

CITY OF AUBURN: SPARKING DOWNTOWN REINVESTMENT PROPOSAL



Central New York Downtown Revitalization Initiative
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ACKNOWLEDGEMENTS

The City of Auburn is pleased to submit this proposal for funding consideration under the Central New York Downtown Revitalization Initiative for implementation of the Auburn Sparks Project in the heart of historic downtown Auburn, NY. The City of Auburn managed the preparation of this application. This application has been offered to local organizations and City departments & officials for peer review and has been approved via City Council Resolution #70 of 2016 for submittal to the CNY Regional Economic Development Council.

There are three (3) City of Auburn Planning documents that served as the basis for this application:

- ***A Call to Action: A Blueprint for our Region's Future*** is the foundation and visionary document of community leadership beginning in 2007. (Visit: goo.gl/E5hGq4)
- ***Building A Sustainable Future: The Auburn Comprehensive Plan*** provides guidance for future development and redevelopment within the City's 8.4 square miles. (Visit: goo.gl/jVRYTw)
- ***Auburn Downtown/ Owasco River Corridor- Step 2*** Brownfield Opportunity Area (BOA) are underway and will be completed in December 2016. Rebranded as Auburn Sparks, the effort has refined the research, analysis and proposed projects serving as the underlying guidance in this application through an intensive community engagement process. (Visit: auburnsparks.com)

This application was supported by technical assistance from CenterState CEO, Mayor Michael D. Quill, and the Auburn Downtown Revitalization Initiative working group membership consisting of:

- Jimmy Giannettino, City Councilor
- Jeff Dygert, Interim City Manager & Auburn Fire Chief
- Jennifer Haines, Acting Assistant City Manager
- Chuck Mason, Auburn City Clerk
- Ryan Foley, Cayuga County Legislator
- Meg Vanek, Executive Director of Cayuga County Office of Tourism
- Stephanie DeVito, Executive Director of Auburn Business Improvement District
- Tracy Verrier, CEDA Economic Development Technical Specialist
- Dan Fessenden, Executive Director of Fred L. Emerson Foundation
- Angela Daddabbo, Artistic Director at Auburn Public Theater
- Joe Bartolotta, FLMTF Board Member and JBJ Real Property
- Stephen Selvek, Auburn Sr. Planner
- Lt. Shawn Butler, Auburn Police Department
- Christina J. Selvek, Dir. of CIP & Grants

The working group identified most of the strategies and detail in this application. The working group members are some of the brightest and most experienced community members in Auburn representing the professional areas of infill development, artistic and cultural development, business management, city planning, real estate, foundation finance, urban housing, public safety and government.

This application has been a decade in the making. It solidifies Auburn as the representative community from the Central New York Region for the Downtown Revitalization Initiative Program.

Thanks to Councilor Jimmy Giannettino, the Auburn BID, Beardsley Associates, and Andy Ramsgard for use of images/ photographs.

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Executive Summary

On any given day, Auburn's main street is busy with activity. Out-of-town visitors with shopping bags from the **Liberty Store** or the **Auburn Farmers Market** are taking in the historic architecture of the **Phoenix Building** then relaxing in **Riverbend Cafe**. City residents go out for an evening performance at **Auburn Public Theater** and then meet for a late dinner at **Moro's Table** or craft beer at **The Good Shepherds Brewing Co**. Young professionals on their lunch break walk along the **Owasco River**, **Exchange Street pedestrian mall** or **South Street Historic District**. If you were to ask the visitors, residents or employees to describe how downtown Auburn used to look 25 years ago, odds were the descriptive words of "vacant" and "quiet" would likely come to mind.

In the early 1990s, Auburn's urban core was a work in progress that was not progressing very well. So what catalysts turned this once post urban-renewal community into a vibrant, year-round place to live, work and recreate? Concerted and coordinated **public-private partnerships** to plan, develop, manage and market downtown Auburn as the historic jewel in Central New York and the gateway to the Finger Lakes region.

One key component of Auburn's renaissance strategy was the **Auburn Business Improvement District** (BID), an organization committed to enhancing the appearance, economic viability & quality of life in the community. Established in 2000 and funded annually by membership of 112 property owners and \$40,000 of municipal funds, the Auburn BID's priorities were to work on beautification, parking, cleanliness, downtown events & festivals, development, and safety.

In 2002 the City of Auburn **invested \$1.6 Million in streetscape improvements** on State, Exchange, and Genesee Streets. Since



reopening, State Street has had over 38,000 sf of new commercial businesses and upper floor housing tenants. Exchange Street has become the hub for annual downtown events such as Ignite the Winter, Majorpalooza & Holiday Parade from March through November. These streetscape improvements truly signaled the beginning of downtown's revitalization.

Recognizing that Auburn's downtown was ripe for investment, a group of 23 community leaders from various public and private backgrounds met in 2007 as a focus group and ultimately created a list of recommendations to be implemented called **A Blueprint for our Region's Future**. This report outlined seven key areas to our region's economy including: Cultural Development, Health Care, Innovation and Entrepreneurship, Job Development, Expanding and Modernizing Infrastructure Technology, Riverfront Development, and Protecting the Watershed of Owasco Lake.

The **Auburn Blueprint** has served as the foundation for subsequent endeavors within downtown. In 2007 the City of Auburn was awarded **\$1.8 million in Restore NY funding to leverage a \$4.9 million adaptive reuse project** that resulted in **Logan Park Lofts**, a complex with 35 higher-end housing units. When asked about the project, developer and owner **Matteo Bartolotta** said *"We're going in the right direction. I never think about the numbers, I just think with my gut and my heart"*.

The call to action was re-energized with the unanimous adoption of the 2010 **City's Comprehensive Plan**. The Comp Plan has been leveraged to secure over **\$6.7 million of Federal funding** for brownfield assessment, highway improvements, LED & induction street lighting, multi-modal riverfront trail planning, design, and construction to provide connection between downtown and the future Harriet Tubman National Historical Park.

The Comp Plan was also leveraged to secure **\$1.6 million in NYS HCR Main Street and ESD funding** for:

- The **State Street Creative Corridor** consisting of 9 buildings with four rehabilitated facades, 10 commercial and 11 residential units. The project leveraged \$1.8 million in private investment.
- The **Auburn Floors Rehabilitation Project** consists of two four-story buildings at 10 & 14 Genesee Street that will rehabilitate two facades, 3 commercial and 20 residential units. This project will leverage over \$5.1 million in private investment.
- **Urban Initiatives Project** at 29 Genesee Street that renovated 1 commercial unit and two (2) residential units.

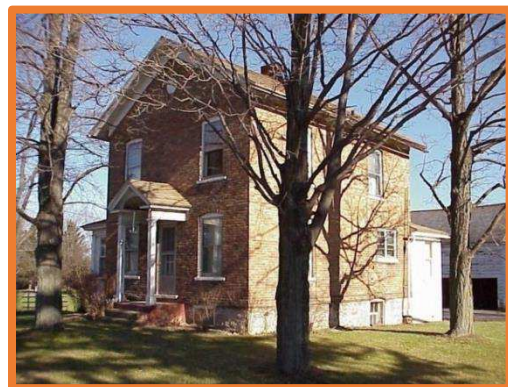
Concurrent to the physical main street efforts, Auburn was being reborn as a regional center for Arts & Entertainment. In 2005 the **Auburn Public Theater** (APT) was established and adaptively reused vacant commercial buildings within the heart of the Auburn BID. Starting with an initial investment of \$200,000 and a **CFA Grant of \$71,786** the APT is a success story as now the employer of 7 FTEs and 12-20 part-time jobs and an annual budget of \$1 million.

The call to action was again ignited in 2012 as the City obtained a **\$389,338 grant from NYS DOS Brownfield Opportunity Area (BOA) Program** culminating in the **Auburn Sparks** project. Upon visiting Auburn in 2012, NYS Secretary of State **Cesar Peralas stated "the city**

of auburn is to be congratulated for pushing forward with downtown revitalization and the work they are now kicking off... redeveloping brownfields and using waterfronts as an economic stimulus are key themes to the CNY REDC's goal of revitalizing urban cores, main streets and neighborhoods".

Crowning the City's downtown development efforts was the grand opening of the new **Plaza of the Arts** building in 2014. Located at the Auburn BID's western gateway along Genesee Street, the 20,000 sf mixed use building received **\$750,000 from NYS ESD** that leveraged \$4.25 million in private investment. The project developer and owner **Dan Soules stated "We want to see the City do well and rebuild..."**. Today the BID District includes 110 property owners, 45 government departments/ agencies, 300 businesses/ organizations & 750 downtown residents.

Alongside the efforts made in our downtown, two decades of grassroots efforts came to fruition in 2014 with the US National Park Service and in 2016 with the US Treasury. **Harriet Tubman**, notable conductor on the Underground Railroad and Union spy during the Civil War resided in Auburn for over 50 years until her death in 1913. The combination of the **Harriet Tubman National Historic Park** opening and that Tubman will be the **face of the new US \$20 bill** and are going to launch Auburn into a new era of national prominence.



Harriet Tubman Home on NYS Route 34, NPS

Potential Elements of the Auburn Sparks Strategic Investment Plan

These past downtown revitalization efforts have positioned the **City of Auburn as a leader in cultural heritage tourism, waterfront redevelopment, performing arts, and entrepreneurship** within the Central New York REDC. The **over \$40 million of public and private investment to date in the Auburn BID** is predicated on the expectation that a new regional economic driver will be built downtown. Growing visitorship downtown is vital to the success of these small businesses and private investments.

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 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. These potential projects include:

HARRIET’S HOMETOWN DOWNTOWN VISITOR WELCOMING CENTER

Size: 14,000 TO 16,000 sf

The Vision: As an established destination for **heritage tourism**, the City realizes the immense importance **Harriet Tubman** has to this nation’s history and preserving her legacy for future generations is a **top priority for community leaders, civic organizations, businesses and residents**. Individuals are already arriving in Auburn looking for and expecting a world-class welcome center for information about Harriet Tubman. The establishment of **Harriet’s Hometown Visitor Welcoming Center** must be completed within downtown Auburn. The proposed Visitor Center would be designed to welcome the anticipated significant increase of travelers to Auburn at a visible central location in the City’s downtown located on the Harriet Tubman Memorial Highway (NYS Route 34).

By design the Welcoming Center will provide visitors with a central point and **dynamic interpretive orientation** to begin their journey to explore the four (4) sites associated with Harriet Tubman located throughout Auburn’s landscape including: the Tubman Home, the Home for the Aged, the AME Zion Church on Parker Street and her gravesite at Fort Hill Cemetery. **Freedom Park** (Image shown) is the only downtown site

currently dedicated to Harriet Tubman. **Technical interactive displays** will provide introduction to additional **regionally significant historical themes** associated with Harriet Tubman including the Underground Railroad, Abolitionists and Women’s Suffragist Movement. The Center will feature a significant public art installation and Auburn’s **‘Tubman Sister-City’** status with Cambridge, Maryland and St. Catharines, Ontario, Canada.

A reliable **transit shuttle service** for visitor transportation around Auburn as well as between the main regional points of entry such as Syracuse International Airport and Amtrak Station will also need to be established to support the success of the Park and visitor experience.



OWASCO RIVERFRONT REDEVELOPMENT

Size: 1.8 Acres

The Vision: As a strategic site in the **City's Auburn Sparks BOA**, the redevelopment of the Nolan Block along the Owasco River could entail the closure of Loop Road and repurpose this valuable downtown real estate for a year-round **Riverside Regional Public Market**. Located as the centerpiece of the new 12-mile multi-modal **Owasco River Greenway Trail** the proposed Riverside Public Market would provide a permanent location for the **Auburn Farmer's Market Coop**, leverage the **Finger Lakes Sweet Treat Trail** and rapidly growing **craft beer industry** in Auburn and Cayuga County.



STATE STREET CREATIVE CORRIDOR

Size: 14,000 sf of mixed use building
 7,500 sf of outdoor public space

The Vision: Since 2007, the State Street Corridor has been vital to the future of Auburn's growing Downtown Arts Initiative. **The community has expressed interest in State Street being a catalyst to bring talent to the region, boost productivity, create wealth and drive development.** Auburn is endowed with renowned institutions of performing arts, supporting a strong creative class of artists.



HISTORIC SCHINE THEATER

Size: 20,893 sf of urban theater/ mixed use

The Vision: Located on South Street (NYS Route 34) in the Auburn BID, this 1938 Art Deco Theater was designed by famous architect John Eberson in the outer space atmospheric style. Under guidance from NYSHPO, the rehabilitation project will consist of the exterior marquee and façade, then an asbestos abatement project and restoration of the inner lobby so that **2,100 sf of the building can be reopened to the public.**



DOWNTOWN HOUSING PROGRAM

Size: Throughout Auburn BID

The Vision: Over 10 Local and regional developers were interviewed as part of the Auburn Sparks BOA and stated there appears to be a **“strong market for high-end residential rental...” properties** in the Auburn BID. There is also potential market demand for housing options to accommodate additional students downtown that attend Cayuga Community College. Establishing a Downtown Housing Development Program to provide business incentives for the adaptive reuse of second and third-story residential units would greatly enhance downtown’s livability. There are currently 15 buildings with vacant upper floors for the potential of 28 to 40 additional housing units.



REGIONAL PUBLIC SAFETY BUILDING

Size: 44,000 sf adaptive re-use building

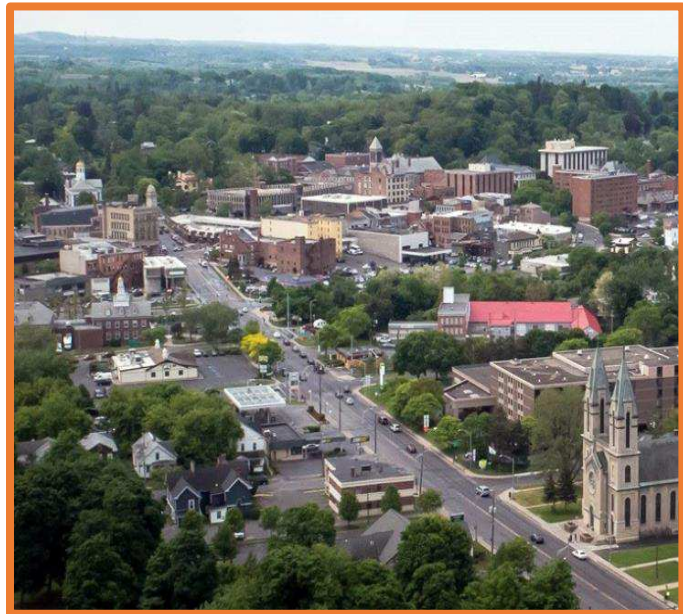
The Vision: City of Auburn and Cayuga County public safety functions including fire, police, courts, probation, EMO and NYS Parole, have completed a facilities assessment that may inform a joint City- County Downtown Public Safety Facilities Master Plan. This government modernization and consolidation project would result in vacating the **existing public safety facilities** that are prime downtown real estate for **reuse as mixed use/ commercial/ retail and housing** or potentially for a project in this application.



1) Boundary of Auburn Business Improvement District (BID)

The historic City center consisting of the Auburn Business Improvement District (BID) is the focus of this Downtown Revitalization Initiative proposal. It is a vital component of Auburn's economy and an irreplaceable community resource. The Auburn BID is comprised of 29 blocks and 90 buildings that are zoned central commercial. It is generally located between John Street to the east, Court Street to the west, Seminary Street to the north and the intersection of William Street and South Street to the south.

The downtown has a number of significant assets including, but not limited to:



- NYS OPRHP designated historic districts and landmarks such as the South Street Area National Register District, Schine Theater and the William H. Seward House Historic Museum;
- Historic civic buildings such as the Federal Post Office, Memorial City Hall, Police and Fire Headquarters, and Cayuga County Courthouse;
- NYS DOS LWRP and US HUD renovated streetscapes along Exchange Street Pedestrian Mall, State Street Creative Corridor and Market Street Waterfront Park;
- NYS HCR Main Street investments in 7 facades along Genesee and State Streets;
- NYS DOT Route 5 (Arterial East), Route 20 (Genesee Street & Arterial West) and Route 34 (North & South Streets) with combined traffic counts of 19,000 cars and trucks daily;
- Multi-modal transportation system includes a Centro bus transit center located at the 398 car-Auburn municipal Parking Garage, the Owasco River Greenway trail and designated bike lanes;
- Traveler accommodations are met through four (4) hotels within the Downtown area: the Hilton Garden Inn, the Holiday Inn, the Inn at the Finger Lakes and Days Inn with a total of 384 beds;
- Major employers within the BID include the County of Cayuga and the City of Auburn with a combined total of 700 employees. Private sector employers include JBJ Real Property; Finger Lakes Musical Theatre Festival, and Soules and Dunn Associates, and Wegmans Grocer & Café.
- Resources located directly adjacent to the Auburn BID boundary include the John Street gateway corridor, Seminary Ave Plaza, Seymour Library, Central Medical, Community Computer, Auburn Community Hospital, Hilton Garden Inn, and Auburn Correctional Facility.

2) Catchment Area for Downtown Auburn

Located on the northern shore of Owasco Lake, Auburn is the only city in Cayuga County boasting a strong central business district with many shops, restaurants and year-round attractions. Based upon results of the 2015 Dunn & Bradstreet Lists, Auburn’s BID consists of over 280 businesses with approximately 3,400 employees. Auburn is home to 13 of the 15 largest employers in Cayuga County, the largest employer being Auburn Community Hospital with 767 employees.

Downtown Auburn serves as the seat of City and County government and center of business activity for the 27,016 City & 78,823 Cayuga County residents. Compared to other cities in the Central New York region (Oneida- 11,192; Fulton- 11,648; Oswego- 17,988; and Cortland-19,164), Auburn has the largest urban core outside of the City of Syracuse (2014 US Census ACS Data).

Within 10 miles of Downtown Auburn, the City is able to draw from a retail trade area of 8 townships and 3 villages with combined populations of 33,897 residents. 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) Leveraging a Decade of Effort & Investment

Beginning with *A Call to Action: A Blueprint for our Region's Future* in 2007, public and private sector resources came together to produce two pivotal projects within Downtown Auburn. Logan Park Lofts is the result of adaptive reuse of two (2) vacant manufacturing buildings into 35 high-end apartments. Exchange Street and State Street pedestrian malls were the result of repurposed deteriorated city streets now utilized for several year-round downtown festivals. With the assistance of funding from NYS Restore NY and Federal HUD programs, the perceptions of Downtown have noticeably changed and primed an environment ripe for investment:

Arts & Entertainment

- The **Harriet Tubman National Historical Park** is expected to incentivize local visitation from the current 10,000 annually at her legacy sites to projections of 120,000 or more are possible with Harriet Tubman becoming the face of the national currency \$20 bill by 2020.
- **A regional destination for Arts & Entertainment** downtown attracted over 55,500 visitors in 2015. The Finger Lakes Musical Theatre Festival for 2016 will operate out of two venues:
 - Merry-Go-Round Playhouse operating since 1971 with a 501-seat theater,
 - Theater Mack operating since 2011 with a 100-seat theater.
- Since 2005 the **Auburn Public Theater** provides synergy to downtown by hosting a variety of genre including music, dance, plays, films and comedy. APT has three venues:
 - The Main Stage seats 199; the "Stage Right" seats 125; and a 75-seat Cinema Theater.
- Designated a federal **"Preserve America" community**, the downtown area boasts four (4) regional premier historic and art attractions: Seward House Museum, Cayuga Museum, Schweinfurth Art Center and Willard Memorial Chapel collectively had 46,990 visitors in 2015.
- With three (3) of the five (5) **craft beer attractions** in Cayuga County located in downtown Auburn, the City is a major participant in the Finger Lakes Beer Trail and Sweet Treat Trail.

Facade/Streetscape & Downtown Housing

- The City of Auburn, Auburn BID, and Cayuga County Homsite have secured \$1,350,000 in NYS HCR Main Street funding to leverage over \$12 million for **13 facade enhancement projects**.
- **Market Street Park** was redeveloped in 2010 by leveraging \$590,000 of NYS DOS LWRP funds.
- Over **26 residential units** have been rehabilitated and 20 more will be available in December 2016. With the local rental vacancy rate at 4.5% and a median rent of \$639 per month indicates a healthy market and demand for a variety of housing options in downtown Auburn.

Achieving the Region's Vision through Infill Development Potential

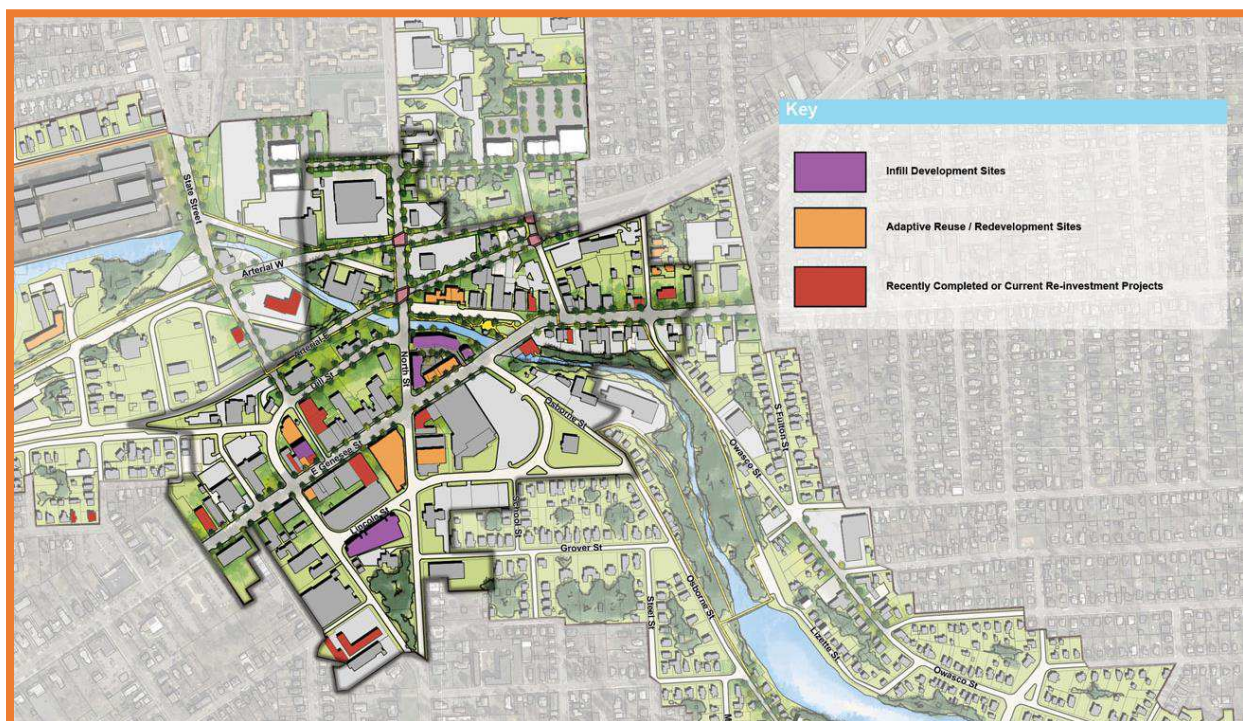
Vision Statements

*"Innovation and collaboration are central to the creation of opportunity for all who live and work in Central New York. By taking ownership of its future, operating in a nimble and efficient manner, and leveraging its many assets—natural, agricultural, geographic, economic, educational, **cultural**, and human—Central New York is working to create a diverse, sustainable, and globally competitive economy while **preserving** and enhancing the region's treasured quality of life."* – CNY REDC Strategic Plan 2012-2016

*"Auburn's **historic significance** guides a city that champions a **culture** of creativity and civic engagement."*
–City of Auburn City Council 2015

Branded as **Auburn History's Hometown**, the community is working to implement the CNY REDC and City's vision of leveraging cultural and historic assets to enhance the region's high quality of life. Equally important to City leadership is community sustainability and the application of Smart Growth and Climate Smart Community principles. One of the fundamental criteria under these NYS policies is the reuse of vacant or underutilized land in existing developed areas (known as infill development). Strategic partnerships and success stories related to infill development include:

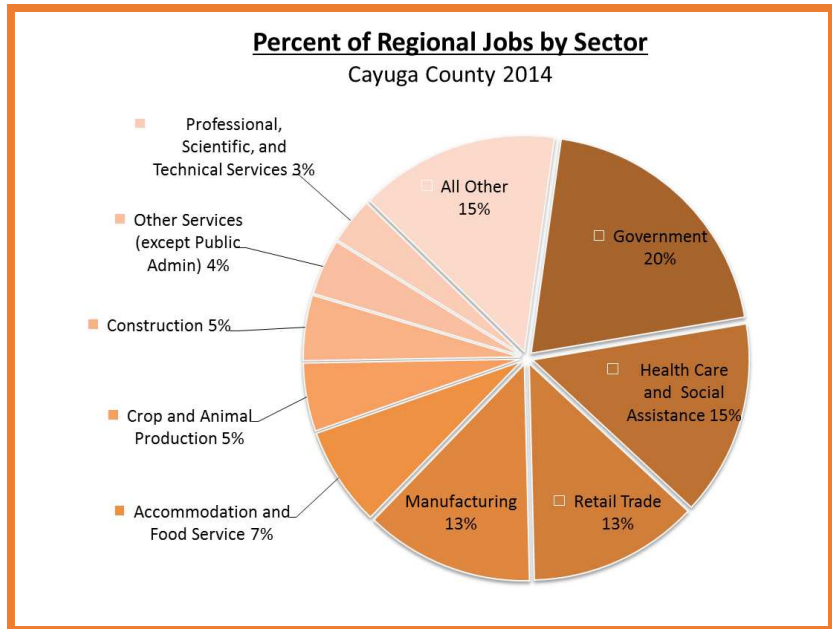
- Since 1998, the **Cayuga County Office of Tourism** made the commitment to locate in Downtown Auburn serving as a center for tourism information and services to county attractions.
- The establishment of a "one-stop" for economic development and the formation of the **Cayuga Economic Development Agency**. These offices are located in existing buildings on State Street.
- The over **20 new pubs/ restaurants & boutique retail businesses** having moved into existing storefronts within the Auburn BID over the last 5 years;
- The beginnings of a **downtown renaissance** due to recent developer investment from JBJ Real Property, Soules & Dunn Associates, Pioneer Companies, Grillo Companies and many others;
- Celebrating the 10th anniversary of the **Auburn Public Theater** which continues to expand into underutilized commercial space, attracting over 21,000 visitors annually to downtown;
- Continued encouragement to **reuse vacant downtown commercial properties** including the former Kalet Building site at 1-7 State St., PBJ Building at 132 Genesee St, and 99 Genesee St;
- Opening in July 2014 the new \$3.5 million two-story 20,000 sf **Plaza of the Arts** building was constructed on the site of the former underutilized Auburn Family Restaurant.
- Construction of the **Owasco River Trail** will begin in Fall 2016 and will repurpose brownfield sites along the Owasco River with the goal of connecting neighborhoods to downtown.
- **Partnerships** with local private foundations such as the Emerson and Allyn Foundations and former Stardust Foundation have been instrumental for downtown redevelopment initiatives.



4) Sustaining Job Growth in Auburn

Auburn is a major contributor to the County’s overall commerce. In addition to the City’s urban core, there are small neighborhood retail areas, large suburban style strip malls, the City’s Technology Park and Industrial areas. Together these commercial land uses represent 16.9% or 778 acres in Auburn. This

reinforces the City as the primary economic engine in the County. The City of Auburn is succeeding largely because people want to live here and as a result, the companies follow or are started by these individuals. Existing employment levels and projections by industry sector help to identify the size and makeup of an area’s economy. Employment in Cayuga County & Auburn consists of five (5) major job sectors comprising 67.4% of jobs which are: **Health Care and Social Assistance; Retail Trade; Manufacturing, Government and Accommodations & Food Services.**



The City’s and County’s recent or impending job growth is attributed to the following industries:

Health Care and Social Assistance

- The **Auburn Community Hospital** had a 2015 payroll of over \$58 million employing 767 people. Dollars earned by these employees are spent on groceries, clothing, mortgage payments, rent, etc., which generate over \$105 million in economic activity for the local economy. The healthcare industry is anticipated to **add 541 jobs in Cayuga County** over the next 10 years.
- The **Health Central Building** opened in 2003 having renovated a vacant high school. The facility has attracted several healthcare providers into one downtown location, **creating and attracting dozens of health care and related jobs**. New tenants in the last 5 years include Insource Urgent Care, Diagnostic Imaging Center, and Hematology/Oncology Associates of CNY.

Retail Trade

- The City of Auburn’s local trade area is generally defined as the area within a 10-minute drive of downtown. Within the local trade area, about 22% of households in 2015 had an annual household income in the \$50,000 to \$74,999 range. This supports the retail industries that are experiencing the greatest sales surplus: **General Merchandise Stores, Department Stores, Home Furnishing Stores, Direct Sale Establishments and Grocers.**
- New retail establishments include Thirst Pug Craft Beers, Rx City Pharmacy, various salons and yoga studios, Simple Tech computer support and services, and Empower Federal Credit Union.

Manufacturing

- Trends in Manufacturing and warehouse industry sectors from 2005 through 2015 in Cayuga County indicate that 12 industries exceeded a **20% growth in job creation**. Together these 12 industries represent **723 jobs created in Cayuga County** over the last 10 years.
- Two (2) manufacturing industries in Cayuga County not represented above are:
 - **Cayuga Milk Ingredients**- which uses local milk to produce milk based powders for the global market has **created 69 new FTEs**- exceeding the initial projection of 52 FTEs.
 - **Grober Nutrition**- The milk replacer and animal feed producer that will start operations in 2017 creating 34 FTEs over the next three years and **growing to 45 jobs by 2022**.
- Three (3) manufacturing industries in the City of Auburn not represented above are:
 - **Mack Studios**- Located in Auburn's Technology Park this second generation show display and graphics business **employed 55 FTEs in 2015** (a 22% increase from 2013).
 - **NUCOR Steel**- Since 1974, NUCOR Steel is the City's largest municipal water customer. The plant continues to increase job creation from 286 in 2010 to **310 in 2015**.
 - **Currier Plastics**- A family owned custom molding plastic manufacturer was started in 1982. This facility continues to grow as evidence by the **42 new FTEs added since 2010**.

Accommodations & Food Service

- Opening in 2012, the four-story 92 room Auburn **Hilton Garden Inn** began filling a need for higher-end lodging within downtown Auburn. The \$11 million project **created 20 full-time and nearly 30 part-time jobs**.
- Since 2010, downtown Auburn has seen the addition of 10 or more new food and drink establishments. These new establishments **have added dozens jobs** to the downtown area.

Government

- The largest industry by employment in Cayuga County is Government, which employs over 5,500 workers. The **City of Auburn and Cayuga County employ over 700 individuals**.

Other Significant Job Growth

Arts & Entertainment

- Since 2012 the **Finger Lakes Musical Theatre Festival (FLMTF)** has been a significant catalyst in transforming downtown Auburn. Annually, the Festival plays to upwards of 75,000 patrons and provides employment for over 275 industry professionals. The FLMTF also operates one of the nation's largest touring youth theatre program that trains 45 college students annually.

Professional & Technical Services

- Located in downtown Auburn, **Community Computer Services Inc.** is a software development and services company focused on automating medical practices. Since 2008, the company had 183 FTEs and has experienced a 31% job growth to 240 FTEs in 2015.

Catalyzing Investments in Property Development & Management

- **JB Real Property** was established in 2013 and has since created 58 FTEs in businesses and properties located throughout East Hill and State Street.
- **Soules and Dunn Development Group** is a major franchisee of Arby's, Tim Hortons and Dominos and has their corporate headquarters in downtown Auburn with 16 employees.

5) Downtown Auburn as a Livable and Attractive Community

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*. Just this month, Auburn received recognition as a 2016 **“Playful City USA”** community. **What’s so special about Auburn making it a livable community perceived by the residents, employees, customers and visitors?**

Answer: The Auburn BID and adjacent neighborhoods provide a wide range of community amenities from grocery stores, mass transportation, eateries, arts and entertainment and professional services. It is an eclectic mix of these amenities that truly make a livable community. The physical properties and characteristics of Downtown Auburn that make it a livable and an attractive community for college students, young families, seniors and visitors include the following:

Main Street Businesses & Streetscape

- The **State Street Creative Corridor** is the hub of Auburn’s nightlife with five (5) pubs/ restaurants & boutique retail.
- The **East Hill** commercial district on Genesee St. offers specialty retail shopping, hardware store, restaurants, non-profit services and professional offices/ services.
- **Genesee Street** (Main Street) is the center of services for the community and government facilities.



Housing

- Auburn BID 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 three facilities in and near downtown: Boyle Center, Schwartz Towers and Stryker Homes.
- Additional Housing projects proposed adjacent to the Auburn BID include: **John Street Gateway Corridor** and **West Middle School affordable housing** on Genesee St.



Healthy Foods Infrastructure

- Entering its 66th year of service, the **Auburn Farmers Market Co-Op** will have 18 vendors in the 2016 season. Agriculture is Cayuga County’s largest industry with more than 1000 farms cultivating 60% of the County land area.
- The **Auburn Wegmans Café & Grocer** is one of the highest profitable stores per square foot in their organization, employing 415 individuals.



Cultural and Entertainment Amenities

- **Historic Structures** include the William H. Seward House Museum, Memorial City Hall, Cayuga County Courthouse, Federal Post Office Building, Phoenix Building, St. Mary’s Church, Police & Fire Station, and Westminster Church;
- **Theater and Performing Arts Venues**- Auburn Public Theater & Moondog Lounge;
- **Center for Craft Beer**- Prison City Brewery, Good Shepherds Brewing Co., and Thirsty Pug.
- **Child Care & Youth Programming**- Auburn YMCA, APT Youth Theater and Westminster Preschool



Public Parks & Gathering Spaces

- There are four **(4) public parks** within the Auburn BID. Together, Market Street, Buonocore, Freedom and Seward Parks provide 2.86 acres of greenspace.
- The **Owasco River** provides waterfront and greenspace within the downtown urban environment.
- Auburn has three **(3) year-round outdoor gathering spaces**: Market & State Street pavilions, and Exchange Street Pedestrian Mall.
- **Annual Downtown Events** include Memorial Day Parade, Founder’s Day, Tomato Fest and others.



Multi-modal Transportation Opportunities

- The Auburn BID is completely walkable with sidewalks throughout the district varying from 5 ft to 10 ft wide. **Walkable communities** are important in attracting new businesses, families, and seniors.
- The City will begin construction of the **Owasco River Greenway Trail** within the Auburn BID in Fall 2016. This trail will complete nearly 2 miles of cycling and walking trails throughout downtown.



Government Services

- The City of Auburn is a **full-service community** providing drinking water, parks and roadway maintenance, refuse collection and sewage treatment.
- The City also provides **public safety protection**. The fire & police departments operate out of an 85-year old antiquated building located in the river inundation zone. Low crime rates and fast response times are cited as critical factors for business relocation to Auburn.



6) Policies Supporting Auburn's Urban Core

The City of Auburn has been substantially affected by urban sprawl over the last 50 years. Since the 1960s, the City has lost population, employment opportunities, private investment and tax base to the “donut” towns. Sprawl often results in concentrations of low-to-moderate income families, higher cost for public services, fewer higher paying jobs, deteriorating neighborhoods and general impairment of quality of life in urban cores. While past government policies such as urban renewal contributed to the decline of Auburn and other Upstate NY cities, it has taken innovative public policies, programs and the commitment of Federal and New York State resources to re-establish Auburn as a vibrant City.

To revitalize downtown Auburn, civic leaders in the 1990s began establishing guiding principles that addressed the 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 has and enforces **building and zoning codes**. The City's outdated 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.

Fulfilling the City Comprehensive and CNY REDC Plans

The Auburn Sparks Downtown Project will also fulfill the visions of the City of Auburn Comprehensive Plan, CNY REDC Strategic Plan and the CNY Rising URI Plan and will be a catalyst for future investment that will:

- **URI Strategy 7:** As a ‘CNY Big Idea’ the construction of a **new visitor and educational center** for the Harriet Tubman National Historical Park will take place in the City of Auburn.
- **URI Strategy 7:** Establish the **Auburn Arts & Entertainment District** that leverages the State Street Creative Corridor, the Finger Lakes Musical Theatre Festival organization, the rapidly growing Auburn Public Theater and the adaptive reuse of the historic Schine Theater.
- **URI Strategy 7 & City Comp Plan:** Implement **Government Modernization and Consolidation** in one of the five key areas: Public Safety. Involve all levels of essential services including City of Auburn Police & Courts, Cayuga County Probation, NYS Parole and Department of Corrections.
- **URI Strategy 2 & REDC Plan Urban Core Goal:** Enhance the economic viability of the Auburn Farmers Market Coop by establishing a year-round Riverside Regional Public Market to provide **Healthy Foods** to Auburn’s families, seniors and minorities of higher risk for obesity.
- **URI Strategy 5:** Expand **Entrepreneurship** in Downtown Auburn through “seed capital” for the region’s growing craft beer industry and adaptive reuse of vacant and underutilized properties.
- **REDC Plan Urban Core Goal:** Provide a diversity of **Housing Options**, particularly condominiums and high-quality rental units, within walking distance of Downtown Auburn.
- **City Comp Plan:** Improve **Transportation Access** by establishing Shuttle Services through intermodal transportation hubs to facilitate direct travel between Auburn and Syracuse.

Leverage of Other Funding Sources

If awarded Downtown Revitalization Initiative funding, the City of Auburn is able to demonstrate that other funding sources will be leveraged to complete transformational projects outlined in the Strategic Investment Plan. Those resources include:

- **Federal:**
 - The US Department of Interior (**National Park Service**) is in the process of **securing 50% matching** federal funding towards the establishment of the Harriet Tubman National Historical Park.
 - US Department of Agriculture (**Farmers Market/ Rural Development**) has funding available up to **\$500,000** towards local foods and market promotion.
- **New York State/ REDC**
 - The City of Auburn intends to request and utilize **CNY REDC URI** funding in round 2 or 3 as match for federal funding for the Harriet Tubman National Historical Park as well as the construction of a Visitor Center in downtown Auburn.
 - **NYS LWRP** funding could provide leverage for the Riverfront Regional Market Project.
- **Private Investment/ Local Foundations**
 - The local development and business leaders in Auburn continue to **leverage private investments to public funding at a 3:1 to 6:1 ratio**. This commitment of capital is critical to the success of the Auburn Sparks Downtown Revitalization Initiative.
 - Local foundations including the **Emerson Foundation** have pledged to continue investing in downtown Auburn.

7) Stakeholder and Community Involvement

The City of Auburn has broad-based State, local official and community support for not only submitting this application for Central New York Downtown Revitalization Initiative funding, but upon award allocation, the City can immediately begin development and implementation our community's Strategic Investment Plan. Local Leaders and Auburn stakeholders who may serve on the local DRI Planning Committee would include, but not be limited to, representatives from the following interest groups and organizations:

Mayor Michael D. Quill- Auburn City Council
Councilor Jimmy Giannettino- Auburn City Council
Legislator Ryan Foley- Cayuga County Legislature
Chuck Mason- City Clerk & Historic Sites Commission
Andrew Fish, CenterState CEO/ CNY REDC Representative
Tracy Verrier, Cayuga Economic Development Agency (CEDA)
Jim Dacey, Auburn Industrial Development Authority
Stephanie DeVito, Auburn Downtown Business Improvement District
Angela Daddabbo, Auburn Public Theater
Brett Smock, Finger Lakes Musical Theatre Festival
Ed Onori, Cayuga County Arts Council
Chris Nucerino, Auburn YMCA
Billy Chabot, William H. Seward House Museum
David Wilczek, Auburn Farmers Market Co-op
Shawn Butler, Auburn Police Department
Jeff Dygert, Auburn Fire Chief
Dan Fessenden, Fred L. Emerson Foundation
Deanna Hoey, Cayuga County Health Department
Meg Vanek, Cayuga County Convention and Visitors Bureau
Elizabeth Koenig, City resident and Local Business Owner

Media Support for Auburn's Downtown Renaissance

The regional & local media and partner agencies play equally important roles when municipalities are moving forward goals and objectives outlined in community driven planning documents. Recent news articles related to Downtown Auburn includes, but is not limited to:

Harriet Tubman Memorial Highway Designation in 2013-<http://goo.gl/qw9HFG>

Establishment of Harriet Tubman National Historical Park, December 2014-<http://goo.gl/tUO2fp>

Downtown Auburn Still Has Room to Grow, February 2016-<http://goo.gl/J3CKRx>

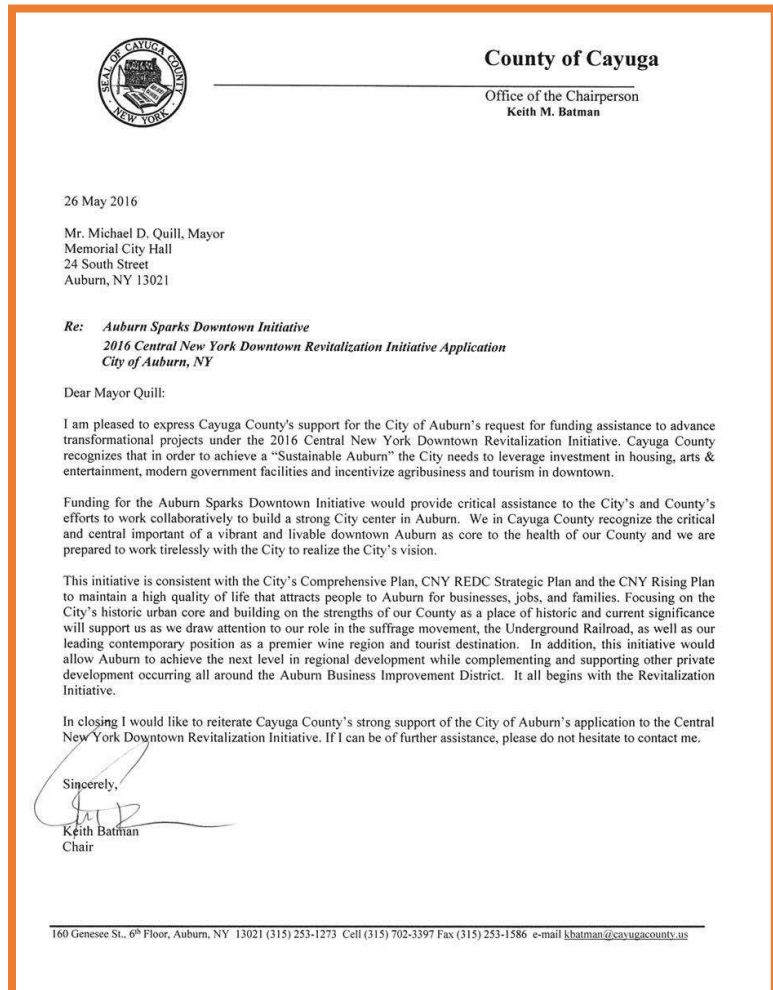
State Street Creative Corridor Still has Potential, May 2016- <http://goo.gl/zHsjL6>

Auburn Officials prepare application for \$10 Million under the DRI, May 2016-<http://goo.gl/1SZqAN>

Letters of Support for the Auburn Sparks Initiative


Letters of support and interest have been received from multiple agencies and organizations and are as follows:

Keith Batman, Chairman, Cayuga County Legislature
Michael F. Nozzolio, Senator, NYS 54th District
Gilda Brower, Diverse Auburn
Laurel Ulliyette, Harriet Tubman Boosters
Meg Vanek, Cayuga County Convention and Visitors Bureau
Brian M. Durant, Cayuga Community College
Sue Edinger, Cayuga Economic Development Agency (CEDA)
Mark Soper, Auburn Farmers Market Co-op
James Loperfido, Cayuga County Arts Council
Brett Smock, Finger Lakes Musical Theatre Festival
Kathleen Cuddy, Cayuga County Health Department
E. Ryan Carr, Auburn Beautification Commission
Andrew Fish, CenterState CEO



THE SENATE
 STATE OF NEW YORK

CHAIRMAN
 COSEN
CO-CHAIRMAN
 NY LEGISLATIVE TASK FORCE ON
 DEMOGRAPHIC RESEARCH & REAPPORTIONMENT



SENATOR
MICHAEL F. NOZZOLIO
 54TH DISTRICT
 MAJORITY WHIP OF THE SENATE

COMMITTEES
 FINANCE
 RULES
 CRIME & CORRECTIONS
 ELECTIONS
 HOUSING
 INVESTIGATIONS
 JUDICIARY
 RACING & WAGERING
 TRANSPORTATION

May 2016

Honorable Michael D. Quill
 Memorial City hall
 24 South Street
 Auburn, New York 13021

Re: Auburn Sparks Downtown Initiative
 2016 Central New York Downtown Revitalization Initiative Application
 City of Auburn, New York

Dear Mayor Quill:

As the New York State Senator for the 54th Senate District, it is my pleasure to offer my full support for the City of Auburn's request for funding assistance to advance transformational projects under the 2016 Central New York Downtown Revitalization Initiative. In order for Auburn to achieve sustainability, it needs to leverage investment in housing, arts & entertainment, modern government facilities and incentivize agribusiness and tourism in downtown.

This initiative is consistent with the City's Comprehensive Plan, Central New York Regional Economic Development Council Strategic Plan and the Central New York 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 other private development occurring all around the Auburn Business Improvement District.

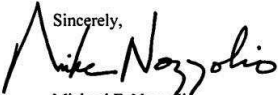
This proposal adopts many of the ideas and concepts as first identified by the Blueprint Committee several years ago. In addition, the development of the State Street Corridor Project that I helped establish, would enhance the downtown area and support further development.

Albany, NY 12247 • (518) 763-0950 • FAX (518) 763-2093
 Capitol Albany, NY 12247 • (518) 475-2366 • FAX (518) 426-6993
 Toll Free # 1-866-568-9816
 www.nozzolio.nysenate.gov • nozzolio@nysenate.gov

May 2016
 Auburn Sparks Downtown Initiative
 Page 2

Again, I would like to reiterate my full 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.

With best wishes.

Sincerely,

 Michael F. Nozzolio,
 Senator, 54th District

MN/jsg/lms



May 26, 2016

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

Re: Auburn Sparks Downtown Initiative
 2016 Central New York Downtown Revitalization Initiative Application
 City of Auburn, NY

I am writing on behalf of Diverse Auburn, a program of the Harriet Tubman Center for Justice and Peace, to support the projects outlined in Auburn's application for the Downtown Revitalization Initiative.

Harriet Tubman spent the last 50 years of her life in Auburn, longer than she lived anywhere else. We are proud, inspired and honored as a community to cherish her memory through the establishment of a the Harriet Tubman National Historical Park.

Funding for the Auburn Sparks Downtown Initiative would be crucial to the overall support of the economy and future sustainability of the city of Auburn which is built upon a rich history among other regional cultural assets.

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 Harriet Tubman's legacy with the National Park Service, the William H. Seward House Museum, and other places of historical significance in Auburn's downtown. 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 Diverse 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 me at 315-252-7894.

Sincerely,

 Gilda Brower
 Chairperson

144 Genesee Street, Suite 102-122 • Auburn, New York 13021



May 26, 2016

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

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 2016 Central New York Downtown Revitalization Initiative. The City of Auburn is on the verge of becoming nationally recognized as the home of Harriet Tubman. The Harriet Tubman Boosters recognizes that in order to achieve our goal as a "Sustainable Auburn," the City needs to leverage investment in our history, tourism, arts, culture, and its center, downtown. We are especially interested in seeing a centralized welcoming center.

Funding for the Auburn Sparks Downtown Initiative would provide critical assistance to the Harriet Tubman Boosters' vision for a welcoming center. Some of our goals regarding this visitor's center include:

- A central location for tourists to get information and directions
- Statue of Tubman in a prominent location
- Interactive/interpretive displays
- Signage to historic Tubman locations
- Memorial Garden
- Picnic Pavilion

The HTB advocated for the National Park and now we are advocating for a welcoming center that will establish Harriet's place in the center of our downtown. It is critical that Auburn and New York State not only honor her memories, but interpret her memories as a role model for selflessness, leadership, civil rights, suffrage and social justice. The Harriet Tubman Boosters consider this our opportunity to bring her to the forefront, as our Mission Statement proclaims, so Harriet can be celebrated throughout our city and state with the honor and respect she so justly deserves.

Sincerely,

 Laurel Ullyette, President

144 Genesee Street, Suite 102-122 • Auburn, New York 13021
 harriettubmanboosters@gmail.com • www.harriettubmanboosters.org



May 18, 2016

TOURCAYUGA.COM
CAYUGA COUNTY
OFFICE OF TOURISM
 131 GENESEE STREET
 AUBURN, NY 13021

E. info@tourcayuga.com
 T. 315.255.1658
 T. 800.499.9615
 F. 315.255.3742

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

Re: Auburn Sparks Downtown Initiative
2016 Central New York Downtown Revitalization Initiative Application
City of Auburn, NY

Dear Mayor Quill:

I am writing on behalf of the Cayuga County Convention and Visitors Bureau (CCCVB) in support of the City of Auburn's request for funding assistance to advance transformational projects under the 2016 Central New York Downtown Revitalization Initiative. The CCCVB recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in downtown.

A thriving downtown is not only important to city residents but also attracts visitors and tourism dollars to the community. Unique boutiques, one-of-a-kind shops, performing and visual arts, a mixture of restaurants combined with outstanding architecture, history and events characterize a successful downtown and make it a destination of choice for visitors to the region. Funding for the Auburn Sparks Downtown Initiative would provide critical assistance to the City of Auburn and benefit tourism to develop the elements needed to create and maintain a 'destination' downtown.

The CCCVB's Strategic Plan, which is based on visitor research, identifies the City of Auburn as a central visitor point within the County that acts as a hub for travelers to all points in the County and we are committed to encouraging development of visitor experiences in this core attractor area.

The CCCVB strongly supports this funding application and if I can be of further assistance, please do not hesitate to contact me.

Sincerely,

Meg Yanek
 Executive Director, CCCVB
 315-255-1658
 meg@tourcayuga.com



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

May 27, 2016

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

Re: Auburn Sparks Downtown Initiative
2016 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 2016 Central New York Downtown Revitalization Initiative. Cayuga Community College 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 Auburn Sparks Downtown Initiative would provide critical assistance as Cayuga Community College continues to develop relationships with local industries and agencies to identify program and training partnerships.

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 improve services for almost 100 Cayuga Community College students living in Lattimore Hall. 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 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,
 Brian M. Durant, Ed.D.
 President





May 20, 2016

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

RE: Auburn Sparks Downtown Initiative- 2016 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 2016 Central New York Downtown Revitalization Initiative. The Cayuga Economic Development Agency's (CEDA) mission is to foster a sustainable quality of life in Cayuga County through job retention, expansion, and attraction. This mission is only obtainable if our community also provides an excellent quality of life that attracts people to Auburn and Cayuga County to live, work, and play. CEDA 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 Auburn Sparks Downtown Initiative would be critical to continuing growth and investment in the downtown area. The last five years have brought more business, entertainment, and excitement to the downtown through a plethora of private and public investments that have resulted in both aesthetic improvements and increased employment within the city's core. It is undeniable that this initiative, if funded, would provide the catalyst for continued revitalization by complementing and supporting other private development occurring all around the Auburn Business Improvement District.

The Auburn Sparks Downtown Initiative also takes into account all of the local and regional planning that has occurred in recent years. It is consistent with the City's Comprehensive Plan, CNY REDC Strategic Plan and the CNY Rising Plan.

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. If we can be of further assistance, please do not hesitate to contact Tracy Verrier, Acting Director, at (315) 252-3500.

Sincerely,

Sue Edinger
 Chair

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



CELEBRATING 66YRS OF SERVICE TO THE CITY OF AUBURN
AUBURN FARMERS CO-OP MARKET
AUBURN, NEW YORK 13021

Date 5/23/16

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

Re: **Auburn Sparks Downtown Initiative**
2016 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 2016 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 Auburn Sparks Downtown 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 66yrs 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 Wilezek 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



CAYUGA COUNTY ARTS COUNCIL
163 NORTH STREET
AUBURN, NEW YORK 13021

May 18, 2016

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

Re: *Auburn Sparks Downtown Initiative
2016 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 2016 Central New York Downtown Revitalization Initiative and your request for funding assistance to advance transformational projects. The Cayuga County Arts Council (CCAC) recognizes that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in housing, arts & entertainment, modern government facilities, incentivize agribusiness and tourism in downtown.

Funding for the Auburn Sparks Downtown Initiative would provide critical assistance to the Cayuga County Arts Council's (CCAC) mission to restore the Schine Auburn Theater Building.

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 CCAC by supporting and growing tourism based arts industries which are becoming the primary economic driver within Auburn for downtown and economic growth.

CCAC has been a non-profit entity supporting the arts in Cayuga County since 1979, acquiring the Schine Auburn Theatre Building in 1998. It is an historic theatre building with an outstanding example of the later Art Deco style of architecture in the streamlined moderne vein designed by the famous theatre architect John Eberson. It was completed in 1938 and features a ceramic brick and terra cotta facade, a stylized marquee, and a 2,000 seat auditorium with a complex arrangement of flat and curvilinear wall and ceiling surfaces and decorated with a shooting star motif and listed on the National Register of Historic Places in 2000. Sadly, too few of these landmark theaters still stand.

The overwhelming support and passionate exchange of words and ideas from the citizens of Auburn bolster CCAC's belief, that this is a project a majority of the people of Auburn want and strongly consider important to the Auburn Downtown. We also believe, as others do, that it will add value to Auburn in both social and monetary ways.

P: 315.255.3074
www.cayugacountyartsCouncil.com

CAYUGA COUNTY ARTS COUNCIL
163 NORTH STREET
AUBURN, NEW YORK 13021

In addition, this initiative will 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 Cayuga County Arts Council'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 315.255.3074.

Sincerely,

James Loperfido, Chair
Cayuga County Arts Council



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

May 23, 2016

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

**Re: Auburn Sparks Downtown Initiative
 2016 Central New York Downtown Revitalization Initiative Application
 City of Auburn, NY**

Dear Mayor Quill:

It is with great pleasure that I express my personal and organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2016 Central New York Downtown Revitalization Initiative. The Finger Lakes Musical Theatre Festival and Merry Go Round Playhouse Inc. recognize that in order to achieve a "Sustainable Auburn" the City needs to leverage investment in multiple areas.

The Merry Go Round Playhouse, Inc. is a very significant Auburn-based arts organization founded in 1971. The organization is comprised of two entirely different yet highly complementary divisions:

Professional Arts Education (Merry Go Round Youth Theatre) – From September to May, we operate one of the nation's largest professional youth theatres;

Professional Musical Theatre (Finger Lakes Musical Theatre Festival) – From May to November, we operate one of the country's most significant seasonal musical theatre festivals;

The Merry Go Round Youth Theatre serves over 125,000 students in over 74 school districts with in-classroom arts programming and curriculum-aligned productions. The Musical Theatre Festival performs for over 67,000 patrons over a six-month season, with talent from Broadway and around the country. As the second most visited and requested attraction in Cayuga County, the organization employs over 250 people from all over the country who reside in Auburn and work in performance, administration, production or marketing capacities for the

Festival. Today, the company operates on three stages and continues to make headlines about its distinct and inventive programming, artistic and educational value and its local and regional impact.

The Festival adds significantly to Auburn's quality of life, referenced in this application, and provides a strong anchor for arts and culture in the region. Focusing on the City's historic urban core would help to leverage the Festival to even higher levels and would help create potential new opportunities for our residents in Auburn for both new programming and increased exposure and inclusion in the world of the performing arts and arts education. 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.

I moved from New York City to Auburn, in 2012, to assume my leadership position here at the Festival. I have seen tremendous success and potential as Auburn has continued to grow, modernize and create opportunity for its residents. The Finger Lakes Musical Theatre Festival is an anchor community business and a dedicated community partner. On behalf of all of the employees of the organization, I 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.

Sincerely,

Brett Snock
 Producing Artistic Director
 Finger Lakes Musical Theatre Festival



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

Monday, May 23, 2016

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

Re: *Auburn Sparks Downtown Initiative*
2016 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 2016 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 housing, arts & entertainment, modern government facilities and incentivize agribusiness and tourism in downtown.

Funding for the Auburn Sparks Downtown Initiative would provide critical assistance to the Cayuga County Health Department's efforts of improving the quality of life in the City of Auburn and Cayuga County. Our mission is to promote and protect the health and well-being of the community we serve. We work to prevent and reduce chronic diseases in our community by encouraging people to eat healthier foods and to be more active. Our mission and our work in the community strongly aligns with the values of the Downtown Auburn Farmers' Market to provide quality, locally grown produce at a reasonable price. The Auburn market is the only market in the County that accepts WIC and Senior Nutrition Checks. They also are the only market to accept SNAP and have Electronic Banking Transactions (EBT).

Our work to improve the walkability of Downtown by working with the City of Auburn to paint crosswalks red, has increased motorists' awareness of pedestrians and bicyclists and made it safer for people to travel through Downtown. The City also made an investment in a more walkable, bike able, livable Downtown by adopting a Complete Streets Policy in August 2015. People living and working in Downtown will have great access to fresh produce within walking distance. Tourists staying in any one of the many hotels located within walking distance will be able to spend time and money at the market. The market being more centrally located in Downtown would give them a more permanent presence in the community and increase their visibility for residents and tourists.

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, shopping and entertainment. Many of our clients come to Auburn to access health and medical care and other services. By providing more opportunities like the Farmers' Market in Downtown Auburn this will assist us with our mission to improve the health of the community.

Cayuga County Health Department
(315) 253-1560 F

In closing I would like to 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,


Kathleen Cuddy, MPH
Public Health Director
Cayuga County Health Department



Auburn Beautification Commission, Inc.
 360 Grant Ave Rd. Auburn, NY 13021
 www.BeautifulAuburn.org
 Office: [315-258-8780](tel:315-258-8780)
 Cell: [315-720-9999](tel:315-720-9999)

To whom it may concern:

I am writing on behalf of the Auburn Beautification Commission (ABC) in support of the City of Auburn's application to implement transformational economic development projects under the 2016 Central New York Downtown Revitalization Initiative. ABC recognizes that in order to achieve an economically sustainable Auburn the City needs to invest in our downtown in manners that take advantage our own natural resources such as our Owasco River and our people.

At the ABC our mission is to partner with the City, businesses and other organizations to cultivate grassroots community involvement to make Auburn reach its full potential. Volunteer efforts build pride in the community and contribute positive improvements in public spaces. Much of our work is on projects in spaces in the downtown area. We believe a beautiful downtown will be a thriving downtown. When attractive landscape cultivated with community pride combines with the shops, restaurants, theaters, public events, festivals, our historic sites, and public art, our downtown becomes a destination of choice for visitors and locals alike.

Funding for Auburn's Downtown Revitalization Initiative proposal will allow our downtown to transform to a new higher level. Specifically developing our natural resources of the Owasco River and the significant legacy story of the life of famed Auburnian Harriet Tubman can lead to greater economic vitality for our City's downtown. ABC strongly supports the City's funding application.

Sincerely,

E. Ryan Carr

President



May 31, 2016

Mr James Fayle
 Regional Director
 Empire State Development Corporation
 620 Erie Blvd W # 112
 Syracuse, NY 13204

Dear Jim,

I am pleased to offer this letter of support for the City of Auburn in their application to be selected as Central New York's priority community for Governor Andrew Cuomo's Downtown Revitalization Initiative. As you know, CenterState CEO has been deeply engaged in helping to reinvigorate our regional urban cores for many years. We are excited about the potential investment brought by the Downtown Revitalization Initiative as it seeks to accelerate a trend of urban reinvestment that we have witnessed in recent years.

The DRI Application that has been prepared by the City of Auburn represents the culmination of two decades worth of planning and investment. The is a body of work that is aligned with several of CNY REDC Strategies for both the Regional Strategic Plan and the Upstate Revitalization Initiative; specifically REDC goal 3, URI strategy 2, 5, and 7. This strategic alignment shows a commitment to our regional growth and collaboration.

Cities, and their downtowns, are the heart of our regional economy. Without vibrant, attractive and welcoming downtowns we, as a region, cannot hope to compete in the global, 21st century economy. Please let me know if there are any additional ways I may show support for this application.

Sincerely,

Andrew R. Fish
 SVP of Business Development