **Liberty Store** or locally sourced foods at **the Auburn Farmers Market**, take in the historic architecture of the **Phoenix Building** then relax in **Riverbend Cafe**. City residents can catch an evening performance at **Auburn Public Theater** and then meet for a late dinner at **Moro’s Table** or craft beer at **Prison City Brewery**. Young professionals on their lunch break walk along the **Owasco River**, **Exchange Street pedestrian mall** or **South Street Historic District**.



Downtown Revitalization Initiative



As the historic jewel in Central New York and the gateway to the Finger Lakes region, Auburn's downtown **Business Improvement District** (BID) boasts over 112 property owners, 45 government agencies, 300 businesses & organizations and 700 residents. The time to invest in Auburn is now. This DRI proposal will rise to the Governor's Challenge and Auburn stands ready, willing and able to implement Round II of DRI funding.



DOWNTOWN IDENTIFICATION

1. Boundaries of the Auburn Genesee Street Corridor Neighborhood

The Auburn Genesee Street Corridor Neighborhood (“target area”) was chosen to take advantage of the transformational arts & entertainment and craft brewing industry projects along the Owasco Riverfront as well as to address the continued demand for urban housing along Genesee Street throughout the Business Improvement District. Auburn’s target area stretches into East Hill, a low-to-moderate income area that serves as the City’s eastern gateway from Syracuse and the NYS Route 20 corridor.

The 62-acre target area is centrally located in the City and encompasses both sides of the Owasco River. This DRI target area captures portions of the Auburn Business Improvement District, one local historic landmark, grocery and retail stores, arts and entertainment centers, county governmental offices, places of worship, multi-modal transportation assets, and three craft beer venues with regional and state-wide draw.

The Auburn target area is a well-defined and concentrated area bounded by major thoroughfares and corridors including State Street (NYS Route 38) to the west, North Fulton Street to the east, Arterial East (NYS Route 5 & 20) to the north and the South Street Historic District (NYS Route 34) to the south. Genesee Street (formerly the historic Cherry Valley Turnpike) and the East Hill neighborhood surround the Owasco Riverfront which will be the focus of the future investment within the target area.

A map clearly delineating the DRI target area is attached (Attachment A).



Photo 1: Nighttime on Genesee Street Corridor looking westward (2016, J. Giannettino)

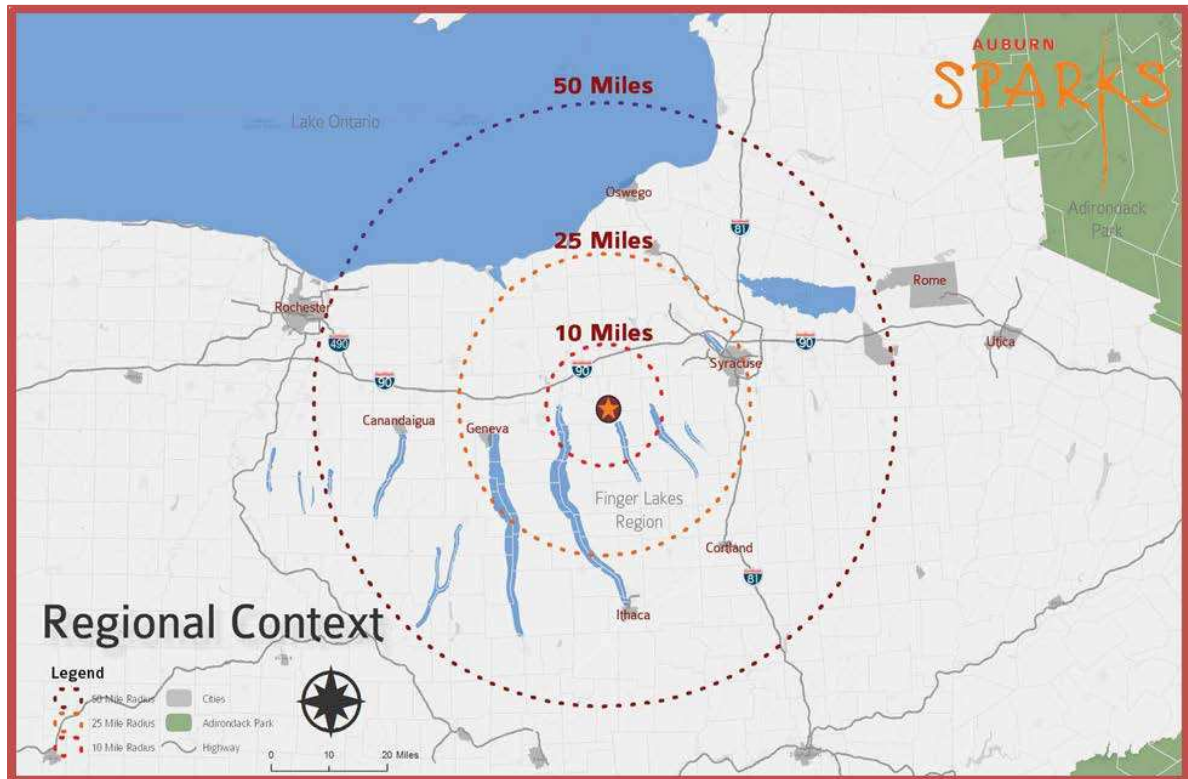


2. Catchment Area for Downtown Auburn

The City of Auburn is just 2.5 miles from the tip of Owasco Lake- a deep clear body of water 11 miles long that provides drinking water for nearly 50,000 inhabitants in Cayuga County. The City’s continued access to potable water is at the foundation of its history and future growth. As the center and seat of local government within Cayuga County, Auburn’s downtown has a prospering central business district with many shops, restaurants and year-round attractions. Based on a 2016 Dunn & Bradstreet list, the concentrated target area consists of over 136 businesses with approximately 1,276 employees. Auburn is home to 13 of the 15 largest employers in Cayuga County, the largest employer being Auburn Community Hospital with 850 employees.

Downtown Auburn serves as the seat of City and County government and center of business activity for the 27,264 City & 79,173 Cayuga County residents. Compared to other cities in the Central New York region (Oneida- 11,252; Fulton- 11,713; Oswego- 17,988; and Cortland-19,134), Auburn has the largest urban core outside of the City of Syracuse (2015 US Census ACS Data).

Within 10 miles of Downtown Auburn, the City is able to draw from a retail trade area of 10 townships and 3 villages with combined populations of approximately 27,073 residents, up from 26,162 in 2010. The 25 mile radius includes a regional trade area of most of Cayuga County, west Onondaga County, north Seneca County, and a small portion of Wayne County with potentially over 373,000 customers.





3. Past Investment, Future Investment Potential.

This DRI application, which focuses on the Auburn Genesee Street Corridor Neighborhood (“target area”), meets many of the strategies of the Central New York’s REDC Upstate Revitalization Initiative (URI) Plan including Strategy 3: Cultivate an Inclusive Regional Economy and Strategy 7: Build Welcoming and Connected World-Class Communities. The portfolio of **Past & Current Projects and Initiatives** outlined in the Investment Table below, and shown on the following map, advances two of the three goals of the Central New York REDC Strategic Plan.



Strengthening Targeted Industry Concentrations and Leveraging Unique Economic Assets by:

- **Modeling Clean Energy Technology and Green Jobs** through the investment of nearly \$10 million into the repowering of two (2) municipally owned and operated hydro-electric facilities capable of producing 1.7 MW and having created or retained over 100 green energy sector jobs. In addition, by retrofitting 490 decorative downtown fixtures, 288 cobra head street light fixtures and 305 fixtures in the City’s municipal parking garage to LED and induction lights the City has saved 792,693 kwh/ annually.
- According to the I Love NY Program in 2015 local, regional and international visitors to Cayuga County spent \$100.95 million on lodging, food, beverage, retail and service stations, second homes, transportation and recreation. **Tourism** is responsible for the employment of 1847 individuals in the County. Current City of Auburn projects such as the Auburn Cultural Heritage Center and recently completed private-partnership projects such as the Auburn Community Hotel (Hilton Garden Inn) support the growing Tourism Industry in Cayuga County.
- The growing craft beer industry will also support **agribusiness and food processing as the two downtown breweries are** able to source more barley and hops from local farms in Cayuga County, the upstate region as well as other flavoring ingredients like berries. Most importantly the City of Auburn has access to the Owasco Lake as a reliable source of potable water for brewing.



Revitalize our Region’s Urban Cores, Main Streets, and Neighborhoods through:

- Investing in the City’s physical infrastructure through a robust capital improvement program that has secured more than \$50 million in public infrastructure projects over the last decade. Past & current projects underway that support downtown infrastructure include multi-modal & trail construction, road repaving, bridge reconstruction, streetscape enhancements, and parking garage improvements.



Downtown Revitalization Initiative

- Rethinking private partnerships to leverage investment in downtown including the State Street Creative Corridor (\$1.8 million), 29 Genesee Street URI Project (\$400,000), Auburn Floors Building Rehabilitation (\$5.1 million), and anchor projects such as the Plaza of the Arts Building (\$4.25 million).

Project	Funding Agency	Grant Amount	Location	Status
Strengthening Targeted Industry Concentrations and Leveraging Unique Economic Assets				
Auburn Smart Grid Implementation Project	NYS ESD	\$1,200,000	Adjacent to DRI Neighborhood	In Progress
Mill Street Dam Hydroelectric Facility	NYSERDA	\$220,000	Adjacent to DRI Neighborhood	Completed
North Division Street Dam Hydroelectric Facility	NYSERDA	\$840,000	Adjacent to DRI Neighborhood	In Progress
Auburn Streetlight Improvement Project	US HUD CDBG-R	\$410,000	In DRI Neighborhood	Completed
Auburn Cultural Heritage Center	NYS DOS/ URI	\$10,289,750	Adjacent to DRI Neighborhood	In Progress
Auburn Public Theater Cinema Innovation Project	NYS CA	\$30,000	In DRI Neighborhood	Completed
Auburn Public Theater Facilities Imp. & OM Support	NYS CA	\$77,000	In DRI Neighborhood	Completed
Auburn Public Theater Community Arts Programming	NYS CA	\$196,500	In & Adjacent to DRI Neighborhood	In Progress
Williard Memorial Chapel Restoration Project	NYS OPRHP	\$250,000	Adjacent to DRI Neighborhood	In Progress
Seward House Museum	NYS OPRHP	\$99,773	Adjacent to DRI Neighborhood	In Progress
Cayuga County Arts Entertainment District Planning	NYS ARTS CHPG P	\$49,500	In DRI Neighborhood	In Progress
Revitalize our Region's Urban Cores, Main Streets, and Neighborhood				
Downtown Streetscape Enhancement Projects	US HUD CDBG	\$1,600,000	In DRI Neighborhood	Completed
W. Genesee Street Repaving Project	US FHWA/NYS DOT	\$3,696,400	In DRI Neighborhood	In Progress
State Street Bridge Replacement Project	US FHWA/NYS DOT	\$4,750,000	Adjacent to DRI Neighborhood	In Progress
South Street Repaving Project	US FHWA/NYS DOT	\$1,749,223	In DRI Neighborhood	Completed
Owasco River Greenway Trail Project- Design	US FHWA TIGER II	\$590,000	In DRI Neighborhood	Completed
Owasco River Greenway Trail Project- Construction	NYS DOT	\$1,330,000	In DRI Neighborhood	In Progress
Auburn Downtown Brownfield Assessment Program	US EPA	\$400,000	In DRI Neighborhood	Completed
City-wide Traffic Signal Upgrade Project	US FHWA/NYS DOT	\$956,692	In DRI Neighborhood	Completed
Market Street Park	NYS DOS LWRP	\$590,000	In DRI Neighborhood	Completed
Logan Park Lofts	NYS ESD	\$1,800,000	Adjacent to DRI Neighborhood	Completed
State Street Creative Corridor Project	NYS HCR	\$500,000	In DRI Neighborhood	Completed
Auburn Floors Anchor Project	NYS HCR NYMS/ ESD	\$1,000,000	In DRI Neighborhood	Completed
1-7 State Street	US HUD CDBG	\$400,000	In DRI Neighborhood	Completed
29 E. Genesee Street	NYS HCR-URI	\$200,000	In DRI Neighborhood	Completed
Plaza of the Arts	NYS ESD/ UDAG	\$800,000	Adjacent to DRI Neighborhood	Completed
TOTAL		\$34,024,838		



These past downtown revitalization efforts have well-positioned the City of Auburn amongst other leading communities **in arts & entertainment, waterfront redevelopment, and craft beer entrepreneurship** within the Central New York REDC. The **nearly \$45.5 million of public and private investment** to date in and adjacent to the DRI Neighborhood has been predicated on the expectation that a new regional economic drivers such as the National Park Service, the SUNY Cayuga Community College and Agribusinesses such as Prison City Brewery.

Therefore the City of Auburn is focusing on transformational projects to support the already completed highway repairs, building façade improvements and streetscape enhancements. Auburn has numerous priority projects that have been publically vetted, planned and are ready to go. Upon a Downtown Revitalization Initiative Award, the City of Auburn anticipates the Strategic Investment Planning process to prioritize these projects and result in elevating Auburn to the next level to ensure the greatest return on investment for the community and New York State. The portfolio of **Future Investment & Transformational Projects** outlined below advances two of the three strategies of the Central New York REDC Strategic Plan.

Strengthening Targeted Industry Concentrations and Leveraging Unique Economic Assets by:



- Leveraging craft brewers to have a positive impact on Central New York farmers. Craft brewers tend to use three (3) to seven (7) times the malt per barrel; since malt comes from barley this is good news for regional farmers. As hoppy IPAs grow in popularity so does the demand for locally sourced hops. **Prison City Brewery** is planning to expand from 200 to 950 barrels this year and then to 10,000 barrels as part of the DRI. **Good**



Shepherds Brewing Company is also planning to expand from 250 barrels to 1000 barrels in 2019.

- Gaining a new lease on life, rehabilitation of the **historic Schine Theater** would bolster the growing downtown nightlife providing affordable, accessible daytime shows for seniors. Built in 1938, the Schine Theater has remained dilapidated for nearly two decades before Auburn-based Bowers Development will purchase the 20,893 sq. ft. building and rehabilitate it into a mixed-use civic facility.
- Broadening the already successful cinema and performing arts shows, the **Auburn Public Theater** intends to acquire and rehabilitate the remaining 15,500 sq. ft. of basement and 1st floor into a modern Café that is partially operated through a partnership with Grace House- a private rehabilitation facility specializing in substance abuse.



Revitalize our Region’s Urban Cores, Main Streets, and Neighborhoods through:

- Enhancing the **East Hill streetscape and gateway infrastructure** since the majority of visitors, commercial business and residents arrive in Auburn via the Route 5 or Route 20 corridor. East Hill also facilitates traffic southward in Cayuga County and to Owasco Lake. To continue the streetscape treatment from downtown into the East Hill District is estimated to cost \$1.8 million.
- Improving **downtown parking** and the **Centro Bus Terminal** to support the new Auburn Cultural Heritage Center and the Harriet Tubman National Historical Park. Therefore, wayfinding throughout downtown and in parking areas needs to be enhanced. The current Centro terminal on Lincoln Street will be relocated elsewhere on Loop Road to accommodate expansion in ridership.
- Reinvestment in several main street properties that will rehabilitate storefronts and vacant second and third floors to continue providing housing in downtown. These projects are:
 - 132 Genesee Street- 4 office/ apartments with 1 brewery space
 - 99 Genesee Street- 4 apartments with 1 retail space
 - 41-57 Genesee Street (Nolan Block)- 14 apartments with 5 retail spaces
 - Arterial West & John Street (East Hill Park Project)- 24 apartments

Fact Sheets and Project Readiness Info about the Transformational Projects are included as Attachment B.

Going Forward with Strategic Planning

Upon the City of Auburn being awarded Downtown Revitalization Initiative funding, a local planning committee (LPC) will be convened that will be comprised of local and regional leaders, stakeholders, and community representatives to guide the final DRI Strategic Investment Plan. It is with the support of a consulting team from the private sector, NYS DOS planners and the LPC that additional strategies and recommended projects be included in the final Strategic Investment Plan. Through a second robust public participation plan and with the



development of revised community visions, goals, objectives, strategies and actions, the community may propose additional large and small scale projects that could involve the following:

- **'Avenue of the Arts'**- Establishment of an Arts District along Genesee Street to connect the center of our downtown with arts and cultural venues on the western edge of the downtown district.

Anchored in the center of our downtown by the soon to be established NYS Cultural Heritage Welcome Center and the Auburn Public Theater an Avenue for the Arts will extend one-half mile towards the western edge of the district boundary to transform the western side of the Genesee Street Corridor aesthetically, socially, economically, and culturally. The Avenue of the Arts will make a direct connection to the following arts and cultural institutions: the Cayuga Museum of History and Art, the Theodore Case Research Lab, the Theater Mack, the Schweinfurth Memorial Art Center, the Seymour Public Library, the Veteran's Memorial Park, and the Harriet Tubman National Historical Park site located on Parker Street. The Avenue of the Arts will be completed in the summer and fall of 2018, coinciding with the scheduled repaving of Genesee Street, a locally administered Federal Highway Transportation project. Streetscape upgrades will include the placement of historical markers, at least 6 public art installations, benches, strong pedestrian enhancements to the street design, project branding and wayfinding signage.

- **Enhanced Tourist Services-** Establishment of an enhanced downtown vehicular and pedestrian wayfinding program and tourist transportation shuttle for visitors of the NYS Cultural Heritage Welcome Center to be established downtown in 2018.

The NYS Cultural Heritage Welcome Center is designed to welcome the significant increase of travelers to Auburn at a visible central location in the City's Downtown located on the NYS Harriet Tubman Memorial Highway (NYS RT 34). Auburn being where Harriet Tubman lived the final 50 years of her life, the combination of Harriet Tubman as the new face to the U.S. \$20 bill and the opening of the Harriet Tubman National Historical Park by the year 2020 is expected to increase tourist activity steadily in the immediate term and then grow significantly for the next decade. Governor Cuomo has made it a priority to partner with the City to prepare for and develop this NYS Cultural Heritage Welcome Center which will become the hub for visitors to discover the local, regional and State-wide cultural significance of historical movements such as abolition, the Underground Railroad, women's suffrage and women's rights.

SEVEN WONDERS OF AUBURN BUS TOUR



Leadership Cayuga Class of 2017

- Jennifer Indelicato
- Renee Jensen
- Jaelyn Kolb
- Jonathan Roberts



The tourist transportation shuttle will provide a direct link between our downtown and our City’s historic and cultural sites all located within the downtown area or within 1 mile of the district boundary. Recently part of a Leadership Cayuga Class project, “seven wonders” of the community would be included on the shuttle stop. They are as follows as well as a proposed shuttle route:



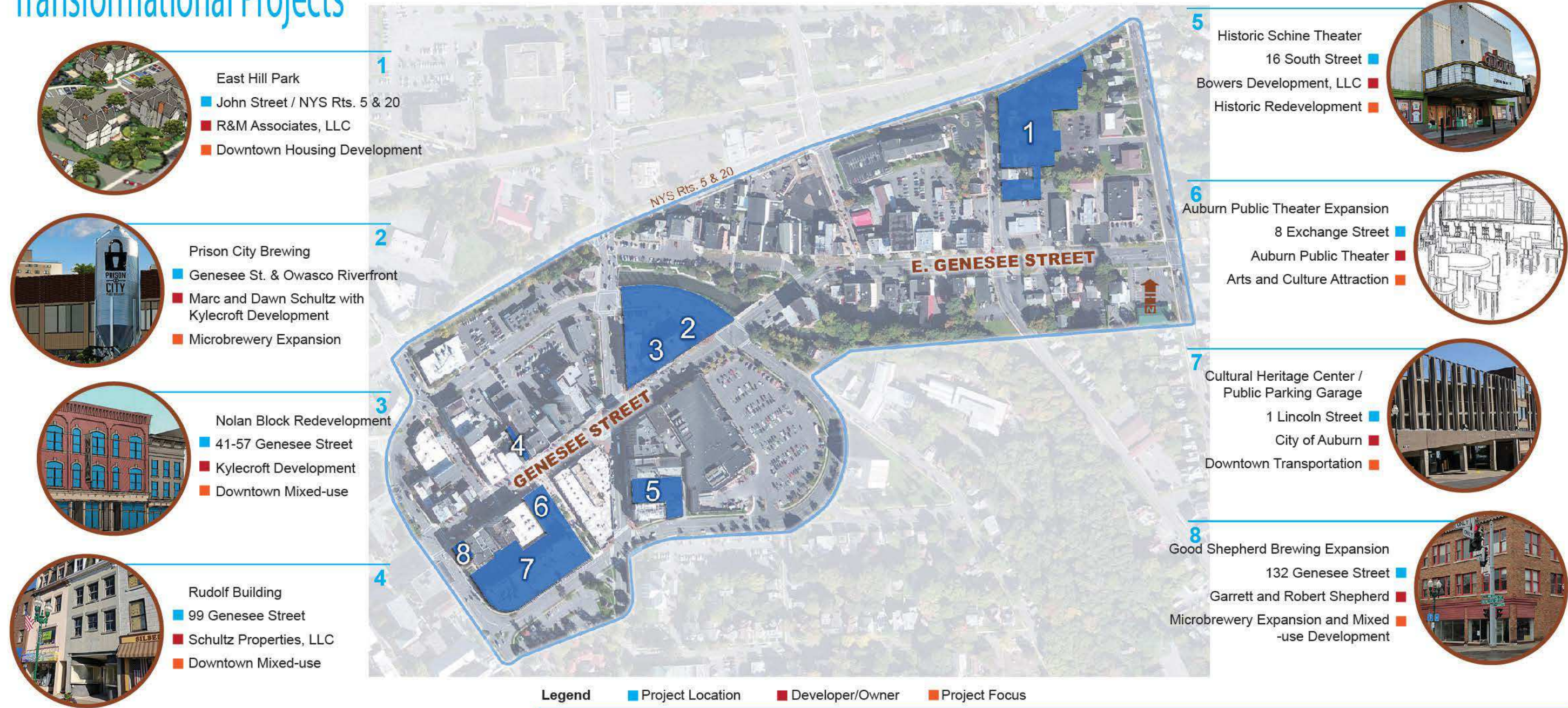
- **Establishing a Cayuga Culinary Center in Downtown** -Cayuga Community College stands committed to responding to the emerging needs of Cayuga County and the City of Auburn by supporting our workforce, fostering community partnerships, and, by extension, creating jobs throughout the region.

In alignment with the CNYREDC Plan to strengthen targeted industry connections, Cayuga’s long-term strategic initiatives include the **creation of a Hospitality Management Program** offering certificates or Associates degrees in culinary arts, food service management, hotel management, travel and tourism, and event planning. Cayuga would support the development of a **new downtown facility (Cayuga Culinary Center)** that would include a wine and beer education center, classroom space, a working/teaching commercial kitchen, a small restaurant for training students in front-of-house and back-of-house operations, a bakeshop, classrooms, and faculty offices. The new program will support students who have an interest in the culinary arts, agriculture, and agribusiness operations. Curriculum will focus on both credit and non-credit course offerings, including but not limited to career seminars, sous chef training, wine studies, craft brew courses, internships and cooperative education. It is believed that this center will create the strongest link between the College, the City, and the local agriculture community by supporting industry experiences, technical training and support, testing, and research and development.

In NY, the tourism industry is comprised of more than 10,000 businesses in the performing arts, sports, museums, historical sites, amusement, gambling and other recreation industries, and 146 wineries. The 2014 Regional Economic Consortium report noted that tourism and the arts remain strategic priorities in the Finger Lakes Region. **Cayuga Community College** aligns our support for the City of Auburn’s request for funding assistance to advance these transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Through a partnership with Cayuga Community College the Culinary Center project could begin in Summer 2018 and be established by 2020. This project provides much needed **workforce development** for the growing tourism/hospitality, food and beverage sector employers.



Transformational Projects





4. Recent or Impending Job Growth.

Signature DRI Projects

The projects being proposed in this application could themselves create jobs or encourage job creation.

- The wildly successful **Prison City Brewing** intends to expand their operation by adding a riverfront brewery in downtown. This project will result in approximately **50 construction jobs** and **create 20 FTEs**.
- The expansion of **Auburn Public Theater** will advance the cultural vision of the downtown, as well as **create an estimated 15 FTEs** and **30 constructions jobs**.
- The **Schine Theater** project will restore a long vacant historical theater and convert it into a multi-use civic center that will **create approximately 12.5 FTEs**. This project will require significant environmental remediation and as such is expected to create **240 construction jobs**.
- KyleCroft Development is restoring three vacant buildings known as the **Nolan Block** in downtown to create up to 5 storefronts and 14 residential apartments. The new housing would increase residency and further support commercial activity in the area. It is anticipated that commercial tenants will **create 25 FTEs** and that the project will require **50 construction jobs**.
- The **Good Shepherds Brewing Company** will renovate and occupy the first floor of a key downtown building that has been vacant for many years. The second phase of their project is to renovate the second and third stories into office space and residential apartments. The project will require about **14 construction jobs**, and it is anticipated that **at least 5 FTEs will be created** for the brewery alone and additional jobs will be created or supported by other commercial tenants.
- The **Rudolf Building Restoration** will create new housing downtown, which as mentioned above will support area businesses. Furthermore, the vacant street level space will be converted into a retail candy shop **creating approximately 5 FTEs**. Approximately **10 construction jobs** are expected as well.
- The **East Hill Park Community** project will also create additional residential units in the downtown area to support area businesses. The housing development will **create 1 FTE** for property management and **50 construction jobs**.

Other Catalyzing Investments in Property Development & Management

In addition to the proposed signature investments, there have been a number of projects in downtown Auburn catalyzing employment growth and increased quality of life. Such investments include:

- **JBJ Real Property** was established in 2013 and has since **created 58 FTEs** in businesses and properties located throughout East Hill and State Street. This development has also increased the availability of apartments in the downtown area. Many of the properties had previously been vacant or underutilized.
- **Soules and Dunn Development Group** is a major franchisee of Arby's, Tim Hortons and Dominos and has their corporate headquarters in downtown Auburn at the recently constructed Plaza of the Arts building. Since the building opened in 2014, Soules and Dunn has located 23 of its full time employees at the site and tenants have added 60 jobs, for **a total impact of more than 83 FTE**.
- The **Health Central Building** opened in 2003 having renovated a vacant high school. The facility has attracted approximately 20 medical specialists and their support staff into one downtown location,



creating and attracting dozens of health care and related jobs. Additional renovations are now planned for 10,000 sq. ft. on the third floor of the facility, which based on industry standards could attract in excess of 40 additional healthcare related jobs ranging from reception to practitioners.

- **KyleCroft Development** has also renovated a long vacant bank building in the heart of downtown at 63 Genesee Street. The new space is home to the first Cayuga County branch of Lyons National Bank and the new ABC Cayuga Play Space, an indoor play area for children and families. Aflac has also moved their offices into the building.
- The historic Auburn Floors building at the bottom of East Hill was vacant for more than a decade and was nearly ready to fall into the river until **VG Rentals** stabilized, restored and renovated it and the adjacent building. These properties now offer 18 residential apartments and 3 commercial units that have been filled with a jewelry store, clothing store, and a financial services company. These **commercial tenants have created permanent employment**, and the project supported **79 construction jobs**.

New and Expanding Employers

There are many new and growing employers in downtown, the City of Auburn as a whole, and in the nearby towns surrounding Auburn.

- Located in downtown Auburn, **MEDENT** is a software development and services company focused on automating medical practices. Since 2008, the company has experienced a 30% job growth from 183 FTE to **238 FTEs in 2016**.
- **Cayuga Centers**, a human services agency servicing at-risk youth and their families, is headquartered in Auburn, NY about one mile from downtown. The agency has been expanding its programming around the country, and in doing so has grown its local staff to support these programs. Over the last two decades, Cayuga Centers has grown from 40 employees **to over 300 employees** at its headquarters.
- **Cayuga Milk Ingredients**, located at the industrial park in Aurelius, uses local milk to produce milk based powders for the global market. Since starting operations in 2014, the company has **created 69 new FTEs**- exceeding the initial projection of 52 FTEs.
- **Grober Nutrition**- a milk replacer and animal feed producer is constructing a plant in Aurelius neighboring Cayuga Milk Ingredients and will start operations in 2017. By the end of 2016, Grober had created 3 full time jobs, and anticipates **growing to 45 jobs by 2022**.

Other Major Employers

Organization	Location	Employees	Distance from North & Genesee
Auburn Community Hospital	Auburn	850	.7 miles
Department of Corrections	Auburn	802	.5 miles
Auburn Enlarged School District	Auburn	615	1.7 miles (district office)
County of Cayuga	Auburn	611	.2 miles (office building)
Cayuga Onondaga BOCES	Auburn	400	3.6 miles (main campus)
Wegmans	Auburn	386	>.1 miles
Xylem	Auburn	364	2.1 miles
Cayuga Community College	Auburn	347	1.6 miles
Cayuga Centers	Auburn	301	1 mile



ZF-TRW	Auburn	300	2.6 miles
Nucor Steel Auburn	Auburn	291	1.5 miles
Community Computer Service	Auburn	238	.4 miles
Unity House	Auburn	160	1.5 miles
Currier Plastics	Auburn	150	1.3 miles

Others: Bimbo Bakeries (1.7 miles), Emcom (1.4 miles), Cayuga Seneca Community Action Agency (1.5 miles)

Bass Pro	Aurelius	238	2.5 miles
Owens-Illinois	Sennett	210	2.7 miles
D&W Diesel	Aurelius	209	2.8 miles
Johnston	Aurelius	114	2.7 miles

Others: Cayuga Milk Ingredients (2.9 miles)

Cayuga County has seen employment growth in a variety of industries over the last five years, representing a large range of average quarterly wages. Between 2012 Q3 and 2016 Q3 (the most recent data available), the following industries have seen an increase in average employment of at least 50:

Industry Title	Change in avg. employment	Average Wages
NAICS 332: Fabricated Metal Product Manufacturing	371	\$14,033
NAICS 621: Ambulatory Health Care Services	204	\$13,759
NAICS 334: Computer and Electronic Product Mfg	202	\$20,799
NAICS 952: State Government	195	\$18,777
NAICS 62: Health Care and Social Assistance	170	\$10,256
NAICS 722: Food Services and Drinking Places	130	\$3,970
NAICS 311: Food Manufacturing	95	\$11,448
NAICS 551: Management of Companies and Enterprises	92	\$12,651
NAICS 811: Repair and Maintenance	64	\$8,695
NAICS 485: Transit and Ground Passenger Transport	59	\$5,491
NAICS 112: Animal Production	56	\$9,757
NAICS 339: Miscellaneous Manufacturing	52	\$12,658
NAICS 321: Wood Product Manufacturing	50	\$9,872

NYS Department of Labor (QWEC)

Accessibility to Employment

Auburn and the surrounding area provide multiple modes of transportation to provide accessibility to employment in and around downtown.

- Centro provides bus service throughout downtown and into the surrounding areas.
- The City of Auburn has continually improved pedestrian walkways by painting crosswalks red, upgrading crossing signals at major intersections, and adjusting traffic patterns. Bike lanes were also added along South Street/Rt 34, a primary route into the City from the South.
- The City of Auburn is also building a river trail that will run directly through the downtown and adjacent to the signature projects outlined in this proposal.



5. Attractiveness of physical environment.

Beginning in 2010, the City received nationwide recognition as the **“Best Small City to Raise a Family”** in the northeast region by *Forbes Magazine*. Five years later, Auburn received national recognition as the **“Best Place for Small Business”** in the northeast region by the *Talent Tribune*. Auburn has also received recognition two years in a row as a **“Playful City USA”** community in 2016 and 2017. These recognitions were awarded because the City takes great pride in and puts considerable resources towards making the community “age-friendly”.

In order for Auburn to be recognized as a sustainable community, the City should continue to implement structures and services that better adapt for seniors. Using the World Health Organizations (WHO) Age-Friendly Community Assessment, the City has implemented the following:



WHO’s Age Friendly Cities Guide 8 Domains

Housing

- Downtown Auburn has a **diversity of housing options**. While loft-style housing continues to be in demand, Cayuga Community College also has a downtown presence with 20 apartments for 97 college students at Lattimore Hall.
- Meeting the need for affordable **senior housing**, the City has four facilities in and near downtown: Boyle Center, Schwartz Towers, Stryker Homes and Westminister Manor.
- Additional Housing projects proposed adjacent to downtown Auburn include: **West High School affordable housing and the East Hill Park Housing projects** on Genesee Street.



Outdoor Spaces and Buildings

- There are four **(4) public parks** within downtown Auburn. Together, Market Street, Buonocore, Freedom and Seward Parks provide 2.86 acres of greenspace.
- **Pedestrian crossings** are clearly marked with red paint and signalized. Multi-modal paths are separate from pedestrians.
- The City has made significant investments in both outdoor street lighting, and community policing efforts for **safety**.
- **Accessible ramps and pies (corners)** are installed as part of every pavement rehabilitation project within the City.
- Auburn’s downtown clusters services for seniors within a 5 minute walk between the Cayuga County Office for the Aging, City RSVP Office, City Hall, Cayuga County Office Building, City/ County Courts and Parking Garage.





Transportation

- The Centro Bus Hub is centrally located in downtown Auburn providing regular, reliable **public transportation** throughout the City and connecting to Skaneateles and Syracuse
- **Specialized transportation** is provided by the SCAT Van, Seneca Cayuga ARC and Cayuga Seneca Community Action Agency.
- There are approximately **30 taxi and medical transport agencies** serving Cayuga County and the City of Auburn.
- The City of Auburn has on average a \$1.5 million annual road improvement program to keep the **roads well-maintained**.
- The City of Auburn provides **handicap priority and drop-off spots** in all three types of public parking- on-street/ off-street/ and garage. There are 937 parking spaces downtown.



Social Participation

- Auburn has three **year-round outdoor gathering spaces**: Market & State St. pavilions & Exchange St. Pedestrian Mall.
- The City of Auburn provides **free admission** to the summer movie services, Auburn Civic Band concerts and the Casey Park swimming pool.
- The City of Auburn employs the use of social media, a web-site, video recordings of public meetings and an e-newsletter to provide **good information** to the public.
- **Annual Downtown Events** include Memorial Day Parade, Founder's Day, Tomato Fest and others.



Respect and Social Inclusion

- Activities and events that attract **community-wide participation** are set in locations with thought given to age-specific accommodations such accessibility, signage and safety.
- Celebrating 44 years of service, the Auburn Retired Senior and Volunteer Program (RSVP) has 420 participants that provide valuable time and resources to 34 locations throughout Cayuga County. Each June, the **RSVP program luncheon recognizes** the time and efforts of older individuals for their contributions.
- The Auburn Enlarged City School District involves older people in special programming, volunteering and job shadowing.





Civic Participation and Employment

- The City of Auburn is a Title VI community and therefore **discrimination based upon age** alone is forbidden.
- With 21% of Cayuga County residents over the age of 60, the Cayuga County Office for the Aging works with families and caregivers to **connect services** for their needs.
- There is countless community, non-profit and governmental committees that involve and need the **membership of older people** to keep organizations operating.



Communication and Information

- RSVP volunteers assist the Cayuga County Office for the Aging with the preparation, mailing and distribution of the Senior News and Views Newsletter to approximately 5000 households in Auburn and Cayuga County--- connecting seniors with up-to-date health and wellness.
- NY Connects coordinates Cayuga County operated programs dealing with long-term care.
- The City of Auburn has adopted a Language Proficiency Plan (LAP) to assist with print and telephone services that cater to the elderly population that may be visually or hearing impaired.
- There is wide access to free computers and the Internet throughout Auburn in public places such as the Seymour Public Library and Memorial City Hall. Wifi is available downtown.



Community Health Services

- **Auburn Community Hospital**, a full service medical facility, is located just .7 miles north of the middle of the DRI target area.
- The **East Hill Family Medical** facility is located directly in downtown and has dental, reproductive health, adult medicine, and pediatric services that are accessible to people of all ages and socio-economic backgrounds.
- The **Health Central Building** opened in 2003 having renovated a vacant high school. The facility has attracted several healthcare providers into one downtown location, including Insource Urgent Care, Diagnostic Imaging Center, and Hematology/Oncology Associates of CNY.





6. Quality of Life Policies.

To revitalize downtown Auburn, civic leaders in the 1990s began establishing guiding principles that addressed at times archaic government policies and practices that supported the need for economic development tools and legal frameworks making Auburn a more attractive place to live and work. These policies and practices include:

- The City of Auburn is committed to supporting local businesses and therefore currently does nearly \$50 million annually in **local banking** with Tompkins Trust Company located in downtown Auburn.
- The City of Auburn has and enforces **building and zoning codes**. The City’s zoning code is currently being updated to support downtown housing and other initiatives;
- On August 6, 2015 the Auburn City Council unanimously adopted the **NYS Complete Streets Policy** which already is seen through the installation of “sharrows” and pedestrian signage.
- In 2011, Auburn City Council adopted the **Climate Smart Communities Pledge** and has completed a Greenhouse Gas Inventory for the City.
- The City is a US HUD Community Development Block Grant (**CDBG**) **Entitlement Community**. City leadership has consistently authorized the use of CDBG funding for downtown streetscape improvements, park and greenspace improvements and small business loans.
- The City provides incentives under **Tax Abatement ordinances** for Historic Buildings and 485a & 485b, as well as continues to provide support for the closeout of the **NYS Empire Zone Program**.
- The City and Cayuga County established **Industrial Development Authorities** and **Local Development Corporations** to assist and incentives community transformational projects.
- To recognize reforestation efforts in downtown, Auburn has consistently pursued and been awarded **Tree City USA** designations.
- In 1996, the Auburn Downtown Partnership (aka Auburn BID) drafted **Downtown Design Guidelines** to encourage complimentary infill development in the urban core.
- The **Auburn Business Improvement District** was established in 2000 and provides valuable services to the 112 property owners in the district, and 750 downtown residents.
- In 2013, the City of Auburn introduced **PANGO**, a smart parking plan with the purpose of improving the quality of life of residents and visitors.
- Also in 2013, the City of Auburn enacted a **vacant building registry program** to encourage property owners to finish renovation projects and for absentee landlords to comply with local laws. In 2016, the program is anticipated to generate \$100,000 in revenue to the City.
- The City provides full-time planning staff to assist the City’s **Planning Board, Zoning Board of Appeals and Historic Resources Review Board** which are critical to the development process.
- Supporting environmental **brownfield reuse activities** by seeking US EPA assessment funding, NYS DEC environmental cleanup funds, and NYS DOS Brownfield Opportunity Area funds.
- Supporting an inclusive environment for all Americans by adopting the **Title VI Non-Discrimination Plan** for city-wide projects and programming on December 3, 2015.

*“An effective sign programs not only attracts visitors and provides direction and information, but it also plays a critical role in linking visitors to the 'product' or experiences within the City.”- Meg Vanek
Cayuga County Office of Tourism*



7. Support for the Local Vision.

The City of Auburn public participation and engagement process for the 2017 NYS Downtown Revitalization Initiative (DRI) process really began with the previous year’s application for the inaugural DRI. Following two decades of organizing and investment downtown Auburn has experienced what has been termed as a renaissance by locals. Governor Cuomo’s initial DRI challenge in 2016 mobilized the local leaders and stakeholders of downtown Auburn to begin strategizing on how we could leverage the success and growth our downtown has experienced in recent years and take our downtown to the next level. It is no stretch to state that brainstorming and public discussion for the future of downtown has been a main point of robust public discussion over the past year due to the excitement generated with the vision for projects presented in the City’s initial 2016 DRI application.



When Governor Cuomo announced the 2017 DRI program on May 16, 2017 the City of Auburn was prepared and immediately launched the **“Got Ideas?” campaign** for the future of our downtown. This public campaign launched on May 17th and lasted through June 7th. Over the three weeks of the “Got Ideas” campaign the City generated many of the projects and ideas that are presented in this year’s 2017 DRI application. The “Got Ideas” campaign featured the following public outreach components:

- A **2017 DRI web page** was developed containing all information about the DRI and the City’s previous year’s application. Link: http://auburnny.gov/Public_Documents/auburnny_downtown/index
- A **public meeting** was held on Tuesday, May 23, 2017 from 3pm-5pm at Memorial City Hall, 24 South Street in Auburn (Video link: <http://view.earthchannel.com/PlayerController.aspx?&PGD=auburnny&eID=371>); (The Citizen, Public input wanted for Auburn's plan to win \$10 million downtown grant: http://auburnpub.com/news/local/public-input-wanted-for-auburn-s-plan-to-win-million/article_93f9460c-8989-5339-b38c-3b4e2f02f38c.html).
- A **second public meeting** was held Tuesday, May 23, 2017 from 5pm-7pm at the Auburn Public Theater, 8 Exchange Street in Auburn (The Citizen, Public comment for \$10 million downtown Auburn grant open until June 7: http://auburnpub.com/news/local/article_3e11510c-8e53-5aec-8e3a-7a12f1dd4a3d.html);
- **Social media promotion and engagement.** The 2017 DRI process and public meetings were promoted using the City’s established social media pages on Facebook, Twitter and Instagram. (<https://www.facebook.com/CityofAuburnNY/>); (<https://twitter.com/cityofauburn>); (<https://www.instagram.com/auburnnygov/>)
- **Outreach at public events** led by our Downtown Business Improvement District. Staff and volunteers of the Auburn Downtown Business Improvement District set up information tables at two Memorial Day



Downtown Revitalization Initiative

weekend public events in our downtown. The first was the Sunday, May 28th Majorpalooza Downtown Festival, the second was the Monday, May 29th Food Truck Rodeo and annual Duck Derby.

- **Outreach meetings with downtown stakeholders.** Mayor Quill, members of City Council and city staff conducted meetings with downtown stakeholders and interested civic groups to discuss specific project ideas and proposals.
- A **"Got Ideas?" public comment card** and internet form was developed and distributed in cooperation with the Downtown Business Improvement District and served as a key tool to gathering public input. http://auburnny.gov/Public_Documents/AuburnNY_Downtown/downtown-comments

Using the City's 2016 DRI application as a starting point of reference, our 2017 application is focused on the following themes due to the high level of public input we received.

- Downtown riverfront development.
- Development of arts and cultural projects downtown.
- Retail and housing development of key vacant buildings.
- Public good improvements to include: public event space, downtown branding, wayfinding signage, streetscape upgrades, transportation enhancements and parking solutions.

Mayor Michael D. Quill will serve as the local lead for the 2017 DRI program that will work with outside experts to convene a local DRI Planning Committee to oversee the DRI plan.

The following ideas and comments received provide a sample of the public input received for the 2017 DRI application.

- "I believe that the development of the river through our city is vitally important. A Riverwalk will give us a leg up on the rest of the state when it comes to tourism. Revitalized, the river walk with the possibility of shops and businesses along it, could be the next big draw for locals and tourists alike. – John Tomandl, resident, Auburn
- "I am in favor of a downtown revitalization effort which includes improvements in access to the Owasco River. The river is central to the history and founding of the city; without the Owasco River there would be no Auburn. A walking trail would serve recreational users and link downtown from one end to the other." - Robert Cotter, resident, Auburn
- "Thinking out of the box: D.R.I could also stand for Downtown "River" Initiative or R.I.D = River Improvement District. Create a city wide trail system that includes "river front" stops & views as well as various points of interest. This might be a good way to tie the city together around the regional visitor center & parking garage. This area in front of City Hall can become the new "village green" or "city center"." - Don Dellostritto, resident, Auburn.
- "I am in favor of again focusing on the development of a marketplace space on the Owasco River, and for the State Street pocket park concept. Many things can be incorporated, such as a farmer's market, food & beverage classes, outdoor play space for families, concert space, a skateboard park." - Jesse Kline, resident of Auburn, employee of Downtown BID.
- "With the new visitor's center being built could some monies be used for the purchase and maintenance of trolleys to take tourists to the museums, downtown area and other points of interest." - Linda Guin, resident, Auburn



Downtown Revitalization Initiative

- “Revitalize the western corridor from The Plaza of The Arts to Washington St. and beyond, lets turn this part of downtown into an ‘Avenue of The Arts’”. - Dan Soules, owner of 161 Genesee Street and business owner.
- “Please include wayfinding/signage in the 2017 DRI application. When signs are well done, they help to make travel stress free and seamless. Gateway signage in particular is the first impression that visitors have when visiting the City.” - Meg Vanek, Executive Director of Cayuga County Office of Tourism.
- “For parking an idea to consider would be to add a second level to the lot on Dill Street. This would balance parking in downtown around the Loop Road.” - Chuck Taylor, resident, Auburn
- “Create a branded downtown entertainment area with music, food/public-farmers market and kid-family playground.” - Brenda Herrling, resident, Auburn



8. Auburn is Ready!

The City of Auburn can demonstrate that there are transformational projects within the target area ready for implementation with an infusion of DRI funds by Summer/Fall 2018. The City created a transformation project form in order to collect the information about each signature project including, but not limited to, job creation, funding leverage and economic impact on downtown. A summary of the project forms are included below. Copies of the transformational project forms are included as Appendix B. The City of Auburn looks forward to working with the Local Planning Committee and New York State in vetting these proposed transformational projects and exploring additional ideas with the public and community.



Auburn will Strengthen Targeted Industry Concentrations and Leveraging Unique Economic Assets through value-added agribusiness opportunities and arts & entertainment tourism:

Prison City Brewery Expansion on the Owasco Riverfront

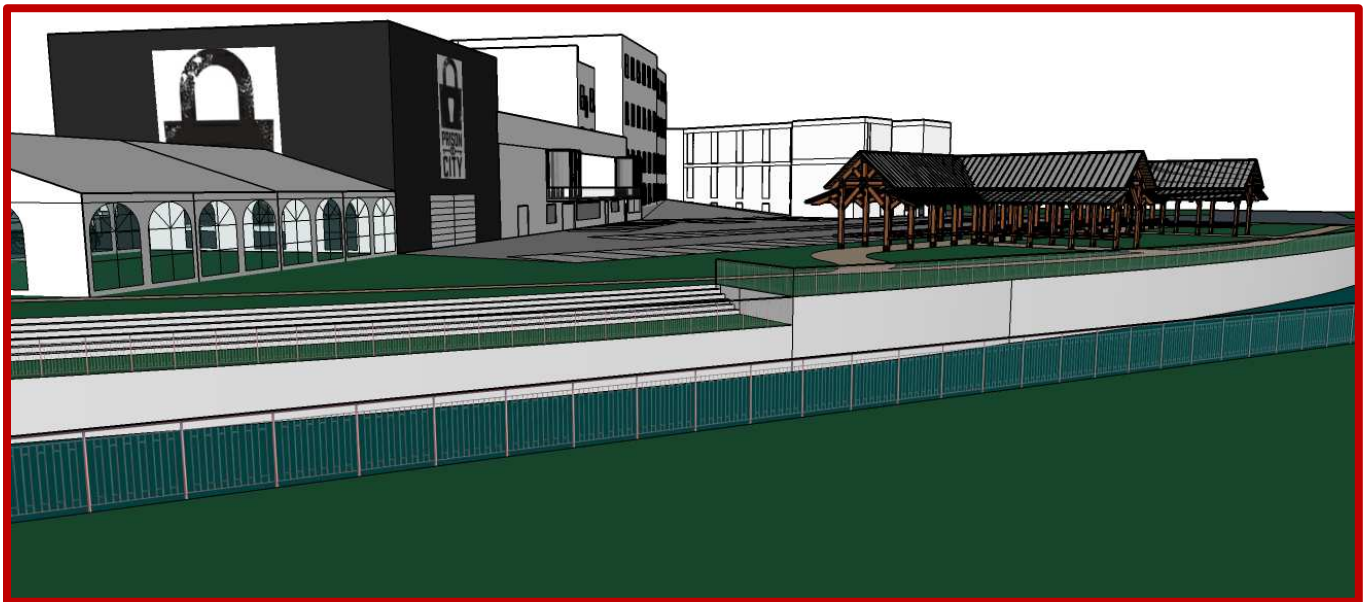


Image #- Proposed rendering of the Prison City Brewery expansion along the Owasco Riverfront.

Is Project Readiness Demonstrated? The City of Auburn BOA Sparks Study identifies this area of downtown as a strategic redevelopment site. Beardsley Design Associates has been retained to complete the preliminary site design for the project. Prison City Brewery owners, Marc & Dawn Schultz have partnered with Kylecroft Development for site control and construction on the property. Removal of a section of Loop Road is required and would allow for additional age-friendly open space amenities along the riverfront.

Project Timeline: Start Date- 9/1/17; Completion Date- 9/1/2018

Project Budget: \$4,000,000

Project Job Creation: Construction Jobs- 50/ New Full Time Equivalent- 20



Good Shepherds Brewing Co. Expansion



Is Project Readiness Demonstrated? The historic Goss Building is identified in the Auburn Sparks BOA as a strategic site for redevelopment. Architect Michael Palmieri has been retained to complete the preliminary site design for the project. Good Shepherds Co. owners, Garrett & Robert Shepherd have partnered acquired the three-story commercial building in March 2017. Phase II calls for an expansion of the brewery from a 2.5 barrel system to a 10 barrel system as well as the redevelopment of 4 apartments/ offices in the upper floors.

Project Timeline: Start Date- 3/1/17; Completion Date- 12/31/2020

Project Budget: \$755,000

Project Job Creation: Construction Jobs- 14/ New Full Time Equivalent- 5

The Auburn Civic Center at the Historic Schines Theater



Image #. 1940s Art Deco Décor of Schines Theater.



Image #. 2016 Art Deco motifs in Schines Theater.



Is Project Readiness Demonstrated? The City of Auburn BOA Sparks Study identifies this historic site for strategic redevelopment. As the owners, the Cayuga County Arts Council (CCAC) has entered into an MOU with Bowers Development of Auburn, NY for the complete rehabilitation of this site. Beardsley Design Associates has been retained to complete the preliminary site design for the project. As a local landmark, the CCAC has consulted with NYS SHPO regarding the proposed plans as a downtown civic center.

Project Timeline: Start Date- 8/1/17; Completion Date- 8/30/2020

Project Budget: \$12,000,000

Project Job Creation: Construction Jobs- 240/ New Full Time Equivalent- 5 & 15 Part-Time

Auburn Public Theater Expansion Project



Images # & #. Proposed Auburn Public Theater Café Einstein and performance flex space on Genesee Street.

Is Project Readiness Demonstrated? The Auburn Public Theater has been a driving force in downtown redevelopment for over the last decade. For this project owners, Carey Eidel & Angela Daddabbo have procured an additional 2,500 sq ft to expand into for Café Einstein. Preliminary site design has been completed for the project. The owners have demonstrated funding commitments towards the project.

Project Timeline: Start Date- 1/1/18; Completion Date- 12/31/2018

Project Budget: \$1,200,000

Project Job Creation: Construction Jobs- 30/ New Full Time Equivalent- 15



Auburn will Revitalize our Region’s Urban Cores, Main Streets, and Neighborhoods through:

East Hill Streetscape Enhancement Project



Images # & #. Existing Conditions and proposed streetscape and gateway enhancements in the East Hill Neighborhood.

Is Project Readiness Demonstrated? John Street and Genesee Street serve as the City’s eastern gateway to the central business district. It is outlined in the City’s Comprehensive Plan and Auburn Sparks BOA, that gateway and streetscape improvements are necessary to support continued investment in the East Hill neighborhood. This would be a supporting public works endeavor to the other transformational projects.

Project Timeline: Start Date- 9/1/18; Completion Date- 9/30/2019

Project Budget: \$1,800,000

Project Job Creation: Construction Jobs- 30

Downtown Transportation Infrastructure Improvements



Image #. City of Auburn municipal parking garage and current Centro Bus Terminal Hub on Lincoln Street in Auburn.



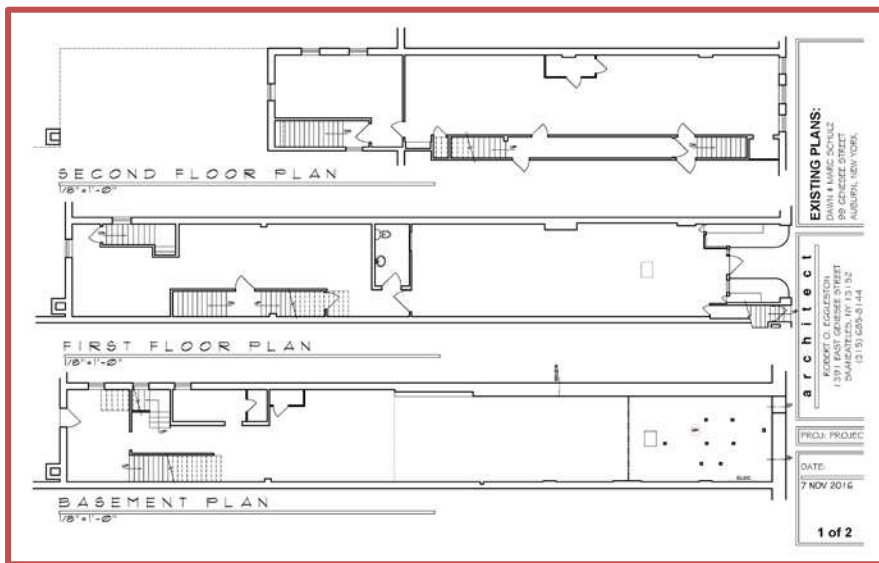
Is Project Readiness Demonstrated? The City of Auburn is the owners and operators of the municipal Parking Garage located on Lincoln Street in downtown Auburn. The garage underwent a \$1.5 million rehabilitation project in 2010, however from the public participation meetings there is interest to improve the wayfinding signage, safety and pedestrian-friendliness of the garage. In addition, the Centro bus terminal located adjacent to the parking garage needs to be enlarged and therefore relocated elsewhere in downtown Auburn. Modern parking infrastructure is vital to supporting the local growing tourism industry.

Project Timeline: Start Date- 9/1/18; Completion Date- 9/30/2019

Project Budget: \$100,000

Project Job Creation: Construction Jobs- 2

Downtown Housing Initiative- 99 Genesee Street



Is Project Readiness Demonstrated? Known as the Rudolf Building, the owners Dawn & Marc Shultz acquired the currently unoccupied and dilapidated building in January 2017. The intention is to renovate the building to include one store-front project that will open a retail location for a candy store and then rehabilitate the second and third floors for up to 4 apartments.

Project Timeline: Start Date- 9/1/17; Completion Date- 9/30/2018

Project Budget: \$500,000

Project Job Creation: Construction Jobs- 10/ Full Time Equivalent- 5



Genesee Street Nolan Block Redevelopment Project



Is Project Readiness Demonstrated? Known as the Nolan Block, the owners Kylecroft Development acquired properties 41-63 Genesee Street in 2016. Currently 63 Genesee Street is fully occupied while the remaining properties are in a dilapidated and unoccupied state. The intention is to renovate the buildings to include artistic lighting, 5 store fronts and 14 apartments. The project is truly transformational as it partners with Prison City Brewery for their proposed expansion project and the Auburn Farmer's Market for a much-needed permanent 3-season marketplace by the riverfront. In order to accomplish this, the existing City street- Loop Road would be removed and replaced with green outdoor space for seniors, families and visitors to enjoy.

Project Timeline: Start Date- 9/1/17; Completion Date- 9/1/2019

Project Budget: \$3,275,000

Project Job Creation: Construction Jobs- 50/ Full Time Equivalent- 25



East Hill Park Community Project



Is Project Readiness Demonstrated? The owners R & M Associates, LLC have retained ownership of two square blocks along Arterial West (NYS Route 5) between John Street and North Fulton Street. The proposed housing development will occur in two phases. Phase 1- rehabilitate eight dilapidated apartment houses along John Street, which serves as the City’s eastern gateway entrance to the urban core. Phase 2- redevelop a vacant property along Arterial West for future cohousing projects.

Project Timeline: Phase 1- Summer 2017 to Fall 2018

Phase 2- Fall 2018 to Year end 2019

Project Budget: \$5,414,750

Project Job Creation: Construction Jobs- 50/ Full Time Equivalent- 1



9. Administrative Capacity.

The City of Auburn Office of Planning and Economic Development (OPED) will serve as the administrator of the Downtown Revitalization Initiative (DRI), assuming the responsibility for successfully completed projects. OPED staff, including the Director, Director of Capital Projects and Grant, Deputy Director of Community Planning and Development, and Senior Planners will provide direct staff support to this project by evaluating and selecting project activities, executing contracts with participating property owners and assuring compliance with all local, state and federal environmental and safety regulations. The OPED has well over 20 years of experience managing various Federal, State and private foundation grants and contracts. Currently and most recently, OPED manages the City's Community Development Block Grant Program, a NYS Brownfield Opportunity Area (BOA) grant, and 20 other various Department of State (DOS), Department of Transportation (DOT), Empire State Development (ESD), Dormitory Authority (DASNY), Office of Community Renewal (OCR), NYSERDA, Environmental Facilities Corporation (EFC), Local Initiative Support Corporation (LISC), Department of Environmental Conservation (DEC), Bridge NY, Division of Criminal Justice Services (DCJS) grants, federal grant allocations and private foundation assistance grants.

All OPED staff that will be responsible for executing and completing the DRI have experience administering New York State grants, as well as managing consultants.

Jennifer Haines, Director, currently oversees City's Planning, Community Development, and Code Enforcement services, and has over 20 years of contract management experience, including the federal Community Development Block Grant (CDBG) Program, NYS HOME Program, NY Main Street Program, NYS Department of State Local Waterfront Revitalization Program Grant, DASNY Workforce Development Grant, and private foundation assistance grants.

Christina Selvek, Director of Capital Projects and Grants, oversees the City's Capital Projects which currently entails 52 projects representing more than \$61 million in General Fund, bond, and various sources of federal, state and private foundation funding. She manages multiple projects and consultants, as well as reporting and compliance for projects and grants.

Stephen Selvek, Senior Planner, oversees the City's physical planning services, is staff to the Planning Board, and will lead or assist in project implementation and management. He has managed the CDBG Program, FHWA TIGER II planning grant, and is currently managing a DOS LWRP Grant. He was the coordinator of multiple projects, including the City's Comprehensive Plan, Downtown Improvement Project and Owasco Riverfront and Market Street Park Projects. He is currently managing the Owasco River Trail Project, comprehensive re-write of the Zoning Ordinance, and Auburn Cultural Heritage Center.

Renee Jensen, Senior Planner, co-leads the City's Community Development Programs, including administration and compliance with federal regulations, as well as delivery of projects and programs, and subrecipient contracts. She is also the lead staff for the DOS Brownfield Opportunity Area (BOA) Grant, and co-lead for the LISC Zombie and Vacant Properties Remediation and Prevention Initiative.



Tiffany Beebee, Senior Planner, co-leads the City's Community Development Programs, including administration and compliance with federal regulations, as well as delivery of projects and programs. She led the development of the Parks Master Plan, and is working on multiple parks projects in delivering the Master Plan recommendations, including managing private foundation assistance. She is also the co-lead for the LISC Zombie and Vacation Properties Remediation and Prevention Initiative.

In addition, technical expertise that will be needed to deliver the DRI is available in other City departments, including Engineering, Municipal Utilities, Code Enforcement, Public Works, Finance, and Corporation Counsel.

10. Other.

The following Attachments are included in this DRI application:

Attachment A- DRI Boundary Map

Attachment B- Transformational Project Information

Attachment C- Letters of Support





Transformational Project Information:
Downtown Revitalization Initiative



Existing Conditions



Proposed Project Schematic/ Image



PROJECT INFORMATION

Owners/ Partners:

Prison City Brewing, LLC

Location: *39 Genesee Street, Auburn, NY 13021*

Project Type: *Riverfront & Craft Brewery Expansion*

Project Timeline: *9/1/17 – 9/1/18*

Estimated Construction Jobs: **50**

Estimated New FTE Jobs: **20**

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations
Craft Beer & Tourism
- Revitalization of Main Street & Riverfront

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources CFA Application	Total
Soft Costs	\$125,000	\$375,000		500,000
Construction Costs	\$375,000	\$1,125,000		1,500,000
Other: Equipment	\$500,000	\$1,200,000	\$300,000	2,000,000
Totals:	\$1,000,000	\$2,700,000	\$300,000	4,000,000



PROJECT NARRATIVE

Prison City Brewing, est. Dec 2014, is currently a brewpub located at 28 State St., Auburn NY, 13021. In 2017/2018 we would like to add a second location with larger brewery space to increase our production from 900 BBLs to 10,000 BBLs annually. This location will include a tasting room, retail area, event space, and canning line to create a tourist destination and allow us to sell Auburn produced beers throughout the region and state.

Prison City Pub & Brewery currently serves 120,000 guests annually, with an estimated 60%+ of them from outside the Auburn area. At present the demand for our beer far exceeds our capacity. While guest traffic has been impressive in our short history, there is the realization that there are also people that do not visit the pub because to-go beer (cans, growlers, crowlers, bottles) isn't regularly available. When we do release a beer for to-go sales, like our Mass Riot (see accolade below), hundreds of people will line up at our door early in the morning just to get one 32oz crowler of the beer. An expansion to a second location, will allow us to keep up with demand and increase the traffic to both locations on a consistent basis.

The "Nolan's building" (39 Genesee St.), as is, does not meet the space and layout requirements necessary for the scope of our expansion.

The "Nolan's building", with the development of the block and closure of Loop Rd., would transform this building and location into the perfect fit for us. DRI funds and our private contributions, along with the coordinated efforts of the City, ourselves, and the block developer, would allow us to meet our specific needs for the brewery, as well as create public waterfront, green, and event space that is currently lacking in the heart of our downtown.

The scope of our project would add 20 FTE jobs and help retain the 28 FTE existing at the current pub location. The brewery will manufacture beer and strengthen craft beer tourism in downtown Auburn.

In the short time that Prison City Brewing has been opened, it has received local and national attention with:

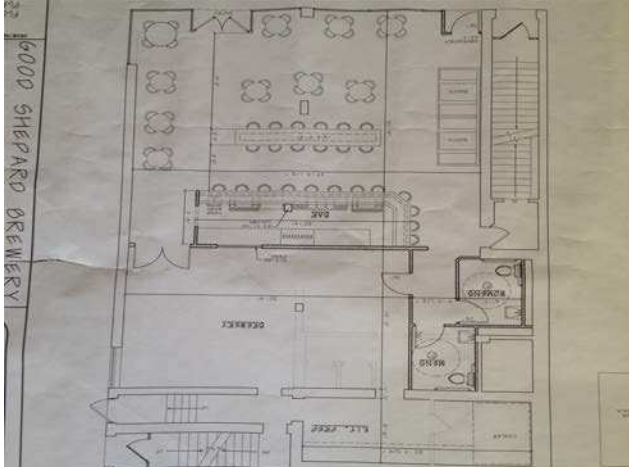
- 2015 Great American Beer Festival – Silver Medal - Belgian Pale Ale, Bleek Worden
- Voted #8 Beers in NY State by Playboy Magazine – Apricot Sour Ale, Run Like an Apricot
- Voted #1 IPA in America by Paste Magazine – IPA, Mass Riot
- 4 Awards at Best of Craft Beer Awards 2017
 - Gold – Porter, Straight Outta Locash
 - Gold – Bourbon Barrel Aged Milk Stout, Udderly S'mooove
 - Bronze – Ordinary Bitter, Copper John
 - Bronze – Fruit Sour, Guavatanamo Bay
- **Gov. Cuomo's Taste NY Inaugural Craft Beer Challenge – Top 5 Finalist**



Transformational Project Information:
Downtown Revitalization Initiative



Proposed Interior Layout of Brewery Phase 1



First Floor Existing Condition Image



PROJECT INFORMATION

Owners/ Partners: *Garrett and Robert Shepherd*

Location: *132 Genesee Street Auburn, NY 13021*

Project Type: *Housing, Arts & Culture or Riverfront Agriculture and Market*

Project Timeline: *March 2017/ December 2020*

Estimated Construction Jobs: **14**

Estimated New FTE Jobs: **5**

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations *ie. Agribusiness/ Food Processing;*
- Revitalization of Main Street & Urban Core.

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	\$20,000	\$20,000	\$0	\$40,000
Construction Costs	\$146,000	\$389,000	\$0	\$535,000
Other: Equipment	\$144,000	\$0	\$36,000	\$180,000
Totals:	\$310,000	\$409,000	\$36,000	\$755,000



PROJECT NARRATIVE

My father and I started The Shepherds Brewing Company tax id 45-3864635 back in January of 2007. In 2008, economic conditions led us to the conclusion that 2008 was not a good time for us to start our business so we worked on our recipes and continued to do research to learn more about the business. Finally, in 2014 we found an appropriate "incubator" location and in September 2014, we opened the first operating brewery in Auburn since prohibition.

After 3 years of a successful business, we have outgrown our current location and have now purchased the building located at 132 Genesee Street in downtown Auburn. The building is located in Auburn's "Entertainment District" and will give us greater visibility and the space we need to grow the business. The building has a total of 9,000-square feet of interior space on three floors. There is also a basement of similar size. The first floor was occupied as a women's' clothing store for many years but closed in the mid 90's when the store operator passed. The second and third floors were used for a number of small offices and included a union meeting space on the third floor. Based on what we have learned, it appears that the space was vacated even before the store closed. Accordingly, the entire building, located in the entertainment district on the main street in Auburn has sat vacant for about 20 years.

Because of its condition, we were able to purchase the building for \$180,000. Title is held by a separate LLC named "It's a Great Life LLC" owned by my father and I. Our plan is to renovate and utilize the first floor and the basement for our brewing operations and tasting room that will be open to the public 6 days a week, adding additional life and ambiance to the downtown environment. We intend to have a limited food menu for our patrons and will continue to participate in all Downtown BID initiatives including offering musical entertainment as part of First Friday promotions. The goal will be to add to the efforts made by the town to make Auburn's downtown a weekend destination. On the second floor we plan to update the existing office space and rent to other small local business that are looking for office space. On the third floor, we plan to convert the existing office space into two or three apartments for people who want to live in and enjoy the downtown environment. When we open the doors to our tasting room and brewery later this year, we will have already invested \$125,000 in the building. As one might expect, a building that has stood vacant for 20 years requires a great deal of time and money not only to convert it from a clothing store to a brewery but also to bring its infrastructure into the 21st century.

To take the next steps with this property and our business we will need funding for two separate initiatives. First, at this time, our brewery needs to expand its current production to meet the demand for our beer. Our plan is to replace our current 2.5 barrel system (75 gallons) with a 10 barrel (300 gallons) system. A 10 barrel system will cost \$180,000. Installation will cost another \$20,000.



Transformational Project Information:

Downtown Revitalization Initiative

The second initiative will be the renovation of the second and third floors of the building to provide incubator office space on the second floor and apartments on the third floor. Second and Third Floor costs: Plumbing: \$50,000, Electrical: \$40,000, Demolition/Construction: \$80,000, HVAC: \$40,000

At this time, I am operating the brewery business by myself, but when the brewery and the tasting room open and the 10 barrel system is installed, we expect that over the next 5 years, we will need to hire up to 5 full time employees and several part time employees to help run the business, prepare and serve food, and brew and distribute beer.

As indicated earlier in this application, we will have "skin in the game" for both of these projects. We have funding commitments for about ½ of the money needed for these two initiatives but with some assistance from this grant, we see positive impacts in our local and state economy as well as for our business.

As a local business, we are no stranger to giving back to local charities including the CNY Food bank, Crouse Hospital (our twins were born there), and Cayuga Seneca Action Agency. We also partner with other local businesses to cross promote each other each month to further stabilize our local economy and we will continue to work with each of these businesses as we move forward and grow. As we see it, the vibrant and growing brewery and restaurant business has had a huge impact on tourism in downtown Auburn. People travel to different cities for beer and like to enjoy what our town has to offer for food, entertainment, and our rich history. In view of the projects already on the books for downtown Auburn, we expect that tourism will only continue to grow.

As a part of this grant application, we do understand that this is public money and that will be spent wisely. We are a company that is focused on the bottom line and how this investment would help our business and thus benefiting the city of Auburn, Cayuga County, and our great state of New York.

Thank you for considering our application,

Garrett Shepherd, Owner Good Shepherds Brewing Company



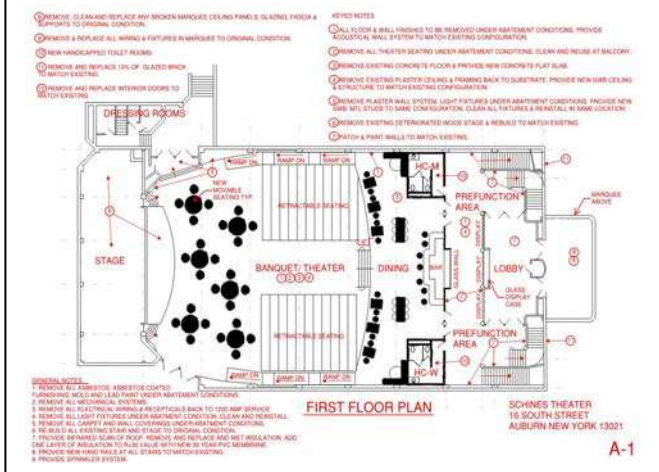
Transformational Project Information:
Downtown Revitalization Initiative



Existing Condition Photo of Façade Exterior



Proposed Project Schematic/ Image- 1st Floor



ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs		\$120,000		\$120,000
Construction Costs	\$2,000,000	\$8,080,00	\$800,000 CDGB	\$10,880,000
Other			\$1,000,000 CFAs	\$1,000,000
Totals:	\$2,000,000	\$120,000	\$1,800,000	\$12,000,000

PROJECT INFORMATION

Owners/ Partners: Bowers Development & CCAC County Arts Council

Location: 16 South Street- Historic Schine Theater

Project Type: Arts & Culture

Project Timeline: Start 8/17: Completion Date 8/20

Estimated Construction Jobs: 240

Estimated New FTE Jobs: 5 full time / 15 part-time

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations *ie. Tourism- Arts & Entertainment*
- Revitalization of Main Street & Urban Core.

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI
- Application



Transformational Project Information:

Downtown Revitalization Initiative

PROJECT NARRATIVE

The Schine Theater was built in 1937 by the Schines Brother. The theater was designed by renowned Architect John Eberson. This is one of Auburns Historic Treasures. During this time period from the 40's to the late 80's the theater was a central gathering place for the community. There were many professional performers, plays and movies shown in the facility. In the late 80's the theater came on some hard time. During this time the roof had major roof leaks that have deteriorated the roof deck, stage and interior finishes. These issues made the owners turn off all utilities to the building.

In 1997 the Cayuga County arts council bought Schines Theater in hopes to renovate the building and bring it back to its former glory. In 1998 the CCAC secured some grants to replace the roof and has some masonry restoration performed to protect the theater. Then in 2004 the CCAC received another round of grants to renovate the lobby area and to provide a new electrical service. Since 2004 there has been multiple rounds of testing performed to check for hazardous materials that were exposed form the roof leaks. The test results showed that there is asbestos on the floor throughout the building and lead paint on some door frames.

Our Goals and objectives are to restore the Historic Landmark to its original glory. Create a multi-use facility (Civic Center) for concerts, entertainment, theater productions, movies and a multi-use facility where the public can hold events, banquets and gatherings. We would like the ability to draw top entertainment to the area. This will give auburn a large venue facility that we do not currently have. We will create additional business opportunities and it will create additional foot traffic thru Auburn that will benefit local business.

Our Renovation Plan is the following:

1. Remove hazardous materials from the building.
2. Marque/Front Façade Renovations
3. Outer Lobby and Inner Lobby renovations.
4. Main Theater and Balcony Renovations.

Refer to attached Letter of Intent for private-partnership development.



Transformational Project Information:
Downtown Revitalization Initiative



April 12, 2017

Mr. Ed Onori
Cayuga County Arts Council, Inc.
16 South Street
Auburn, New York 13021

**RE: Letter-of-Intent to Purchase Building & Property
Schines Theater - 16 South Street, Auburn, New York 13021**

Dear Mr. Onori:

Please let this letter serve as the intent of Bowers Development (or its designee for such purchase) to purchase the Shines Theater, located at 16 South Street, in Auburn, New York 13021 (TAX ID# 116.45-2-73) from the Cayuga County Arts Council, Inc. ("Owner" or "Seller"). This deal will be contingent upon the following conditions being met / acceptable by the Owner of the properties:

Environmental Due Diligence Period – We will require a 90-day due diligence period to conduct any environmental investigations, including, but not limited to: asbestos survey, hazardous material testing, Phase I or Phase II Environmental Site Assessments, radon testing, etc. We shall pay for the costs for any environmental due diligence work.

Structural Assessment – Due to the property's age and condition, a structural assessment shall be required to ensure the overall safety of the buildings and to determine if our proposed renovation plan can be completed. Any structural issues found during the assessment will be brought to your attention immediately. We shall pay for the cost of the structural assessment and it will be completed within the 90-day due diligence period.

Grant Funding – Due the current interior condition of the buildings, as well as the known hazardous material (asbestos, lead paint, mold, bird droppings etc.) remediation costs, significant grant funding is required to make this project feasible. As such, in order for our team to move forward with the redevelopment, the following grants will be a contingency on the completion of the project:

1. The City of Auburn Community Development Block Grant (CDBG) currently allocated to Auburn through United States Department of Housing and Urban Development (HUD) shall be assigned to or used by us as developer of the Property. Buyer shall require \$1.25 million under this program (or a combination of CDBG and other grant funding sources, not listed in #2 or #3). The City of Auburn will effectuate the allocation of those funds to this project. This money shall be utilized to: (1) perform significant asbestos abatement activities, (2) perform significant hazardous material (lead paint, PCB caulk, etc) remediation activities, (3) perform significant biological hazard (mold, bird/animal droppings) remediation activities, (4) perform selective demolition activities, and (5) perform structural restoration activities.



Transformational Project Information:

Downtown Revitalization Initiative

Letter-of-Intent to Purchase Building & Property Schines Theater - 16 South Street, Auburn, New York 13021

2. Application by the City of Auburn for a Restore NY grant in the amount of \$500,000. Buyer shall provide detailed information to the City of Auburn for the purpose of the application. Upon receipt, City of Auburn shall only utilize this grant money for the Schines Theater rehabilitation project.
3. Application by the Buyer for a Consolidated Funding Application (CFA) grant and the receipt of grant monies in the amount of \$1 million.

If the grants listed herein are not obtained, the viability of this project may be in jeopardy. Therefore, if such grants, the PILOT or the SHPO approval are not obtained, Buyer shall have the right to sell the building back to Seller for \$10,000.00 ~~plus the cost of any services or work completed that is not reimbursed by the CDBG above.~~ *EFO*

Parking and Access - Satisfactory arrangement with the City of Auburn for parking allocation or use of parking lots to accommodate the business to be conducted at the theater; and, satisfactory arrangement with the owner of the adjacent lot to stage construction from such lot. We ask for your assistance and introduction to the owner / lessor of the lot.

Purchase Price – We agree to purchase the Property for the purchase price of ten thousand dollars ~~(\$10,000)~~, provided the conditions listed in this letter are deemed satisfactory.

15,000 EFO

Deposit – No deposit shall be required; however, in the event that the Buyer does not proceed with the purchase of the properties, the Buyer shall provide the Seller with all due diligence related reports (i.e. structural, environmental, etc.) completed during the due diligence period (in lieu of a deposit).

Marketing the Property - From and after the date that this Letter of Intent is executed, Seller covenants and agrees that neither Seller nor any of its partners, directors, officers, employees or agents, nor any of its affiliates, shall accept any proposal by (or enter into any letter of intent, commitment or agreement with) any person or entity other than Buyer for the purpose of entering into the transaction or a portion thereof contemplated by this Letter of Intent with respect to the Property. The Seller shall grant the Buyer permission to market the property to prospect tenants / buyers and make the building / property available, as needed, for this purpose.

Other Miscellaneous Items – The following miscellaneous items will also be conditions of the sale of this property:

- SHPO review and acceptance of our abatement/demolition and redevelopment plan.
- Signing of a purchase contract, including standard conditions within, attorney approval, and approval of sale from City of Auburn.
- Satisfactory PILOT agreement from the local Industrial Development Agency.
- Sales tax exemption on construction materials from the local Industrial Development Agency.



Transformational Project Information:
Downtown Revitalization Initiative



**Letter-of-Intent to Purchase Building & Property
Schines Theater - 16 South Street, Auburn, New York 13021**

If the terms and conditions within this letter-of-intent appear acceptable, please sign and date the section below and we will begin the contract of purchase process immediately. We are very excited about the possibility of restoring this building back to its intended purpose.

Sincerely,

Bryan Bowers
Bowers Development LLC
6308 Fly Road
East Syracuse, New York 13057
Phone: (315) 432-9400

ACKNOWLEDGMENT / ACCEPTANCE

The terms and conditions of this letter-of-intent appear acceptable. Please have your attorney draft up the contract to purchase the properties.

Authorized Signature

3/12/17

Date

Printed Name: Edward F. Onorati

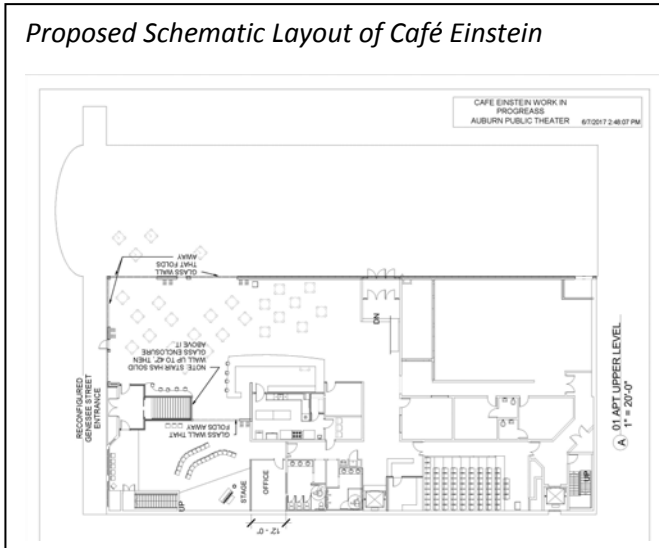
Title: PRESIDENT (Chairperson)



Transformational Project Information:
Downtown Revitalization Initiative



Proposed Schematic Layout of Café Einstein



Proposed Street view of Café Einstein at the Auburn Public Theater



PROJECT INFORMATION

Owners/ Partners: Auburn Public Theater

Location: 8 Exchange Street, Auburn, NY 13021

Project Type: Arts & Culture

Project Timeline: January 2018/ December 2018

Estimated Construction Jobs: 30

Estimated New FTE Jobs: 15

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations- Tourism
- Revitalization of Main Street & Urban Core.

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	\$100,000	\$25,000	\$75,000	\$200,000
Construction Costs	\$600,000	0	\$200,000	\$800,000
Other	0	25,000	150,000	200,000
Totals:	\$725,000	\$50,000	\$425,000	\$1,200,000



PROJECT NARRATIVE

Auburn Public Theater respectfully requests your consideration to be included in the City of Auburn's proposal to Governor Cuomo for the 2017 NY State Downtown Revitalization Initiative.

Background

Auburn Public Theater (APT) was formed as a 501c-3 nonprofit arts organization in 2004. With a mission to bring arts and culture to our community through affordable access and multiple disciplines under one roof, APT co-founder Angela Daddabbo and I personally purchased the downtown building in 2005. Since then, we have occupied what was built as the former Grants Department Store. Constructed 1953 by the Schwartz Family, the building sits on the original location of Bostwick's Tavern, one of Auburn's first buildings. After Grants closed in the 1970s and prior to our occupancy, the building had been used for the NYS Unemployment Office, various nightclubs, a rent-a-center, a bank and a billiard hall. At the time of purchase, the building was in complete disrepair including a roof that was about to fall in. With the help of local foundations, APT embarked on the renovation and repurposing of the 26,000 sf building. As of 2017, we have renovated most of the 13,000 sf first floor and a few thousand feet of our lower level, with live event stages, a cinema, educational studio space and community gathering spaces. Angela and I donated the building to the organization in 2011. We now program year round, with approx. 15,000 patrons coming through our doors annually and a staff of 4 full time and 15 part-time. APT has become a vital part of the resurgence of downtown, Auburn.

Goals and Objectives

With support from the 2017 NY State Downtown Revitalization Initiative, APT plans on renovating and repurposing a large part of the Auburn Public Theater Building to further the mission of APT to enrich the social, cultural and economic growth of our region, by bringing people together through affordable access to live performance, cinema, arts education and community events. By providing excellent performance spaces for local and visiting artists, APT will continue to make art a common experience in downtown Auburn and be recognized as a cultural, economic and social asset for the greater Auburn community. Our goals consist of two major projects. The first is the complete renovation of our lower level to address the need for flexible space that could be used for larger performances, community events and classes. This includes an elevator for handicap accessibility and public assembly. By having this space, we stay current by presenting events that a younger audience and offer the community an event space that does not exist at this time. This will increase our programming, income and need for job creation. Our main floor renovation would take existing rental space and transform it into additional programming space that brings people into our theater, enhances tourism, promotes our mission and provides necessary income to sustain our organization. Currently, we have a tenant occupying 2500 sf of our ground floor space in the northeast corner of our building. We have negotiated with the tenant to relocate.

We plan to combine the former tenant space with existing performance/studio space to create a food and coffee house similar to the successful Café at 407 in Liverpool that supports the mission of the nonprofit, Ophelia's Place. The area would include multi-use performing/rental areas and offer visitors to downtown and the new regional welcome center a unique place to eat, drink and see events that have historic significance to Auburn. These include original programming about William Seward, Harriet Tubman, Thomas Mott Osborne and Ted Case. Our goal is create thirty (30) construction jobs and up to twenty (20) permanent managerial,



Transformational Project Information:

Downtown Revitalization Initiative

administrative and service jobs. We estimate additional income for our organization to be seventy thousand (70k) to one hundred thousand (100k) dollars per year. Our cost estimate at this time is 1.2 million dollars. We believe this exciting project should be included in your proposal to the governor for the following reasons:

- Aligns with the priorities established for the Regional Council's previously articulated vision for the area that enhances desirable downtown with a strong sense of place.
- Established anchor institution in downtown, Auburn
- Near other defined investments planned for downtown
- Project includes significant job growth with a variety of skills and salaries. We estimate that during the planning and construction period, 30 jobs would be created. Once renovations are completed, we will create 10-20 permanent management and service jobs.
- Works with the recovery community. For the past 11 years, APT has worked with Grace House, a drug and alcohol rehabilitation facility in Auburn to provide volunteer, training and job opportunities for the recovery community. At present, APT employs 3 full time and 2 part time graduates of the program and has between 3-5 volunteers currently in the program. It is our intention to provide those same opportunities in our café and administration once renovations are completed. This year, APT was awarded the Open Arms award by Unity House (Grace House's parent organization) for our commitment to those in recovery.
- Enhance the attractiveness of downtown that includes public spaces for arts and culture.
- Provide additional affordable, diverse artistic and cultural offerings to the existing community and regionally.
- Attract tourism. Approx. 40% of our audience is from outside Auburn.
- Attracts main street businesses and inspires entrepreneurs to invest and build in downtown (Mesa Grande, Osteria Salina, Finger Lakes Arts Co-op, Plaza of the Arts, etc.)
- Provide community spaces to all ages and backgrounds
- Compliments the new regional welcome center that is being constructed only 50 yards away
- Project is "shovel ready."

Café planning and operation would be spearheaded by Tony Daddabbo. Mr. Daddabbo has more than 20 years' experience in food service. He has managed and created systems for a number of New York City's most successful restaurants. An Auburn native, Mr. Daddabbo is planning on relocating back to his home town to oversee construction and run the café.

- Project supports the local vision articulated by the state and Auburn officials
- Project support from local foundations and community leaders
- Grows the sales tax base
- Provides amenities that support and enhance downtown living and quality of life
- Provides income and sustainability for Auburn Public Theater!

Please contact me at any time with any questions you may have or for additional information.

On behalf of the Auburn Public Theater Board of Directors and staff, thank you for your consideration.

Sincerely,

Carey Eidel, Executive Director



Transformational Project Information:
Downtown Revitalization Initiative

Exterior view – inside is gutted with water damage.



Proposed Interior Retail Shop- Candy Store



PROJECT INFORMATION

Owners/ Partners: Schulz Properties, LLC

Location: 99 Genesee Street

Project Type: Housing, Arts & Culture

Project Timeline: 9/1/17 to 9/1/18

Estimated Construction Jobs: 10

Estimated New FTE Jobs: 5

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations
Tourism- Cayuga County Sweet Treat Trail
- Revitalization of Main Street & Urban Core.

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs		\$10,000		\$10,000
Construction Costs	\$100,000		\$300,000	\$400,000
Other		\$90,000		\$90,000
Totals:	\$100,000	\$100,000	\$300,000	\$500,000



PROJECT NARRATIVE

The “Rudolf building”, located at 99 Genesee St., is in the heart of downtown Auburn, across from the Auburn Public Theater. It is currently unoccupied, gutted and in need of repair and development.

Presently, the Rudolf building is a blank spot, in downtown. The renovation of this building will add 1 storefront (tenant to open a retail candy shop), and up to 4 apartments for use as long-term housing and / or a housing option for guests/performers of the public theater.

Schulz Properties, Inc. used private funds to purchase the building in Jan. 2017. To renovate, we are looking for a combination of DRI / Grant funds and other sources. The building needs a new roof, HAVC, electrical, plumbing, fire separation from the attached building, a sprinkler system, and FFE to create the storefront and 4 (2 bedroom) apartments.

The storefront project will open a retail location for “Sweets” to include: chocolates, candy, gourmet ice-creams, gourmet donuts, and local retail goods (cookbooks, aprons, syrups, mixes, etc.). It will host children’s events and a party space. This will appeal to residents, tourists, and the existing downtown businesses.

The Rudolf building sits across from the Auburn Public Theater, at the end of the Exchange St. Mall that ties in the new Taste NY Center to Genesee St. (the downtown main street.)

The renovation of this building will continue the revitalization efforts in downtown.



Transformational Project Information:
Downtown Revitalization Initiative



PROJECT INFORMATION

Owners/ Partners: *Nolan Block, LLC*

Location: *41-57 Genesee St. & 63 Genesee St.
Auburn, NY 13021*

Project Type: *Housing, and Riverfront*

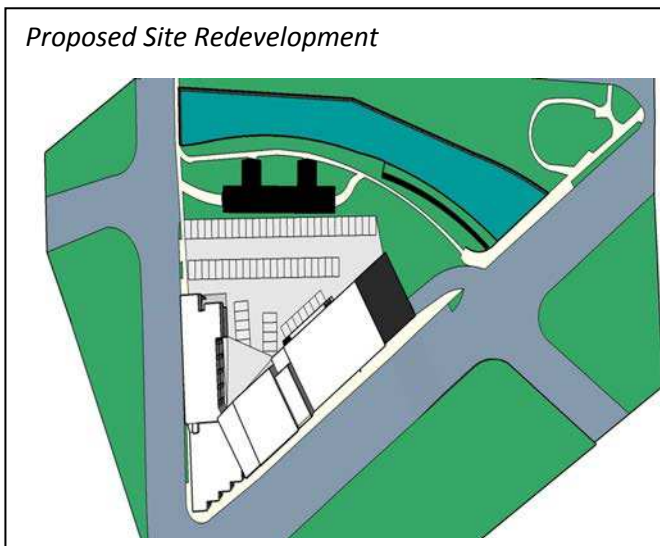
Project Timeline: *9/1/2017 to 9/1/2019*

Estimated Construction Jobs: 50

Estimated New FTE Jobs: 25
Business Owners/Employees

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations
ie. Tourism or Agribusiness/ Food Processing;
- Revitalization of Main Street & Urban Core.



PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	50,000	180,000		\$300,000
Construction Costs	495,000	2,100,000		\$2,000,000
Other: <i>Acquisition</i>		450,000		\$100,000
Totals:	545,000	2,730,000		\$3,275,000



PROJECT NARRATIVE

“Forty years ago, Auburn was in the midst of one of the most transformative periods in its history: urban renewal. The transformation mostly consisted of three distinct but inseparable components: the demolition and replacement of several downtown buildings through the City Center Urban Renewal Project, the construction of the Arterial highway and the creation of Loop Road.”

- Greg Mason and David Wilcox, Auburn Citizen (Sep 17, 2016)

It was at this time that the city channelized, hid, and walled off one of the core resources that first brought people and later industry and prosperity to Auburn; the Owasco River. For decades citizens have been cut off from this key feature and resource that once drove the City of Auburn. This project hopes to jump start the larger project of giving the river back to the citizens.

63 Genesee Street:

The former Marine Midland Bank building sits as one of the central corner stones on the four corners of downtown Auburn. For the past 9 years the building has sat vacant while competing banks rearranged territories and ownership. In the spring of 2017 the building was brought back to life with the installation of a new children’s play space and parenting education center funded by the Allen Foundation. The addition of Lyons National Bank and Alfac Insurance Agency rounded out the square footage and the historic and architecturally significant brutalist structure is once again a hub of activity downtown.

With funding through the DRI we would like to continue this community engagement for those not frequenting the interior business with an exterior lighting program that will react to the changing seasons, events, and holiday schedule. Original architectural plans called for a dramatic lighting scheme that bringing the concrete structure to life. The building is a cornerstone of the downtown landscape and much as the relighting of the Genesee Beer sign has become a beacon and central figure in downtown, too can this historic building.

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	10,000			10,000
Construction Costs	65,000			65,000
<i>Recently Invested (2017)</i>		450,000		
Totals:	75,000			75,000

Nolan Block:

Most Auburn citizens can recall weekend trips downtown to peruse and try on new shoes at Nolan’s Shoes. This much beloved storefront now sits vacant in the midst of a developing downtown. The building has plans in place to be fully renovated and restored with 14 residential apartments and 5 storefronts with letters of intent signed



Transformational Project Information:

Downtown Revitalization Initiative

and a majority of financing secured. The building backs up to the Owasco River and Market Street Park and its future tenants will have a front row seat to the new park and festival space being installed with the Loop Road closure. With the majority of financing secured the last area to be budgeted for is the revitalization of the storefronts along Genesee Street. The new store fronts will bring the businesses back up to the street level, inviting patronage much as Nolan’s Shoes did for generations.

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	20,000	180,000		200,000
Construction Costs	150,000	2,100,000		2,200,000
Other				
Totals:	170,000	2,280,000		2,450,000

Flexed Parking:

The city of Auburn is presented with a unique opportunity for a public and private collaboration that would change the nature of how it’s citizens and visitors engaged with the city as a whole. The closure of Loop Road between North Street and Genesee would enable the addition of a new and exciting multi-use park, bringing families and activity back into the heart of downtown Auburn. However, as is the case with most urban centers parking and adequate space for vendors, tents, and other programs is always at a premium. To this end, the City of Auburn has found a unique partnership with the three adjoining property owners that have the motivation and willingness to collaborate with the City’s plans to renovate their combined parking area as flex/expansion space for programming at the park.

In an attempt to lower the impact of impermeable surfaces the 68 spot parking area behind the buildings and abutting the park would be installed with porous pavers, softening the aesthetics and providing a more welcoming landscape for the weekends and festivals when the park is hosting an event. The addition of necessary infrastructure like water and power would also be installed to facilitate food trucks, farmers at the market, and concerts. When the parking lot was being engaged the residents and tenants of the buildings would be accommodated by the city for parking at the nearby parking garage. DRI funding will be critical to the success of this partnership

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	20,000			20,000
Construction Costs	280,000			280,000
Other				
Totals:	300,000			300,000



Transformational Project Information:
Downtown Revitalization Initiative



Proposed Site Plan for East Hill Housing Initiative



Insert Proposed Project Schematic/ Image



PROJECT INFORMATION

Owners/ Partners: R&M ASSOCIATES, LLC

Location: Arterial West and John Street, Auburn

Project Type: Housing

Project Timeline: Phase I: 2017-18
Phase II: 2018-19

Estimated Construction Jobs: 50

Estimated New FTE Jobs: 1

Alignment with CNYREDC Plan:

- Strengthen Target Industry Concentrations *ie. Tourism or Agribusiness/ Food Processing;*
- Revitalization of Main Street & Urban Core.

PROJECT READINESS

- Project Feasibility and/ or Market Study;
- Preliminary Site Design;
- Site Control;
- Funding Commitments;
- Expression of Interest included in DRI application.

ESTIMATED PROJECT BUDGET

Use of Funds	NYS DRI	Equity/ Sponsor Contribution	Other Sources	Total
Soft Costs	\$108,295	\$433,180		\$541,475
Construction Costs	\$974,655	\$3,898,620		\$4,873,275
Other				
Totals:	\$1,082,950	\$4,331,800		\$5,414,750



PROJECT NARRATIVE

EAST HILL PARK COMMUNITY

The East Hill District

Located in Downtown Auburn, New York

Project overview The “East Hill District” of downtown Auburn consists of two square blocks running along East Genesee Street between Seminary Avenue and N. Fulton Street. The proposed cohousing community will be located on the block within the East Hill District between John Street and N. Fulton Street bounded on the North by Arterial West (see attached renderings). Phase I of the project, as more particularly described below, is anticipated to commence in 2017/18 and will consist of the renovation of existing houses along John Street into upscale apartments. Phase II of the project, as more particularly described below, is anticipated to commence in 2018/19 and will consist of newly built upscale apartment houses. If DRI funding is awarded, it would be allocated to Phase II of the project.

Phase I - John Street John Street is located within the East Hill District and serves as a welcoming mat to our community, ushering in visitors from the East. Although only one-block in length, John Street connects Arterial West (a main thoroughfare into the City of Auburn) to East Genesee Street (a main thoroughfare into Downtown Auburn). The entire block contains eight apartment houses, some of which are vacant and dilapidated. Collectively, these structures contribute to urban blight in an area that has profound negative impact upon one’s first impression of our city. R&M Associates, LLC is proposing renovating each structure to include new plumbing, electrical, and HVAC; new energy efficient windows; new kitchens and bathrooms; and updated façades consistent with their historic past.

Phase II – Arterial West. Arterial West serves as a main thoroughfare bringing traffic from the east and runs perpendicular to John Street. The property along Arterial West between N. Fulton Street and John Street is largely vacant and underutilized. R&M Associates, LLC is proposing to develop new apartment houses along this portion of Arterial East. The apartment houses will be carefully designed to create an interesting and aesthetically pleasing neighborhood feel.

The vision. R&M Associates, LLC envisions a development that will share some characteristics of “cohousing.” The proposed East Hill cohousing community would consist of private households clustered around shared spaces. Each residential household will have traditional, private amenities. Shared spaces may feature a community room with large kitchen and dining area and recreational space. Shared outdoor space will include parking, walkways, open space, and gardens. The East Hill cohousing community will be designed for privacy as well as community.

Conclusion. R&M Associates, LLC believes that a dramatic transformation of John Street and Arterial West, one of the main gateways to our community, will have far reaching, positive impacts upon the Downtown Auburn. The attached renderings give an aerial view of the proposed project. The proposed plans for John Street are designed to bring dignity to one of our City’s most neglected main entrances and to give guests traveling into downtown Auburn from the east a first impression worthy of History’s Hometown.



Letters of Support:

Downtown Revitalization Initiative

List of Organizations

Auburn City Council Resolution #74 of 2017

ABC Cayuga, Play Space, Nancy Tehan, Executive Director

Auburn Community Hotel, Michael J. Falcone, Managing Member

Auburn Farmers Co-op Market, Mark Soper, Secretary, Board of Directors

Auburn Public Theater, Carey Eidel, Executive Director

Auburn Sherlock Homes Real Estate, Inc., James Driscoll, President

Auburn YMCA-WEIU, Chris Nucerino, CEO

Bouck Real Estate, John Bouck, Owner

Cayuga Community College, Dr. Brian M. Durant, Ed.D., President

Cayuga County, Keith Batman, Chair of the Legislature

Cayuga County Convention and Visitors Bureau, Meg Vanek, Executive Director

Cayuga County Health Department, Kathleen Cuddy, Public Health Director

The Cayuga Economic Development Agency, Tracy Verrier, Executive Director

Cayuga Museum of History and Art; Chair, Historic and Cultural Sites Commission, Eileen McHugh,
Executive Director

CenterState Corporation for Economic Opportunity, Robert Simpson, President and CEO

Downtown Auburn Business Improvement District, Stephanie DeVito, Executive Director

Finger Lakes Musical Theatre Festival/MGR Playhouse, Brett Smock, Producing Artistic Director

Hilton Garden Inn, Jessica Cantu, Director of Sales

Holiday Inn Auburn, Michael Cotanch, Director of Sales and Marketing

The Lyons National Bank, Stephen DeRaddo, Executive Vice President

MEDENT, Gary S. Cuthbert, President

Moondog's Lounge, Lynn Stillman, Owner

NYS Office of Parks, Recreation and Historic Preservation, Julian Adams, Bureau Director

Seward House Museum, Billye Chabot, Executive Director

Super Clean Laundry, Timothy Kerstetter, Owner

Two Plus Four, Susan Kimmel, President

City of Auburn, New York

COUNCIL RESOLUTION #74 OF 2017

**AUTHORIZING THE CITY OF AUBURN TO APPLY FOR
2017 DOWNTOWN REVITALIZATION INITIATIVE FUNDING**

By Councilor Giannettino

June 1, 2017

WHEREAS, the City of Auburn has continuously demonstrated leadership and commitment to revitalization efforts that have encouraged young professionals, entrepreneurs and retirees, among others, to call downtown Auburn home and partake in the community's high quality of life and economic opportunity; and

WHEREAS, the 2018 Executive and Enacted New York State budget included \$100 million for the Downtown Revitalization Initiative (DRI) Program and on May 16, 2017 Governor Andrew Cuomo released Round Two of the DRI Program; and

WHEREAS, these funds assist New York State communities with revitalization efforts focused upon transforming downtown districts into vibrant places, where the workforce will want to live, work and raise families; and

WHEREAS, the 2010 City Comprehensive Plan, 2016 Auburn SPARKS Brownfield Opportunity Area and Park Master Planning documents provide various recommendations to increase the quality of life in the proposed DRI project area; and

WHEREAS, the visions, goals and objectives outlined in the City's DRI application strongly align and support the CNY REDC's *Five-Year Strategic Plan: 2012-2016* goals to:

- 1) Promote Growth in Established, Growing and Competitive Industry Clusters such as Agribusiness, Food Processing and Tourism;
- 2) Improve Competitiveness in, and Connections to, the Regional, National and Global Economies through investment in 21st century infrastructure and human capital;
- 3) Revitalizing our Region's Urban Cores, Main Streets and Neighborhoods through partnerships with anchor institutions and tomorrow's workforce; and

WHEREAS, the Downtown Revitalization Initiative funding would facilitate the implementation of key catalytic projects in Auburn, which will ultimately support the community's vision to make downtown Auburn a place where future generations can work, recreate, and raise their families.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Auburn, New York as follows

1. The Mayor, or appointed designee, is authorized to submit a Downtown Revitalization Initiative application in the amount of \$10,000,000 to the Central New York Regional Economic Development Council; and

Letters of Support:

Downtown Revitalization Initiative

City of Auburn, New York

2. This resolution shall take effect immediately upon its adoption.

Seconded by Councilor Cuddy

	Ayes	Noes
Councilor McCormick	X	
Councilor Giannettino	X	
Councilor Cuddy	X	
Councilor Carabajal	X	
Mayor Quill	X	
Carried and Adopted	X	

I do hereby certify that the foregoing is a correct copy of the vote for Council Resolution #74 of 2017 of the City Council of the City of Auburn, N.Y., at a regular meeting thereof, held in the Council Chambers, Memorial City Hall, in said city, on the 1st day of June, 2017 and that the City Council approved such by the vote listed above.



Charles Mason, City Clerk Date: June 2, 2017

Letters of Support:

Downtown Revitalization Initiative



63 Genesee St.
Auburn, NY 13021
315-252-5541

June 8, 2017

Mr. Michael D. Quill, Mayor

Memorial City Hall

24 South Street

Auburn, NY 13021

**Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. ABC Cayuga recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the ABC Cayuga Play Space's mission to enrich young children's lives through play by providing a welcoming place where young children and their families play, learn and grow together.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage ABC Cayuga Play Space to offer a dynamic play based educational experience designed for young children. The Play Space is similar to both a small children's museum and family resource center. It is a place for children to examine cause and effect, take risks, ask questions, engage in physical activity and examine their world through exploration and creative expression. Additionally, the Play Space acts as a community center providing families with resources for early childhood learning and development, interactive parenting workshops to strengthen the bond between parents and children, and ideas and tools to enhance learning at home in order to better prepare parents for their role as their child's first and most important teacher.

Located in the heart of downtown Auburn, the Play Space has high visibility, easy access to public transportation, and accessible parking. In addition to the Play areas, there is a kitchen area for parents to socialize with other parents. There is a large multi-purpose room used for classes (baby yoga, music, parent enrichment), meetings or birthday parties.

playspaceabc.com

Letters of Support:

Downtown Revitalization Initiative

June 6, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Hilton Garden Inn Auburn recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the community by providing a stronger tourist and community destination in downtown and bringing much needed revitalization and a stronger downtown core.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage our hotel, the Hilton Garden Inn – Auburn. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate our strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative.

If I can be of further assistance, please do not hesitate to contact me at 315-200-1864.

Sincerely,



Michael J. Falcone
Managing Member of Community Hotel, LLC
Its. General Partner of Auburn Community Hotel, LP.

PIONEER COMPANIES A CIP REALTY COMPANY 333 West Washington Street | Suite 600 | Syracuse, New York 13202-5254 | P 315.471.2181 | F 315.471.1154



Letters of Support:

Downtown Revitalization Initiative



**CELEBRATING 67YRS OF SERVICE TO THE CITY OF AUBURN
AUBURN FARMERS CO-OP MARKET
AUBURN, NEW YORK 13021**

Date 6/7/2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 Central New York Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Auburn Farmers Co-op Market recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in housing, arts & entertainment, modern government facilities and incentivize agribusiness and tourism in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to help create a permanent location and a permanent structure for the farmers market, which in turn will possibly create a downtown gathering place. With this structure, people may spend more time visiting other downtown businesses and attractions.

This initiative is consistent with the City's Comprehensive Plan, CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the Auburn Farmers Co-op Market with the opportunity to have a permanent location to serve the citizens of Auburn. The Auburn Farmers Co-op Market is 67yrs old and since 1976 to present has been located in the downtown area in 9 different locations. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting other private development occurring all around the Auburn Business Improvement District.

In closing I would like to reiterate the Auburn Farmers Co-op Market's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If we can be of further assistance, please do not hesitate to contact Ben Vitale – President 315-209-0625, David Wilczek Vice President at 315-246-7720 or Mark Soper Secretary at 315-704-8609.

Sincerely,
Mark Soper

Secretary
Board of Directors
Auburn Farmers Co-op Market

Letters of Support:

Downtown Revitalization Initiative



BOARD OF DIRECTORS

Donna Adams
Peter Adams
Dawn Aubin
Aileen Berlicchi
Elaine Buffington
Joe Calarco
Angela Daddabbo (non-voting)
Carey Eidel (non-voting)
Rita Isner
Janie Micglire (non-voting)
Tom Seeley
David Tobin
Carole Tripiciano
Steve Zabriskie

STAFF

Carey Eidel, *Executive Director*
Angela Daddabbo, *Artistic Director*
Janie Micglire, *Director of Operations*
Paula Kinev, *Administrative Assistant*
Jessica Legursky, *Box Office Manager*
Thomas Nardella, *Technical Director*
James Reichert, *Projectionist*

PERFORMANCE
COMMUNITY
EDUCATION
CINEMA

Auburn Public Theater
8 Exchange Street
Auburn, NY 13021
315-253-6669

www.auburnpublictheater.org
info@auburnpublictheater.org

A non-profit 501 (c) 3
organization

June 6, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Auburn Public Theater recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to Auburn Public Theater in support of necessary building renovations that will allow us to expand our services through new space on our lower level for performances and for our education initiatives. This will also aid us in renovating the ground floor to include a café to help sustain our non-profit organization, based on the model of Café 407 in Liverpool, NY. This café will not only provide us with an additional revenue stream, it will also enhance the sense of community for the theater, downtown Auburn and be complimentary to the new regional welcome center being constructed next door to our venue.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage Auburn Public Theater as not just the arts & cultural hub of downtown Auburn, but a place of community building through our educational programs, a new café, and more flexible performance spaces. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate Auburn Public Theater's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me at (315) 253-6669 or carey@auburnpublictheater.org.

Sincerely,

A handwritten signature in black ink that reads "Carey Eidel".

Carey Eidel
Executive Director, Auburn Public Theater

Letters of Support:

Downtown Revitalization Initiative

Date June 5, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Auburn Sherlock Homes Real Estate, Inc. recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to Auburn Sherlock Homes Real Estate, Inc.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage our organization with promoting the use of the upper undeveloped floors of downtown spaces into residential living quarters. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate my company's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact James Driscoll at 315-729-0846.

Sincerely,
James Driscoll
President
Auburn Sherlock Homes Real Estate, Inc.

Letters of Support:

Downtown Revitalization Initiative



AUBURN YMCA-WEIU
27 William Street
Auburn, NY 13021
P 315.253.5304
F 315.253.6153
www.auburnymca.org

June 7, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Auburn YMCA - WEIU recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the Auburn YMCA - WEIU.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the Auburn YMCA - WEIU with our cause to Strengthen Community through the three areas of Youth Development, Healthy Living and Social Responsibility. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate my Auburn YMCA - WEIU strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. We would like parking to be addressed as a part of this initiative for all parties involved. If I can be of further assistance, please do not hesitate to contact me at 315-253-5304 extension 2015.

Sincerely,

Chris Nucerino
CEO



FOR YOUTH DEVELOPMENT® • FOR HEALTHY LIVING • FOR SOCIAL RESPONSIBILITY

The YMCA Mission:
The YMCA puts Christian principles into practice through programs that build healthy spirit, mind and body for all.

Letters of Support:

Downtown Revitalization Initiative

32 E. Genesee Street
Auburn, New York 13021
Telephone: (315) 252-7503
Fax: (315) 252-7506

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June 7, 2017

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Web: www.bouckrealestate.com

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Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Jennifer Haines
Planning Director, City of Auburn
Memorial City Hall
24 South Street
Auburn, NY 13021

Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill and Planning Director Haines:

I encourage any support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Our company, Bouck Real Estate, recognizes that in order to achieve a "sustainable Auburn," the city needs to leverage investment in the new welcome center by incentivizing waterfront development, arts, entertainment, and housing within the downtown district, and its historic urban core.

This initiative is consistent with the CNY REDC Strategic Plan, as well as the CNY Rising Plan, in maintaining an enhanced quality of life that attracts business, employers, and families to Auburn. This initiative will allow Auburn to achieve the next level in regional development, while complementing and supporting several private development projects with the Genesee Street corridor.

Again, I express our strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of any further assistance, please do not hesitate to contact me, 315-252-7503.

Sincerely,


John F. Bouck, Owner/Broker
BOUCK REAL ESTATE

cc: Jessie Kline
Asst. Director, Downtown Auburn BID



Letters of Support:

Downtown Revitalization Initiative



AUBURN CAMPUS
197 Franklin Street
Auburn, New York 13021
Tel: (315) 255-1743
Fax: (315) 255-2117

FULTON CAMPUS
11 River Glen Drive
Fulton, New York 13069
Tel: (315) 592-4143
Fax: (315) 592-5055

June 14, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill,

I am pleased to express Cayuga Community College's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Cayuga Community College recognizes that in order to achieve "Sustainable Auburn," the City needs to leverage investment with partners in the community by incentivizing agribusiness and arts & entertainment in downtown.

Funding for this initiative would provide significant support for Cayuga's long-term strategic initiatives in the development of a culinary center and Hospitality Management Program.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core will create the strongest link between the College, the City, and the local agriculture community by supporting industry experiences, technical training and support, testing, and research and development.

In closing, I would like to reiterate Cayuga Community College's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

Dr. Brian M. Durant, Ed.D.
President



Letters of Support:

Downtown Revitalization Initiative



County of Cayuga

Chair of the Legislature
Hon. Keith M. Batman

June 7, 2017.

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express Cayuga County's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Cayuga County recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown. We also understand that as the geographic, economic and cultural center of our County that investment in Auburn is critical to the growth, development and well-being of our entire County.

As the County and City explore ways to increase our collaboration and to share services and resources, this initiative will create new and important opportunities for both the City and County. These will lead, not just to a more vibrant Auburn but to stronger connections between the City, the County and the other municipalities in our area.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core will help to leverage interest in and support of the many cultural, historic and economic drivers outside of the City as well. In addition, this initiative will allow Auburn to achieve the next level in regional development while complementing and supporting private development projects within the Genesee Street Corridor, building on the private-public partnerships already in place.

I cannot overstate the importance of this project for the City of Auburn, the County of Cayuga and in fact for our entire region and offer my and Cayuga County's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,


Keith Batman

160 Genesee Street, Auburn, New York 13021 - (315) 253-1273 - Cell (315) 294-8070- Fax (315) 253-1586 - E-mail: kbatman@cayugacounty.us

Letters of Support:

Downtown Revitalization Initiative



June 8, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

On behalf of the Cayuga County Convention and Visitors Bureau (CCCVB) I am pleased to express our support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The CCCVB recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by encouraging business, waterfront, arts & entertainment, and housing development in downtown Auburn.

From a tourism perspective funding for the Genesee Street Corridor Downtown Riverfront Initiative would support the continued growth and development of Auburn and Cayuga County as a tourism destination while maintaining the special qualities that make our City attractive to both tourists and residents.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the CCCVB's promotional efforts to promote the City of Auburn as a unique tourism destination by offering more and varied offerings both public and private to draw more visitors, keep them in the City longer and stimulate additional tourism spending.

The City of Auburn has invested and made great strides in recent years towards making our City the destination of choice in the Finger Lakes region. The Cayuga County Convention and Visitors Bureau strongly supports the City of Auburn's application to the Central New York Downtown Revitalization Initiative for the future economic success of our community. If I can be of further assistance, please do not hesitate to contact me at 315-255-1658.

Sincerely,

Meg Vanek
Executive Director
Cayuga County Convention and Visitors Bureau

make some waves

Cayuga County Office of Tourism • 131 Genesee Street • Auburn, NY 13021 • 800-499-9615 • www.TourCayuga.com

Letters of Support:

Downtown Revitalization Initiative



CAYUGA COUNTY HEALTH DEPARTMENT

"We promote and protect the health and well-being of the individuals, families and the community we serve."

Kathleen D. Cuddy, MPH
Director of Public Health

June 9, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 Central New York Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Cayuga County Health Department recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, art and entertainment and housing in downtown. Numerous goals of the Genesee Street Corridor Downtown Waterfront Initiative (GSCDWI) support the mission of our public health department, particularly the promoting the health and well-being of the community we serve.

Funding for the GSCDWI would provide vital assistance to the partnership work of the Cayuga County Health Department and the City of Auburn to improve the quality of life for residents. In keeping with our mission, many of the projects proposed will facilitate improved health by better access to healthy foods, a more walkable "Complete Streets" community, drawing more businesses including health care providers and access to events and activities which facilitate a healthier physical and mental wellbeing by improving individual's engagement in their community.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses and jobs. Focusing on the city's historic urban core would help to enhance participation in the urban walking trails created to engage people in physical activity to help reduce chronic disease impact. Pride in community encourages pride in home ownership which translates to safer housing for owners and renters; which complements our initiative with the City in reducing lead poisoning rates amongst children.

In closing I would like to sincerely reiterate the Cayuga County Health Department's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please contact me at 315-253-1560.

Sincerely,

Handwritten signature of Kathleen D. Cuddy in cursive.

Kathleen Cuddy, MPH
Public Health Director
Cayuga County Health Department

**Cayuga County Health Department – 8 Dill Street – Auburn, N.Y. 13021
(315) 253-1560 FAX # (315) 253-1166**

Letters of Support:

Downtown Revitalization Initiative



June 12, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

RE: **Genesee Street Corridor Downtown Waterfront Initiative**
2017 Central New York Downtown Revitalization Initiative Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Cayuga Economic Development Agency (CEDA) recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the continued economic growth and success of Downtown Auburn and Cayuga County as a whole. Proposed projects in this plan touch on a variety of the Central New York Regional Economic Development Council priorities. If awarded, the Downtown Revitalization Initiative funds would leverage over \$20 million in private investment to create over 80 full-time equivalent permanent jobs and over 450 construction jobs. The Auburn Public Theater and Schines Theater projects touch on cultural and heritage tourism, while Prison City Brewing and Good Shepherds Brewing support both tourism and manufacturing. In addition to creating new commercial enterprise in the downtown, these projects would substantially increase the availability of housing and attract residents that will help to support the new businesses.

In closing, I would like to reiterate CEDA's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. All of the proposed projects will help to create a greater quality of life for the residents, workforce, and visitors alike. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Tracy Verrier", is displayed on a light gray rectangular background.

Tracy Verrier

Executive Director
tverrier@cayugaeda.org

Cayuga Economic Development Agency
2 State Street • Auburn, NY 13021 • (315) 252-3500 • CayugaEDA.org
Partner Organization of Cayuga Strategic Solutions, Inc.

Letters of Support:

Downtown Revitalization Initiative



June 9, 2017

Board of Trustees

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Presenting the Past

Cayuga Museum
203 Genesee Street
Auburn, NY 13021

(315) 253-8051
cayugamuseum.org
cayugamuseum@verizon.net

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill:

On behalf of the City of Auburn's Historic and Cultural Sites Commission, I want to express our full support for the City of Auburn's request for funding under the 2017 Central New York Downtown Revitalization Initiative. The Historic and Cultural Sites Commission recognizes that in order to achieve a "Sustainable Auburn," the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

The Historic and Cultural Sites Commission (HSC), a collaborative organization of the City's seven historic and cultural attractions, is uniquely placed to capitalize on any state funding that assists in advancing cultural tourism in Cayuga County and Central New York. The HSC already works together in marketing the City of Auburn and our cultural attractions. All seven sites are located within a mile of Auburn's historic downtown and the proposed new welcome center; all are already seeing benefits from the increased activity downtown; all are ready to work together even more to leverage any state investment in downtown.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help the Historic and Cultural Sites Commission to make the City of Auburn the premiere destination in the Finger Lakes Region. By adding to the history, culture,

Letters of Support:

Downtown Revitalization Initiative

2

entertainment, and recreation available in a unique downtown area, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate the Historic and Cultural Sites Commission's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to call me at 315 253-8051, or email me directly at cayugamuseum@verizon.net.

Sincerely,



Eileen McHugh
Executive Director, Cayuga Museum of History and Art
Chair, Historic and Cultural Sites Commission

Letters of Support:

Downtown Revitalization Initiative



CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY

June 13, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Dear Mayor Quill:

I am pleased to express CenterState CEO's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Funding for the Genesee Street Corridor Downtown Riverfront Initiative would accelerate the burgeoning revitalization of downtown Auburn by reinvesting in assets that drive tourism along the waterfront—both activities that have been called out as priorities by the CNY REDC.

Further, this initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. In addition, these investments would truly develop downtown Auburn as the western gateway to Central New York.

CenterState CEO will be happy to work with you to implement these projects and will work closely with our partner - the Cayuga Economic Development Agency to assist in these important initiatives.

Thank you for your leadership, time, and energy to advance this proposal.

Sincerely,

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

Robert Simpson
President & CEO

115 W. FAYETTE STREET | SYRACUSE, NY 13202 | 315.470.1800 | WWW.CENTERSTATECEO.COM
LEADING BUSINESS AND ECONOMIC DEVELOPMENT IN CENTERSTATE NEW YORK

Letters of Support:

Downtown Revitalization Initiative



June 6, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street, Auburn, NY 13021

***Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am very pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Auburn Downtown Business Improvement District (BID) recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the BID's efforts to solidify downtown's status as a destination for street festivals & special events, as well as a farmer's market, additional riverfront businesses & housing real estate, plus more live entertainment and outdoor recreational opportunities.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help BID's goal to increase our downtown resident base while attracting more visitors & residents. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing, I would like to reiterate Downtown Auburn BID's very strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me at 315.252-7874.

Sincerely,

Stephanie DeVito, Executive Director



17 William Street
2nd Floor
Auburn, NY 13021

TEL: 315.255.1305
FAX: 315.252.3815

Box Office:
315.255.1785
800.457.8897

FingerLakesMTF.com

June 9, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Finger Lakes Musical Theatre Festival recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the Festival's long term strategic plan, revenues and visibility. We are an important economic and cultural anchor here in the city and we are proud to be part of the network working each day to create a rich life here in Auburn.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to continue to feed our organization's growth, reach and long term stability with increased foot traffic, cultural cultivation and increased opportunities for community partnerships. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate my strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Brett Smock".

Brett Smock
Producing Artistic Director
Finger Lakes Musical Theatre Festival / MGR Playhouse

Letters of Support:

Downtown Revitalization Initiative

June 13, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

*Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY*

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Hilton Garden Inn recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help the Hilton Garden Inn provide excellent hospitality to all of our guests by giving many options for activities and attractions. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate the Hilton Garden Inn's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact Jessica Cantu, Director of Sales at 315-252-5511.

Sincerely,
Jessica Cantu
Director of Sales

Letters of Support:

Downtown Revitalization Initiative

Friday, June 9th 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

*Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY*

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Holiday Inn Auburn recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to attract new guests and companies to the area. As part of our own initiative to assist in revitalizing the area, Holiday Inn Auburn is undergoing a multi-million dollar renovation to modernize and keep up with trends of today's travelers. As we work to attract guests to the area with our internal updates, we would also be able to better attract people to the area with the external update that could be made with the requested funding. Persuading corporate groups to the area is another economic stimulator that updating and refreshing the area would benefit from.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage Holiday Inn Auburn with showcasing Downtown Auburn at the different trade shows and out of town sales calls we attend resulting in even further outreach to make peoples of other regions aware of the positive changes happening here in Auburn. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate Holiday Inn Auburn's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact Michael Cotanch, Director of Sales and Marketing at 315-706-6799.

Sincerely,
Michael Cotanch
Holiday Inn Auburn
Director of Sales and Marketing

Letters of Support:

Downtown Revitalization Initiative



Stephen DeRaddo
EVP
399 Exchange St
Geneva, NY 14456
TEL 315-781-5012 FAX 315-828-6329

Date June 7, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Lyons National Bank recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the ongoing revitalization of the Auburn downtown.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage The Lyons National Bank. This revitalization of downtown initiative is why we chose to open a second bank branch location on Genesee Street in downtown. This branch office will complement what will be our newly constructed 9,000 sf branch office in Auburn, bringing jobs to downtown. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate The Lyons National Banks strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me at 315-521-0627.



Stephen DeRaddo
Executive Vice President
The Lyons National Bank
(315) 781-5012 (ph)
(315) 828-6329 (fax)
(315) 521-0627 (Cell)
sderaddo@bankwithlnb.com

Member FDIC



ALL-IN-ONE



EMR/EHR Practice Management Patient Portal

June 7, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application, City of Auburn, NY**

Dear Mayor Quill,

I am pleased to express our company's support for the City Of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. We at MEDENT recognize that in order to achieve a "Sustainable Auburn" the City must leverage the new Welcome Center by incentivizing and maximizing agribusiness, waterfront development, arts & entertainment and housing in our downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to further revitalizing our Downtown, which I believe to be key in maintaining the quality of life that has become synonymous with Auburn, while at the same time promoting our rich history and our city as a tourist destination.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to promote and maintain a high quality of life that attracts people to Auburn for business, jobs, and families. Thirty years ago my family decided to relocate our business to Downtown Auburn. Since then, we have grown from ten employees, to 235. We have witnessed, firsthand, the incredible renaissance of Downtown Auburn. On a daily basis our employees utilize the professional services and frequent the restaurants, stores, and seasonal farmers' market, all located in downtown. When our clients, who are located throughout the Northeast, visit Auburn, we encourage them to stay in our downtown hotels where they have quick and easy access to our award winning craft beer industry and our many historical and culture sites. This initiative would further enhance this experience and would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.



Touch
MEDENT
Optimized for Touch

Main Office: 15 Hulbert Street · P.O. Box 980 · Auburn, New York 13021
Telephone (315) 255-1751 · Fax (315) 255-3539
Pittsburgh, PA (724) 891-4837 · Kingston, PA (570) 288-8965
Albany, NY (315) 729-3788 · Buffalo, NY (315) 730-9794



Letters of Support:

Downtown Revitalization Initiative

In closing I would like to reiterate MEDENT's strong support for the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me at (315) 255-1751.

Sincerely,



Gary S. Cuthbert
President

Letters of Support:

Downtown Revitalization Initiative

June 9, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am proud to support the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Moondog's Lounge recognizes that we must work together to achieve a "Sustainable Auburn" by investing in the new welcome center by incentivizing waterfront development, agribusiness, arts, entertainment and housing downtown.

The Genesee Street Corridor Riverfront Initiative would help to promote the downtown businesses and create an enjoyable place for the community and tourists. This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to provide a high quality of life that attracts people to Auburn for a variety of reasons. The space at 24 State Street, where Moondog's Lounge resides, is an area of history that has grown into a pleasurable place appealing to many. It is a "Renaissance" period for us in Auburn that with collaboration, determination, and support we can continue to sustain the growth. This initiative would allow Auburn to achieve the next level in regional development while supporting several private projects within the Genesee Street Corridor.

Moondog's Lounge strongly supports the City of Auburn's application to the Central New York Revitalization Initiative. If I can help or support any further please contact me, Lynn Stillman at (315)406-7455

Sincerely,

Lynn Stillman, Owner of Moondog's Lounge

Letters of Support:

Downtown Revitalization Initiative



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner

Division for Historic Preservation • Peebles Island, PO Box 189, Waterford, New York 12188-0189
518-237-8643

June 9, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

Re: Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express the New York State's Division for Historic Preservation's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. The Division recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide support to ongoing investment in Auburn's historic downtown, including the 1938 Schine Theater. As you know, New York State has invested grant monies for stabilization of this important work by noted theater architect John Eberson, looking forward to a full rehabilitation and reuse. Such a project would provide an arts centerpiece to the downtown, and arts have been tracked as being crucial to any successful downtown revitalization efforts.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate the Division's support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact me at 518-268-2172

Sincerely,

Julian W. Adams
Bureau Director, NYSOPHP, Division for Historic Preservation

New York State Office of Parks, Recreation and Historic Preservation
625 Broadway, Albany, New York 12238 • (518) 474-0456 • www.nysparks.com

Letters of Support:

Downtown Revitalization Initiative



June 12, 2017

Re: 2017 CNY DRI Application
City of Auburn, NY

Dear Mayor Quill,

I am pleased to express the Seward House Museum's (SHM) support for the City of Auburn's request for funding assistance to advance projects under the **2017 Central New York Downtown Revitalization Initiative**. As an anchor institution in downtown Auburn, the SHM recognizes that in order to achieve a *Sustainable Auburn*, the City needs to influence investment in the new welcome center by incentivizing agribusiness, waterfront development, arts and entertainment, and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the Seward House Museum's strategic plan as we are committed to ensuring the best possible future for our City and our National Historic Landmark museum.

This initiative corresponds with the CNY REDC Strategic Plan and the CNY Rising Plan and certainly improves the quality of life in Auburn for businesses, jobs, and families. Also, the SHM plays a key role in education-welcoming over 3,000 students each year, training teachers, serving homeschoolers- by working with our City partners, we are a part of the educational infrastructure of this community.

Focusing on the City's historic urban core would also assist the Seward House Museum with fulfilling an important role in supporting and investing in community collaborations that can transform our region into a cultural destination. Cultural institutions such as the SHM are key economic drivers, and our data reveals that Auburn is a destination for cultural heritage tourism. This is essential to our community's identity, in addition to being a great source of community pride.

In closing, I would like to reiterate the Seward House Museum's robust support of the City of Auburn's application to the **Central New York Downtown Revitalization Initiative**. If I can be of further assistance, please do not hesitate to contact me.

Respectfully,

A handwritten signature in black ink that reads 'Billye'.

Billye Chabot
Executive Director
Seward House Museum
director@sewardhouse.org

Letters of Support:

Downtown Revitalization Initiative

Super Clean Laundry
125 Osborne Street
Post Office Box 250
Auburn, NY 13021

June 2, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. With our business Directly across from this project, Super Clean Laundry recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

Funding for the Genesee Street Corridor Downtown Riverfront Initiative would provide critical assistance to the residents and visitors of our historic City.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage Super Clean Laundry with encouraging our customers to continue to frequent our business after the continued improvements our city is doing. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate the strong support from Super Clean Laundry to the City of Auburn's application to the Central New York Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact Tim Kerstetter, Owner at (315) 729-0702.

Sincerely,
Timothy Kerstetter, Owner
Super Clean Laundry



Letters of Support:

Downtown Revitalization Initiative



TWO PLUS FOUR
Construction Company

June 8, 2017

Mr. Michael D. Quill, Mayor
Memorial City Hall
24 South Street
Auburn, NY 13021

**Re: *Genesee Street Corridor Downtown Waterfront Initiative
2017 CNY DRI Application
City of Auburn, NY***

Dear Mayor Quill:

I wish to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2017 Central New York Downtown Revitalization Initiative. Two Plus Four Companies has invested state financing in several housing projects in the City of Auburn and recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in the new welcome center by incentivizing agribusiness, waterfront development, arts & entertainment and housing in downtown.

This initiative is consistent with the CNY REDC Strategic Plan and the CNY Rising Plan to maintain a high quality of life that attracts people to Auburn for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage Two Plus Four's commitment of bond financing, SHOP funds, low income housing tax credits and historic tax credits to the conversion of the West Middle School into affordable supportive apartments now under construction on Genesee Street. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the Genesee Street Corridor.

In closing I would like to reiterate Two Plus Four's strong support of the City of Auburn's application to the Central New York Downtown Revitalization Initiative as they continue to dedicate themselves to the improvement for all in the City of Auburn. If I can be of further assistance, please do not hesitate to contact me at 315-437-1808.

Sincerely,

Susan Kimmel
President



6320 Fly Road, East Syracuse, New York 13057
Phone: 315.437.1808 • Fax: 315.437.0484 • www.twoplusfour.com

NYS Certified WBE

