



*Village of Tannersville*  
**Downtown Revitalization Initiative**  
**NY's Painted Village in the Sky**



*September 2021*





*The Village of Tannersville earned the unique brand of “The Painted Village in the Sky.”*

We highlight over **\$126 million in recent and upcoming investment** including \$12.3 million in grants through the Village; just under \$12.0 million in Village capital improvement projects; \$71.7 million in civic/philanthropic investments and just over \$30.0 million in private investment largely in downtown buildings. The Village has written \$13.8 million in building permits between 2017 and the present.

We propose 14 projects with **total value of \$66.0 million, leverage of \$43.0 million and a DRI component of \$23.0 million** (or 35% of the total project cost). An estimated \$55.0 million of total project value is taxable. When built the projects will **increase the Village tax base by \$25.0 million in taxable assessed value or a 37% increase to the tax base**. Considering DRI funding only, the \$23.0 million in investment would increase the Village tax base by close to 15%.

The 2010 Census shows 340 jobs in Tannersville. **DRI projects more than double the Village’s job base**. The projects can create as many as 353 direct jobs, 319 supplier jobs, and 404 induced jobs. Over 800 construction jobs would benefit if all projects were fully constructed. Using NYS DOL Occupational Wage Data we estimate annual salaries for jobs created to range between \$28,400 at entry level, to \$48,000 on average and \$84,000 at an experienced level. Labor output from direct jobs ranges between \$10.0 million to \$30.0 million or \$17.0 million on average. If all projects are at full employment at the average wage the projects would create \$16.5 million in additional economic output annually.

***Being designated to participate in the DRI process will transform the future for hundreds of people and dozens of organizations who serve thousands of New Yorkers every year. Thank you for considering us.***

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**REDC REGION: Capital Region (CREDC)**

**MUNICIPALITY: Village of Tannersville**

**DOWNTOWN: Painted Village DRI District**

**COUNTY: Greene County**

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# A WELCOME FROM THE MAYOR

## Life is still beautiful in Tannersville, NY



*We're a regional center for winter sports, local food, arts, culture and recreation.*

*Dear Ms. Mahoney, Dr. Rodríguez, Members of the Regional Economic Development Council and the DRI Application Review Team:*

I'm delighted to tell you that life is still beautiful in Tannersville, New York.

Personally, we're managing to stay safe, healthy and connected as the pandemic stretches on. As a community that depends on tourism, our businesses suffered, but they are bouncing back – very slowly, but surely. Assets we bragged about in our 2019 DRI proposal proved critical to our resilience: our walkability, gathering spaces, great library, lake, Main Street farm, family-owned businesses, and fresh food. Most of all, our ability to work together across public, private, nonprofit and philanthropic sectors means we advanced important projects despite the challenges of COVID-19.

Unfortunately, one challenge is breaking our hearts: the shortage of workforce and affordable housing has reached a crisis. Over the past 18 months, as home prices and rents skyrocketed, inventory sank, and the number of short-term rentals exploded. Our families – our hardworking born-and-bred-on-the-mountaintop families – who have rented for decades are losing their homes at an alarming pace and have few places to turn. It's our thorniest problem and we very much need help implementing our plan to overcome it.

We continue to rely on our assets: Our picturesque Village in the Great Northern Catskill Mountains of the Upper Hudson Valley is a fabulous vacation destination and it's an amazing community to live in year-round. Surrounded by breathtaking views and pristine fresh air, our lifestyle offers beauty, privacy and small-town appeal, while only a one-hour drive to Albany or a two-hour drive to Manhattan. Tannersville is known as the "Painted Village in the Sky" – a movement to brightly paint our downtown buildings led by artist Elena Patterson.

Our 2021 DRI application presents our needs as a CREDC magnet community. It also shares information about our resources, especially the private and philanthropic investment of over \$70.0 million by the Hunter Foundation, Royce Family Fund and Catskill Mountain Foundation among others.

These partners were the cavalry when the fight felt lost two decades ago, **and they are the cavalry today** – funding community needs, converting property to apartments so families have homes, feeding our bodies and entertaining our minds.

**NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



**We continue to thrive because we cooperate, work hard, respect each other and are generous.**

The 14 projects we propose create over 350 jobs (doubling the number of Census reported jobs in the Village), with total value of \$66.0 million and total DRI request of \$23.0 million. They represent new labor income of \$17.0 million and economic output of over \$60.0 million. If all jobs were created – direct, indirect and construction related – DRI investment could generate close to \$175.0 million in labor driven economic output. We need that to happen. Now more than ever.

We’re building from our strengths. Our approach relies on many wonderful free amenities at Rip Van Winkle Lake Park, including the children’s playground, our awesome skate park, handball court, volleyball court, basketball court and disc golf. We are working with the community to design and build Gooseberry Park, which was funded by the REDC in 2019. We offer a beautifully maintained bike path that runs alongside Rip Van Winkle Lake and traverses the Village from east to west. Our pavilion at the lake houses our summer camp and is also available for personal functions. Cruisin’ on the Mountaintop Fall and Father’s Day Car Shows, Parades, Spooktacular, Winter Walk, “Tannersville Rocks the Vets” benefit, and Lake Outdoor Concerts are family fun for residents and tourists alike.

We have a great love for the arts. Tannersville is home to 23Arts and the Catskill Jazz Factory. The 250 seat Orpheum Performing Arts Center is a world class showcase for film, musical events, theater and dance. During the pandemic our partners at the Catskill Mountain Foundation have worked with groups such as Works and Process at the Guggenheim, NYC, to provide residencies for dance companies and present virtual performances when audiences could not attend live events. They leveraged +/- \$630K to maintain full staffing and support local artists in 2020 and 2021.

The Mountaintop community offers events, activities, and sports such as skiing, snowboarding, tubing, hiking, biking, canoeing, kayaking, fishing, swimming and more. Tour of the Catskills Bike Race, Warrior Dash and the I Heart Downhill Longboard Race are nationally renowned.



The Tannersville Antique and Artisan Center and Antiques Annex did rebrand and refocus on antiques and contemporary design for contemporary shoppers as described in 2019. Their companion Last Chance Cheese and Antiques is now adding a beer garden at 6009 Main Street. In 2021 they will restore the 120-year-old foundation and in spring 2022 will build a beautiful outdoor space filled with live music.



Last Chance Antiques and Cheese Cafe



Last Chance's Planned Beer Garden

Hunter Mountain has been the backdrop to major festivals and events. Today, however, we look at mass gatherings differently and small festival venues like the one proposed by the Hunter Foundation and Royce Family Fund are emerging as more nimble, safe and resilient. Kaaterskill Falls was overrun with visitors in 2020 and 2021 and concern about parking and access became an acute public safety issue. This year we propose a shuttle to safely bring visitors to the falls and return them to Tannersville at the end of a long day.

One thing hasn't changed. DRI competition is stiff, and Tannersville is still not your typical applicant. But don't forget about our tenacious spirit – because once you understand our ongoing success and even more ready-to-go projects, you will see us as we see ourselves – a community unafraid of doing the big hard things together and a track record of coming out on top. We carry a message of hope for the hundreds of small town and village downtowns across the State – including areas like the Catskill Forest Preserve and Catskill Watershed. We're proving that small places of extraordinary quality who maintain partnerships and leverage resources can be incredible places to live, raise a family, learn, work and play.

*We hope for a chance to work together and thank you for considering The Painted Village in the Sky.*

A handwritten signature in black ink that reads 'Dr. Lee McGunnigle'.

Dr. Lee McGunnigle, Mayor

# PAINTED VILLAGE DOWNTOWN REVITALIZATION INITIATIVE

## VISION



*Tannersville community members review design concepts for the Rip Van Winkle Lake area at an open house.*

### EXTRAORDINARY... FOR EVERYONE

*Celebrated for generations by painters, naturalists and story tellers, Tannersville’s a “Victorian hip” cultural hub with an outstanding farm to table dining scene that’s welcoming and accessible to all. Our brightly painted buildings and public art add modern touches that make our historic architecture pop. With living wage jobs and affordable workforce housing our businesses are booming. Nestled in the magnificent scenic beauty of the Great Northern Catskills, four season recreation draws visitors, especially to Rip Van Winkle Lake, and maintains our heritage as one of the nation’s first vacation destinations and New York’s Painted Village in the Sky.*

But – how do we reach that vision? Projects and investments matter a great deal. Our needs as a magnet community are compelling, but we know that demographics are not destiny, and our vision goes deeper.

Tannersville is and will be a nimble coalition of businesses, teachers, private foundations, social innovators, elected leaders and local people who trust each other and work side-by-side to unleash entrepreneurship and make our Village extraordinary for everyone – poor and rich, old and young, residents, workers and visitors.

Every day we seek out best practices, strengthen existing relationships and build new ones. We put aside differences to do what’s in the common good. ***Our ability to work together is keeping people safe during this pandemic. It’s the strongest weapon we have.***

Collaboration is our “silver bullet” – it enables us to do big hard things together – like survive a pandemic – and come out stronger than ever – still champing at the bit to succeed.

## PAINTED VILLAGE, CREDC AND NEW YORK STATE STRATEGIES

**TALENT & WORKFORCE** – Training and retraining our workforce for industries targeted by the magnet strategy such as CRAFT, food & beverage, agricultural tech, software and IT and light manufacturing.

Expand Fromer Market Gardens (FMG) to diversify, expand sales and produce shelf stable products. Restore Fromer farmhouse as a culinary school and commercial kitchen/incubator. Increase FMG and School District programs and energy production to take facilities “off the grid.”

Support Last Chance Café’s Beer Garden and develop a local brewery/cider house with an established Metro NYC brewer to support the festival grounds and more year-round music venues including the Orpheum Theater.

Support a variety of employment options with strong career ladders and low barriers to entry.

**MAGNET** – Attracting businesses in CRAFT, food & beverage, agricultural tech, software and IT and light manufacturing, improving high speed broadband and strengthening community infrastructure.

Develop a world class high-end festival venue at Tannersville Community Golf Park that will attract business and provide revenue to restaurants, music venues, artists and artisans and vendors of all kinds.

Intentionally become an all-ability barrier-free tourism destination.

Optimize the mix of shopping, dining and merchandise to support year-round local life and tourism activity.

Support downtown living amenities including a community center and affordable childcare.

Develop mixed income and mixed age affordable housing for seniors and our workforce. Develop affordable apartments in vacant properties and upper stories. Provide incentives to first time homebuyers to close the affordability gap and minor home repair grants to help seniors age in place.

**CORE & PLACEMAKING** – Build a stronger community through placemaking in the creative arts and tourism of the CRAFT cluster and upgrade infrastructure that will attract private investment.

Complete streets districtwide including on- and off-road trails and a complete and fully accessible sidewalk grid. Create beautiful gateways, wayfinding, kiosks and parking access. Launch the Kaaterskill shuttle.

Build destination recreation amenities. Complete KRT Trail and off-road connections to Hunter and Windham. Construct Gooseberry Park at Rip Van Winkle Lake and a Mountain Bike Park at the Golf Course.

Market the Painted Village in the Sky brand and use wayfinding, destination and interpretative signage to welcome visitors.

Achieve AARP Age-Friendly Community certification by applying universal design to all projects.

**Cultivate a CREATIVE ECONOMY in Arts, Design, Culinary and Technology.**

Continue the paint program, public art installation, mural program and develop a world-class sculpture garden at the Golf Park.

Leverage commercial building restoration and direct support to small businesses.



Main Street's unique aesthetic, with its colorfully painted buildings and diverse businesses, is a source of pride and an increasingly unique and effective driver of economic growth.

## JUSTIFICATION

At first blush, Tannersville may not appear to be a typical DRI community but, if you forget about our size and location for a moment, we think you will agree that we can be a model for rural magnet communities and downtowns. The transformational projects we have included have been planned and designed carefully, reviewed in detail, costed and vetted as part of the Gooseberry Creek Waterfront Revitalization Strategy and the Fromer Market Gardens Strategic Plan supported by NYS ESD.

**They are real. They are ready. There are more. Lots more.**

We're an example of what can happen when private investments, philanthropy and public support come together to plan carefully, design proactively, and advance economic and community development. Few communities, of any size, can boast the range of National Register-listed historic buildings, arts, small businesses, residences, recreation including a lake and farm in the downtown, many modern resorts and hotels, and events venues that we have in a ½-mile distance from Main Street (you can walk across our entire Village in 20 minutes).

In partnership with the Village, the Hunter Foundation has ideas to catalyze a variety of projects that unify our assets. Investing \$10.0 million in DRI funds here will go a very long way, meet the needs of a Greene County magnet and be truly transformational.

**The District exemplifies the DRI program attributes.**

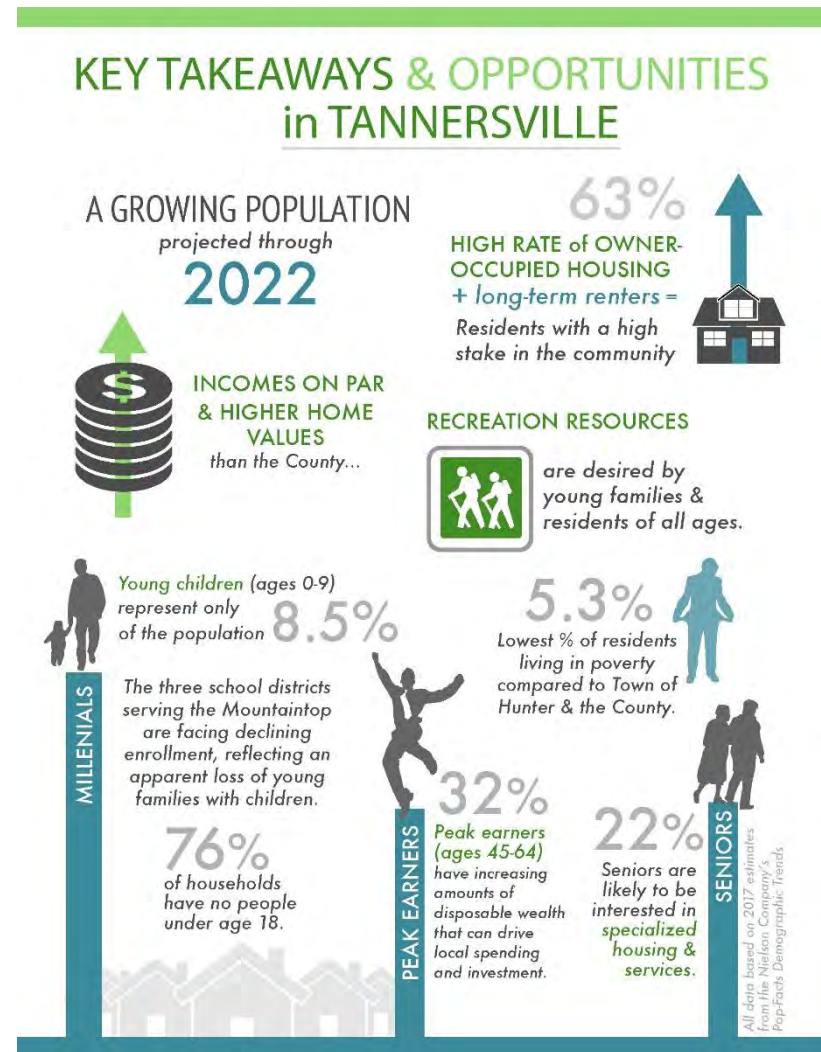
**Past Investments, Future Potential** – 50+ projects completed, planned or underway valued at over \$126.0M in addition to 14 potential DRI projects with total value of over \$66.0M in a village of 540 people (2010).

- **Recent or Impending Job Growth** – 20% population growth 2000 to 2010 and 6% population growth projected through 2020. Over 150 jobs created in the past decade, with over 350 planned in the next decade.

- **Quality of Life** – Includes nearly all the Village limits with Rip Van Winkle Lake in a ¼-mile walk from the heart of Main Street and an endless number of scenic views of the Catskills Mountains.
- **Supportive Local Policies** – Located within the State Forest Preserve and the NYC Catskills Watershed, the Village is extremely well versed in low impact design, green infrastructure, water quality controls, green building design, sustainability and resilience. Our current and planned climate smart strategies keep residents safe and healthy.
- **Public Support** – Fifteen events and meetings, a community survey (the fourth in three years) that was answered by over 220 respondents, a community dialogue, Village Board Meetings, and multiple workshops throughout the year that focused on suggested projects. This includes a 3-day design workshop to develop the projects at Creek Walk Park, Main Street and Rip Van Winkle Lake using complete streets and trail enhancements. These workshops attracted over 250 residents who recommended our next steps.
- **Readiness** – Project sponsors are experienced managers of publicly funded projects. The Hunter Foundation is committed to hiring a DRI coordinator for at least three years to expedite implementation. They can front payment for some projects to expedite implementation, ensuring opportunity for small businesses, M/W/SDVOB's to achieve State priorities of downtown revitalization, childcare and workforce development.

### COVID-19 Pandemic Impact

In the 2021 Capital Region Economic Development Council Strategic Plan Update, the Regional Council concludes that “wide segments of the population – and even whole communities in the region – are facing an uncertain future and elevated unemployment while the core sectors struggle to reopen safely.”





In response, CREDC revised strategies and clusters and summarized pandemic impacts for the region. They also designated 54 high needs "magnet" communities – and Hunter/ Tannersville is one.

CREDC reports that the pandemic had a devastating impact on the region’s small businesses – with small business employment in 2020 falling to its lowest level in more than two decades.

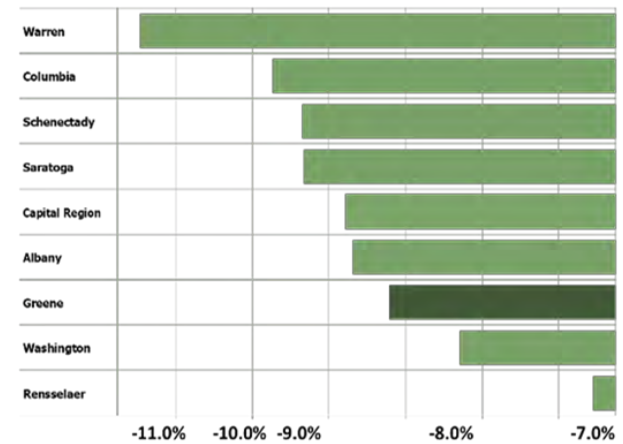
Tannersville’s economy is not tech-oriented and university-based – the attributes that made much of the region more resilient to a COVID-related recession than any other region of the State. While PPP loans of \$1.6 billion and EIDL loans of \$442 million helped the region’s small businesses, Greene County total loan value of \$33.27 million was the lowest of eight counties in the region.

CREDC affirms that losses were acute in rural counties heavily reliant on leisure and hospitality. Greene County consistently struggled and lagged the region in key economic indicators – suffering an 8% private sector job loss. With **16.6% of its workforce employed in hospitality and leisure sectors**, Greene County experienced a **16.5% year-over-year drop in small business employment**. Labor shortage in tourist communities was a significant concern before the pandemic and the condition worsened significantly in 2020 through the present.

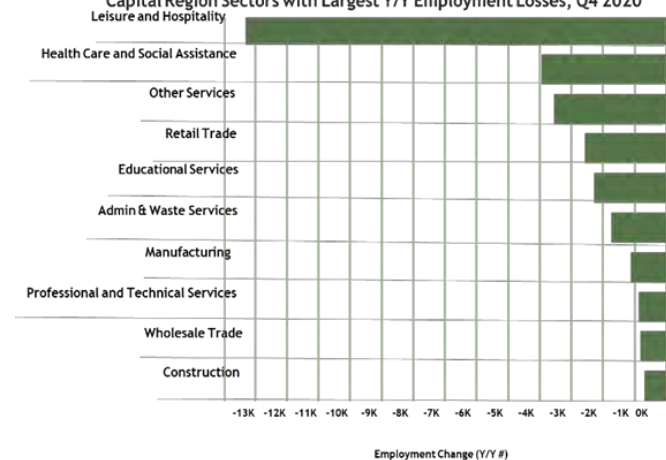
In 2020 the Urban Institute released research about the loss of low-income jobs (jobs that pay less than \$40,000 per year). They find that over 1,300 jobs are at risk in Greene County including 77 jobs in Hunter/Tannersville.

The Village experienced a dramatic population increase of 20% between 2000 and 2010 and was projected to grow by 6% pre -COVID. After 2010 there was a large increase in people aged 20-24 years and median household income increased 28%. Adults in their "peak earning years" with increasing amounts of disposable wealth drove local spending and investment also increased. This growth was generated in part by development of over 40 new owner housing units and over 50 new renter units in the mid 2000’s. We hope that our affordable housing plans have the same impact now.

Capital Region Private Sector Job Loss 2019 - 2020



Capital Region Sectors with Largest Y/Y Employment Losses, Q4 2020



## CREDC Magnet Communities Include Hunter/Tannersville



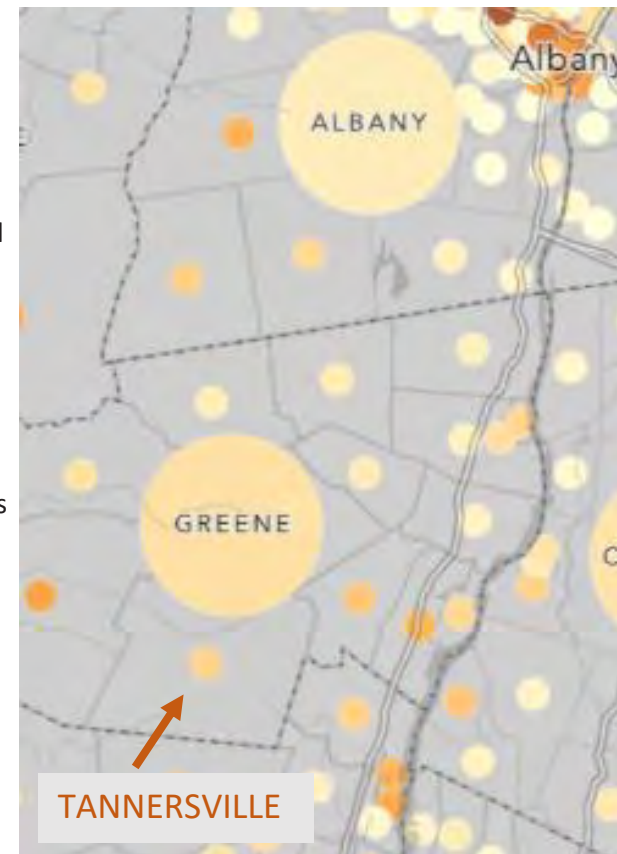
**CREDC MAGNET STRATEGY.** The Magnet Strategy attracts businesses to diversify in food and beverage, light manufacturing, software-IT and agricultural tech. It focuses on high need areas and supports high-speed broadband and infrastructure to attract businesses.

The 54 magnet communities face the greatest risk and are most in need of diversification and investment. Hunter/Tannersville Greene County Census Tract 804 is a magnet community.

Hunter-Tannersville ranked 11th on the region's top 20 list of communities facing high poverty, with 421 individuals living in poverty and an 18.2% poverty rate – which marks an 8.7% decline according to the American Community Survey (ACS) from 2014 to 2019.

CREDC reports that Hunter/Tannersville (H/T) meets or exceeds magnet metrics:

- 18.5% of our workforce are employed in the arts, entertainment, and recreation, and accommodation and food services sectors. That concentration is over 140 percent above the Regional average of 9.2%.
- 18.2% of people live in poverty which is considerably above the Regional average community poverty rate of 10.4%.
- High-speed broadband expansion is critical. The National Telecommunications and Information Administration reports that 19% of Hunter/Tannersville households lack internet service and 14% do not have a computer/smartphone/or tablet. As residents lose housing and are living in make-shift units, broadband is a lifeline.
- The Census released experimental data about resilience in 2020 which it defines as “the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane, flood or pandemic.” Hunter/Tannersville is within the region's top 50 communities for the highest percentage of residents with at least three risk factors that make them vulnerable to disasters, such as low incomes, seniors, people with disabilities, housing overcrowding, language barriers, unemployment, no health insurance or serious health conditions. Over 25% of Tannersville residents have 3+ risk factors and half have 2-3 risk factors.





**Where there’s a boom, there’s often a bust.**

CREDC reports that Greene County, along with Saratoga and Columbia County were among seven counties statewide that saw “domestic migration gains” in 2020 – experienced locally as a housing market bubble that is resulting in housing loss for longtime residents and an inability of local workers to find housing in Tannersville. Domestic migration by new full-time residents willing to pay a premium to move from a metro area has been happening more and more in recent years. We understand that kind of competition and welcome new families who choose to make their lives in Tannersville.



**What’s happening in Tannersville right now is very different.**

For 18 months purchases of property for exclusive use as short-term rental through vehicles like Airbnb, VRBO and Homeaway (at aggressive profit) have exploded. It’s positive that longtime residents ready to sell benefit from the boom, and it will likely result in a boost in property value – but the immediate impact is disastrous – the price increases are so great and the competition so fierce that few local families and workers can compete for housing and others have lost long time rentals with nowhere to go. On average for the 12-month period between August 2020 and July 2021 homes became nearly 20% less affordable.

It’s very simple – left unchecked, we’ll lose population, especially younger workers and families who cannot find a decent place to live. This trend will devastate our workforce, jeopardize our school, and deny our seniors the ability to age in a place they love.

We’re concerned that these units are bought, marketed and rented essentially as hotel rooms, yet they aren’t subject to the health & safety regulations, zoning, taxation licensed hotels and resorts must meet. That’s unsafe and unfair.

| <b>Affordability Index<br/>2020-2021</b> |         |
|------------------------------------------|---------|
| Percent Change from Prior Year           |         |
| August-2020                              | -27.90% |
| September-2020                           | -23.50% |
| October-2020                             | -20.90% |
| November-2020                            | -21.00% |
| December-2020                            | 15.20%  |
| January-2021                             | -10.20% |
| February-2021                            | -9.10%  |
| March-2021                               | -20.10% |
| April-2021                               | -28.70% |
| May-2021                                 | -24.70% |
| June 2021                                | -16.90% |
| July-2021                                | -6.50%  |
| 12-Month Average                         | -19.10% |

| <b>HOUSING ACTIVITY SNAPSHOT</b>                                                                       |                 |                |
|--------------------------------------------------------------------------------------------------------|-----------------|----------------|
| <b>- 27.1%</b>                                                                                         | <b>+ 7.2%</b>   | <b>- 48.0%</b> |
| 12 Mo. Change                                                                                          |                 |                |
| Closed Sales                                                                                           | Median Sales \$ | Closed Sales   |
| New Listings                                                                                           |                 | -37.3%         |
| Pending Sales                                                                                          |                 | + 22,6%        |
| Inventory                                                                                              |                 | - 48%          |
| Median Sales Price (\$340,000)                                                                         |                 | +7.2%          |
| Days on Market (59)                                                                                    |                 | -37.2%         |
| Supply/Inventory (3.9 Mo.)                                                                             |                 | -66.%          |
| Inventory overall                                                                                      |                 | -18.8%         |
| Residential activity in Columbia, Dutchess & Greene single-family, townhomes, condos. August 10, 2021. |                 |                |

The Village is working to enact local laws to regulate short term rentals including:

- Establishing an Oversight Board
- Establishing a registration process
- Limiting the percentage of short-term rentals allowed based on selected criteria
- Requiring permits (with fees, oversight and fines)
- Monitoring for compliance against established laws, standards and regulations.

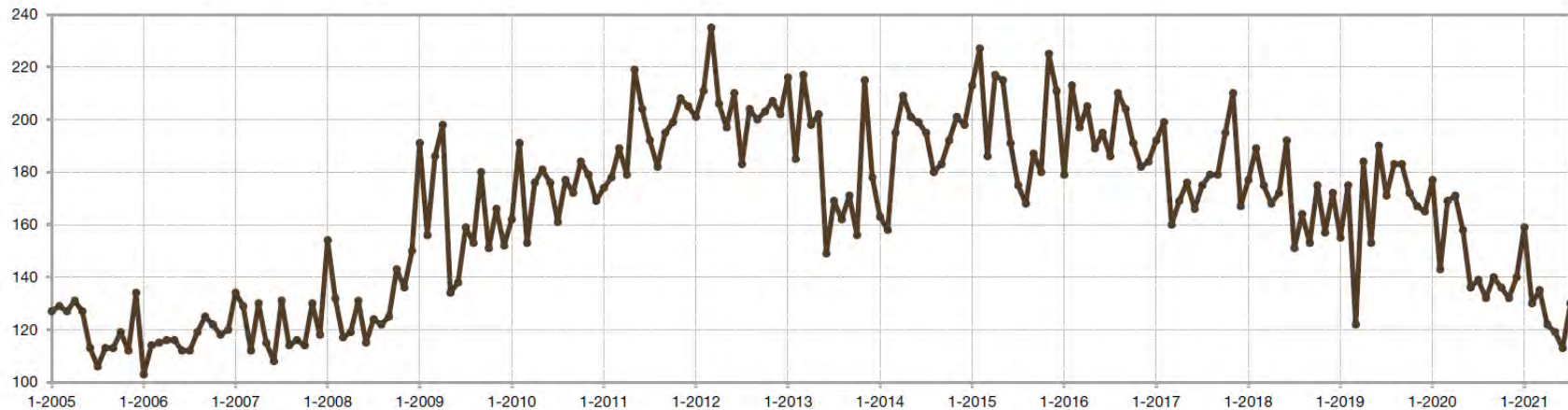
But that won't be enough. We must build new housing that people can afford, reuse structures when feasible for apartments, co-living spaces and live/work studios, and support local homebuyers. In spring 2021 the Hunter Foundation released a Request for Qualifications to select a preferred developer of affordable and mixed income housing. We are pleased to select the Rural Ulster Housing Preservation Company (RUPCO), whose mission is to create homes, support people and improve strong, vibrant and inclusive communities with opportunity and a home for everyone.

*"I have completed 20 sales in the past 18 months and not a single buyer intends to use the property as a full-time permanent residence.*

*They are not changing homes, moving up to a larger home or buying with the intent to provide long term stable rentals. They are buying with intent to convert to short term rentals."*

Local Realtor

### Historical Housing Affordability Index by Month



Together the Hunter Foundation, Village and RUPCO intend to apply for NYS HCR's Multifamily Finance 9% LIHTC funding in the spring or summer of 2022 and other NYS Capital programs and Federal CARES ACT and Rebuilding America Grant Programs. We will be exploring opportunities for the development of affordable homeownership and would apply to separate funding sources around the same time. We need DRI funds to match these sources or target them with precision to our struggling mountaintop magnet community.

### NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021

***Tannersville’s Painted Village DRI District area was chosen because it:***

***Provides amenities that support and enhance downtown living and quality of life and create an active area with a strong sense of place.***

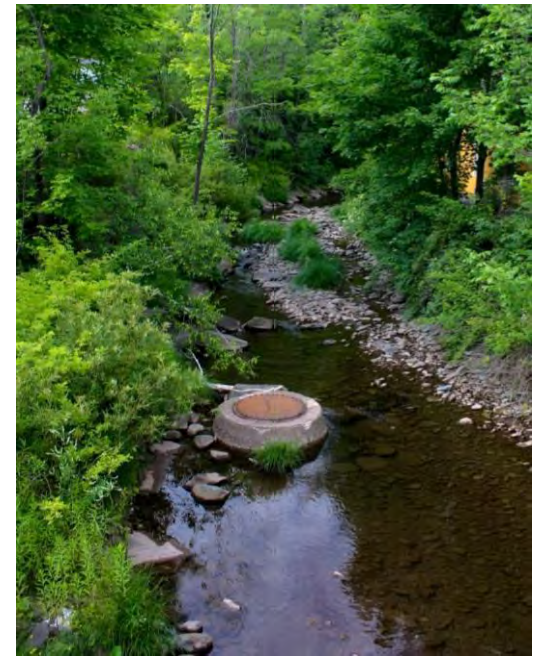
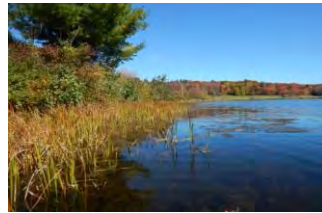
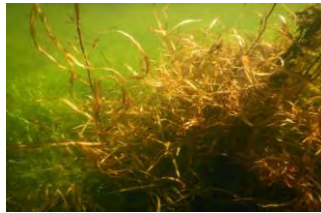
The DRI area is well-defined, compact, walkable and diverse in a beautiful historic setting surrounded by scenic beauty on the Greene County mountaintop, part of the Catskills Forest Preserve and the New York City Watershed. It’s hard to imagine somewhere with a more “distinctive sense of place” than Tannersville. Our Main Street’s unique aesthetic, with its colorfully painted buildings and diverse business community, is a source of pride to residents and an increasingly unique and effective driver of tourism and economic growth. Main Street includes shops, services, recreation, government and nonprofit offices, residential developments, apartments and some single-family homes. Main Street is part of a National Register Listed Historic District and has multiple individually listed properties. We are succeeding at revitalizing those properties with a modern touch. Creating an interesting mix of uses is important to the ongoing promotion of Tannersville’s brand, especially for heritage tourism promotion.



The Fromer Market Gardens offers a unique “Main Street market” that meets residents needs for local food, taps into trends for sustainable food sourcing for restaurants while remaining a highly visible attraction for visitors. There is a clear preference for “farm to table” restaurants and the USDA SEED programs are helping bring fresh foods to schools (including the Hunter Tannersville District located right next door to the Farm on Main Street). We know of no other community with a working farm in the middle of downtown. The Hunter Foundation is completing a Farm Hub Strategic Plan funded by NYS ESD in 2019. See Section 7. Transformational Projects for more information.

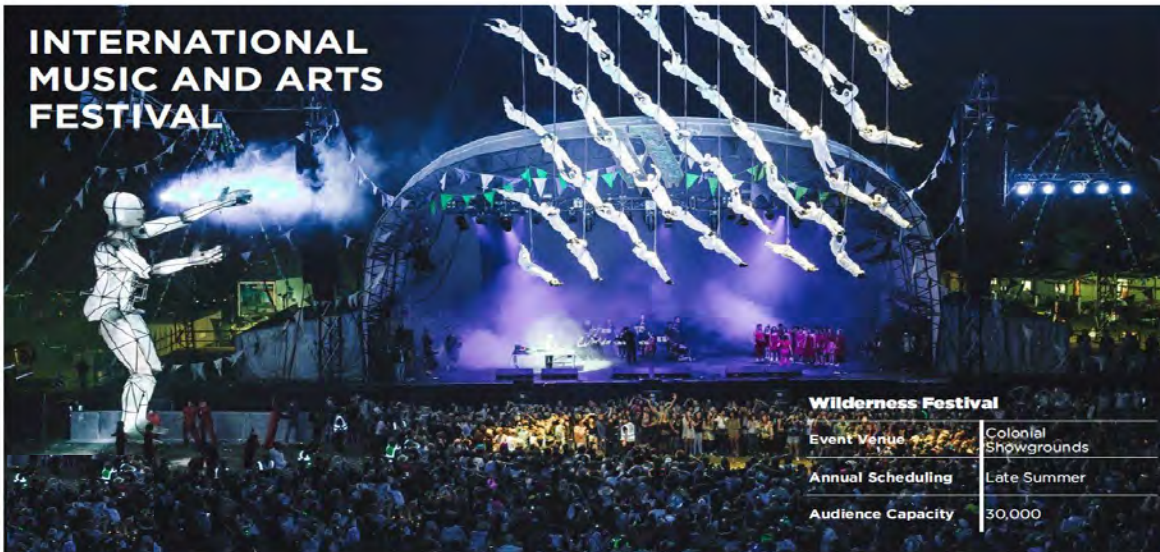
Rip Van Winkle Lake and the surrounding destination scale Gooseberry Park (granted \$1.3 million in construction funds by NYS DOS in 2019 with support from the REDC) are a 5- to 10-minute walk from Main Street along on-road or off-road trails. With funding from NYS DOS, the Village completed restoration of swimming at the lake and Creek Walk Park on Main Street is under construction. We have site control to create two

safe multi-use trail connections from Main Street to Rip Van Winkle Lake. We are building more sections of the Kaaterskill Rail Trail and Huckleberry Trail connecting from Haines Falls (and the North/South Campground, the number one amenity of its kind in the State) across the Village to the Village of Hunter and its well-known ski area. We own an easement and are seeking funds to connect Sawmill Creek Linear Park to the pocket park on Main Street and a reclaimed, flood damaged DPW site near the lake as a trailhead and parking area.



The Hunter Foundations' acquisition of the Golf Park opens over two hundred acres of recreation and new trails to the public. To date they have invested \$3.2M in the project. The Hunter Foundation submitted a CFA in 2021 for a \$500,000 grant with NYS OPRHP for a Mountain Bike Park and Skills Center and accessible trail loop at the Golf Course.

Plans and strategic business partnerships with internationally known promoters seek to develop a unique world class festival destination to support year-round events. This is a real opportunity – not pie in the sky. Please see letter of support from Mick Management, a boutique firm providing Musician/Artist Management, Digital Marketing, Sponsorships, Label Relations, Radio, and Tour currently located in Brooklyn, NY. It would be a game changer to move the festival ahead, leveraging investment from around the world and making us an economic development player in the region alongside our ski areas.



Projects in the Painted Village DRI Area reinforce the Mountaintop and the Great Northern Catskills brand as a four-season recreation and vacation community, reducing seasonal highs and lows for businesses and creating a unique sense of place that sustains the region's beauty and character on one of the regions magnet communities. When the community projects are complete, spinoff economic development will flow throughout the hospitality economy. Dozens of hotels, bed and breakfasts and motels within the DRI area will receive revenue-generating opportunities to renovate and become environmentally and economically sustainable.

The diversity of assets within a five-minute walk in the Village core is incredible. Their proximity to each other offers great opportunities for residents and visitors to park once and enjoy all of Tannersville's amenities: shopping and eating on Main Street or going for a swim, bike riding, or kayaking at RVW Lake and beyond through the emerging Kaaterskill Rail Trail system. Public transportation through Greene County is limited. Transit includes the white line along Route 23A, connecting the Village of Hunter to a county wide system to the Village of Catskill. See proposal for a Kaaterskill Clove Shuttle with a terminus in Tannersville in Section 7.

*Enhances public spaces for arts and cultural events that serve the existing members of the community but also draw in attendees from around the region and (virtually) from around the world.*

The Main Street Orpheum Film and Performing Arts Center presents a year-round program of performances and films of interest to full-time residents as well as second homeowners and visitors. The theater can expand its draw as a regional attraction by enhancing its capacity to present technically complex shows and completing exterior improvements. The Orpheum, remained open during the pandemic, filming performances and broadcasting them online, keeping performers safe and working and reaching a wider audience than ever before. The Hunter Foundation is playing an important part in expanding arts and cultural programming by rehabilitating space for cultural organizations and pursuing development of the Mountain Top Artist Residency Housing Program.

With the internationally renowned National Dance Institute operating in Tannersville in the summer months along with many other theatrical and dance



*The Orpheum, Main Street, Tannersville*



productions, Tannersville is a center for the cultural arts in the region, bringing families from all over the Catskills, Hudson Valley and NY Metro area together to practice, perform and congregate within our Village center and now, meeting virtually and sharing their passions with a global audience.

*Attracts a diverse population, with residents and workers alike supported by complementary diverse housing and employment opportunities.*

In 2010 our year-round Village population was reported as 540 people. The Town of Hunter's population was approximately 2,740 year-round residents. Population is thought to triple when second homeowners and summer renters are in residence. Many seasonal residents are staying year-round as the pandemic continues.

We are surprisingly diverse. Our growing seasonal and year-round orthodox Jewish community distinguishes the Village and adds a variety of perspectives when we plan and implement projects. We are also home to a larger number of veterans than the region and the State.

Tannersville offers a lot to attract millennials and empty nesters, from a friendly community with rich (and free) recreation, to an array of basic services and funky dining, entertainment and shopping. Being a place that is vibrant year-round is critical. The Hunter Tannersville Central School District serves 338 students and boasts an 8 to 1 student teacher ratio. Our trending, independent, funky and fresh retailers are especially appealing to millennials and empty nesters.

More people are telecommuting or operating home-based businesses than ever before, which builds a professional core to complement retail and services. Most workers (over 30%) are part of for-profit organizations, local government workers (12.73%) and self-employed (12%).

Even before the pandemic, the growing senior population needed a range of housing options, both market rate and affordable.

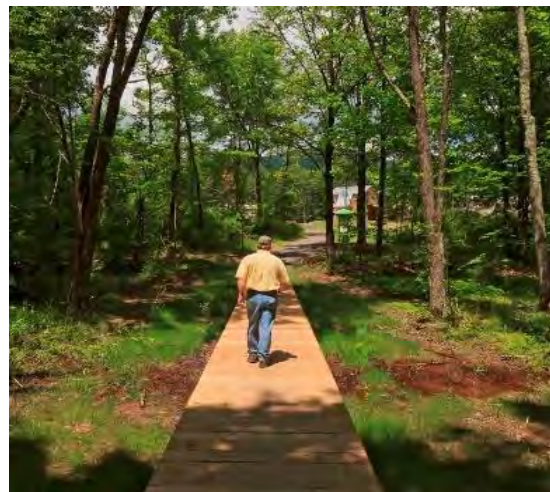


If excellent senior townhomes, apartments and supportive housing are available, older families will turn over single-family homes, helping to make younger families into homeowners, bonding them to the community – but only if we can close the affordability gap.

*We're trying to regain a healthy market rate/affordable housing balance.*

When we submitted a DRI application in 2019 we identified a need for affordable housing to maintain a talented year-round population and help businesses attract great workers. At the time, less than 40% of our housing was in rentals. Through census data is not available yet (and won't automatically reflect our local challenges) we expect it will show a dwindling percentage of full-time rentals. The project to rehabilitate 15 units of affordable housing in the Orvette Building is complete and the building remains continuously full. Other apartment projects have waiting lists. The upper stories of Main Street buildings have been converted to apartments that are consumed by longtime residents who lost their housing.

The Census told us that residents have lived in their homes for an average of nearly 18 years and renters have occupied the same unit for an average of around 6 years in 2019 – which we boasted about being a very stable occupancy pattern and complained that it does not “churn” housing to make opportunities for younger families to buy starter homes. Two years later the stability has evaporated. Some longtime owners have sold, but units don't resell to young families – most often they sell exclusively for short term rentals at astronomical rates per night. Our market is far from balanced. Given the crisis stage we face, new construction of housing is essential. Our partners at RUPCO have the background and vision to deal with this need and we are ready to advance Tannersville-styled housing with their support.



*RUPCO has successfully designed homes and apartments and used covenants to leases and homeowner associations that keep workforce housing available for local and regional workers and prohibit use of units as short-term rentals.*

**NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



*The Hunter Foundation plays an important part in expanding arts and cultural programming by rehabilitating space for cultural organizations.*

Our second homeowner community is diverse, from families that have owned small cottages for generations to residents of wealthy communities such as Onteora, Twilight and Elka Parks, all of which are located within three miles of the Village center and all within Town limits. Many are directly involved, not only as funders, in collaborative partnerships with our organizations. Second homeowners and visitors give our economy a boost but can also raise property values to the point where they are out of reach for year-round residents.

# DOWNTOWN IDENTIFICATION

*The Painted Village DRI District is highly compact and walkable, taking roughly 20 minutes to walk on sidewalks from east to west.*

## SECTION 1. BOUNDARIES OF THE DRI

Route 23A, entering the Village from the east, along the Kaaterskill Creek, has artistic, cultural and literary significance going back generations. Past the hamlet of Haines Falls it opens to a magnificent vista of the Catskill Mountains.

Over half of the land in the Village is vacant or recreational (largely the golf course). Just under 30% is single family. Of the remainder, 30 acres are in commercial use including a modern bigger box shopping strip with a grocery store, deli, banks, car wash and parking lots on the western edge of the Village.

With community services, the core of the district where all proposed projects are located is approximately 30 acres. It includes the entire Village from east to west and most of it north to south. It's a very small compact area that is walkable, connected, quirky, and has a strong sense of place.

There are established single-family neighborhoods within an easy walk of Main Street. Commercial buildings along Main Street are clustered closely and built to the street wall with sidewalks through the core and some intersecting side streets. Most of the architecture is timber frame dating from the early 19th century. Considerable parking is available on Main Street and in Village-owned off-street parking lots.

Design standards are in place to maintain character, density and scale. There are sidewalks on both sides of Route 23A but there are no marked crosswalks or traffic signals on the local streets including Main Street. Gooseberry Creek runs east to west through the Village, with Rip Van Winkle Lake located in the southeast corner. The Saw Mill Creek runs north to south, passing under the Route 23A bridge on Main Street.





## Tannersville New York: The Painted Village in the Sky

In 2011, low lying parts of the village were damaged by Hurricane Irene. In 2017 Milone and Macbroom conducted a Local Flood Hazard Mitigation Analysis and determined that many properties would be repeatedly damaged in future floods. The Village's main north-south roadway – Railroad Avenue – was a focus of concern. This Village street connects the Village core along then Saw Mill Creek to Rip Van Winkle Lake and serves as an official detour when roadwork is being done in the center of the Village. In 2019 the Village of Tannersville received funding for bank stabilization for Railroad Avenue, ensuring that it will be a stable roadway for generations to come.



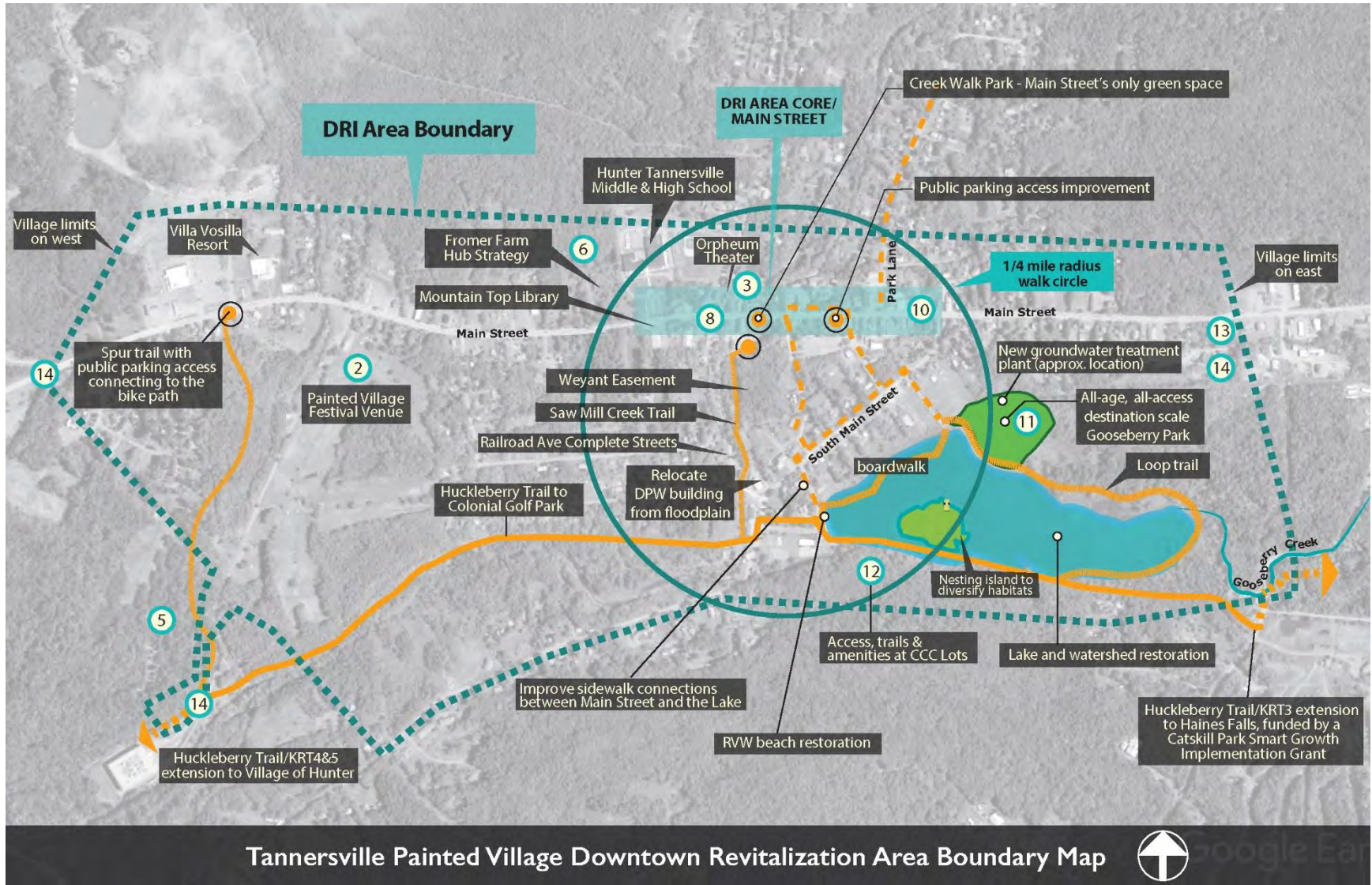
PAINTED VILLAGE DRI DISTRICT

*The preliminary Painted Village DRI District boundary (see map) largely follows the Village lines. The only modification we have made from the 2019 proposal is to extend the southern boundary to follow the Village line to include land known as a “CCC lots” – 89 acres adjacent to RVW Lake and Huckleberry Trail targeted for purchase:*

- On the west side, the boundary starts at Main Street near Mitchell Road, including the modern shopping plaza. It passes the entry to the future festival grounds at the Community Golf Club, potential sites for housing or community amenities, and the Village’s major resort at Villa Vosilla.
- Continuing east, it takes in the Former Market Gardens and the school campus and the intersection of Route 23C and Railroad Avenue, which will be improved as part of the proposed complete streets project.
- Moving along Main Street, the boundary includes the Orpheum Theater and all buildings fronting Main Street on both sides. This includes the Bear Plaza site which is being redeveloped currently for a Main Street market. It crosses the Saw Mill Creek and the Creek Walk Pocket Park and trailhead to the Village’s eastern edge.
- On the eastern edge the boundary continues south, taking in Upper Lake Road and the site for Gooseberry Park, Rip Van Winkle Lake, beach and playground and the neighborhood considered a priority for sidewalk expansion to the intersection of Cortina Valley Road and Clum Hill Drive.
- From there the boundary follows the Village’s jagged municipal line south of Spruce Street and Platte Clove Road to Allen Lane where it turns north following the Village line back to Main Street.



*Aerial view of Main Street in Tannersville and Rip Van Winkle Lake. The area is within the 1/4 mile (5 minute) walk circle shown on the DRI Area Boundary map.*



Tannersville Painted Village Downtown Revitalization Area Boundary Map



## TANNERSVILLE PAINTED VILLAGE DRI POTENTIAL TRANSFORMATIONAL PROJECTS LIST

|                                                           |                                                    | Total Cost          | DRI Request         | Proposed Use of DRI Funding                             |
|-----------------------------------------------------------|----------------------------------------------------|---------------------|---------------------|---------------------------------------------------------|
| <b>NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE</b> |                                                    |                     |                     |                                                         |
| 1                                                         | Affordable Workforce & Senior Housing              | \$18,000,000        | \$5,000,000         | With RUPCO Develop 60-80 Units Of Affordable Housing    |
| 2                                                         | Painted Village Festival Venue                     | \$19,000,000        | \$4,000,000         | Site Preparation, Construct Main Stage And Vendor Area  |
| 3                                                         | Orpheum Theater Addition/Renovation                | \$3,500,000         | \$2,000,000         | Renovate/Construct Dance Theater And Practice Rooms     |
| 4                                                         | Indoor Music Venue/Brewery                         | \$1,500,000         | \$1,000,000         | Rehabilitate Building, Fit Our Venue And Brewing Space  |
| 5                                                         | Mountain Bike Center & Adaptive Trails             | \$3,000,000         | \$1,500,000         | Skills Park, Walking Trails And Golf Course Access      |
| 6                                                         | Implement Fromer Farm Hub Strategy                 | \$1,000,000         | \$500,000           | Implement the NYS ESD Funded Farm Hub Strategy          |
| 7                                                         | Construct Community Center                         | \$3,000,000         | \$1,500,000         | Design And Construct New Community Center               |
| 8                                                         | Construct Childcare Center                         | \$1,100,000         | \$550,000           | Design And Construct New Childcare Center               |
| 9                                                         | Catalyst Building/Site Development/<br>Rehab/Reuse | \$4,100,000         | \$2,600,000         | Rehab., Reuse, Paint Program, Façade Restore, Etc.      |
| <b>LIVABLE TANNERSVILLE PUBLIC IMPROVEMENTS</b>           |                                                    |                     |                     |                                                         |
| 10                                                        | Complete Streets Initiative                        | \$5,000,000         | \$2,000,000         | Construct Traffic Calming, Sidewalks, Streetscape, Etc. |
| 11                                                        | Construct Gooseberry Park Phase Two                | \$2,300,000         | \$1,000,000         | Complete Gooseberry Park On Upper Lake Road             |
| 12                                                        | Access, Trails & Amenities at CCC Lots             | \$3,800,000         | \$1,000,000         | Acquisition And Access To Protect CCC Lots              |
| <b>MARKETING AND BRANDING</b>                             |                                                    |                     |                     |                                                         |
| 13                                                        | Kaaterskill Clove Shuttle                          | \$500,000           | \$250,000           | Site Improvements, Terminus, Signs, App                 |
| 14                                                        | Wayfinding/Interpretative Signage                  | \$200,000           | \$100,000           | Design And Install Comprehensive Wayfinding System      |
|                                                           | <b>ROUNDED</b>                                     | <b>\$66,000,000</b> | <b>\$23,000,000</b> |                                                         |



## SECTION 2. PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

Tannersville’s deep and ongoing public/private/philanthropic partnership is unique in the region, and a meaningful and sustainable model for small places adopting year-round creative placemaking and tourism strategies. We have documented over **\$126 million in recent investment** including **\$12.3 million in grants** through the Village; just under **\$12.0 million in Village capital improvement** projects; **\$71.7 million in civic/philanthropic** investments and just over **\$30 million in private investment** largely in downtown buildings.

We propose 14 projects with **total value of \$66.0 million, leverage of \$43.0 million and a DRI component of \$23.0 million** (or 35% of the total project cost). An estimated \$55 million of total project value is taxable and would **increase the Village tax base by over 37%**. Considering DRI funding only, the \$23.0 million in investment would increase the Village tax base by close to 15%.

| SUMMARY OF PAST INVESTMENT & FUTURE INVESTMENT POTENTIAL |                      |
|----------------------------------------------------------|----------------------|
| <b>Village of Tannersville</b>                           |                      |
| State/City/Other Grants To The Village                   | \$12,350,000         |
| Village Public Infrastructure Investment                 | \$11,925,000         |
| <b>Civic/Nonprofit/Foundation</b>                        |                      |
| Hunter Fdn., Catskill Mtn. Fdn., etc.                    | \$68,405,000         |
| State/City/Other Grants To Civic Organizations           | \$310,000            |
| Hunter Fdn. CFA Grant Pending with NYS OPRHP             | \$1,000,000          |
| Hunter Fdn. COVID Business Loans/Improvements            | \$2,067,780          |
| <b>Private Investment</b>                                |                      |
| Private Investment                                       | \$30,295,000         |
| <b>TOTAL</b>                                             | <b>\$126,352,780</b> |

The 2010 Census shows 340 jobs (not FTE) in Tannersville. LED On The Map shows 215 FTE jobs (2018). **DRI projects more than double the Village’s job base.** The projects can create as many as **353 direct jobs, 319 supplier jobs, and 404 induced jobs.** Over 800 construction jobs would benefit if all projects were fully constructed.

Using NYS DOL Occupational Wage Data we estimate annual salaries for jobs created to range between **\$28,400 at entry level, to \$48,000 on average and \$84,000 at an experienced level.** Labor output from direct jobs ranges between \$10.0 million to \$30.0 million or **\$17.0 million on average.** If all projects are at full employment at the average wage the projects would create **\$16.5 million in additional economic output.**

Building permit trends have remained stable despite the pandemic. Between 2017 and present the Village has issued permits totaling just under \$13.8 million:

- 2017 \$ 1,375,000.00
- 2018 \$ 1,531,287.00
- 2019 \$ 8,638,000 (Includes NYC DEP Projects)
- 2020 \$ 1,070,000.00
- 2021 YTD \$ 1,174,000.00

## A Productive Partnership

For decades three partners have worked together, building by building to improve livability and year-round access to essential goods and services affordable to residents. Together, we are deeply committed and skilled at leveraging philanthropic investment to support to important projects:

- **The Hunter Foundation** is a non-profit Economic Development Corporation formed in 1997 that purchases, renovates, help others to improve buildings, and sells residential and commercial properties at or below cost to people and groups committed to reinvesting in the community.
- **The Royce Family Fund** is a tax exempt charitable philanthropic organization established in 1986 that invests in community, economic and downtown revitalization in the Village through the Hunter Foundation.
- **The Village of Tannersville** coordinates municipal policies and capital improvements to support these economic development investments and maintain quality of life.



A quick scan of documents shows significant past investment of:

- Just under \$17.0M in direct investment by the Royce Family Fund in projects and businesses in a decade, picking up speed over the past three years.
- Total \$2.66M in business loans made and repaid.
- Hunter Fdn. invested over \$400K in the paint program on Main Street.
- Major projects surrounding the village core include rehabilitation of Deer Mountain Inn, acquisition and improvement of the Hathaway Estate, and development of miles of publicly accessible trails.
- The Catskill Mountain Foundation has invested over \$50.0M in local arts, cultural and community development projects in the past two decades.
- A 2021 CFA for \$500K is pending with NYS OPRHP for a Mountain Bike Park and Trail Center.
- State and federal grants top \$12.0M, including three state grants through NYS DOS totaling \$1.95M through the CREDC CFA process.
- In the past five years nearly community projects have created nearly over 150 jobs.
- Growth was across the board in recreation, housing, business investment, infrastructure and hospitality.



## VILLAGE OF TANNERSVILLE INVESTMENT

In recent years the village of Tannersville has invested \$11.925 million in a variety of public works projects with emphasis on complete streets, trails, accessibility and recreation. The Village has installed electric vehicle charging stations and solar lighting. It has acquired floodplain and floodsafe land to reconstruct Village facilities to adapt to our changing climate. Other property has been acquired to support off road trail and recreation amenities at Rip Van Winkle Lake and along the Huckleberry Rail Trail.

| MUNICIPAL IMPROVEMENTS                           | INVESTMENT          |
|--------------------------------------------------|---------------------|
| Lake Maintenance                                 | \$25,000            |
| Downtown Maintenance                             | \$350,000           |
| Information Kiosks                               | \$20,000            |
| RVW Playground Improvement                       | \$250,000           |
| Huckleberry Trail                                | \$25,000            |
| Water Treatment Plant Upgrade                    | \$9,281,000         |
| Parking and Charging Stations                    | \$115,000           |
| Roadways                                         | \$537,000           |
| Sidewalks                                        | \$25,000            |
| Restrooms                                        | \$17,000            |
| Recreation Courts                                | \$20,000            |
| Accessibility                                    | \$13,000            |
| Solar Lights                                     | \$305,000           |
| Roof Upgrade & Replacement                       | \$41,000            |
| Water Storage                                    | \$50,000            |
| Land Purchase on Main, Spring & Rail Road Avenue | \$850,000           |
|                                                  | <b>\$11,925,000</b> |

| MUNICIPAL GRANTS                          | INVESTMENT          |
|-------------------------------------------|---------------------|
| <b>Completed CREDC Grants</b>             |                     |
| NYS OPRHP RVW Lake Playground             | \$600,000           |
| NYS DOS LWRP Gooseberry Creek Strategy    | \$300,000           |
| <b>Completed Grants Not CREDC</b>         |                     |
| NYS ESD Restore NY III Theater District   | \$2,165,000         |
| <b>Open Grants Not Through the CREDC</b>  |                     |
| Misc. Small Public Improvement Grants     | \$128,500           |
| Charging Station Grants                   | \$26,000            |
| Stormwater/Stream Stabilization CWC Grant | \$1,355,000         |
| NYS DHSES Technical Rescue Grant          | \$150,000           |
| <b>Open Grants Through the CREDC</b>      |                     |
| NYS DOS LWRP Gooseberry Park Phase One    | \$1,950,000         |
| NYS DEC Engineering Planning Grant        | \$45,000            |
| NYS HCR CDBG Planning/Engineering Grant   | \$70,000            |
| NYS DOS LWRP Beach and Creek Walk Park    | \$1,000,000         |
| NYS EFC & NYS DOH Water Infrastructure    | \$4,560,000         |
|                                           | <b>\$12,350,500</b> |

## CIVIC AND PRIVATE INVESTMENT

| CIVIC IMPROVEMENTS                        | INVESTMENT          | JOBS       |
|-------------------------------------------|---------------------|------------|
| Mountain Top Library Renovation           | \$1,000,000         | 4          |
| Acquisition of Hathaway and Trails        | \$2,200,000         | 2          |
| Acquisition of Gotay Property /Demolition | \$225,000           | 2          |
| Acquisition of Fromer Farm and Rehab      | \$1,500,000         | 4          |
| Acquisition of Wynant Easement            | \$30,000            | 2          |
| Acquisition of Colonial Golf Course       | \$2,400,000         | 12         |
| Acquisition of Orvette Building           | \$350,000           | 2          |
| Acquisition of Bear Plaza                 | \$475,000           | 3          |
| Paint Program/Mural Program               | \$390,000           | 6          |
| Event Sponsorship                         | \$100,000           | 3          |
| Small Business Loans Outstanding          | \$860,000           | 20         |
| Small Business Loans Repaid               | \$2,300,000         | 30         |
| Affordable Housing At Orvette             | \$500,000           | 3          |
| Residential Building Permit Projects      | \$2,400,000         | 24         |
| Catskill Mountain Fdn. & Finn Partners    | \$50,000,000        | 100        |
| Colonial Golf Course Improvements         | \$50,000            | 12         |
| Fromer Market Gardens Improvements        | \$25,000            | 5          |
| Pending Purchase of Pleasant View Estates | \$800,000           | 0          |
| Pending Purchase of CCC Lots              | \$2,800,000         | 0          |
|                                           | <b>68,406,000</b>   | <b>234</b> |
| <b>Hunter Foundation Grants</b>           |                     |            |
| NYS DEC Catskill Smart Growth Grant       | 40,000              | 0          |
| NYS ESD Fromer Farm Hub Strategy          | \$120,000           | 10         |
| NYS DEC Catskills Smart Growth Trail Plan | \$150,000           | 0          |
| <b>Pending Grants 2021 CREDC CFA</b>      |                     |            |
| NYS OPRHP 2021 CFA - Mountain Bike Pjt.   | \$1,000,000         | 2          |
|                                           | <b>\$69,716,000</b> | <b>246</b> |

| PRIVATE BUSINESS INVESTMENT                  | INVESTMENT          | JOBS       |
|----------------------------------------------|---------------------|------------|
| Currans' Renovations                         | \$300,000           | 2          |
| Rocky's Rehabilitation                       | \$300,000           | 3          |
| Villa Vosilla Improvements                   | \$800,000           | 15         |
| Jesse's Harvest House                        | \$600,000           | 10         |
| Sunview Improvements                         | \$200,000           | 3          |
| Pharmacy Rehabilitation and Reuse            | \$120,000           | 4          |
| Tannersville Antique Center                  | \$60,000            | 3          |
| Last Chance Tavern                           | \$300,000           | 25         |
| Mamas' Boy Pizza / Sal's Pizza               | \$150,000           | 10         |
| Hotel Mountain Brook                         | \$1,500,000         | 18         |
| Deer Mountain Inn                            | \$12,000,000        | 15         |
| Robert M Schneider Primary Care P.C.         | \$6,600,000         | 7          |
| Simon & Schneider Construction               | \$360,000           | 4          |
| Purchase of Villa Vosilla Resort/Improvement | \$4,000,000         | 130        |
| Pantry on Main Renovations                   | \$700,000           | 8          |
| Orvette Affordable Housing                   | \$100,000           | 0          |
| Boat House Café Improvements                 | \$60,000            | 4          |
| Tanners Summer Market Development            | \$40,000            | 2          |
| New Restaurant (former American Glory)       | \$100,000           | 10         |
| Rustic Mountain Building / Facade            | \$300,000           | 3          |
| Sundry Retail Business Launch                | \$150,000           | 3          |
| Pending Purchase Rip Van Winkle Bld.         | \$350,000           | 3          |
| Last Chance Cheese New Beer Garden           | \$150,000           | 10         |
| Pending Sale of Winery / Sundry Building     | \$625,000           | 5          |
| Maggie's Krooked Café Building / Façade      | \$130,000           | 6          |
| Pending Sale of Kaaterskill Liquors          | \$300,000           | 0          |
|                                              | <b>\$30,295,000</b> | <b>303</b> |

Tannersville is a small community, largely built-out in a small NYS DEC and NYC DEP regulated hamlet - we must rely on rehabilitating and reusing sites and structures whenever possible. The Painted Village DRI District includes infill sites, buildings that can be redeveloped and areas suitable for new development at the Village edges. Over 20 buildings have been rehabilitated by the Hunter Foundation through the Paint Program, but some deteriorated buildings remain including the White Star Building and the “Cheers” bar and restaurant. In our 2019 proposal the Bear Plaza complex on Main Street was on the “worst list” but it’s being redeveloped for a premier Main Street grocery market. At the western end of the Village along 23A, a modern shopping strip includes a grocery store, a deli, some banks and a car wash. When people bemoaned the lack of a pharmacy, the Hunter Foundation recruited an independent one, now at home in a Victorian building on Main Street.

*The growth potential and community involvement of anchor institutions in or near the downtown is sustainable.*

The proposal clarifies the role of many key partners, including the Hunter Foundation and Catskill Mountain Foundation, and County agencies like Greene County Soil and Water Conservation District who are leading many initiatives. The following is a list of groups and organizations that will participate in the DRI process if we are selected:

### Municipal Partners

- The Village of Tannersville Trustees
- The Town of Hunter Town Board
- Greene County Legislature

### Foundation Partners

- The Hunter Foundation
- Royce Family Fund
- Catskill Mountain Foundation

### Community Partners

- 23A Arts/Catskill Jazz Factory
- Catskill Center for Conservation
- Catskill Park Advisory Committee
- Downtown Residents
- Friends of the Library
- Friends of the Orpheum
- Gooseberry Creek Committee



- Greene County Department of Economic Development, Tourism and Planning
- Greene County Chamber of Commerce
- Greene Room Players
- Hudson River Artists Guild
- Hunter Area Trails Committee
- Hunter Chamber of Commerce
- Hunter Tannersville Central School
- Individual Businesses
- Kaaterskill Clove Working Group
- Mountain Cloves Scenic Byways Steering Committee
- Mountaintop Historical Society
- Mountaintop Arboretum
- Mountaintop Library

The Hunter Foundation is the administrator of Main Street improvements and makes grants and loans to local businesses. To date their work has assisted in rehabilitation of over 100 homes and 35 businesses. The Foundation is playing an important part of the local effort by rehabilitating space for cultural organizations and pursuing development of the Mountain Top Artist Residency Housing Program.

Ongoing efforts by the Village and the Hunter Foundation support locally owned small business owners to grow prosperous businesses by:

- Purchasing, restoring and reselling commercial property with an optimally functioning “Main Street” vision in mind.
- Assisting local small business owners with business plan implementation.
- Partnering with local financial organizations to offer affordable financing for start-up businesses.
- Advocating for high-speed data transmission services to enable home-based employment.
- Improving Rip Van Winkle Lake area and making it a viable community resource.
- Continuing to provide the Paint Program, which helps to define a unique sense of place.
- Coordinating “Main Street” improvement programs addressing walkability (sidewalks, crosswalks accessibility), landscaping and tree planting, benches, lighting, banners and seasonal flowers among others.
- Providing façade improvement programs for commercial structures.
- Assisting to improve the gateways to the Town.
- Identifying sources to improve or provide way-finding signage.
- Working with the Village, Town and County as well as surrounding communities and organizations to assess the need for various community service programs.



*Playground bordering Rip Van Winkle Lake offers a local amenity for families.*

### ***The ability of infrastructure to support development, and the potential to maximize recent infrastructure upgrades.***

It includes a mix of uses – residential, commercial and community services. Several initiatives are underway (sidewalks, pathways, on- and off-road trails) to link our commercial core, through neighborhoods, to parks and recreation amenities at Rip Van Winkle Lake. Unusual for a rural community, Tannersville has municipal water and sewer through the DRI area and beyond.

## **NY’s Painted Village in the Sky Downtown Revitalization Initiative - 2021**



## Tannersville New York: The Painted Village in the Sky

Tannersville’s wastewater treatment facility serves the entire Painted Village DRI District and has capacity for expansion. The Village has a water treatment facility with an average daily consumption of 200,000 gallons per day. It connects 360 residential, 60 multi-family, and 79 commercial users in the Village and connects 115 residential, 9 multi-family and 10 commercial users outside of the Village boundary.

A Water Quality Treatment Works is being constructed at Gooseberry Park with NYS DOH/EFC Water Quality Improvement funds. All funding is in place to improve existing water infrastructure at RVW Lake, including treating the Village’s back up water supply for high arsenic levels that will improve water quality, reuse existing infrastructure, take pressure off other less developed areas and help to protect and conserve the NYC drinking water supply.

Most of the area has sidewalk access. The Village of Tannersville sidewalk network begins at the Village line, near Van Drive and extends to Mitchell Road for 1.65 miles. Right before Spring Street, the sidewalk extends to Route 23A until Allen Road. Additional sidewalk connectivity is provided off Main Street to the Hunter-Tannersville High School, and a few hundred feet down Church Street, Tompkins Street and Hill Street.





**NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



*The Painted Village DRI District uses areas where infrastructure exists and where land has been previously built upon, so it avoids sprawl and balances development with open space and natural resource protection within the State Forest Preserve and Catskill Watershed regional context. At the edges of the district boundary, larger lots are available to support complementary new growth especially for affordable housing.*

Tannersville has a sophisticated understanding of environmental issues, watershed and stormwater management and land conservation. We are a strong advocate and direct participant in building regional solutions and advancing community development under the land planning, permitting and other regulations of the NYS DEC and NYC DEP. The 2015 Watershed and Lake Restoration Study funded by NYS DOS through the REDC enables governmental decision-making to be based on sound science that considers cumulative impacts of unmanaged stormwater and sedimentation on RVW Lake and the best methods for its restoration.

We have completed a local Flood Hazard Mitigation Analysis which encouraged us to move the DPW building, adding a trail head and parking for people accessing the park and Kaaterskill Rail Trail while also reducing flood risks and vulnerability of downtown structures. Other sites will be bought out and returned to the natural floodplain as part of this process. An important part of that evaluation includes determining the feasibility of moving critical municipal infrastructure including for the current DPW garage at the intersection of Railroad Avenue and South Main Street located in a highly vulnerable location. Once relocated, the site is an ideal trailhead and natural parking area linking Main Street and the lake area.

### *Potential for development of energy-efficient projects and opportunities for green jobs.*

The Village is becoming a climate smart and clean energy community, working on its high impact options. The Town of Hunter is a Climate Smart Community and will soon be officially certified as a Clean Energy Community. Green design and green infrastructure reinforce a tourist destination that uses smart growth to capitalize on current and future private and non-profit, international and local strategic investments. Green trail design, and other projects, will preserve natural landscapes, reduce watershed imperviousness and preserve groundwater infiltration. As appropriate, the design will incorporate green infrastructure in materials, building principles and site-appropriate planning and preservation and restoration of natural landscapes. In-stream mitigation measures and context sensitive design of Gooseberry Park increase community resilience in the face of climate change and known hazards.

All the park, trail and lake restoration projects proposed protect natural resources of the regionally and nationally significant Catskill Watershed and Catskill Forest Preserve. The DOH/EFC Water Grant projects improve water quality and stormwater management while carefully maintaining the balance between development and preservation. Improving centralized water facilities allow for concentrated development in the downtown core that conserves open space. Coordination with the CWC and NYC DEP, CWC on the LFHMA will result in refined projects that advance resiliency. In-stream mitigation measures advance resilience through use of green infrastructure. Main Street revitalization in the National Register Listed downtown protects cultural anchors, attracts artists and millennials and reinforces the vitality of a regionally significant economic center for Mountaintop goods and services.

**Investments in arts and cultural institutions and activities.**

Over the past three decades, The Catskill Mountain Foundation has invested \$45.0 million across Mountaintop communities and plans to invest \$20.0 million more over the next five years largely to support the arts. Its programs offer 20 performances, over 200 films, artist residencies, education programs, piano performance museum, gallery and bookstore and a natural agriculture farm in the Town of Windham.

Support and capacity building for nonprofit cultural institutions will help to extend their reach through increased collaboration, efficiencies and scale and help companies have greater success recruiting and retaining talent. There are opportunities to build on the local cultural resources and perhaps partner with existing organizations to fill needs as well as improve assets and expand programming. Some successful collaborations are in place in Greene County, including multi community efforts like “Mainly Greene” focused on bringing art and cultural activities to smaller Greene County communities with a focus on integration of arts facilities (art centers, galleries, performance spaces, events) on Main Streets as anchors for creative placemaking.



Master plan from the Gooseberry Creek Corridor Revitalization Strategy, illustrating the proposed Main Street pocket park, park at Upper Lake Rd., Sawmill Creek



The Orpheum Film and Performing Arts Center was developed by the Catskill Mountain Foundation as an anchor location in the heart of Tannersville that presents a year-round program of performances and films of interest to full-time residents as well as second homeowners and visitors. Open since 2011, the theater is seeking to expand its draw as a regional attraction by enhancing its capacity to present technically complex shows through a proposed project.



*The Orpheum is an anchor cultural organization right in the heart of Main Street.*



## Alignment of Proposed DRI Projects with CREDC and New York State Strategies

Hunter/Tannersville is a CREDC Magnet community.

We are a tourism-based economy and with that comes certain realities – like challenges with seasonality, lower wages, higher rents and a tendency to part time employment. Incentives to make apartments and homes affordable to our employees who meet visitors’ needs and offer them incredible experiences every day is critical – and we are doing that.

Several of our project sponsors, especially Fromer Market Gardens, have integrated workforce development into their projects. We are promoting investments that make us an all-age and all-access community – addressing longstanding environmental justice issues for seniors and people with disabilities who cannot fully participate in all the Catskills has to offer. Many of our initiatives “lift off” local entrepreneurs, especially those in the CRAFT sector working in agriculture, food and tourism. The tables that follow provide more information on the alignment between our projects and the CREDC and State’s strategies. Each project description in Section 7 provides additional information.

Key projects, including the development of multiple units of affordable housing and jobs with low barriers to entry, advance the State’s Opportunity Agenda. A planned expansion to the downtown’s childcare center addresses the State’s interest in having each REDC develop a regional childcare strategy. All the projects are focused on downtown – our metro and our magnet – and all are designed to advance a vision and sustain Tannersville as a great place to live, work and play.



### **CREDC MAGNET STRATEGY.**

Magnet Strategy attracts businesses to diversify in food and beverage, light manufacturing, software-IT and agricultural tech. It focuses on 54 high need areas including Hunter/ Tannersville census tract and supports high-speed broadband and infrastructure to attract businesses.



### **CREDC CORE STRATEGY.**

Core builds stronger urban and rural communities through placemaking in the creative arts and tourism segments of CRAFT cluster. It supports upgrading infrastructure that will strengthen a community’s ability to attract private investment.



### **CREDC TALENT STRATEGY**

Talent builds pipelines and rapid training for workers transitioning to food & leverage, light manufacturing, software-IT and agricultural tech and healthcare.



**MEETING THE CAPITAL REGION ECONOMIC DEVELOPMENT COUNCIL AND NEW YORK STATE STRATEGIES**

| CREDC ALIGNMENT<br>Tannersville Painted Village<br>Downtown Revitalization Initiative<br>Preliminary Priority Projects |                                                 | REDC Priorities |      |        |       | State Priorities |                         |           |          |           |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-----------------|------|--------|-------|------------------|-------------------------|-----------|----------|-----------|
|                                                                                                                        |                                                 | Magnet          | Core | Talent | CRAFT | Placemaking      | Downtown Revitalization | Workforce | Veterans | Childcare |
| <b>NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE</b>                                                              |                                                 |                 |      |        |       |                  |                         |           |          |           |
| 1                                                                                                                      | Affordable Housing Development                  |                 |      |        |       |                  |                         |           |          |           |
| 2                                                                                                                      | Painted Village Festival Venue                  |                 |      |        |       |                  |                         |           |          |           |
| 3                                                                                                                      | Orpheum Theater Addition/Renovation             |                 |      |        |       |                  |                         |           |          |           |
| 4                                                                                                                      | Indoor Music Venue and Brewery                  |                 |      |        |       |                  |                         |           |          |           |
| 5                                                                                                                      | Mountain Bike Center and Adaptive Trails        |                 |      |        |       |                  |                         |           |          |           |
| 6                                                                                                                      | Implement Fromer Farm Hub Strategy              |                 |      |        |       |                  |                         |           |          |           |
| 7                                                                                                                      | Construct Community Center                      |                 |      |        |       |                  |                         |           |          |           |
| 8                                                                                                                      | Construct Childcare Center                      |                 |      |        |       |                  |                         |           |          |           |
| 9                                                                                                                      | Catalyst Building/Site Development/ Rehab/Reuse |                 |      |        |       |                  |                         |           |          |           |
| <b>LIVABLE TANNERSVILLE PUBLIC IMPROVEMENTS</b>                                                                        |                                                 |                 |      |        |       |                  |                         |           |          |           |
| 10                                                                                                                     | Complete Streets Initiative                     |                 |      |        |       |                  |                         |           |          |           |
| 11                                                                                                                     | Destination Quality Gooseberry Park Phase Two   |                 |      |        |       |                  |                         |           |          |           |
| 12                                                                                                                     | Access, Trails and Amenities at the CCC Lots    |                 |      |        |       |                  |                         |           |          |           |
| <b>MARKETING AND BRANDING</b>                                                                                          |                                                 |                 |      |        |       |                  |                         |           |          |           |
| 13                                                                                                                     | Kaaterskill Clove Shuttle                       |                 |      |        |       |                  |                         |           |          |           |
| 14                                                                                                                     | Wayfinding and Interpretative Signage           |                 |      |        |       |                  |                         |           |          |           |

**MEETING THE CAPITAL REGION ECONOMIC DEVELOPMENT COUNCIL AND NEW YORK STATE STRATEGIES**

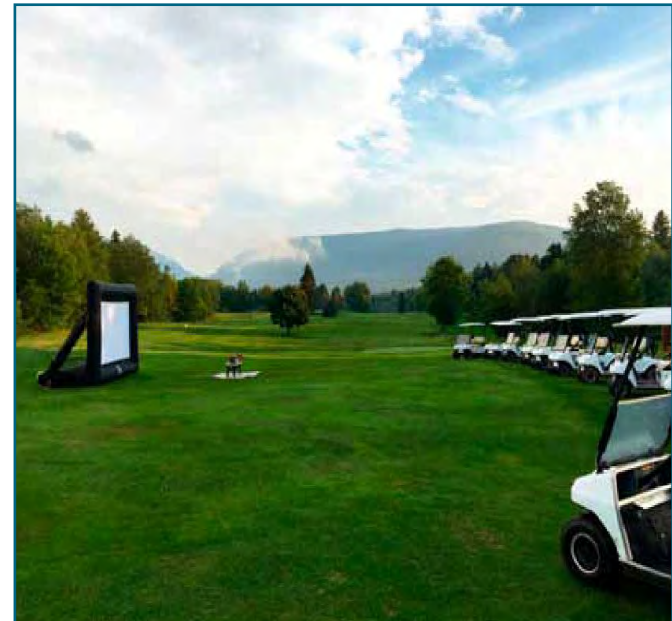
| Strategy                       | Tannersville Painted Village DRI Approach to Advance the Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Magnet</b>                  | Magnet attracts businesses to diversify in food and beverage, light manufacturing, software-IT and agricultural tech. It focuses on 54 high need areas including Hunter/Tannersville tract and supports high-speed broadband and infrastructure to attract businesses. The strategy is advanced by many of our projects under the Capital Region Agriculture, Food and Tourism (CRAFT) Initiative. The festival, Orpheum Theater renovation, community center, Fromer Farm, the brewery and live music venue, Kaaterskill Clove shuttle, and wayfinding appeal to visitors and enrich the lives of residents all year long. Several projects are food or craft beverage - marking the growing prominence of the culinary arts aligning with locally grown products and farm to table restaurants. The community center will have arts and technology programs. Initiatives to improve the choice and quality of housing whether newly constructed, conversions of upper stories of Main Street buildings and assistance to first time homeowners. |
| <b>Talent</b>                  | Talent builds pipelines and rapid training for workers transitioning to food & leverage, light manufacturing, software-IT and agricultural tech and healthcare. Sponsors of the Painted Village Festival, the Orpheum and Fromer Market Gardens are offering training and workforce development opportunities. The Orpheum focuses on art and performance while Fromer Farm focuses on small business cultivation – including vendors that will be featured at the festival and other Mountaintop events. Our economy is driven by creative businesses in the arts (The Orpheum, artist residency and new theater space) and creative landscape development and performance (the Painted Village Festival).                                                                                                                                                                                                                                                                                                                                       |
| <b>Core</b>                    | Core builds stronger urban and rural communities through placemaking in the creative arts and tourism segments of CRAFT cluster and upgrading infrastructure that will strengthen a community’s ability to attract private investment. All the projects contribute to creating a vibrant, rural hub. Tannersville has long been a center of trade, services, shopping and entertainment for local and regional residents and visitors alike.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Downtown Revitalization</b> | All the projects have been identified because they can contribute to downtown revitalization. Tannersville is unique in its visual appeal and range of amenities: from the strong desire for a community center, a commitment to age-friendliness and accessibility, and to the unique experience of having a working farm on Main Street.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Workforce</b>               | Sponsors of the Painted Village Festival and private investors have offered to train individuals to remove barriers to employment. The Fromer Market Gardens business incubator and cooking school will train experienced and beginning chefs, caterers and bakers. The potential for daycare to be expanded removes an employment obstacle. The projects with the greatest likelihood of significant job creation and low barriers to entry including the Painted Village Festival and the business loan program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Veterans</b>                | The sponsors of the Painted Village Festival and the brewers we have interviewed have both made commitments to affirmatively hire veterans.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## SECTION 3. RECENT OR IMPENDING JOB GROWTH

Tannersville is a small community, largely built-out in a small, regulated hamlet; it must rely on rehabilitating and reusing sites and structures whenever possible. Tax base generation and job creation are central goals of the Village’s community development agenda, leading to an improved quality of life, more downtown-living and continuing Main Street revitalization components. Investments in 26 local Main Street enterprises have resulted in 17 new businesses and 150 new jobs, the clear majority of which are accessible to low and moderate-income residents.

A growing tourism destination, the Village will create jobs in outdoor hospitality, recreation, the natural environment, the arts, food and culture, art park festival ground/Golf Park and Fromer Market Gardens. The pace of Main Street investment and small business support is expected to remain high as the COVID-19 recession gradually lifts.

The big driver of job creation, tax base enhancement and sales tax revenue will come from the plan to expand the Community Golf Park into a year-round festival and event venue, stimulating full time equivalent jobs associated with the festival and many more because of spinoff investments. Tourism in the Catskills supported 18,540 jobs in 2017. In Greene County, this includes labor income of \$78.0 million, employment of 3,200 people, local taxes generated of \$11.3 million. Small festival venues like the one proposed in Tannersville are weathering the pandemic with more resilience than traditional large concerts and events held on the mountaintop.



*Expanding the Golf Park into a festival ground could stimulate over 120 FTE jobs and many more from spinoff investments.*

### Economic Policy Institute - Updated Employment Multipliers for the U.S. Economy - January 20, 2021

To understand the impact of direct job creation we used the employment multipliers released by the Economic Policy Institute (EPI) in January 2021. The Economic Policy Institute is a nonprofit, nonpartisan think tank created in 1986 to include the needs of low- and middle-income workers in economic policy discussions. EPI believes every working person deserves a good job with fair pay, affordable health care, and retirement security. To achieve this goal, EPI conducts research and analysis on the economic status of working America. EPI released employment-specific multipliers by industry sector each January. Though there is undoubtedly regional variation, the multipliers have proven to be good predictors of job creation.

For the analysis of jobs created by the proposed DRI projects we examined the reported multipliers for direct jobs, supplier jobs, induced jobs, total indirect jobs and construction related jobs for the construction, retail, health care, recreation, arts and culture, entertainment and food service industries. We translated all jobs to full time equivalents and estimated a range for a few projects based on how it builds out. **In total, the projects at full build out are estimated to create over 350 jobs.**

| <b>TANNERSVILLE PAINTED VILLAGE DRI TRANSFORMATIONAL PROJECTS</b> |                                                |                     |                     |                     |                    |                      |                     |                          |
|-------------------------------------------------------------------|------------------------------------------------|---------------------|---------------------|---------------------|--------------------|----------------------|---------------------|--------------------------|
| <b>Job Creation</b>                                               |                                                | <b>Total Cost</b>   | <b>DRI Request</b>  | <b>Leverage</b>     | <b>Direct Jobs</b> | <b>Supplier Jobs</b> | <b>Induced Jobs</b> | <b>Construction Jobs</b> |
| <b>NEW CONSTRUCTION, REHABILITATION AND ADAPRIVE REUSE</b>        |                                                |                     |                     |                     |                    |                      |                     |                          |
| 1                                                                 | Affordable Workforce & Senior Housing          | \$18,000,000        | \$5,000,000         | \$13,000,000        | 40                 | 86                   | 109                 | 225                      |
| 2                                                                 | Painted Village Festival Venue                 | \$19,000,000        | \$4,000,000         | \$15,000,000        | 100                | 91                   | 116                 | 237.5                    |
| 3                                                                 | Orpheum Theater Addition/Renovation            | \$3,500,000         | \$2,000,000         | \$1,500,000         | 10                 | 16                   | 21                  | 42.5                     |
| 4                                                                 | Indoor Music Venue/Brewery                     | \$1,500,000         | \$1,000,000         | \$500,000           | 20                 | 7                    | 9                   | 18.75                    |
| 5                                                                 | Mountain Bike Center & Adaptive Trails         | \$3,000,000         | \$1,500,000         | \$1,500,000         | 16                 | 14                   | 18                  | 37.5                     |
| 6                                                                 | Implement Fromer Farm Hub Strategy             | \$1,000,000         | \$500,000           | \$500,000           | 20                 | 17                   | 21                  | 11                       |
| 7                                                                 | Construct Community Center                     | \$3,000,000         | \$1,500,000         | \$1,500,000         | 22                 | 14                   | 18                  | 37.5                     |
| 8                                                                 | Construct Childcare Center                     | \$1,100,000         | \$550,000           | \$550,000           | 10                 | 5                    | 6                   | 11                       |
| 9                                                                 | Catalyst Building/Site Development/Rehab/Reuse | \$4,100,000         | \$2,600,000         | \$1,500,000         | 60                 | 14                   | 18                  | 72                       |
| <b>LIVABLE TANNERSVILLE PUBLIC IMPROVEMENTS</b>                   |                                                |                     |                     |                     |                    |                      |                     |                          |
| 10                                                                | Complete Streets Initiative                    | \$5,000,000         | \$2,000,000         | \$3,000,000         | 20                 | 24                   | 30                  | 62.5                     |
| 11                                                                | Construct Gooseberry Park Phase Two            | \$2,300,000         | \$1,000,000         | \$1,300,000         | 8                  | 7                    | 9                   | 18.75                    |
| 12                                                                | Access, Trails & Amenities at CCC Lots         | \$3,800,000         | \$1,000,000         | \$2,800,000         | 21                 | 18                   | 23                  | 47.5                     |
| <b>MARKETING AND BRANDING</b>                                     |                                                |                     |                     |                     |                    |                      |                     |                          |
| 13                                                                | Kaaterskill Clove Shuttle                      | \$500,000           | \$250,000           | \$250,000           | 5                  | 2                    | 3                   | 6.25                     |
| 14                                                                | Wayfinding/Interpretative Signage              | \$200,000           | \$100,000           | \$100,000           | 1                  | 1                    | 1                   | 2.5                      |
|                                                                   |                                                | <b>\$66,000,000</b> | <b>\$23,000,000</b> | <b>\$43,000,000</b> | <b>353</b>         | <b>319</b>           | <b>404</b>          | <b>830</b>               |

### SECTION 4. QUALITY OF LIFE

Tannersville is a gateway community to the Great Northern Catskills and the Greene County Mountaintop. Our truly spectacular scenery, the vistas and the many waterfalls and hiking trails have attracted writers, artists, poets and famous people for two centuries. We are in the Catskill Forest Preserve, whose 300,000 acres of protected public land —including 98 peaks of more than 3,000 feet — draw hikers, bikers, campers and fishing enthusiasts. Nearby Hunter Mountain at 4,040 ft. is the second highest peak in the Catskills and the westernmost extension of the ridge known as “Devils Path.”

We have a unique brand as the Painted Village in the Sky, and an emerging marketing program focusing on being a one-stop destination for all forms of recreation: culinary, sporting and entertainment/shopping and a growing local food production and farm-to-table scene. The proposed projects are important to that ongoing promotion and to advancing heritage tourism and improving or protecting natural, cultural and economic resources of regional significance.

Tannersville offers striking views, including Route 16, known as Devil’s Kitchen, that slices through the lush valley of Indian Head. Further north, Blackhead, Black Dome and Thomas Cole are the third, fourth and fifth highest peaks in the northernmost Blackhead Range, which transverse the Towns of Jewett and Windham. On the east, the mountains are bounded by an escarpment trail, easily traveled by foot, with views that reach 100 miles up and down the Hudson River Valley.

#### A Tourist Destination Through the Generations

Tannersville was incorporated in 1895. The Village economy was dominated by lumber mills and tanneries and later furniture manufacturing into the mid 1800’s. At the same time, American literature and art were captivated by the Catskill’s dramatic scenery and celebrated the area’s natural wilderness. Rip Van Winkle, popularized by Washington Irving, became an icon for the Greene County Mountaintop. The Hudson River School was inspired by the waterfalls and spectacular high peaks views.

Natural resource-based economy was gradually replaced by the summer resort trade, which reached its peak in 1882 when the railroad came to Tannersville. The turnpike that ran through the Town and Village brought guests to the Hunter House (1830) and the Breeze Lawn (1861), both



*It's important to support Tannersville's existing brand as "The Painted Village."  
– Survey Respondent*

widely known for their first-class service. With the announcement that the railroad was coming up Stony Clove from Phoenicia, the Central House and Hunter Mountain Prospect House were built in 1880-1888, and the Hotel Kaaterskill and Laurel House followed. There were 40 smaller boarding houses in the village alone. Private parks in the town provided summer homes to New York City's elite. Twilight Park, Santa Cruz Park and Sunset Park in Haines Falls, and Elka Park and Onteora Park in Tannersville, were the largest and best known.

Since the early 1800's, Kaaterskill Clove has been one of the premiere tourist attractions in the Northeast: it offers a five-mile-long wilderness gorge cut through the Manitou Wall of the Catskill Mountains, in places more than 2000 feet deep, with a dramatic two-tiered waterfall, natural swimming holes, spectacular views, fascinating history and great hiking trails. Historically, visitors to the Clove and Tannersville could board a ferry or train in New York or Albany and travel seamlessly to the edge of the wilderness in a matter of hours.

In 1892 plans were implemented making it possible for an Otis elevating railroad to scale the steep wall of the mountain. It would meet the narrow-gauge railroad in Palenville and then meet the Catskill & Tannersville Railway at the top near the Catskill Mountain House. After the arrival of automobiles vacationers traveled all over the country, leaving the Catskills behind, followed by the depression and then World War II, which left the mountain towns in a decline. Introduction of the ski industry helped the Village bounce back.

Today Tannersville is the primary downtown just minutes away from Kaaterskill Falls - the tallest cascading water fall in New York State. North-South Lake, the largest state park in the Catskill Forest Preserve, is one of the highest occupancy campgrounds. Its pristine lakes are perfect for boating, swimming, fishing, kayaking, canoeing, and paddle boating.



*The Huckleberry Rail Trail at Rip Van Winkle Lake will link to the Kaaterskill Rail Trail.*

### **Connected by Trails**

Study after study establishes that recreation trails increase property values and tax base, boost spending at local businesses, make communities more attractive places to live, attract businesses, improve health and reduce medical costs, provide transportation options and offer low- or no-cost recreation to families on the one end and attract upper-income tourists on the other. The economic benefits far outweigh the cost of land acquisition for trails, trail construction and maintenance.

Work has been ongoing to envision projects that connect the downtown to recreational facilities, the current Huckleberry Trail and future phases connecting it to the Kaaterskill Rail Trail (KRT) and linking other Scenic Byway assets. The first two segments of KRT are complete. Extension of KRT3 will connect and extend the Huckleberry Trail from Tannersville to the Town of Hunter on the west and to the Mountain Top

### **NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



Historical Society Campus on Route 23 (terminus of KRT1) on the east. The trail connects assets in the Town and the Village and fosters a mix of land uses that are attractive to year-round and seasonal residents and visitors and underpin the communities' tax base. The trail network will eventually connect to lands throughout the Mountaintop, protected NYC DEP lands and NYS Catskill Park lands.

The Village is an important partner in regional trail network development, as part of the Hunter Area Trails Committee (HATC). The HATC is a recognized collaboration of twelve local, regional and park-wide organizations representing thousands of members and volunteers that focus on trails and recreation, community development and economic development.

### New Anchors

We are a well-known tourist destination that offers services, accommodations, shopping and recreation. The potential priority projects we offer support community development activities that reinforce the Mountaintop as a four-season recreation and vacation community, reducing seasonal highs and lows for businesses and creating a mix of uses and unique sense of place that sustains the beauty and character of the Village.

For the past three years, we have been working with Greene County and many other partners to design and build a state-of-the-art festival venue and to attract major new tourism events that will establish Tannersville as a key community on the "Mountaintop" of the Northern Catskill region – a regional tourism brand embraced in the CREDC Strategic Plans. Our Gooseberry Park (granted \$1.3 million in construction funds by NYS DOS in 2019 with support from the REDC) will offer a four-season amenity, connecting to the Huckleberry Rail trail for snowshoeing and cross-country skiing, offering skating on the frozen splash pad and sledding on the great lawn. The community boathouse and pavilion will be winter-friendly, serving as a warming hut and a seasonal concession stand, drawing attention to the Catskills waterways and increasing opportunities for water-related and water-dependent activities 12 months a year.

Many long-time residents reported that in their youth, the Village beach at RVW Lake was the "place to be" for people at all ages, incomes and abilities. It was the civic green that many communities have, but Tannersville lacks. Closed for many years due to excessive sedimentation and vegetation, the lake lost its cache. Beach restoration funded by a 2016 NYS DOS award allowed the Village to restore and reopen the beach as an incredible community gathering space accessible to all.

**Community feedback from a series of 2016 design workshops focused on enhancing current physical assets, from Tannersville's unique and colorful Main Street to the untapped resource of Rip Van Winkle Lake to the Village's proximity to world-class recreation opportunities and abundant events that keep residents rooted to the Mountaintop. Community members saw year-round sustainability as a priority, with a need to expand the seasonal appeal of the area for tourists and residents alike.**

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Tourism activities have evolved over time with changes in technology, lifestyles, and cultural preferences. Over the past few decades the recognition that future economic growth in tourism lies in the value of experiences has been firmly established. The Catskills scenic beauty and wealth of sporting recreation are no longer enough. We are working closely with our businesses and regional partners to build a progression of economic value and “stage the experience” to offer a deeper and consistent visitor experience – offering education environments, entertainment and escape experiences that help tourists to appreciate the uniqueness of the Catskills as different from home and perhaps different from other places people have visited and offer opportunities for a little adventure.

### ***Housing at different levels of affordability and type***

Throughout all our participation planning, outreach and meeting facilitation we are continually aware that the Village has a significant concentration of low- and moderate-income residents and a growing percentage of seniors. Pandemic-related migration in 2020-2021 caused rents and home prices to skyrocket above what community members can afford, creating a housing affordability crisis. It’s critical for us to advance more efforts to develop affordable apartments to help retain the local workforce, allow seniors the ability to age in a place they love, and house individuals and young families, encouraging turnover of homes for younger families and exploring unique types of co-living and microhousing for artists and others.

### ***Commercial and retail main street businesses***

For decades Tannersville has worked, building by building, to improve the livability of the Village as well as its business climate in a manner that creates access to essential goods and services for residents. Although tourism spending drives the local economy and some investments are directed at visitors, the Village and the Hunter Foundation provide the resources that ensure businesses can remain affordable to year-round residents, including business financing and commercial rehabilitation that allows business owners to keep prices more affordable to people of all ages. The revitalization planning program is part of a much larger strategy to provide housing and economic opportunity for all current residents and create a framework for attracting new residents including low- and moderate-income working families and artists. The projects planned and underway reinforce the Mountaintop as a four-season recreation and vacation community, reducing seasonality and creating a mix of uses and affirming the unique sense of place that sustains the beauty and character of Villages. The initiative advances several community plans that focus on business retention, expansion and recruitment and tourism industry development. The amenities we provide are critical to improving the economy by capturing as large a pool of visitor and second homeowner dollars.

### ***An assortment of food choices, including restaurants, healthy and affordable food markets, and farmers’ markets***

The town has a full-service grocery store on its western edge. In 2016, the Hunter Foundation acquired and began to improve the Fromer Farm property in downtown on Main Street, next to the Hunter-Tannersville school campus, to return it to active farming and create a variety of value-added farming amenities to benefit the community. The Foundation has invested over \$1.0 million in the burgeoning “Fromer Market Gardens” to do site planning, improve farm buildings, landscape, and construct a state-of-the-art greenhouse. The Hunter Foundation selected a young farm family who will farm the land and, it is hoped, eventually own it outright. The Foundation rehabilitated a large apartment on site for them to live in and they are currently in residence. Funding has been committed to restore the historic main farmhouse. The Fromer Market Gardens offers a unique “Main Street market,” in operation since 2018, that meets residents needs for local food, taps into trends for sustainable food sourcing for restaurants while remaining a highly visible attraction for visitors. The Hunter Foundation is completing a Culinary



Hub Strategic Plan funded by NYS ESD in 2019, which will evaluate the market potential of creating a Culinary Food Hub and incubator kitchen on the farm's premises.

### *Walkability and bikability, within downtown and connecting it to surrounding open space networks and regional destinations*

Main Street is the physical link between neighborhoods and the accessible neighborhood parks and recreation amenities being developed at Rip Van Winkle Lake, which are important to creating the mixed-use, mixed-income and mixed-age community that is safe and united that residents say they want in surveys and community meetings. What is needed is a multi-modal connection between the amenities, focusing on the pedestrian as the mode of priority, evidenced by constructing sidewalks on South Main Street, and considering the needs of cyclists. Gooseberry Park offers linkages to the water that connect people and nature by preserving and restoring the Gooseberry Creek watershed and using native species in landscaping. These projects provide residents and visitors with several new recreational options, linking trails to public parking and the downtown core, making them easy to access and use.

“Rebirth. We have done a complete turn-around from the late 1900’s bar ski town. We have brought culture, arts and economic growth. We have as a Village collectively worked hard in unison to create and cultivate our vision for community growth. Focusing on key demographics as a guideline.”  
Survey Respondent

### *Accessible recreational amenities, waterfront trails, parks and gathering spaces*

We are a close-knit community that strongly values its rural character and unique natural setting with mountain views, wildlife, adjacent trail system and clean mountain air and water quality. Community feedback from a visioning workshop, open house, design workshops, public surveys and DRI project identification workshop focused on enhancing current assets, from Tannersville’s unique and colorful Main Street to the natural resource of Rip Van Winkle Lake to the Village’s proximity to recreation events. Community members see year- round sustainability as a priority, with a need to expand the seasonal appeal of the area for tourists and residents alike. Residents believe that more recreation will attract more young families and children needed for the continued vibrancy of the Village. Access to free, safe and accessible recreation alternatives and gathering spaces at the new Gooseberry Park is important to ensure that residents of all cultures, incomes, ages and abilities can partake in community life. The focus on creative placemaking is directly driven by the desire and need to create a livable place for all residents and visitors.

Gooseberry Park will improve and expand visual/physical access to public resources, provide new/enhanced public spaces, and enhance community character and the visual environment. Projects like restoration of swimming, canoe and kayak launch and an ADA compliant fishing pier restore traditional amenities and create new water-related recreation. Creek Walk Park, the first greenspace on Main Street, is under construction with 2016 grant funds. A future path along Saw Mill Creek will increase physical access to the public resource of both Saw Mill Creek and RVW Lake by providing an attractive corridor for walking/biking there from Main Street.

## SECTION 5. SUPPORTIVE LOCAL POLICIES

To be honest, what happens by policy in bigger communities, happens instinctively in Tannersville because of shared values and continual civic engagement. We are a designated mixed-use hamlet of small tightly clustered lots, along a network of sidewalks and off-street parking, on a Scenic Byway, in a National Register Listed Historic District and part of the Catskill Park and the New York City Watershed. Frankly, it's impossible not to advance smart growth, livability and quality of life practices every day.

The Hunter Foundation is our land bank – buying important properties and holding them until a community affirming adaptive reuse is found, and then often subsidizing the sales price or terms without external incentives or tax breaks. We have all the characteristics of a walkable and compact transit-oriented place, unfortunately without the transit.

We had complete streets before there was a complete streets movement – our narrow lanes with walkable sidewalks, street trees and buildings built to the front lot line calm traffic and encourage biking. We coordinate a Main Street improvement program addressing walkability (sidewalks, crosswalks accessibility), landscaping and tree planting, benches, lighting, banners and seasonal flowers. We are restoring facades and painting buildings, improving gateways and increasing wayfinding signage. On- and off-road trails provide alternate routes. The Scenic Byway designation will help us continually improve road conditions. The next phase of our Creek Walk Park project includes widening the sidewalk and improving the appearance of the Main Street Bridge over the Saw Mill Creek. We are working on being more age friendly and creating a healthier community, including expanding access on Main Street to locally grown vegetables and locally produced farm goods. We pay attention to crosswalks and curb cuts, ensuring safe sidewalk conditions including snow removal. We are adding more age-friendly street furniture (with backs and arms.) The amenities we plan at Gooseberry Park are all age/all access – the docks and boat launches, picnic pavilions and rest rooms and most other amenities will all be ADA compliant.

### *Climate Smart Community*

The Village is becoming a climate smart and clean energy community, working on its high impact options. The Town of Hunter is a Climate Smart Community. The Town now has 4 of 4 high impact actions to become a Clean Energy Community via NYSERDA and will soon be officially certified. Both the Village and the Town are currently investigating EV charging stations.



*improve road conditions.*



### ***Downtown Management***

The Hunter Foundation coordinates downtown management efforts in business retention, recruitment, small business finance, marketing, and beautification. They have a staff of 15 consisting of 5 full-time and 10 part-time employees; an annual operating budget of \$750,000; own and maintain 18 downtown structures that include approximately 50,000 SF of active commercial space; control four of the buildings that can catalyze redevelopment and manage \$2.0 million+/- worth of development projects annually. They level the playing field for small firms and protect diverse populations, significantly expanding opportunities to source goods and services locally by serving as an interim financing partner, ensuring that small firms can participate in grant funded projects by eliminating the need for them to wait to be reimbursed.

The plans and land management approaches we have in place connect people to the waterways at all points that offer an opportunity to unite people and nature. They reinforce healthy living and outcomes, connect residents and visitors with several new recreational options, as well as linking trails to public parking, making them easy to access and use. Residents want a revitalized Village that enhances the environment for those living along Main Street and in our neighborhoods, for those using the street for walking or bicycling, for those patronizing retail establishments, and for those traveling through the area. Plans and land management approaches include:

### ***Comprehensive Plan***

The Village Master Plan clearly conveys the message that residents love their small-town rural quality of life, increasingly occupied and vibrant Main Street and access to a pristine environment. It includes dozens of recommendations related to quality of life including addressing stormwater and water quality and system adequacy, roadway aesthetics and streetscaping, signage, preservation of buildings and architectural character, development of common plazas and interpretation of arts, culture and heritage of the region.

### ***Progressive Land Use In the Central Business District***

Consistent with the Village Comprehensive Plan, land use regulations promote the Village as an attractive retail and business center for the region; for the seasonal residents and visitors; and as a desirable place to live, work and recreate. The principles and objectives maintain and develop the central business district as the dynamic commercial, economic and cultural center; strengthen its employment base and enhance the economic viability; increase the number of visitors/tourists; maintain and develop the built environment at a pedestrian scale that is safe and accessible.

### ***Gooseberry Creek Corridor Revitalization Strategy***

The Village secured funding for the Gooseberry Creek Revitalization Strategy in the 2015 NYS CFA from the NYS Department of State Local Waterfront Revitalization Program to develop a revitalization strategy for the Gooseberry Creek, Saw Mill Creek and Rip Van Winkle Lake that was completed in 2018

The Revitalization Strategy outlines a vision and goals for the waterways, downtown and neighborhoods. It synthesizes the work of many partners and outlines a plan of attack for continuing to promote the Village as a place to live, work and play. It builds upon investments in infrastructure already underway and provides an understanding of community assets and opportunities, threats and constraints. Sustainable tax base generation, job creation and expansion of the tourism economy are central goals behind this initiative. The plan can be viewed at [www.hunterfoundation.org](http://www.hunterfoundation.org).

#### ***Town of Hunter Comprehensive Plan***

The Town of Hunter released its new Comprehensive Plan in May 2019, which identified several goals and projects to be advanced with Tannersville including supporting an application to the DRI program. Other projects include promoting regional cooperation and sharing of resources (such as a building inspector), designating historic structures, communicating and promoting events at [www.tannersville.com](http://www.tannersville.com) and enhancing the School District's 'WISE Program' to increasingly engage high school students in area businesses.

#### ***Hunter Foundation Strategic Plan***

The Hunter Foundation's Strategic Plan articulates a regional vision that includes supporting locally-owned small business owners by purchasing, restoring and reselling commercial property; advocating for high speed data transmission services to enable home-based employment; supporting community development activities that reinforce the Mountaintop as a four-season recreation and vacation community; creating a unique sense of place; and increasing Main Street vibrancy and attractiveness by providing the paint program, façade improvements, streetscape improvements and gateway enhancements.

#### ***Flood Mitigation and Resiliency Planning***

The Village suffered serious damage in repeated flooding including Hurricane Irene. With funding from the Catskill Watershed Corporation (CWC) and the NYC Department of Environmental Protection (DEP), a Local Flood Hazard Mitigation Analysis (LFHMA) was recently completed that identified climate adaptations that are being implemented, for example relocating our DPW from the flood zone to be climate smart. In



*Rendering of picnic pavilion and central gathering space at Gooseberry Park.*



2016 Greene County updated its Multi-Jurisdictional All Hazard Mitigation Plan, which identifies strategies for Tannersville including a DOH/EFC Water infrastructure project’s hydrology study, analyzing mitigation measures and developing a Local Stormwater Management District with the Village of Hunter and Tannersville (all tasks are complete.)

### ***Plans that Support Recreation and Trail Connections***

Work is ongoing to connect the downtown to the recreational facilities, current Huckleberry Trail and future phases connecting it to the Kaaterskill Rail Trail (KRT) and linking other Scenic Byway assets. The trail network will eventually connect to lands throughout the Mountaintop, protected NYC DEP lands and NYS Catskill Park lands. The first two segments of Kaaterskill Rail Trail are complete. The extension of KRT3 will connect the Mountain Top Historical Society trail head in Haines Falls to the established Huckleberry Trail in Tannersville, which links important resources such as Rip Van Winkle Lake and the Golf Park.

### ***Mountain Cloves Scenic Byway***

The Village worked hard to secure designation of the Mountain Cloves Scenic Byway in 2013 – the first byway in the Catskill Park. It’s a 41-mile corridor that links Platte Clove Road with sections of Route 23A and Route 214 through the Town of Hunter and Villages of Hunter and Tannersville. It provides special protections and funding opportunities that will benefit the Village long term.

### ***Greene County Trail Plan***

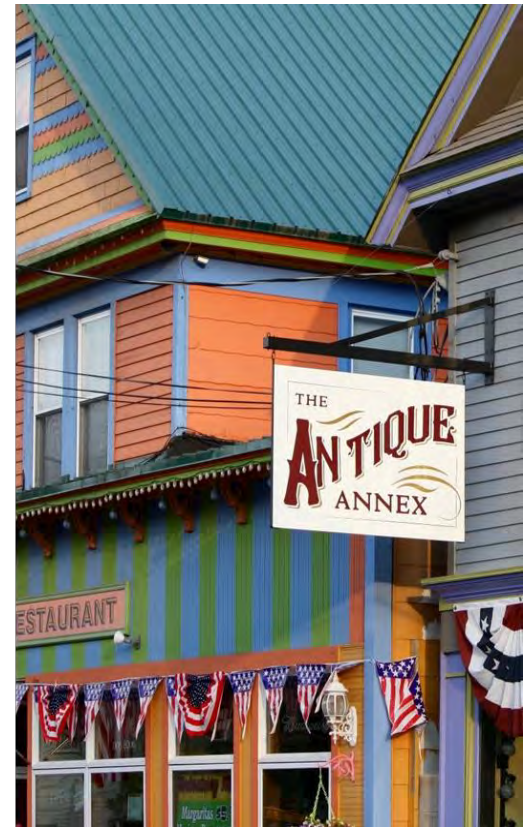
One of the key projects identified in the plan is enhancement of Kaaterskill Clove Trails and better connections to North-South Lake State Park campgrounds – one of the most popular camping areas in upstate New York. Key projects include continued expansion of the Tannersville Bike Path, also known as the Huckleberry Multi-Use Trail, which is one of the few shared-use paths within Greene County.

### ***Agricultural Districts***

There are currently three Agricultural Districts in Greene County, totaling 30,073 acres or roughly three-fourths of the farmland in the County. A significant new asset, the Village’s Fromer Market Gardens, was added to Greene County Agriculture District Number One in 2018.



*PAC members discuss Revitalization Strategy design concepts at Open House.*



## SECTION 6. COMMUNITY SUPPORT

The level of participation in Tannersville is very high and the implementation projects included in this proposal have emerged from a strong base of public input confirmed by our outreach partners. We are committed to communicating a consistent vision for the Village and helping the public to understand opportunities, build support, encourage municipal investment of time and money and communicate success to the private sector to maximize impact and leverage resources. We believe that participation by year-round and seasonal residents will be very high in the DRI Strategic Investment Planning process.

Tannersville is abuzz with talk about the DRI. In preparing for the DRI application, the Village conducted a web and paper survey to identify needs, desires, business opportunities, community amenities and support for planned projects. Over 200 responses were received; the 2019 DRI survey had over 70 respondents. The Village and the Hunter Foundation conducted a community dialogue to discuss the DRI program and priority projects. Significant support was shown for continued building restoration, creation of a community and recreation center, support for small businesses, and development of quality, affordable housing to serve the local population.

Although the former three ideas were widely discussed during 2019 DRI events, housing affordability is weighing on people’s minds. Many commented that they personally know a friend, family member or local worker struggling to find local housing since 2020. Other emerging themes include expanding parking areas, focusing on amenities to draw more tourism, expanding local arts and cultural programs, public infrastructure improvements, implementing a shuttle service and expanding activities and amenities at Rip Van Winkle Lake.

Strong support was indicated for the slate of preliminary DRI projects included in this application, which were discussed at length and referenced in the survey. The Village and its partners are already planning how to organize resources to advance those ideas. Media about the DRI proposal were distributed and available Village wide. Information about the program was included on the Village, Hunter Foundation and partner websites.



**HELP SHAPE TANNERSVILLE'S PROPOSAL FOR \$10 MILLION**

**WE'RE MAKING A BIG PLAY**

The Village is making a big play and applying for \$10 Million through NYS's Downtown Revitalization Initiative by September 15, 2021. The program's goal is to make NY's downtowns "places where the next generation of New Yorkers want to live, work, raise a family and play."

NYS will invest \$200 Million in up to 20 communities. Only one or two communities in our region will be chosen. Tannersville was one of three finalists for this award in 2019 (last time it was offered).

**THIS YEAR WE WANT TO WIN - BUT TO COMPETE WE MUST SHOW COMMUNITY SUPPORT AND INPUT! HELP SHAPE OUR PROPOSAL!**

QR CODE:  
Use your Camera App to open our survey!




Hunter Foundation Inc.

**HELP SHAPE TANNERSVILLE'S PROPOSAL FOR \$10 MILLION**

**COMMUNITY SURVEY**




Hunter Foundation Inc.

**WE'RE MAKING A BIG PLAY AND WE NEED YOUR HELP**

NYS will invest \$200 Million in up to 20 communities. Only one or two communities in our region will be chosen. Tannersville was one of three finalists for this award in 2019 (last time it was offered).

TAKE THIS 5 MINUTE SURVEY TO PROVIDE INPUT IN OUR FUTURE!

[HTTPS://WWW.SURVEYMONKEY.COM/R/2021TANNERSVILLEDRISURVEY](https://www.surveymonkey.com/r/2021TANNERSVILLEDRISURVEY)

Interviews were conducted with potential project sponsors, and they submitted information about their project, budgets, leverage, timing and job creation. The Mayor and Village Board members as well as the boards of partner organizations were a continuous presence at meetings.

The Tannersville community understands the DRI program, the opportunity it represents. In addition to the DRI application the 2021 Fromer Farm Hub Strategy is examining concepts around food production, education and business incubation programs, job creation, and public events for Fromer Market Gardens. Recent Fromer Farm Hub outreach included a separate survey with 300 responses regarding the direction for Fromer Farm. The strategy is aligned with the CREDC vision, strategies and URI direction.

### DRI Community Survey

A community survey was mounted and distributed and over 200 responses were received. It asked residents to share how they would invest \$10 million downtown Tannersville; what they consider to be the Village’s greatest accomplishments over the last decade; and the specific types of services, businesses, or other amenities they wish were available downtown. Residents also described any housing disruption they have experienced since January 2020. Finally, they indicated which of the preliminary DRI projects in this proposal have their strongest support.

| SUMMARY OF VILLAGE OF TANNERSVILLE COMMUNITY INPUT KEY TAKEAWAYS                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “IF I HAD \$10M” - TOP INVESTMENTS                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                              |
| <b>Renovate Main Street &amp; nearby buildings:</b> Continue to paint and improve facades, restore or replace abandoned buildings, establish program for maintenance, preserve historic character.                                                                                          | <b>Shuttle service</b> from downtown Tannersville to Kaaterskill Falls and other Mountain Top destinations (e.g., Hunter, Palenville, North/South Lake) and local services within the Village for residents.                                                                 |
| <b>Community and Recreation Center</b> with athletic facilities, classes, options for year-round fitness, after-school and youth programs, senior gathering space, enrichment programs for all ages, and wellness services for residents                                                    | <b>Improve streetscape and public infrastructure:</b> parking areas, sidewalks, streets, lighting, snow removal, signage, sewer and water systems, Wi-Fi and cell coverage.                                                                                                  |
| <b>Small business support and attraction:</b> Renovate buildings on Main Street to attract businesses, offer tax breaks and advertising for new businesses, provide small business loans and other resources, offer modest rents, emphasize local ownership and employment                  | <b>Expand local arts and culture programs and events:</b> Add concerts, films, auto shows, Orpheum events, library programs, off-season programs, youth activities, multicultural events, ecology programs, summer camp at lake, and add a local amphitheater or art museum. |
| <b>Affordable, quality housing that serves local population:</b> Develop housing for Mountain Top workforce and their families, kids who grew up here and want to stay, seniors and seasonal workers. Renovate downtown buildings for low-income housing, co-housing and co-working spaces. | <b>Expand and promote recreational activities and amenities at Rip Van Winkle Lake</b> including boat launch, canoe and kayak rental, a great lawn to picnic on, accessible fishing and boating                                                                              |
| <b>Develop attractions and amenities to draw more visitors:</b> Encourage more restaurants, shopping, arts and cultural facilities, wayfinding signage and implement a shuttle option. Complete the lake walkway and develop recreational amenities.                                        |                                                                                                                                                                                                                                                                              |

| <b>TANNERSVILLE’S GREATEST ACCOMPLISHMENTS (TOP THEMES)</b>                          |                                            |
|--------------------------------------------------------------------------------------|--------------------------------------------|
| Restoring and painting colorful buildings along Main Street                          | Creating Fromer Farm and Market Garden     |
| Attracting and growing small businesses                                              | Lake improvements: the park and playground |
| Rebuilding the Mountain Top Library                                                  | Huckleberry Rail Trail                     |
| <b>SERVICES, BUSINESSES, AMENITIES DESIRED IN DOWNTOWN TANNERSVILLE (TOP THEMES)</b> |                                            |
| Restaurants                                                                          | Public parks/pocket park                   |
| Shops ( barber, bike rental, gift shop, bookstore, garden center, outfitters)        | Shuttle services                           |
| Community center and fitness center                                                  | Bakery and coffee shop                     |
| Pool                                                                                 | Medical clinic                             |
| Clothing store                                                                       | Increased food access and options          |

| <b>STRONGLY SUPPORTED PROJECTS</b>                                   |
|----------------------------------------------------------------------|
| <b>TOP 5 SUPPORTED PROJECTS</b>                                      |
| Rehabilitate Downtown Buildings/Help Owners Rehabilitate             |
| Affordable Housing                                                   |
| Community Center                                                     |
| Shuttle                                                              |
| Festival Venue at the Golf Course                                    |
| <b>OTHER SUPPORTED PROJECTS</b>                                      |
| Child Care                                                           |
| Build Walking Trails                                                 |
| Reduce Flooding                                                      |
| Recreation and Rip Van Winkle Lake (boat/kayak launch, fishing pier) |
| Senior services (home healthcare, apartments, recreation)            |
| Music Venue                                                          |
| Farm Stand Expansion                                                 |
| Expand the Orpheum Theater                                           |
| Age-Friendly Downtown (benches, lighting, access)                    |
| Educational Programming                                              |



## Affordable Housing in Tannersville

Residents indicate that there is housing affordability crisis in the Village. Most respondents did not face disruption themselves, but many know someone who has experienced issues finding housing in Tannersville. They described the ways in which their friends, family, staff and coworkers are struggling to find affordable housing. Survey respondents also discussed short term rentals as contributing to the problem and supported regulating and licensing them. Others support the development of affordable housing to help to retain young people, attract new residents and better serve the Village's senior population.

### Question One: IF IT WAS ENTIRELY UP TO YOU HOW WOULD YOU INVEST \$10 MILLION DOLLARS IN DOWNTOWN TANNERSVILLE?

- Refreshing and/or rebuilding "Main Street" businesses - stores, restaurants, and more to support larger visitor base and attract new residents.
- Expand businesses with outdoor dining or spaces.
- Offer a tax break to all storefront businesses and ski outfitters.
- Build a community recreation center like a YMCA with a basketball court, pool, cardio center, child care.
- Include Fromer Market Gardens promoting healthy eating and education at the community center.
- Affordable housing for kids who grew up here and want to stay, and for people who want to work on the mountaintop.
- Fund community based, green, co-housing and co-working spaces to attract young, well-educated taxpayers.
- Housing for workers of all kinds, especially construction craftsman and artisans.
- Have a shuttle bus from a parking lot in Tannersville or Haines Falls to the bottom of the Falls?
- Visitors from close (New York City, New Jersey) and from far away (Europe, South & Central America and Asia) love to come to the wild mountains to hike, ski and fish or just to view the spectacular scenery.
- Have Tannersville be a terminus for a shuttle to and from North South Lake and Kaaterskill Falls so visitors will shop and eat downtown.
- Establish a community walk-in medical clinic.
- Complete a walkway around the lake and support a seasonal café at the lake.
- Provide kayaking at Rip Van Winkle Lake

Village of Tannersville  
Downtown Revitalization Initiative  
**Save the Date!**

how would you spend \$10 million?  
NYS Downtown Revitalization Initiative  
(or DRI) helps downtowns to be great  
places to live, work, and play.

Photo by Mic Woodard, Courtesy of Hunter Falls Inn

**COMMUNITY MEETING ON DOWNTOWN**  
We need your ideas for priority  
projects for a DRI proposal! | Village Hall, 1 Park Lane, Tannersville, NY 12485

Please take the **DRI SURVEY** at: <https://www.surveymonkey.com/r/Tannersville-Downtown-Revitalization>  
or pick up a hard copy at the Mountain Top Library, Hunter Foundation, or Village Hall. For more information please contact the Mayor at [voffice@hvc.ny.gov](mailto:voffice@hvc.ny.gov) or Sean Mahoney at the Hunter Foundation at [sean@hunterfoundation.org](mailto:sean@hunterfoundation.org)



July 2021 Social Distanced

### Question Two: WHAT DO YOU FEEL ARE THE VILLAGE'S GREATEST ACCOMPLISHMENTS OVER THE LAST DECADE?

- The exterior renovations for buildings added character and emphasis to historical context.
- They've grown businesses in Tannersville immensely. Ten years ago the Village was dying. Now businesses are flourishing.
- Our library is incredible.
- The Workspace Office for visitors to use computer space and private downtown office as a part time business is smart.
- Easily, it's the development of Fromer Market Gardens. To have a year-round organic garden selling locally to businesses is incredible.
- Completely remaking a fading village into a thriving community with an attractive downtown, a farm that grows and sells produce, and many attractions, including golf, hiking, and mountain biking.
- Free concerts and other events currently held on the golf course.
- The beautiful theater - where - literally - you cannot find a bad seat!
- Providing free or low-cost cultural events and physical activities (yoga classes, new pickleball courts, renovations at Tannersville park).



July 2021 Input Session at Fromer Market Gardens

**Question Three: I WISH WE HAD...Are their specific services, businesses or other amenities you wish were available downtown?**

- How about a first-class bakery with internships available for locals?
- Full-service business center to fax, UPS or FedEx delivery and drop off.
- Indoor swimming pool.
- A high-end fresh and packaged food shop open at least 5 days.
- A beer gardens.
- Local transportation off the mountaintop. Hunter to Hudson shuttle (Hunter-Tannersville-Palenville-Catskill-Hudson).
- Row boats/ kayaks for rent at the lake.
- Flexible "WeWork" like office space.
- Bowling alley.



- A map of the Town and three Villages highlighting restaurants, shops, parks, lakes, shops, museums, trails, etc.

**Question Four: COVID-19 RELATED HOUSING DISRUPTION: COVID-19 related migration caused rents and home prices to skyrocket above what our families, friends and hard-working community members can afford. Please describe any housing disruption you have faced since January 2020.**

- I have seen and personally know people who are being affected by housing issues caused by Covid migration. It is so important not to lose our diversity by outpricing our local, working-class families.
- I have several friends looking for affordable housing, there is NONE!
- Regulate and license Airbnb's. Rents for local housing for workers have skyrocketed due to the unavailability of reasonably priced apartments and houses.
- Lack of available staff due to housing rental shortage for long term rentals.
- It has become difficult for my son and his family to find an affordable home.
- My husband and I have been looking to buy a home for over a year. We would love to settle in the Village we grew up in, but it's impossible.
- Takes longer to find builders and home improvement services.
- Home repair is a problem, especially for seniors.
- There's no place for locals to rent monthly or in many cases purchase. Airbnb seems to have contributed to this. Why rent to someone for \$700 a month when you can generate that in a single weekend?



*Residents provide input on a Walk and Talk Tour for the Gooseberry Creek Strategy.*

**Fromer Farm Hub 2021 Strategy**

Recent engagement efforts for the Fromer Farm Hub 2021 Strategy include:

- **Interviews:** 14 in-depth stakeholder interviews with community members, professional associates of the farm, and potential institutional partners including customers, farm-stand vendors, school parents, school officials, and representatives from local social services and economic development agencies on the mountaintop and the surrounding area. During these conversations, interviewees were asked about their relationship to the farm, their understanding of social and economic dynamics on the mountaintop, and to identify key programming areas into which they believed the farm should expand. These priorities were then used to create the concepts upon which the community survey and engagement events would focus.
- **Community Survey:** An in-depth web survey of mountaintop community members circulated through the Hunter Foundation’s email lists as well as using targeted boosts on social media, yielding a robust dataset totaling 314 unique responses. In addition to assessing the existing relationship respondents had to the farm-existing customer, non-customer, wholesale client, etc.-the web survey sought to identify each respondent’s priorities regarding the farm’s expansion plans, including their interest and willingness to participate in potential future programming areas such as an expansion of core farm operations, youth education activities, community programming, job training programming, use of and demand for business incubation facilities and support, as well as on-farm private events.
- **In-Person Engagement Events:** Four in-person community engagement events which combined hosted approximately 45 participants. During these events, participants were taken on a full tour of the farm property and its facilities-including the farm stand, fields, greenhouses, mushroom patch, farmhouse, and barn-and then engaged in a facilitated conversation to discuss and assess the relative desirability, interest, need, and perceived viability of the multiple expansion plans and programming areas in which the farm could engage. Participants were then asked to vote for the concepts they believed would be most impactful for the farm to engage in, the programming they and their families themselves would be most likely to participate in, as well as to identify one concept which they believed would be least impactful for the farm to engage in.

Expansion Concept 1:  
**Expand Farm Operations: Produce More Food!**

To grow more food, the farm will need to grow in both size and scope. To do this, we could:

- Add land to our farm or acquire additional land nearby
- Develop unused lots in the community for agricultural uses and pollinator habitat
- Diversify what the farm produces (wildflowers, mushrooms, raising animals, more produce, etc.)
- Expand farm stand into a hub and general store for local products from neighboring farms
- Increase donations to local food pantries
- Create value added products from farm produce
- Sell farm produce to schools and other institutions in the area



Which ideas do you like the best?  
 Would you buy more food from FMG if there was more available?  
 What should we not do?  
 Thanks for participating!

FROMER RIVER STREET KK&P



## SECTION 7. TRANSFORMATIVE OPPORTUNITIES

The Village has selected highly impactful projects led by capable developers of projects with high community support. For public infrastructure projects the proposal is full of beautiful final design documentation. The Hunter Foundation hires planners and urban designers in advance of any public funding commitments, who identify program components and sites, take projects through conceptual, draft and final design so that funders can invest in construction rather than planning. This has created our own local project pipeline of ready to go projects. While the Village understands that projects funded through the DRI will be determined through a local planning process, we have identified a range of ready to go projects with leverage committed that could be implemented within the first one to two years of DRI funding.

Throughout our participation planning, outreach and meeting facilitation we are continually aware that the Village has a significant concentration of low- and moderate-income residents and a growing percentage of seniors. Access to free, safe and accessible recreation alternatives and gathering spaces at the new Gooseberry Park is important to meet changing needs and ensure that residents of all cultures, incomes, ages and abilities can partake in community life. The focus on creative placemaking that these projects advance is directly driven by the desire and need to create a livable place for all residents and visitors. The pandemic is making clear that communities like Tannersville, with many outdoor gathering spaces, are more resilient to natural disasters than communities in a tighter urban core.

The capital projects that will be executed as the result of the DRI will enhance the physical and business environment for job creation through investment in public spaces, recreation, connectivity between neighborhoods and Main Street small business, tourism, arts and culture described in the CREDC Strategy. Sites and buildings will be designed to reflect the safe space lessons we have learned over the past 18 months.

| <b>TANNERSVILLE PAINTED VILLAGE DRI TRANSFORMATIONAL PROJECTS</b> |  |
|-------------------------------------------------------------------|--|
| <b>Project Name</b>                                               |  |
| <b>NEW CONSTRUCTION, REHABILITATION AND ADAPRIVE REUSE</b>        |  |
| Affordable Workforce & Senior Housing                             |  |
| Painted Village Festival Venue                                    |  |
| Orpheum Theater Addition/Renovation                               |  |
| Indoor Music Venue/Brewery                                        |  |
| Mountain Bike Center & Adaptive Trails                            |  |
| Implement Fromer Farm Hub Strategy                                |  |
| Construct Community Center                                        |  |
| Construct Childcare Center                                        |  |
| Catalyst Building/Site Development/ Rehab/Reuse                   |  |
| <b>LIVABLE TANNERSVILLE PUBLIC IMPROVEMENTS</b>                   |  |
| Complete Streets Initiative                                       |  |
| Construct Gooseberry Park Phase Two                               |  |
| Access, Trails & Amenities at CCC Lots                            |  |
| <b>MARKETING AND BRANDING</b>                                     |  |
| Kaaterskill Clove Shuttle                                         |  |

# DRI CATEGORY: NEW DEVELOPMENT, REHABILITATION AND ADAPTIVE REUSE

## 1. CONSTRUCT NEW AFFORDABLE WORKFORCE AND SENIOR HOUSING AND ASSIST HOMEBUYERS

|                           |                                                                                                |
|---------------------------|------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Village of Tannersville/Hunter Foundation/Rural Ulster Preservation Company (RUPCO)            |
| <b>Jobs Created</b>       | 40                                                                                             |
| <b>Total Cost</b>         | \$18,000,000                                                                                   |
| <b>DRI Funds Proposed</b> | \$5,000,000                                                                                    |
| <b>Leverage</b>           | \$13,000,000                                                                                   |
| <b>Leverage Source</b>    | Private Financing, Developer Equity                                                            |
| <b>Use of DRI Funds</b>   | Construct 80+/- apartments and cottages, provide homebuyer grants and minor home repair grants |
| <b>Readiness</b>          | 36 Months                                                                                      |



*The Orvette Building has been rehabilitated into workforce housing and has a waiting list for tenants.*

For some time the Village’s growing success as a tourism and second home destination has created competition with year-round residents needing housing. For decades the supply of affordable and mixed income housing has lagged demand - especially for young families. As the pandemic continues, land and home prices are skyrocketing, inventory is shrinking and longtime family rentals are turning, seemingly overnight, into expensive Airbnb’s. Climate migrants and people fleeing COVID-risk downstate can afford to pay more than local people – and what’s been a challenge in the past, is a now a full-blown crisis as we watch our friends, families and neighbors face housing disruption and homelessness despite being employed and hardworking. We are being priced out of the community we love, and we need help leveling the playing field.

In June 2021 the Hunter Foundation released a Request for Qualifications soliciting a preferred developer with capability, vision, and experience to envision new housing options that leverage local investment with New York State housing capital programs and tax incentives, Federal CARES ACT and Rebuilding American Grant Programs. We found a partner who shares our goals in the Rural Ulster Preservation Company (RUPCO).

For forty years, RUPCO Inc., a 501-c-3 not-for-profit agency, has led the region in creating and maintaining quality, sustainable housing and rental opportunities, inspiring understanding and acceptance of affordable housing initiatives, fostering community development and revitalization, and providing pathways to opportunity. Their Mission is to create homes, support people and improve communities. Their Vision is for strong, vibrant and inclusive communities with opportunity and a home for everyone.

Together – the Village, Hunter Foundation and RUPCO - will advance an affordable housing agenda and projects to preserve our community. We will evaluate opportunities to invest directly or indirectly in capital projects, acquire property, make property available for development or adaptive reuse, subsidize purchase price or terms, develop support services or programs, assist with grantwriting and grant administration or otherwise support RUPCO through the development process. We need to understand the need for affordable senior housing as our community ages and waiting lists at available housing sites grow longer. We are exploring options to help homebuyers – but the affordability gap is enormous.

**We are a regional Magnet community, and our needs are clear.**

**We will build new affordable workforce housing.**

**We need help.**



Our goal is to develop up to 80 units of workforce housing in a mixed income format. Our current plan is to support RUPCO to apply for NYS HCR's Multifamily Finance 9% LIHTC funding in the spring or summer of 2022. A percentage of the units would be designed to accommodate aging in place. The housing would include laundry facilities, community gathering areas, a playground for children, and leasing/maintenance office space. We also think there are opportunities for the development of affordable homeownership in Tannersville and would apply to separate funding sources around the same time.

We need DRI assistance to layer with NYS's capital programs and tax credits to ensure that the new neighborhoods we build are compatible in scale and character with our Village and have access to trails, gardens, childcare and supportive services – the components of daily life that we have all learned matter most.

### Home ownership Assistance

When the market allows, we will work together to coordinate a homeowner grant program focused on closing the affordability gap that prevents young local families from owning a home. This will include providing direct financial assistance for closing costs, down payment or other direct assistance, with access to homeowner counseling for income-qualified, year-round local families. We can offer gap financing/subsidy assistance for critical components of rehabilitation as market rate and affordable apartments. This will improve quality and expand the supply of affordable housing to attract local workers and other residents of varied ages, incomes, and tenure types.



## Job Creation and Financial Partnerships

RUPCO provides job creation estimates and financing structure based on its local experience. Support may be available through ESD's Empire State Supportive Housing Initiative (ESSHI) program. In Greene County the IDA has helped finance mixed-use developments that also include affordable housing.

## Readiness

We have access to multiple sites that are ready to develop, permittable, infrastructured and in the NYS DEP designated hamlet.

## REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and CREDC Magnet Strategy because it meets a critical need for low- and moderate-income families and seniors. The potential conversion of upper story apartments puts more eyes and feet on the street and appeals to millennials who like to be in the center of downtown life. The project also aligns with CREDC Talent and State Workforce strategies. It retains workforce as other projects create jobs with low barriers to entry at downtown retail and dining establishments and creates affordable housing needed by workers as described above.



*Rural Ulster Preservation Company Woodstock Commons Amenities*

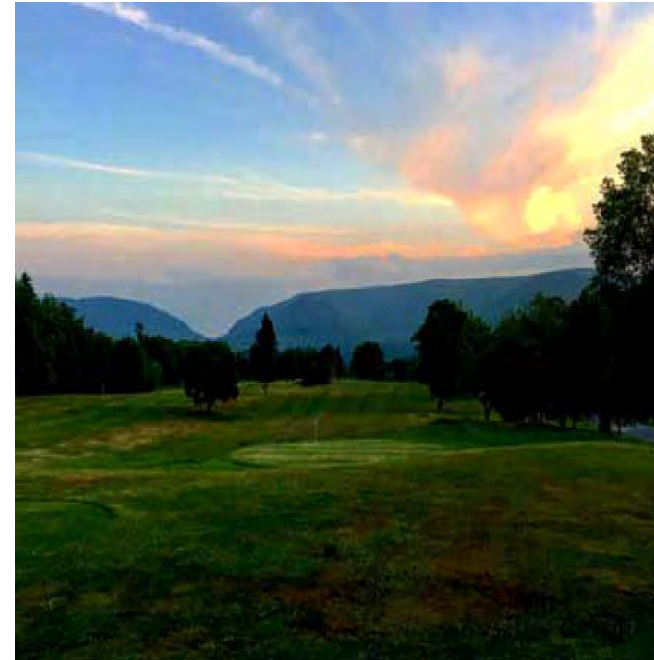
## 2. PAINTED VILLAGE IN THE SKY FESTIVAL

|                           |                                                                 |
|---------------------------|-----------------------------------------------------------------|
| <b>Sponsor</b>            | Royce Family Fund                                               |
| <b>Jobs Created</b>       | 100                                                             |
| <b>Total Cost</b>         | \$19,000,000                                                    |
| <b>DRI Funds Proposed</b> | \$4,000,000                                                     |
| <b>Leverage</b>           | \$15,000,000                                                    |
| <b>Leverage Source</b>    | Private Financing, Promoter/Developer Equity, Foundation Grants |
| <b>Use of DRI Funds</b>   | Infrastructure, Main Event Stage and Phase 1 vendor area        |
| <b>Readiness</b>          | 36 Months                                                       |

*“Innovation comes from a human space and is almost always linked to human experience.” The Marfa Festival*

Our DRI vision drives us to embrace growth in a manner & at a scale that preserves the Painted Village’s quirky character and unrivaled sense of place. We overcame a ski-bum bar-scene past & now work hard to be a vibrant place with year-round businesses & secure families. Vail Resorts acquisition of Hunter Mtn. will benefit the region but may also pressure local land prices. The festival is our best opportunity to create jobs at wages that bring homeownership within reach for many families.

In 2018 THE Hunter Foundation and Royce Family Fund made a substantial commitment in controlling the festival site - They put us in the driver’s seat, enabling us to ensure the events produced benefit Tannersville and other Mountaintop communities directly. In the future, and as leverage for the DRI, we are committed to continue investing in building out the festival grounds and supporting operating and programming costs.



*The Tannersville Golf Park will become a world class*

## A Cultural Festival

A new breed of festival celebrates a particular people or place. The Marfa Festival in West Texas describes it well: “festival attendees enjoy an intimate get-away immersed in the unique culture, spectacular scenery, and clear air” of the location. In Tannersville’s case, the festivals will highlight what makes this area of the Catskills so unique and incredible. They will tell Tannersville’s story as the Painted Village in the Sky. The project celebrates Catskill’s heritage at an intimate get-away, immersed in culture, spectacular scenery & recreation all year, indoors & out. We’ll build an all-access festival ground beyond compare at the Golf Park, designed and managed on local consensus & discounted fees for locals.

## Attendance

Festival attendance will range from 800 to 12,500 people with growth as the site and community infrastructure allows. The Village has more than enough water and wastewater capacity to support the site at full build-out. The Painted Village Festival Our festivals will blend great music with workshops, local excursions and local vendors. They will create programming around: Arts, music, literature, sculpture. History and heritage, culinary, adventure sports, and recreation

## Public Art Components

The artist in residency component and hands on workshops will generate public art that will be donated and placed to enhance downtown, our trails, the lake and at a permanent sculpture park at the festival venue. Following the model of standout destinations such as Storm King, we’ll support production of art that “lives under the open sky and interprets surrounding meadows, creeks, lakes and mountains”.



**Royce Family Fund**

As the non-profit property owner we contribute three very important pieces of the puzzle:

- Stability for festival producers through long-term lease and flexible rent structures. This reassures our partners that they are making wise investments in the permanent and semi-permanent infrastructure necessary for organic growth year after year.
- The festival approach intentionally includes local venues, restaurants, accommodations. The Royce Family Fund will act as a liaison and build strong relationships with local groups.
- We will maintain control of the grounds and ensure that the vision for meaningful economic development stays viable for the community and the producer. We expect that festival producers will engage in fundraising to support community amenities and include the community in multiple ways. Producers will adhere to guidelines that protect against negative impacts on the community.

**Economic Impact**

The work we have done over the last two decades has set the stage for this type of a major tourism venue.

The festival is projected to create 100+ FTE jobs in operations, maintenance, management and event production. Every festival also generates significant direct and spinoff economic impact to construction companies, service providers, transportation companies and every type of vendor imaginable – lifting off entrepreneurs in agriculture, food and tourism (CRAFT).



## History of the Site

The Hunter Foundation and the Royce Family Fund purchased the Tannersville Golf Course in 2018 and are transforming the 205-acre property into a community-scaled, high-end, world-class destination for festivals, concerts and related events year-round. This catalyst project is a game changer for the Village. For four years we have toured international festivals and small events across the country. “Cultural creatives” have come to Catskill's High Peaks seeking adventure & inspiration for 200 yrs. Hunter Fdn., Royce Fund, Finn Partners, etc. invested \$70M in 20 yrs., to set the stage for a major tourism venue & new breed of festivals.



Industry trends responding to COVID are shifting to smaller outdoor venues rather than large 30-60k mega festivals. We have interested management companies ready to invest and bring high-end talent (see letter of support from Mick Management). The festival and venue remain the centerpoint of our proposal as it was in 2019. We have mapped infrastructure needs and are now fully ready to break ground on festival venue improvements including power and roadways. Trail development in the “back 9” of the Golf Course has allowed development of both recreational amenities as well as design for festival and outdoor gathering - we are making financially efficient investments with large rewards.

There is even stronger international interest in the proposed site — the Wilderness Festival in Oxfordshire, UK, a boutique festival that attracts around 15,000 guests who come together to enjoy music, art, dance and food—cultural tourism at its finest—is one popularly curated festival that has looked at Tannersville. Operators of the Marfa Festival in Texas, who bring a 15,000-person event to a Town with a population under 3,000 people, and big-name performers (like Mumford and Sons) are potential collaborators who have also visited Tannersville multiple times and have been part of shaping the project. We are confident that we will have many excellent choices for a preferred organizer and promoter. The project will build and curate customized venues to suit multiple genres and formats of entertainment, arts and lifestyle programming. A dual hub strategy is being pursued that will interest audiences to explore both urban and country environments. The city hub will be in Brooklyn and is considering sites (including perhaps the Brooklyn Navy Yard). The rural retreats will begin with this project in Tannersville.

It will undertake a diversity of events throughout the year in a variety of indoor and outdoor venues. The event’s infrastructure and its operations will be built out and supported by the Tannersville community. Local vendors, artisans, hotels and restaurants will have an opportunity to sell their products. The artistic commissions will live beyond the annual events. Each year we will find new homes for our commissioned installations, creating inspiring public art. Tannersville’s history is rooted in traditional industry and creative arts. We will interpret these themes and fill a gap in the Mountaintop’s offerings by creating large scale experiences that appeal to audiences with interest in arts, performance and technology. We are committed to a focus on ‘STEAM’ - science, technology, engineering, and math - alongside the arts and music.

## NY’s Painted Village in the Sky Downtown Revitalization Initiative - 2021

Use of DRI Funds

The DRI contribution will finish site prep., vendor area & main stage with customizable venues for music, arts & lifestyle events for audiences of 8,000-12,500 people.



## Job Creation and Financial Partnerships

The project will create between 100 - 150 FTE jobs depending upon the final size of the venue and type of events. Staffing levels have been confirmed with potential promoters. The festival grounds and event schedule will expand over time and the number of venues and staffing is expected to increase significantly especially with the addition of a high-end campground.

The Royce Family Foundation and the Hunter Foundation with the help of Greene County Economic Development, Tourism and Planning were in final stages of negotiations with a world-renowned promoter for a \$55.0 million investment in four major sites. Although the arrangement did not go forward, in part because of a concern that the event size was too large (50,000 attendees over a week-long festival) as an initial effort, the Foundations maintain excellent relationships with private funders and with the talent interested in performing. They remain interested in participating in a smaller series of events and growing the offerings over time.

Phase 1 will entail build out of infrastructure, main stage and vendor area beginning in 2022 or spring of 2023. Initial leverage will come from the Royce Family Foundation of \$2.5M. The promoter is expected to match or exceed that amount and make additional financial investments as the festival grounds build out. Other local philanthropists are interested in arts and performance components to complement their ongoing investments.

The Foundations will likely seek other State and federal funds, perhaps from various Market New York programs, and look forward to continuing discussions with Empire State Development about this catalyst project. Greene County Economic Development, Tourism and Planning and the County IDA have been working with us from the outset and the Village will take advantage of various incentives they have available, though it is our goal to get the property on the tax roles at full value as soon as possible as the Foundations have always done with other properties.

## Readiness

Public trails are added to every month. Hunter Foundation has a proposal pending with OPRHP for a Mountain Bike Park. Extensive outreach and attendance at multiple international festivals has focused our vision. Truly world-class headliners are committing. We are working on a strategy to address transportation, hotels, and ways to promote layered authentic visitor experiences



*The Clubhouse at the Golf Park provides visitor amenities.*



Greene County Economic Development, Tourism and Planning is engaged to help us with planning, permitting and promotion. Cost estimate prepared, preliminary site survey and plan have been developed. The project leverages private commitments of over \$15 million.

### REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it adds a significant new anchor to the downtown core, drawing visitors, creating jobs, and generating spin-off spending to local businesses. It creates an estimated 100 local jobs and supports dozens of local small and home-based businesses who will participate as vendors. The festival advances the CRAFT cluster because it will feature Fromer Market Gardens, add an edible park at the festival grounds, and affirmatively support local food vendors. It aligns with the CREDC Core Strategy and adds a major venue to the Mountaintop that is unique from other festivals and does not compete with them. The project aligns with Talent, Work Force Development and Veterans' participation in the workforce strategies by affirmatively hiring hard to place workers with support of County Workforce preparation groups. It advances creative economy goals by creating a platform for creative people to come together. Its unique hands-on learning component, in addition to performances, expose festivalgoers to a wide variety of creative pursuits and supports arts venues and artists across the region. Planned sculpture garden and installation of public art also advances this strategy.

"The town looks a million times better. I think overall it is moving towards a cool artsy outdoor place where more young people and families would like to visit."

Survey Respondent



### 3. THE ORPHEUM FILM AND PERFORMING ARTS CENTER

|                           |                                                                         |
|---------------------------|-------------------------------------------------------------------------|
| <b>Sponsor</b>            | Catskill Mountain Foundation and Orpheum Theater                        |
| <b>Jobs Created</b>       | 10                                                                      |
| <b>Total Cost</b>         | \$3,500,000                                                             |
| <b>DRI Funds Proposed</b> | \$2,000,000                                                             |
| <b>Leverage</b>           | \$2,000,000                                                             |
| <b>Leverage Source</b>    | CMF Donation, Private Financing, Foundation Grants                      |
| <b>Use of DRI Funds</b>   | Renovation, Construct Addition For Dance Program and Equipment Purchase |
| <b>Readiness</b>          | 24 Months                                                               |



The Orpheum Film and Performing Arts Center is an anchor building on Main Street with a 12,000-square foot, 250 seat, live performance and film space. The project will make a range of improvements including construction of the Orpheum Dance Center, directed by award winning ballet coach Victoria Rinaldi. The Catskill Mountain Foundation (CMF) spent \$7.0 million to date on the Orpheum and over \$50.0 million on the Mountaintop. The center will provide a cost-effective alternative while enabling more sophisticated shows. It will reduce costs to artists and groups with in-house sound, lighting, and stage rigging – these improvements are necessary to attract more visiting companies.

The scope of work includes completion of the Hugh Hardy design, addition of new, state-of-the-art sound and lighting equipment completing the technical specifications, construction of a new 4,800 square foot two-story extension with state-of-the-art dance studios. Not only is this a major enhancement to arts and cultural events but it is strategically located central to current and planned walking pathways and public spaces.

#### Job Creation and Financial Partnerships



*Rendering of the Orpheum with the Trellis Designed by Hugh Hardy.*

Job creation from this project of up to 20 FTE based on scale of buildout and staff needs. At a preliminary level 10 FTE jobs are anticipated. The Orpheum has a commitment of \$500K from the Finn Group - private philanthropists who focuses on investing in the arts through the Catskill Mountain Foundation (see attached letter from the Finn Group). Should full DRI funds not be available for this project the CMF will apply for a variety of State and federal Grants including ESD's Market NY Program and various NYSICA programs. A capital campaign is also an option.

### Readiness

Feasibility analysis and building evaluation complete. Scope of work, budget, architectural survey, with detailed cost estimate prepared. Vendor quotations in hand. Financing strategy developed. Includes over \$1.0 million in philanthropic investment.

### REDC and NYS Strategy Alignment

This project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it operates in downtown, focuses public and private investment to improve and expand downtown's primary arts and entertainment anchor attracting visitors and local people year-round, creating jobs at the new ballet performance theater, and generating spin-off spending to local businesses. The project contributes to a thriving live/work environment. It advances the CREDC Core strategy adding and enhancing a major venue to the Mountaintop (there are no downtown theaters remaining) and bringing dance performance to the area as an ongoing cultural activity year-round. It also engages performers and philanthropists interested in the arts and cultivates dance groups of all ages and opens the world of dance excellency in an inspiring space to local children and youth. It advances the Talent Strategy by training and debuting talented dancers from the Metro New York City area.



#### 4. TANNERSVILLE INDOOR MUSIC VENUE AND BREWERY

|                           |                                                                                         |
|---------------------------|-----------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Hunter Foundation and Private Brewer                                                    |
| <b>Jobs Created</b>       | 20                                                                                      |
| <b>Total Cost</b>         | \$1,500,000                                                                             |
| <b>DRI Funds Proposed</b> | \$1,000,000                                                                             |
| <b>Leverage</b>           | \$500,000                                                                               |
| <b>Leverage Source</b>    | Private Financing, Developer Equity, Hunter Foundation                                  |
| <b>Use of DRI Funds</b>   | Music venues build out and equipment, brewery fit out, kitchen renovation and fixtures. |
| <b>Readiness</b>          | 24-36 Months                                                                            |



The community supports attraction of a craft brew center with an indoor year-round small live music venue. A number of promising sites are available. This would be a moderate sized brewery offering house-made craft beer as well as potentially being a distribution point for home brewers. See letter of support from Threes Brewing.

Establishing a brewery requires permits and licenses including a federal brewing permit with the US Dept. of Alcohol and Tobacco and Firearms in some cases. The Foundation is prepared to help partners through the permitting process. The cost of fit up of the brewery can easily be \$1.0 M depending on the number of barrels to be produced. A brewery also needs essential equipment: kettles, kegs, boilers, bottling and canning lines, conveyors, cooling systems, storage tanks, fermentation tanks, filters and beer-labeling machines, piping and tubing, refrigeration equipment, cleaning equipment, waste treatment systems and tap handles. The music venue is not intended to compete with the Village’s existing cultural amenities, rather to create a casual, ever-changing menu of largely regional talent.

#### Job Creation and Financial Partnerships

Based on consultation with brewers and knowledge of local restaurants, staffing levels are estimated at 17 FTE. We have focused on potential properties based on brewers’ input. It’s not uncommon for an established brewery to operate a second or third production facility and restaurant. Job creation and cost estimates come from established operators and local restauranteurs. The project will be funded by the Hunter Foundation (\$500,000) and developer equity and mortgage. Other sources of support may include the ESD Market NY Program.

#### Readiness

Site selection and property negotiations are beginning. One successful brewer has visited to look at sites. Please see letter of support. Other visits are being scheduled. See letter of support from Three Brewers of Brooklyn, NY.

### REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it operates in downtown, creates a new amenity, complements the festival grounds. It aligns with the Talent and Workforce Training strategies by working with community colleges and other regional culinary schools to provide distance learning, workforce training, internships, and adult education and credit courses in brewing. For example, Schenectady Community College offers an A.A.S. and A.O.S. degrees in craft brewing and distilled craft spirits distillation.



*The music venue will feature local talent complementing, not competing with other destinations in the Village.*

The project aligns with the CREDC Core Strategy because it enriches year-round life and as a small music venue can focus on promoting local talent. It also advances the CRAFT cluster because local farmers will grow hops and other components, it enhances the locally produced food scene, and will draw both local people as well as visitors and festivalgoers.

## 5. MOUNTAIN BIKE CENTER AND ADAPTIVE TRAIL SYSTEM

|                           |                                                                                                                          |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Hunter Foundation                                                                                                        |
| <b>Jobs Created</b>       | 16                                                                                                                       |
| <b>Total Cost</b>         | \$3,000,000                                                                                                              |
| <b>DRI Funds Proposed</b> | \$1,500,000                                                                                                              |
| <b>Leverage</b>           | \$1,500,000                                                                                                              |
| <b>Leverage Source</b>    | Hunter Foundation, mountain bike enthusiasts, Royce Family Fund, other foundation grants                                 |
| <b>Use of DRI Funds</b>   | Construct a mountain bike center and skills park with adaptive walking loop connected to the Golf Course                 |
| <b>Readiness</b>          | 36 Months<br>Note: The Hunter Foundation submitted a CFA to NYS OPRHP EPF for \$500,000 to support this project in 2021. |



### Tannersville Mountain Bike Park And Multi-Use Trail System

The Hunter Foundation will develop an all age, year-round mountain bike park with flow loop, skills center, pump track and multi-use trails on the southern part of the golf course on two parcels it owns and will dedicate to new trail development. Trails will accommodate mountain biking for beginners, families and intermediate riders and provide a multi-use, year-round, non-motorized trails system, including a groomed FAT bike trail in winter, e-biking, cross-country biking, cross-country skiing, snowshoeing, dog walking, jogging and hiking. Specific trails or loops will be designed to meet accepted guidelines for adaptive mountain biking. People are already using existing and rough trails for these purposes.

The International Mountain Biking Association finds that “more trails mean a healthier community and a better quality of life.” The new park will be open to the public, free and can add to the open public spaces that are tools for ongoing growth and revitalization as a destination to walk, play, rest, and meet other people which builds relationships that allow all families, including those struggling economically, to connect – especially important post COVID-19. The Park enhances property values, increases municipal revenue, attracts homebuyers and workers, and retains retirees. Studies report that residential areas near vibrant parks increase property value and decrease property crimes.



The proposed park is also important to promotion, advancing heritage tourism, and improving or protecting natural, cultural, and economic resources of regional significance. The Great Northern Catskills of Greene County promotes the Catskills as “120 miles of the best mountain biking trails in the country around a growing biking mecca.”

The nearest mountain biking facility to Tannersville is the Hathaway Trails Cycling Park, several miles away, with 8 miles of singletrack trails. The Windham Mountain Bike Park, roughly 14 miles away, offers downhill riding and the longest jump trail on the east coast.

The proposed Hunter Foundation Mountain Bike Park, along with its connection to the 2.3+ mile Huckleberry Rail Trail, would position Tannersville to take advantage of this increasingly huge regional and national driver of tourism. Mountain bikers currently use the ‘organically developed’ old logging trails on the Hunter Foundation property, with roughly 1.5 miles of flow loop built and another 1.5 miles underway. While local mountain bikers ride on the property, it doesn’t offer the level of designed trails and raw mileage of groomed trails to have the draw that the Hunter Foundation envisions.



In addition to boosting regional tourism and attracting local spending, a thriving recreation and mountain bike scene is gaining a reputation as an incentive for recruiting new, young workers to unexpected places. One establishment, Hunter Mountain Outfitters, in Tannersville offers mountain bike rentals. The Hunter Foundation itself is finding it challenging to retain workers due to residential price escalation post COVID-19. Small businesses are holding on and will need assistance to recover and reestablish their past success. Employers are clear that having a wide choice of modern and well-maintained recreation amenities directly impacts their ability to hire and retain workers. By adding all-age, all-access walking and biking trails adjacent to the golf course, the Hunter Foundation improves the local and broader appeal of the community as a place to live and to play.

Mountain bike enthusiasts insist that “people come for flow trails.” Flow trails provide a terrain induced roller-coaster experience with little need for braking or pedaling, reflecting the local belief that the Village needs amenities to make it worth a visitor’s time to drive a few hours and linger in the area long enough to contribute to the numerous mom and pop shops along Main Street, fueling the local economy. The Hunter Foundation Mountain Bike Park would aim to complement this with its cross-country flow loop trail.

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A multi-use walking loop will allow visitors to traverse 1.75 miles around the perimeter of the park. The exact alignment of this portion of the trail will be designed taking into consideration best practices and proximity to the flow loop. At the southern end of the park, the walking trail allows the visitor to connect with and experience the Huckleberry Rail Trail (HRT), stretching for nearly a half mile just outside the park limits. To continue back into the park from the east end of the HRT, walkers first head west on the southern segment of the Allen Lane park access road, which meets up with the proposed Skills Park.

A new 0.4-mile access road will be built to finish the connection from 23A and the Raspberry Lane trailhead to the Bloomer Road trailhead. This will provide for emergency access and utility vehicles, as well as allowing multi-purpose use of the trail that offers a north-south connection to the Huckleberry Rail Trail. The Hunter Foundation is proposing to develop an additional 4-6 miles of trail and other amenities as needed on the southern portion of the property, which currently has no existing trails.

### **Adaptive Mountain Biking (aMTB)**

The Hunter Foundation will consider accessibility needs in trail design, specifically how best to accommodate adaptive mountain biking for those aMTB athletes with specific needs. Adaptive mountain bikes are designed to accommodate athletes who may have limited leg strength or mobility, strength or balance challenges, for example, through adaptive equipment such as handcycles, recumbent leg-cycles and tandem bikes. Many trails within the park will meet the 4' minimum width required for the riding performance of many adaptive bikes, and the perimeter walking trail and roads would easily accommodate the 6' width needed for devices such as manual wheelchairs. Other considerations in trail design will include appropriate grade/slope, tread surface, lack of obstacles, corner radius and sight lines above tread surface. Trails will be clearly signed to indicate the trail difficulty ratings and various accessibility levels. The Foundation will coordinate to the extent possible with the local Adaptive Mountain Biking Association and other established best practices and aMTB guidelines.

### **Park and Trail Amenities**

Park amenities will include a primary parking lot, 3 trailheads/access points, signage throughout, a restroom, and picnic tables. Trailheads will offer basic amenities including trash receptacles, water foundations, entry signage and course maps, benches and dog waste stations with bags. Wayfinding and directional signage are particularly important on mountain biking loops to ensure a stress-free visit for a high-octane sport. Signing access points and "you are here" signage at every intersection of trails means riders won't get lost and can find optional short cuts back to the beginning of a loop. Benches will be placed at appropriate intervals along the perimeter walking path.

### **Job Creation and Financial Partnerships**

Job creation is estimated to be up to 16 FTE jobs, related to the design, construction and maintenance of trails and increased demand at outfitters and provisioners. The Hunter Foundation submitted a CFA to NYS OPRHP for \$500,000 to advance this project in summer 2021. In addition, trail sponsorship and support by local mountain biking clubs will be pursued. The Hunter Foundation will donate land for the mountain bike park to be parkland in perpetuity. The value of donated land is estimated at \$1.0 Million.

## **NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



## Tannersville New York: The Painted Village in the Sky



### Readiness

Land is owned by the Hunter Foundation. Volunteers have begun marking trail routes. Work can commence immediately and be complete within 6-12 months.

### Alignment with CREDC Strategies

The project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it is in the heart of downtown, supports multiple modes of travel for all ages and improves conditions and safety for pedestrians and bicyclists. It connects the golf course to the Huckleberry Trail and Rip Van Winkle Lake. It aligns with the CREDC Core strategy because it adds an additional attraction for visitors. It advances the CRAFT Cluster because it offers a variety of experiences for tourists including off-road pathways to view nature and enjoy our environment and showcase our beauty. The proposed park is also important to promotion, advancing heritage tourism, and improving or protecting natural, cultural, and economic resources of regional significance.



## 6. FROMER MARKET GARDEN FARM HUB

|                           |                                                                                  |
|---------------------------|----------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Fromer Market Garden (FMG) , Hunter Foundation                                   |
| <b>Jobs Created</b>       | 20                                                                               |
| <b>Total Cost</b>         | \$1,000,000                                                                      |
| <b>DRI Funds Proposed</b> | \$500,000                                                                        |
| <b>Leverage</b>           | \$500,000                                                                        |
| <b>Leverage Source</b>    | Private Financing, Hunter Foundation, Royce Family Fund, other foundation grants |
| <b>Use of DRI Funds</b>   | Implement the Farm Hub Strategy                                                  |
| <b>Readiness</b>          | 12-24 Months                                                                     |



The project will use \$500K in DRI funds to construct a commercial kitchen, expand the farm stand/farm store and complete site improvements, especially parking. With leveraged funds FMG will conduct education and events, plan a farm incubator on the Mountaintop, and develop a workforce training curriculum.

Fromer Market Gardens offers active farming in the core of downtown on Main Street. The Hunter Foundation has invested heavily in acquiring the property, improving the land, constructing a state-of-the-art, 8,000+ SF greenhouse, and restoring buildings. The farm stand on Main Street offers fresh, seasonable vegetables at reasonable prices to residents and visitors.

Funding is committed for the rehabilitation of the main farm building, an historic Victorian house over 114 years old, which can provide residency and workforce training options. Working with the public school system, Fromer Farm is an extension classroom for children to learn about ecology, their natural surroundings and sustainability. The partnership includes conference and meeting space and accommodation. The farm seeks to be energy independent through use of solar energy and is working with the school district to share the generated energy to bring down its operating costs.

Fromer Market Gardens uses a unique sustainability model that mixes low carbon footprint technology with low to no cost traditional methods of cultivation and harvesting. The greenhouse crops are grown in an automated,



*The Fromer Market Gardens offers a unique active farming project on Main Street.*

## NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021

climate-controlled facility that adjusts heat and humidity, irrigation, and features thermal curtains and rolled open doors. The site also recycles and reuses water within the property, using a well and reservoir system that pumps water to the greenhouse.

### Farm Hub Strategy

The Hunter Foundation was awarded funds from Empire State Development in 2019 to conduct a strategic planning and feasibility study to evaluate the market potential of unifying community elements to create a Culinary Food Hub and Incubator Kitchen on the Fromer Market Gardens (FMG) premises.



In preparing the strategy, 14 in-depth stakeholder interviews were held with community members, professional associates of the farm, and potential institutional partners including customers, farm-stand vendors, school parents, school officials, and representatives from local social services and economic development agencies on the mountaintop and the surrounding area. An in-depth web survey of mountaintop community members circulated through the Hunter Foundation’s email lists as well as using targeted boosts on social media, yielding a robust dataset totaling 314 unique responses. Four in-person community engagement events were held which, combined, hosted approximately 45 participants.

| FROMER FARM HUB COMPONENTS                                                                                    | DRI Cost         | Leverage         |
|---------------------------------------------------------------------------------------------------------------|------------------|------------------|
| Construct a small commercial kitchen within the existing farmhouse and garage to support core FMG activities. | \$150,000        |                  |
| Expand the Farm Stand/Farm Store.                                                                             | \$150,000        |                  |
| Complete site improvements including access, parking, lighting, etc.                                          | \$200,000        |                  |
| Conduct multi-generational community-oriented programming and activities.                                     |                  | \$200,000        |
| Engage partners and educate about creation of a Farm Incubator on the Mountaintop.                            |                  | \$100,000        |
| Develop workforce development and job training curricula.                                                     |                  | \$100,000        |
| <b>TOTAL</b>                                                                                                  | <b>\$500,000</b> | <b>\$500,000</b> |

The key finding that emerged is that there is currently little direct interest in the use of a commercial-scale incubator and processing kitchen among potential tenants, clients and/or value-added producers.

Instead of a capital-intensive strategy, the concept being advanced instead is a suite of community development, engagement, education, and job skills training programs to be coordinated by, and take place at, FMG in partnership with organizations throughout the mountaintop with similar missions and alignment with those of The Hunter Foundation. The approach will advance the following initiatives:



- **Create multi-generational community-oriented programming and activities geared towards families, youth, and seniors.**

Interest areas spanned a wide range of disciplines-including home gardening, culinary, beekeeping, seed-saving, harvest preservation, horticulture, and more. Mountaintop non-profits, public institutions, and local businesses wish to partner with FMG to plan and deliver a range of educational programming. These include the Hunter-Tannersville School District, the Mountaintop Library, the Arboretum, local restaurateurs, and chefs.

Educational programming that directly integrates education needs of youth and teens with workforce development training, including the building and agricultural trades is conceived of as a “continuum” (or arc) forming a jobs development and creation objective for FMG.

- **There is need to build a small commercial kitchen within the existing farmhouse and garage to support core FMG activities.**

The kitchen can serve as a test kitchen to develop value-added products which could inhabit and define a local brand, culinary identity, and agricultural prowess; act as a value-added processing facility for other local farmers who sell their wares through the FMG Farm Hub; potentially incubate a small number of value-added food businesses during off-hours and days and allow the farm and the Hunter Foundation to assess local demand for such a service, as well as to more thoroughly estimate the costs associated with constructing and operating a larger facility elsewhere within the Village.



- **FMG will spearhead a Mountaintop Farm Incubator.**

This component will begin by identifying state or regional land conservation and new farmer development programs and explore options for expanding acreage on the mountaintop for food production. This may be a platform for introducing agriculture technology (agtech) to the Mountaintop, including building connections to technical colleges and universities, and for investment attraction. Development of agtech is consistent with the CREDC Strategic Plan.

- **The farm will coordinate with institutional partners to develop curricula and apprenticeship programming.**

FMG will integrate education needs of teens with workforce development training and coordinate with institutional partners to develop curricula, job training, and apprenticeship programming that targets adults already in the workforce.

### Job Creation and Financial Partnerships

Support for culinary entrepreneurs is expected to create 20 FTE jobs over a three to four years start-up period. Financing will include grants from a private philanthropist and a donation by a local preservation advocate; together totaling at least \$500,000.

### Readiness

The farm has a mission to educate people about local food production and provide access to fresh produce and baked goods. The Hunter Foundation has invested nearly \$2.0 million to date for all infrastructure to support the program and maintains a list of vendors interested in the commercial kitchen incubator. Over \$1.0 million private investment in farm implements and machinery, site preparation, survey, farmer salary, a farm stand; the ag district participation extended, and multiple Federal grants requested. Multiple agreements to supply local restaurants negotiated. Intensive programming is underway with next-door school campus.

### REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it operates in downtown, focuses public and private investment to improve and expand downtown's access to fresh food, trains food entrepreneurs, creates and supports existing small culinary businesses. The small farm kitchen enables the production of shelf stable projects grown on the farm. The vision for a rehabilitated farm is to offer farm stay and classes that expose people to creative people and activities. These resources create financial stability for the farm and potentially for small culinary and specialty caterers. The project advances the CRAFT sector by using farm grown products, enhancing the local food movement, expands product availability and is an attraction for visitors interested in culinary arts and cooking classes. It aligns with Workforce Development and Talent strategies by providing workforce preparation and readiness assessment.

## 7. COMMUNITY CENTER ARTS, WELLNESS & RECREATION

|                           |                                                                                                                                                                |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Village of Tannersville                                                                                                                                        |
| <b>Jobs Created</b>       | 22                                                                                                                                                             |
| <b>Total Cost</b>         | \$3,000,000                                                                                                                                                    |
| <b>DRI Funds Proposed</b> | \$1,500,000                                                                                                                                                    |
| <b>Leverage</b>           | \$1,500,000                                                                                                                                                    |
| <b>Leverage Source</b>    | Operator Equity, Royce Family Fund, Other Foundation Grants                                                                                                    |
| <b>Use of DRI Funds</b>   | Construction of indoor recreation center, potentially at the Golf Course or co-located with the Childcare Center or affordable family housing to be developed. |
| <b>Readiness</b>          | 24-36 Months                                                                                                                                                   |



This project emerged directly from the public as part of the DRI planning process. Dozens of people suggested a community center is needed for people of all ages and abilities. Currently there is no "community based" meeting places in the Village - beyond the firehouse, Village hall or private businesses. Community centers provide a physical "place" for people to congregate, celebrate, learn, and grow but also help build and embolden the community spirit. The center would be multi-purpose, offering programs and services that are accessible to all - whether space for a meeting or a birthday party, a wedding or memorial. The community expressed interest in a wide variety of recreation including a pool and an expanded computer lab to augment popular space at the library. The center could also loan or rent snowshoes and cross-country skis in the winter, kayaks or canoes, fishing poles, or tents and baseline camping gear to get families and children outside. A community center can be the start and end of a child's day, keeping them out of trouble and involved in structured activity before and after school programs beyond the four walls - an incubator for talent and skill. It can open doors to opportunities our residents may not have access to, opening the eyes and ears to a different perspective, building tolerance, resilience, compassion, and respect - all values of a strong community.

### Job Creation and Financial Partnerships

There is a groundswell of support for this project through the community survey and meetings to discuss the DRI and review DRI projects. Job creation estimates are based on review of the program plans and operating and development proforma of similar centers in comparable communities. The job creation estimate is heavily dependent on the actual components and scale of the project ultimately recommended by the community - for example including a pool in the design bumps staffing and cost significantly.

**Readiness**

A feasibility study and market analysis will be undertaken, and agreement will be reached with the public on the center’s offerings. It’s likely that the center will be new construction. Depending on programming and size it might be possible to locate the center at the golf course or in conjunction with the affordable family housing being planned.

**REDC and NYS Strategy Alignment**

This project aligns with NYS Downtown Revitalization and the CREDC Magnet Strategy because it operates in downtown, meets a community-identified need and increases access to healthy activities for the body and mind, physical therapy support and potentially childcare, an emerging NYS area of interest that the REDC is currently planning for. The project advances the Core strategy by providing alternatives to sports-based recreation including art classes.



## 8. NEW CHILDCARE CENTER IN FLOODSAFE LOCATION

|                           |                                                                                                               |
|---------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Hunter Foundation, Mrs. Puddleducks                                                                           |
| <b>Jobs Created</b>       | 10                                                                                                            |
| <b>Total Cost</b>         | \$1,100,000                                                                                                   |
| <b>DRI Funds Proposed</b> | \$550,000                                                                                                     |
| <b>Leverage</b>           | \$550,000                                                                                                     |
| <b>Leverage Source</b>    | Private Financing, Developer Equity, County Matching Funds, Donated Land                                      |
| <b>Use of DRI Funds</b>   | New construction of childcare center with double enrollment out of the floodplain at a site to be determined. |
| <b>Readiness</b>          | 24-36 Months                                                                                                  |

Since that time the Village has completed a Local Flood Hazard Mitigation Analysis and determined that the daycare center is in significant and recurring threat of flooding from the Saw Mill Creek. This is of special concern because the stream is prone to flash flooding offering little warning.

The operator estimates that demand justifies doubling the size of the center. Given job projections of DRI projects, which could double the employment base in the Village, the need for affordable childcare will increase significantly. The Hunter Foundation will advance discussion with the operator of Mrs. Puddleducks and develop a short list of sites for further evaluation. Consideration will be given to locating the center with the affordable family housing being developed or co-locating it with the community center also proposed.

### Job Creation and Financial Partnerships

The project emerged from a proposal and cost estimate submitted by the sponsor and follow up calls. The owner has operated a licensed childcare center for over 30 years and is very familiar with the program, space needs, current market, and construction costs in the region.

Mrs. Puddleducks is the Village’s primary child care center located on Main Street. It has been in operation since 1986. They serve children aged 6 weeks to 5 years old. In its current space, the center is licensed for 29 children, though some are part-time and actual enrollment is 34 children. Current employment is six full time administrators and teachers and four part-time assistants. Currently, the infant room and toddler rooms are one child away from being at maximum.

Tannersville and the Town of Hunter are in childcare deserts. Mrs. Puddleducks is the only regulated childcare provider in the Village and Town. In 2019 the Village’s DRI proposal called for adding an addition onto the current building.



## Readiness

Once a site is selected, it is anticipated that the center can be designed and constructed within 24 months. The sponsor has an excellent track record administering State and federal funds and coordinating licensing review. Time is of the essence as there is a waiting list of largely millennial families who need both childcare and affordable housing to maintain their ability to work in Tannersville; and meet the needs of second homeowners and full-time residents.



## REDC and NYS Strategy Alignment

The project aligns with the Statewide strategy to expand access to licensed childcare and development of a childcare strategy for each region. The current center is a model of the high-quality care found in rural communities. The project aligns with the NYS Downtown Revitalization and CREDC Magnet strategies because it expands an anchor service downtown that is critical to maintain businesses, develop a workforce and reduce staff turnover because housing and childcare are not adequate. The project can create 10 jobs, about half of which have low barriers to entry, and enables continued employment by parents. The current center is accessible to low- and moderate-income families and draws two dozen families to Main Street twice a day, generating economic spin-off.



## 9. CATALYST BUILDING/SITE DEVELOPMENT/ REHAB/REUSE

|                           |                                                                                                   |
|---------------------------|---------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Hunter Foundation                                                                                 |
| <b>Jobs Created</b>       | 60                                                                                                |
| <b>Total Cost</b>         | \$4,100,000                                                                                       |
| <b>DRI Funds Proposed</b> | \$2,600,000                                                                                       |
| <b>Leverage</b>           | \$1,500,000                                                                                       |
| <b>Leverage Source</b>    | Private Financing, Developer Equity, County Matching Funds                                        |
| <b>Use of DRI Funds</b>   | Building renovations, equipment, furnishings, working capital, paint program, facade improvements |
| <b>Readiness</b>          | 12-24 Months                                                                                      |

This project currently includes several nonprofit and private development projects that are nearly ready to stand on their own. We have not proposed a revolving loan fund to cover these building rehabilitation and reuse projects because they require more than \$600,000 in total. Funding is needed by at least six projects.

Over recent years the Hunter Foundation has provided grants and loans to local companies creating 30 plus jobs - that's a lot in a community where even a marginal increase in patrons for small shops and services may be the difference between staying open or closing. This impacts the survival of local families and quality of life for year-round residents without regard to their age, income, educational background or ability. The demand for capital is increasing as the bigger and more challenging buildings become the focus of the revitalization effort.

Two projects are advanced by Last Chance Antiques and Cheese Café.

- Main Street Beer Garden** - In an effort to develop more outdoor dining spurred on by the pandemic, Last Chance Antiques and Cheese Café broke ground on a beer garden at 6009 Main Street. Their goal for 2021 is to remediate the 120-year-old stone foundation. In 2022 they hope to continue to develop the site which will accommodate 50 people with the potential for live music and occasional private parties.



New Beer Garden at 6009 Main Street



- **Rip Van Winkle Building Retail and Affordable Housing** - Last Chance is pursuing purchase of the Rip Van Winkle Building at 6017 Main Street. The structure requires significant rehabilitation. The project will restore first floor retail and construct two or three affordable apartments above.

**The Hunter Foundation is committed to rehabilitating three buildings.** They are also rehabbing/reusing former Airbnb units as affordable apartments.

- **Pratts Place** - The Hunter Foundation owns Pratts Place at 6006 Main Street which includes 4 retail shops and ten apartments all of which need full rehabilitation estimated to be around \$500K. They have invested \$ 90,000 to date including \$50K for a new roof, \$27K to rebuild the pet grooming space. One former Airbnb unit has been converted to an affordable apartment.
- **Astor House** - The Hunter Foundation owns the Astor House at 5980 Main Street. They have invested \$27,500 to date for a new roof and plan to invest an additional \$40,000 for exterior renovations.
- **Bear Plaza** - Bear Plaza at 6022 Main Street is owned by the Hunter Foundation and was formerly the Town supermarket. Including the cost of acquisition of \$450,000, the HF has invested \$40,000 to perform needed stabilization projects. Currently the HF is investing \$700,000 in renovation and improvements to develop “Pantry on Main” which will be a restaurant and retail experience (a full-service market with fresh and prepared foods and pantry items). Two affordable housing units will be built to the rear of the building.



Former A&P Grocery Store known as Bear Plaza

### Other Hunter Foundation Projects

- **Fromer Farmhouse** – The Hunter Foundation owns the Historic Farmhouse at Fromer Market Garden. A philanthropic partner has agreed to support half of the cost of full restoration if public funds can be raised for the remainder. Private investment is estimated at \$300,000. DRI funds requested of \$300,000.

- **The Club House** – The Hunter Foundation owns Hyer House at the Golf Course. The design strategy for the building includes expansion of a restaurant space with outdoor dining. The Cost of the next round of improvements ( which also support build out of the Festival grounds) is \$1. 0 million with DRI request of \$500K.

### Other Privately Owned Buildings

- **Maggie’s Krooked Café** - The Café is owned by Margaret Landis at 6000 Main Street. She has invested \$130,000 to date for façade and porch stabilization and improvements. Plans are for the building to be used for retail, restaurant and affordable housing. Additional rehabilitation is needed including a roof (\$60K), heating and exterior property improvements. DRI Funds requested of \$150,000
- **Spinning Room Restaurant** – Ionic building needs near complete restoration. Building evaluation is ongoing but need is estimated at \$1.0 Million in DRI.

We are aware of several other development investments that are not ready to be made public. They likely would require additional DRI investment of \$500,000 to \$1.0 million.

### The Paint Program

The Paint program gets a good amount of credit for saving Downton and distinguishing the Village. It’s our signature. However with skyrocketing building costs we must layer public and private resources. The Hunter Foundation plans to be working on and plans to repair and paint the exterior of 5920, 6302, 6073 and 5844 Main Street. DRI Funds requested \$150K for façade improvements and paint and \$100,000 for the mural for 2022 and 2023.

### Job Creation and Financial Partnerships

Based on past lending experience, the Hunter Foundation is confident about the need for these resources and their ability to get them committed quickly.

### Readiness

This project can be complete in 12-24 months. Need has been documented by existing funds at the Hunter Foundation. A waiting list of potentially interested businesses is ready to go.





**CREDC and NYS Strategy Alignment**

24/365 activity and can offer new housing types that appeal to millennials and empty nesters, put more eyes and feet on the street and appeal to millennials who like to be in the center of downtown life. It aligns with Talent Strategy and State’s workforce strategy because it expands work with low barriers to entry at downtown retail and dining establishments.

Merchants identified the need for good quality modern housing that their workers can afford explaining that it is a top reason for staff turnover. In addition, it provides affordable housing for seniors and people with special needs. Given the affordability crisis currently playing out in the



| DEVELOPER                            | BUILDING/SITE                | PRIVATE INVESTMENT | DRI INVESTMENT     |
|--------------------------------------|------------------------------|--------------------|--------------------|
| Last Chance Antiques and Cheese Cafe | Beer Garden                  | \$150,000          | \$100,000          |
|                                      | Rip Van Winkle Building      | \$300,000          | \$100,000          |
| Hunter Foundation                    | Pratts Place                 | \$500,000          | \$100,000          |
|                                      | Astor House                  | \$150,000          | \$100,000          |
|                                      | Bear Plaza                   | \$800,000          | \$300,000          |
| Other Hunter Foundation Projects     | Fromer Farmhouse             | \$200,000          | \$175,000          |
|                                      | The Club House               | \$500,000          | \$300,000          |
| Other Private Projects               | Maggie’s Krooked Cafe        | \$300,000          | \$125,000          |
|                                      | The Spinning Room Restaurant | \$500,000          | \$300,000          |
| Paint and Mural Program (2022-24)    | Buildings Identified and TBD | \$200,000          | \$250,000          |
| Other Potential Buildings and Sites  | Not ready to be disclosed    | \$500,000          | \$750,000          |
|                                      |                              | <b>\$4,100,000</b> | <b>\$2,600,000</b> |



**NY's Painted Village in the Sky Downtown Revitalization Initiative - 2021**



PAINTED VILLAGE DRI DISTRICT

PAINTED VILLAGE ON DISPLAY

# DRI PROJECT CATEGORY: LIVABLE TANNERSVILLE PUBLIC IMPROVEMENTS

## 9. TANNERSVILLE COMPLETE STREETS AND PLACEMAKING INITIATIVE

|                           |                                                                                                                                                        |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Village of Tannersville                                                                                                                                |
| <b>Jobs Created</b>       | 20                                                                                                                                                     |
| <b>Total Cost</b>         | \$5,000,000                                                                                                                                            |
| <b>DRI Funds Proposed</b> | \$2,000,000                                                                                                                                            |
| <b>Leverage</b>           | \$3,000,000                                                                                                                                            |
| <b>Leverage Source</b>    | Catskill Watershed Corporation, Smart Growth Grant, Public Improvement Budget, Force Account Labor                                                     |
| <b>Use of DRI Funds</b>   | Complete streets reconstruction of Rail Road Avenue bike and pedestrian amenities; neighborhood sidewalk connections and other projects TBD by the LPC |
| <b>Readiness</b>          | 24 Months                                                                                                                                              |



*Creek Walk Park will be constructed this summer as the first Main Street greenspace.*

This project invests in a variety of complete streets enhancements that will promote walkability and increase safety for people of all ages and abilities. Design, signage, landscaping, and signals can create a more inviting streetscape that encourages walking and cycling Village-wide with excellent connections to the Fromer Farm, Community Center, Golf Park, RVW Lake and Gooseberry Park. Our focus is on improving and adding sidewalks from Main Street to connect all anchors and neighborhoods.

Main Street requires targeted improvements including traffic calming measures, creative crosswalks and lane markings, and placement of public art to create vertical elements that slow vehicles. Surveys and dialogues suggest undergrounding overhead utilities, continuing the Paint Program, facade improvements and building retrofits, improving gateways, completing a wayfinding system, and restoring the Veterans Memorial. The ability to link the DRI core to the lake, rail trail, and parks within a five-minute walk will provide economic development opportunities on Main Street and increase utilization of the Village’s assets by both residents and visitors.

A pedestrian overlook at the Main Street (NYS DOT) Bridge over the Sawmill Creek will be defined by a bump out with granite curb and granite bollards to tighten the street’s cross-section and effectively reduce driving speeds and the pedestrian crossing distance. The bridge will be

architecturally enhanced with natural stone veneered columns. Various unsightly utility conduits will be replaced to improve the appearance of the bridge from the pocket park. With support from NYS DOS, the first Main Street greenspace – Creek Walk Park – will be constructed in 2021.



The conceptual plan for the pocket park and trail head embraces the site’s past, borrowing from the footprint of the former historic building and repurposing its foundation to be the centerpiece of the 0.33-acre park.

The next stage features two connections: one the more challenging “up and over” trail being designed and the other a more accessible multi-purpose path and linear park connected by pedestrian bridges, covering ¼ mile that will link Main Street through the pocket park and the public parking, the Village’s playground, bike path and the northern edge of Rip Van Winkle Lake – running right behind Mrs. Puddleducks child care center, closing a loop by following the planned improved sidewalk connection across Tompkins Street and the rest of the Village. These improvements are especially important to connect resident to Congregation Anshei Hashoron synagogue on Tompkins Street. Informal pedestrian pathways would be improved and lighted in selected areas.

Through every complete street project, the Village works to expand its sidewalk system in current residential neighborhoods, connecting residents to Main Street services and shopping and to recreation amenities at Rip Van Winkle Lake (RVW) and the Huckleberry Rail Trail. In addition to DRI funds, the Village is considering using local funds, a bond or establishing a special assessment district as well as state and federal grants. In addition to Main Street connections, complete streets redesign of Railroad Avenue is essential.

Although close in distance (less than a ½ mile), the current connection between downtown and RVW Lake, playground, beach, and park is not pedestrian- or bicycle-friendly. Railroad Avenue parallels the linear park and needs complete stabilization. It needs design, community input, signage, wide sidewalks, landscaping, and a bicycling lane to create a safer streetscape along this heavily used route and the primary connection that visitors use between the downtown core and the Lake.

The overall streetscape approach removes obstacles that challenge older and poorer residents from walking safely (free exercise) and reduces the real health consequences both of being sedentary and, maybe more importantly, becoming isolated and disconnected from community life. Age-friendly streetscape improvements include shortening the length of pedestrian crossings, slip resistant paving, shade structures, sidewalk level lighting, and seating benches (with backs and sides.) The streetscape improvement program is consistent with LEED ND, AARP Age-Friendly Communities principles.

### Job Creation and Financial Partnerships



The job creation estimate is for two FTE Department of Public Works staff to address additional maintenance required to maintain new amenities, pocket park trails, parking, and sidewalks. A total of 20 jobs will be created at immediately adjacent businesses. Several partners are engaged in complete streets development and related components that expand our capacity, financial resources and readiness. The NY/NJ Trails Coalition, Hunter Area Trails Coalition and Greene County Soil and Water Conservation District are our close collaborators who bring more time and financial resources and are committed to developing a strategy for a Mountaintop-wide Trails Master Plan. They are committed to the full build out of the entire Kaaterskill Rail Trail that connects the Village on the east and west to the Village of Hunter and hamlet of Haines Falls. NYS Department of Transportation is also a partner, particularly in making the Main Street bridge over the Sawmill Creek more pedestrian friendly. NYC DEP and the Catskills Watershed Corporation are assisting with



buyout of flood vulnerable properties that will be added to the park and trail network and the Village is going to move the DPW garage to a floodsafe location creating a space for a beautiful trail head connecting intersecting trails, pathways and sidewalks. This one-time revenue could set the scene for many important public improvements that are vitally necessary in a downtown dependent largely on tourism.

### Readiness

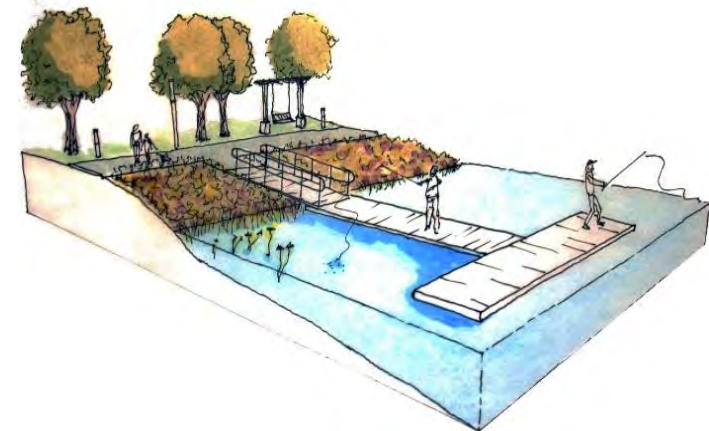
The project can be final design and constructed in 24 months. The opinion of cost for all components was developed by a licensed landscape architect both for the Hunter Foundation and under projects funded through the Environmental Protection Fund through the NYS Department of State LWRP program. The Village is considering bonding for some improvements, including expansion of the sidewalk system. Creek Walk Park is under construction. Final design is complete for the bridge overlook, sidewalk connections and linear trail. Easements have been acquired of the off-road trail linkages. The Village is prepared to expand the sidewalk system in phases beginning immediately. Conservation District are our close collaborators who bring more time and financial resources and are committed to developing a strategy for a Mountaintop wide Trails Master Plan.

### REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and CREDC Magnet Strategy because it is in the heart of downtown, supports multiple modes of travel for all ages and improves conditions and safety for pedestrians and bicyclists. It connects our neighborhoods, recreation amenities and RVW Lake to Main Street businesses supporting local entrepreneur and downtown living. It aligns with CREDC Core strategy because it helps make the Village truly accessible to all and age friendly and helps residents stay healthy. It advances the CRAFT Cluster because it offers a variety of experiences for tourists including off-road pathways to view nature and enjoy our environment and showcase our beauty.



*A range of streetscape investments would promote walkability along Main Street.*





Rendering from the Gooseberry Creek Corridor Revitalization Strategy, illustrating the proposed Main Street pocket park.

### 10. CONSTRUCT DESTINATION QUALITY GOOSEBERRY PARK PHASE TWO

|                           |                                                                                        |
|---------------------------|----------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Village of Tannersville                                                                |
| <b>Jobs Created</b>       | 8                                                                                      |
| <b>Total Cost</b>         | \$2,300,000                                                                            |
| <b>DRI Funds Proposed</b> | \$1,000,000                                                                            |
| <b>Leverage</b>           | \$1,300,000                                                                            |
| <b>Leverage Source</b>    | Catskill Watershed Corporation, Smart Growth Grant, Land Donation. Force Account Labor |
| <b>Use of DRI Funds</b>   | Construct Phase Two of Gooseberry Park on Upper Lake Road                              |
| <b>Readiness</b>          | 24 Months                                                                              |

IN 2019 the Village was awarded \$1.3 million to complete design and construct Gooseberry Park – a catalyst project in the Village; s Gooseberry Creek Revitalization Strategy funded by NYS DOS and completed in 2019. Final design is proceeding, and the Village plans to construct the park in 2022.

The master plan for overall connections throughout the Village among Main Street, Rip Van Winkle Lake, the Huckleberry Rail Trail and the new Gooseberry Park at Upper Lake Road. Emerging at the intersection with Railroad Avenue, the creek path will coincide with another pocket park offering trailhead parking, signage and sidewalk connections. Enhancements at the intersection include a three-way stop intended to calm traffic and a Railroad Avenue sidewalk extension to connect the path to both the Western Huckleberry Rail Trail and to the Tannersville Recreation Park at the western edge of Rip Van Winkle Lake.

In Phase Two a connection will also be made here to the existing Eastern Huckleberry Rail Trail, with a boardwalk wetland walk extending out over the lake for viewing and fishing opportunities. Additional nature trails will extend off the Rail Trail into the wetlands at the eastern edge of the Rip Van Winkle Lake. The loop to the new Gooseberry Park at Upper Lake Road on the eastern side of the lake is continued via the sidewalk extension along South Main Street or alternatively, a proposed future boardwalk connection along the lake’s northern edge. The project will connect to access, trail and ropes course development at the adjacent Civilian Conservation Corp (CCC lots) property development (see project number 11).



The concept for the new Gooseberry Park on Upper Lake Road at RVW Lake is to take advantage of the Park's location on the lake and its unique vistas; and provide passive recreational opportunities that complement the active uses offered at the expanded playground on the opposite side of the lake. The Park will be an all-age, all-ability destination-scale park with open space, frisbee golf, exercise circuit, natural playground, boat launch, picnic pavilion, fishing pier, wetland overlooks, great lawn concert venue, dog park, and more. The entire site will be planted with native meadow plantings. Oversized trellis swings will overlook the lake and the mountains beyond. A splash pad will be constructed and other park amenities like horseshoe pits will be added.

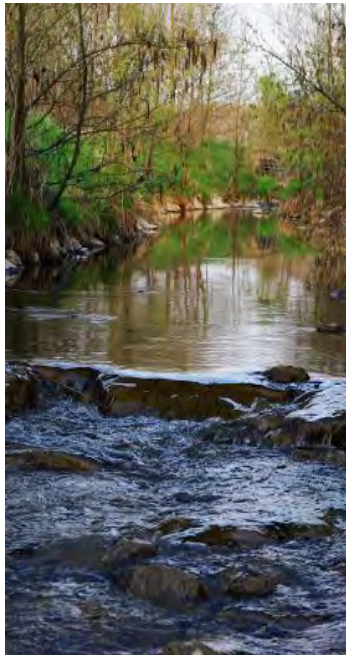


*Rendering of proposed Gooseberry Park at Upper Lake Road. The proposed park will offer a range of passive and active recreational opportunities, from splash pads, boat launch, and fishing pier to a great lawn and community pavilion.*

The community boat house and bathrooms will be constructed along with a large pavilion as community gathering spaces. Nature trails will provide a secondary pedestrian trail network, which will increase the diversity of trail types through a variety of ecosystem types on the eastern edge of the lake to the north and south side of the lake's inlet stream. Using funds from NYS DOS the beach at RVW Lake is being restored and people will be swimming again this summer.

**Job Creation and Financial Partnerships**

The Village estimates that eight jobs will be created to staff the park in season and provide year-round maintenance of the park.



**Readiness**

Final feasibility analysis complete, final design complete, cost estimate, permitting complete, NYS DOS funding in place for Phase One. Easements in place for trails. Property owned by the Village. All DEC, DEP and USACE permit consultation complete. The Village is also willing to consider bonding for some components of Park development. The cost estimates for the full multi-phase build out of the new destination quality all-age and-all access park on Upper Lake Road at Rip Van Winkle Lake were developed by a licensed landscape architect and vetted as part of CFA review and award from NYS DOS to create Creek Walk Park and restore swimming at the Lake. Phase Two can be designed and constructed in 24 months.

**REDC and NYS Strategy Alignment**

The project aligns with the CREDC Magnet Strategy and NYS Downtown Revitalization because it connects Main Street to expanded, destination-quality trails and open space. The project is consistent with the State’s Placemaking and CREDC Core Strategies because it creates new amenities that are accessible to all and a comprehensive array of passive and active and free amenities that help residents stay healthy. It advances the CRAFT cluster because it offers a variety of experiences for a wider array of tourists to enjoy magnificent scenery and gather with residents.



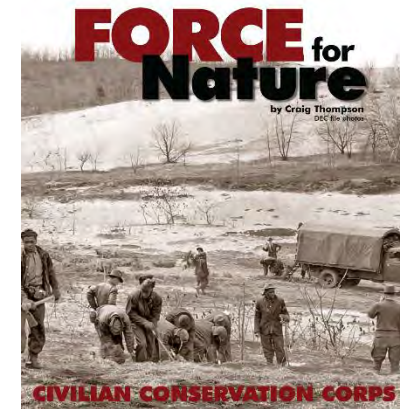


Upper Lake Park at Lake Rip Van Winkle  
Village of Tannersville, New York



### 11. CIVILIAN CONSERVATION CORPS LANDS TRAILS AND AERIAL ADVENTURE PARK

|                           |                                                                                                                                                                 |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Village of Tannersville                                                                                                                                         |
| <b>Jobs Created</b>       | 21                                                                                                                                                              |
| <b>Total Cost</b>         | \$3,800,000                                                                                                                                                     |
| <b>DRI Funds Proposed</b> | \$1,000,000                                                                                                                                                     |
| <b>Leverage</b>           | \$2,800,000                                                                                                                                                     |
| <b>Leverage Source</b>    | Royce Family Fund, Catskill Watershed Corporation, Smart Growth Grant, Land Donation, Force Account Labor                                                       |
| <b>Use of DRI Funds</b>   | Acquire the Civilian Conservation Corps lots (89 acres) on the Village’s southern border and create an access road/bridge, trails and an elevated ropes course. |
| <b>Readiness</b>          | 24 Months                                                                                                                                                       |



The project includes acquisition and compatible development of just under 90 acres of land-locked property accessible only from the Village’s Huckleberry Rail Trail along the southern boundary adjacent to Rip Van Winkle Lake, known locally as the “CCC Lots” - or “Civilian Conservation Corps” lots.

The Hunter Foundation and Royce Family Fund will acquire the property, acquire an access easement, establish road and bridge access to support maintenance and emergency vehicles; and construct trails to connect to the Huckleberry Rail Trail, Rip Van Winkle Lake, the Mountain Bike Park, Golf Course and Main Street. The parcel is effectively landlocked – the only access is from the Village’s Huckleberry Rail Trail. It’s possible that some portion of the site may be appropriate for workforce housing in the future. Interpretative signage, markers and information kiosk will tell the story of New York’s role in the Civilian Conservation Corps. The site is a primary candidate to host an aerial adventure park and canopy tours. The CCC Lots are part of the big picture of the Painted Village Festival as a site for limited camping and glamping.



**This land has a proud history.**

In 1928 the New York State Legislature passed a law to purchase abandoned or sub-marginal farmlands for reforestation. Deep in the depression, in 1931, under Governor Roosevelt, NYS began hiring unemployed men to work in reforestation projects, clearing underbrush, fighting fires, controlling insects, constructing roads and trails, and developing recreation facilities.

In 1932, then President Roosevelt, built on that idea as the “New Deal” for America was launched. One of its programs was the Civilian Conservation Corps or the “CCC” and one of the camps identified as S 97 (State Forest Preserve) Camp number 291 was put in operation in Tannersville, NY on May 17, 1934, with a focus on forest management and reforestation.

**And its currently at risk.**

In a 2008 article called “Force for Nature” published in NY Conservationist, NYS DEC observed that “Ultimately, in protecting forests, improving stream corridors, developing parks and campsites, enhancing fish and wildlife stocks, and maximizing public access to nature, the CCC did much to develop a culture of environmental stewardship in an increasingly involved public, and raised a lofty expectation of perpetual care and continued growth that in the 75 years since has been difficult to fulfill.”

The CCC lots have remained forested and largely undeveloped. Today, with property values skyrocketing and home inventory shrinking, undeveloped open space is at risk from incompatible development – even in Tannersville. Between climate migration and pandemic flight from downstate NY, there is a growing urgency to protect these lands.

### **Aerial Adventure Park**

Once the property is acquired and vehicular access is established, work may begin on designing and constructing an aerial adventure park – or elevated ropes course. Although the cost of constructing the course is not included in this project, it’s possible that the aerial park will be funded as a DRI project based on additional input and the LPC’s determination.

Aerial adventure parks connect at ground level and treetop to treetop using a variety of rope, wood and cable bridges and obstacles and features zip lines, rope bridges, log bridges, and cargo nets. The park will be family-friendly, offering a variety of rope courses at various degrees of difficulty for all ages and abilities.



Focused on a core market – the environmentally conscious visitor - the Tannersville park will be driven by sustainability, taking special care not to damage any trees during construction and using solar panels to power lights and amenities. Team building courses will be available. Canopy



tours may be developed using interconnected zip lines and platforms. Led by trained guides, canopy tours let participants enjoy majestic scenery and mature woods – available today, because of the work of the Civilian Conservation Corps in the 1930’s.

### Job Creation and Financial Partnerships

At full build out with a premier elevated ropes course, the project is estimated to create 21 jobs including park operators and guides.

### Readiness

With additional capital available through the DRI, site acquisition can be accomplished immediately. A master plan and concept plan will be completed, and an opinion of cost generated. Key elements that will drive readiness include design, permitting and construction of vehicular access including a roadway entering from the Huckleberry Rail Trail near the playground at Rip Van Winkle Lake.

### REDC and NYS Strategy Alignment

The project aligns with the CREDC Magnet and NYS Downtown Revitalization strategies because it connects Main Street to an expanded destination quality trails and open space. Development of a premier aerial park will be a significant destination for visitors. The project is consistent with the State’s Placemaking and CREDC Core Strategies because it preserves NY’s history and heritage through interpretative signage. It creates new amenities that are accessible to all including a comprehensive array of passive, active and free amenities that help residents stay healthy. It advances the CRAFT cluster because it offers a variety of experiences for a wider array of tourists to enjoy magnificent scenery and gather with residents.



# DRI PROGRAM COMPONENT: PROMOTION AND TOURISM AMENITIES

## 13. KAATERSKILL CLOVE TROLLEY SERVICE

|                           |                                                                             |
|---------------------------|-----------------------------------------------------------------------------|
| <b>Sponsor</b>            | Tanners Trolley                                                             |
| <b>Jobs Created</b>       | 5                                                                           |
| <b>Total Cost</b>         | \$500,000                                                                   |
| <b>DRI Funds Proposed</b> | \$250,000                                                                   |
| <b>Leverage</b>           | \$250,000                                                                   |
| <b>Leverage Source</b>    | Private Financing                                                           |
| <b>Use of DRI Funds</b>   | Site improvements, Trolley purchase, terminus construction, app development |
| <b>Readiness</b>          | Under 6 Months                                                              |



Photo courtesy of Francis X. Driscoll

*The Clove Shuttle would provide a much-needed safe way to visit Kaaterskill Falls.*

### Proposed Use of DRI Funds:

Since the early 1800's, Kaaterskill Clove has been one of the premiere tourist attractions in the Northeast: a five-mile-long wilderness gorge cut through the Manitou Wall of the Catskill Mountains, in places more than 2,000 feet deep, with a dramatic two-tiered waterfall, natural swimming holes, spectacular views, fascinating history and great hiking trails.



Today Tannersville is the primary downtown, just minutes away from Kaaterskill Falls - the tallest cascading water fall in New York State located in a five-mile-long wilderness gorge cut through the Manitou Wall of the Catskill Mountains, in places more than 2,000 feet deep. Interest in visiting the Clove by families, hikers and artists is booming - more than 3,500 cars pass through the area each day and the count is far higher on weekends.



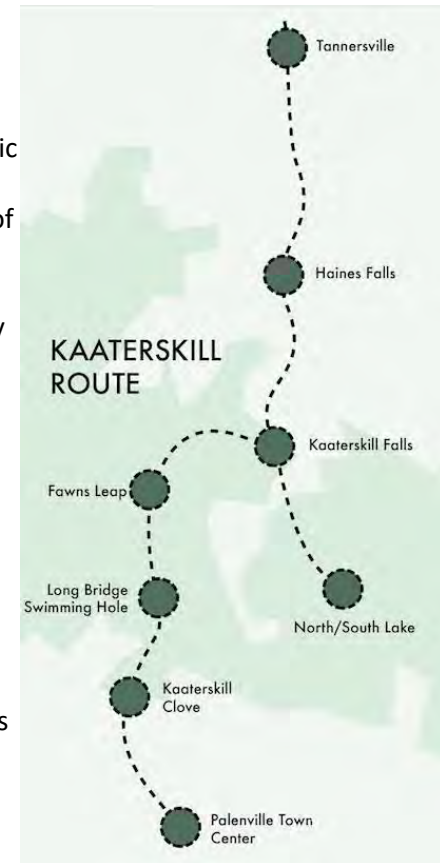
Increased traffic also has a downside: illegal parking on the narrow shoulders of Route 23A has created serious safety issues. Over the past decade, tourist traffic has increased tremendously. That increased traffic has led to illegal parking on the narrow shoulders of Route 23A has created serious safety issues, so the number of parking spots within The Clove has been reduced and parking enforcement action has become more aggressive

This project addresses a serious pedestrian safety hazard along Route 23A at the entrance to the Kaaterskill Gorge and Waterfall. The road exits a hair pin turn at a Route 23A entrance. There is a small scenic overlook to the west of the entrance, but it is only intended for viewing, not parking, which is at the site of the formal Laurel House at the top of the falls. People

park illegally on the road. There are no sidewalks on either side of the road (and no easy way to construct them). It is quite literally a disaster waiting to happen. Even with a beautiful wilderness gorge more than 2,000 feet deep, a dramatic two-stage waterfall, natural swimming holes, spectacular views, fascinating history and great hiking trails — there's still one problem. You can't get there.

Tanners Trolley, a private operator, is preparing to construct the Tanners Trolley Kaaterskill Loop. The Trolley is a Ford F5D Chassis - 34 seat trolley. The service will provide safe, clean, and consistent transportation to swimming holes, hiking trails, shopping, and dining destinations and more. The planned KAATERSKILL LOOP will make multiple stops on the mountain and stops in Tannersville and Palenville town centers with service running Memorial Day through Mid- October (peak foliage), seven days-a-week from 9am-5pm. An app and website will be available for easy scheduling and ticket purchase. The cost is estimated at \$2 per ride, \$5 per day or \$99 for a season pass. A variety of benefits have been identified including:

- Job creation and hiring residents
- Drivers will be off duty school bus drivers (CDL rated)
- Local education for visitors via microphoned drivers



- Increased tourism for local businesses (shopping, dining, etc)
- Increased foot traffic for major towns (Tannersville, Palenville)
- Route 23A congestion control (decreased illegal parking)
- Safer access to highly visited hiking trails, swimming holes, etc
- Litter control and land preservation
- Additional public transportation option for residents

The project sponsor submitted a proposal, operating and development analysis and staffing plan.

### Job Creation and Financial Partnerships

The project would create five jobs. As the terminus, Tannersville will receive a steady supply of visitors to frequent other businesses.

### Readiness

Extensive research, position paper, scope of work, cost estimate, development and operating proforma, partnership structure is in place. The vendor has been interviewed and has made presentations to numerous mountaintop organizations. The project can be launched in 3-6 months.

### REDC and NYS Strategy Alignment

The project aligns with NYS Downtown Revitalization and CREDC Magnet and Core strategies because the Mountaintop terminus is in downtown Tannersville and the shuttle will create revenue and support job creation at more than a dozen inns, B&B's, hotels, and resorts. It creates access for visitors of all abilities and ages to visit one of NY's premier natural attractions at Kaaterskill Falls and Gorge. It offers safe access to the Falls as opposed to largely illegal paths and parking people usually use on 23A.

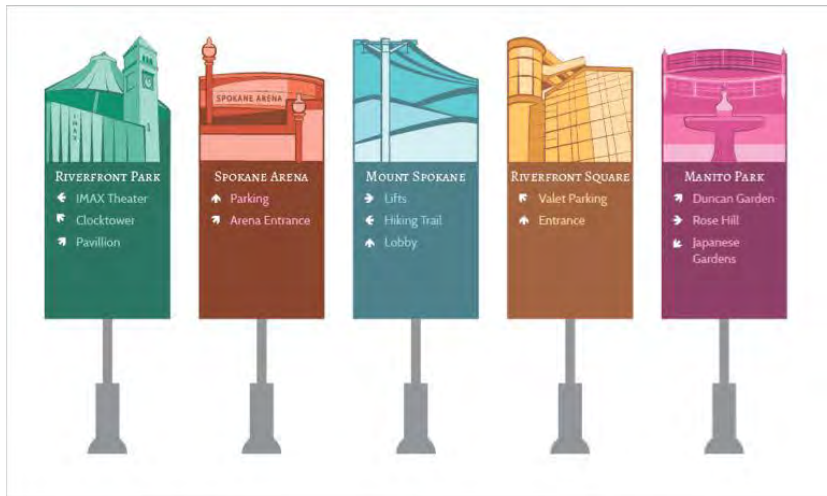


### 14. WAYFINDING AND INTERPRETATIVE SIGNAGE PROGRAM

|                           |                                                                                              |
|---------------------------|----------------------------------------------------------------------------------------------|
| <b>Sponsor</b>            | Hunter Foundation/Merchants/Chamber of Commerce                                              |
| <b>Jobs Created</b>       | 1-2                                                                                          |
| <b>Total Cost</b>         | \$200,000                                                                                    |
| <b>DRI Funds Proposed</b> | \$100,000                                                                                    |
| <b>Leverage</b>           | \$100,000                                                                                    |
| <b>Leverage Source</b>    | Business donations, County Great Northern Catskills Promotion Program, Scenic Byways Program |
| <b>Use of DRI Funds</b>   | Install Comprehensive Wayfinding System                                                      |
| <b>Readiness</b>          | 12 - 24 Months                                                                               |



The project expands branding efforts and the brightly colored info kiosks on Main Street produced through a Catskill Smart Growth Grant, by installing additional signage to orient visitors to the Village and its assets. It will help direct visitors to safe and free off-street parking, including Village owned lots located just off Main Street. DRI funds will be used for design, development and installation of signage and related materials. Tannersville’s downtown business signage is unique and colorful, and that spirit will be reflected in the wayfinding system to orient residents and visitors to destinations, businesses, and parking.



#### Job Creation and Financial Partnerships

The cost to develop wayfinding and interpretative signage is based on cost of information kiosks. The costs are confirmed by the financial investment underway by the Scenic Byway program. Excellent interpretative signage in a modern and colorful aesthetic (known as “the Tannersville Way”) is very important to bond visitors to the Village and DRI District and expose them to the wide range of visitor experience that will require trip after trip to explore including shopping, antiquing, four season recreation, adventure, historic preservation, Mountaintop heritage, local food, arts and culture, etc. The Village is prepared to match the cost of signage production and installation if another sponsor cannot be found.

## Readiness

A suite of informational, interpretative and way finding signage can be developed in 12 months. Request is for installation on Village or Hunter Foundation controlled sites.

## REDC and NYS Strategy Alignment

This project would improve gateway and wayfinding signage to orient pedestrians, cyclists, and drivers while promoting local businesses and attractions. It aligns with CREDC Core Strategy and NYS Downtown Revitalization and Placemaking Strategies because gateway improvements enhance the sense of place and improve the image of the Village as residents and visitors enter the downtown. It aligns with the CREDC Magnet and CRAFT Tourism strategies by improving visitors' ability to navigate around the downtown; increasing their likelihood of frequenting local shops, restaurants; attending events; utilizing services improving safety for cyclists and pedestrians; and improving conditions for drivers.





PAINTED VILLAGE DRI DISTRICT

## SECTION EIGHT: ADMINISTRATIVE CAPACITY

Every move the Village makes to improve livability has been as part of a cooperative partnership with both public and private partners. The Village recognizes that its future depends on these partnerships to augment its capacity and leverage resources. Support for restoration and enhancement of the Village core has been strong from the private sector both in donations and in promised labor and materials. The Village maintains excellent relationships with County Departments and critical regulators including NYS Department of Environmental Conservation and NYC Department of Environmental Protection.

The administrative framework is in place to manage and direct the Downtown Revitalization Initiative. The Village works closely with the Hunter Foundation to coordinate and administer projects. For two decades, the Hunter Foundation has worked with the Village to deliver programs funded by local, State, federal and private partners. The goal is to meet community needs for critical services that enable the community to, in turn, meet the needs of businesses and visitors.

The Village has identified potential priority projects that have strong organizational support from organizations with paid staff and a successful track record of securing, administering and evaluating public grants. Longstanding partnerships with Greene County Department of Economic Development, Tourism and Planning (GCEDTP) and the local Chamber of Commerce provide incentives and assistance to local businesses. GCEDTP has agreed to partner with the Village to manage proposed business grant and loan fund.



*Dr. Lee McGunnigle, Mayor leading the way.*

Overall responsibility for grant compliance lies with the Village of Tannersville though day-to-day administration is provided by the Hunter Foundation through Sean Mahoney, Executive Director, who has over two decades of success in program delivery and community development. The Mayor, Lee McGunnigle, and Village Clerk Robin Dumont have many years of experience in public administration and will be responsible for contract management, accounting and audit. This ensures that knowledgeable professionals advance work quickly and cost effectively in both planning and implementing.



The Hunter Foundation will commit to fund the salary of a professional planner for at least three years to assist the DRI Consultants, State Agencies and Local Planning Committee to prepare the Strategic Investment Plan and work with sponsors to complete funding applications and funded projects. The coordinator will oversee preparation, management, public engagement, and collaboration with development partners and project sponsors to keep projects on track. The Hunter Foundation, with an administrative staff of four, significantly expands the Village's capacity to effectively implement the DRI program. With the Village, they have managed dozens of grants from public sources and each year invest, on average, \$2.0 million annually for community projects. They have experience coordinating large projects with multiple funding sources. They have administrative and financial systems in place to manage public funds.

We have established an Implementation Team that has a strong track-record of administration and engagement. The following is a list of groups and organizations that will participate in the DRI process if we are selected:

**Implementation Partners For the DRI Process**

- The Village of Tannersville Trustees
- The Town of Hunter Town Board
- Greene County
- The Hunter Foundation
- The Catskill Mountain Foundation's Orpheum Theater
- The Catskill Center for Conservation and Development
- The Royce Family Fund
- The Hunter Chamber of Commerce
- Greene County Soil and Water Conservation District
- Greene County Economic Development, Tourism and Planning
- Greene County Chamber of Commerce
- Hunter Tannersville Central School
- The Mountaintop Library
- 23A Arts/Catskill Jazz Factory

**OUR DRI IMPLEMENTATION PARTNERS**



## SECTION NINE: OTHER INFORMATION

### Recent press and letters of support and commitment

**TANNERSVILLE IN THE NEWS:** Please use the following links to access articles related to the Village of Tannersville.

- <https://www.newyorker.com/culture/dept-of-design/the-airbnb-gold-rush-in-upstate-new-york>
- <https://hvmag.com/things-to-do/tannersville-24-hour-day-trip/>
- <https://updates.investingreene.com/workspace-tannersville-ny>
- [https://www.hudsonvalley360.com/news/greencounty/rail-trail-designed-for-all/article\\_5085da42-53ac-524a-bcb2-9196ff2743a6.html](https://www.hudsonvalley360.com/news/greencounty/rail-trail-designed-for-all/article_5085da42-53ac-524a-bcb2-9196ff2743a6.html)
- <https://updates.investingreene.com/wellness-rx-pharmacy-tannersville-ny>
- <https://updates.investingreene.com/mamas-boy-burgers-tannersville-ny>
- <https://updates.investingreene.com/last-chance-antiques-cheese-cafe-tannersville>
- <https://updates.investingreene.com/bear-and-fox-provisions-tannersville-ny>
- <https://www.nytimes.com/2003/05/28/nyregion/true-colors-shining-through-and-taste.html>
- <https://www.hudsonvalley360.com/article/catskill-region-named-one-lonely-planet%E2%80%99s-best-travel-destinations-2019>
- <http://www.hvmag.com/Hudson-Valley-Magazine/October-2018/Mayor-Doctor-Lee-McGunnigle/>
- <https://www.hudsonvalley360.com/article/organic-community-farm-grows-tannersville>
- <https://www.timesunion.com/business/article/Greene-County-most-popular-regional-Airbnb-13503791.php>
- <https://www.chronogram.com/hudsonvalley/deer-mountain-inn-farm-and-table-in-tannersville/Content?oid=5910953>
- <https://www.chronogram.com/hudsonvalley/deer-mountain-inn-a-relaxed-yet-refined-refuge-in-the-catskills/Content?oid=7782933>
- <https://www.nytimes.com/2018/08/14/nyregion/kaaterskill-falls-catskills-deaths-instagram.html?nytapp=true&smid=nytcore-ios-share&fbclid=IwAR1SNdYJXMGfWKTaFqIJ2khLE7NYHtDMNXPMpJ3YA1jsNQvbUAP3cr5pbyl>



### ADDENDUM

***Opportunities for Electric Vehicle Charging Stations.*** The Village will be restoring parking and adding new space to support DRI projects. We would be happy to participate with NYS DOS to find opportunities for Electric Vehicle Charging Stations.



PAINTED VILLAGE DRI DISTRICT

**Thank You For Considering Tannersville -  
New York's Painted Village in the Sky**

VILLAGE OF TANNERSVILLE

RESOLUTION:

*Resolution Supporting Submission of a Proposal to the Capital Region Economic Development Council to Select the Tannersville Painted Village Downtown for up to \$10 Million of Strategic Investment Through Round 5 of the New York State Downtown Revitalization Initiative*

2021-12

On a motion made by Trustee Landers and seconded by Trustee Kashman the following resolution is adopted:

WHEREAS the Village Board of the Village of Tannersville supports the Downtown Revitalization Initiative (DRI)'s "comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the next generation of New Yorkers will want to live, work and raise a family;"

WHEREAS The Village of Tannersville shares the goals of the DRI to:

- Grow the local property tax base
- Build a diverse population, with diverse housing and employment opportunities
- Create an active, desirable downtown with a strong sense of place
- Attract new businesses that create a robust mix of shopping, dining, entertainment and services
- Provide amenities that support and enhance downtown living and quality of life;

WHEREAS Tannersville has worked enthusiastically with our partner the Hunter Foundation to develop a long-term vision, goals, strategies and projects for our downtown with significant community engagement;

WHEREAS the Village faces an acute shortage of decent and affordable workforce housing that participation in the DRI program could help address;


NOW THEREFORE the Village Board approves and strongly endorses the proposal requesting that the CREDC select the Tannersville Painted Village Downtown for participation in the Downtown Revitalization Initiative and affirms a high level of public and community support for these investments.

Put to vote by the Village Board of Trustees on September 8<sup>th</sup>, 2021

Ayes: McGunnigle, Landers, Kashman Nays: None Abstentions: None  
Absent: McGunnigle, Bain

I, the undersigned clerk of the Village of Tannersville, hereby certify that the above is a resolution duly adopted by the Village Board of Trustees on September 8<sup>th</sup>, 2021.

In Testimony whereof I have hereunto set my hand and affixed the official seal of the Village of Tannersville, County of Greene, this 8<sup>th</sup> day of September, 2021

  
Robin L. Dumont, Clerk

## Hunter Foundation, Inc.

5994 Main Street, P.O. Box 563, Tannersville, NY 12485

September 10, 2021

Hello Members of the Regional Economic Development Council,

As the Executive Director of the Hunter Foundation Inc, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization provides economic support and business incubation to improve the economic health within the Village of Tannersville and greater Town of Hunter. We are a major employer downtown, employing over 20 people full and part time. We also serve as the Village's Planning and Economic Development staff.

Over the past decades we have made investments in our organization with public and private funding of over \$20,000,000.00 directly impacting the Village of Tannersville and surrounding region and impacting all who work, play and visit our area.

These projects have made a big difference, but there is work left to be done. Our designation as a magnet community along with the Town of Hunter makes this clear. The severe affordable housing crisis we face as a result of COVID-19 inspired migration, makes it urgent. The current projects we are advancing include:

- Completion of the Fromer Market Garden Farm Hub Strategy funded by NYS ESD.
- The development of world class festival grounds at Colonial Golf Course.
- The ongoing development of Fromer Market Gardens, a model for agriculture at high elevation.
- The ongoing support and renovation of the Tannersville Antique and Artisan Center and a variety of other main Street buildings.
- Development of a Mountain Bike Park.
- Potential purchase of the Civilian Conservation Corps Site.
- Maintenance and Support of over 17 properties within the Village of Tannersville.
- Continued support of grant writing efforts including Creekwalk Park, The Gooseberry Creek Revitalization strategy, and ongoing improvements at Rip Van Winkle Lake.

We believe all of our work to be a good fit for the Tannersville DRI Strategic Investment Plan. I am also happy to commit to hire and pay a full time professional planner to work with the Local Planning Committee, the DRI Consultants and State Agency Partners as the Strategic Investment Plan is developed and to work with project sponsors and State Agencies to process applications for DRI funds and implement projects for at least three years or longer if necessary.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of our colleague organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Sincerely,



Sean S. Mahoney  
Executive Director  
Hunter Foundation Inc.



Royce Family Fund  
September 12, 2021

Distinguished Members of the Capital Region Economic Development Council,

The Royce Family & The Royce Family Fund in Partnership with the Hunter Foundation has put over \$31 million dollars into the Village of Tannersville's projects over the last twenty plus years. We are excited by the opportunity to continue investing in the community to advance economic development and quality of life in concert with the DRI.

Assuming that final DRI projects selected by the Local Planning Committee will begin in April 2022 and will take roughly 24-36 months to complete, we understand that future investment will be needed. We are dedicated to projects in the DRI zone including Main Street revitalization, trail development, buildout of festival grounds in a financial partnership with a suitable promoter, and advancement of the Fromer Market Gardens community organic farm & culinary hub among others. This commitment is more important than ever as we rebuild from COVID 19 and address an acute shortage of workforce housing.

Along with feedback from the community through meetings and a survey, we reviewed the Village's project list, met to discuss it, suggested some modifications that consider the phasing of a few projects. We fully agree with the importance of these projects. We work hand in hand with the Village of Tannersville, the Town of Hunter, community organizations and property owners to build capacity from the bottom up.

We understand that the transformational projects included in the application are just a starting point. We are comfortable with the estimates outlined in the application. We clearly understand that these and other potential projects received through an open call for projects beyond those identified in the survey, will be vetted carefully by the consultant assigned to Tannersville, the Local Planning Committee and State partners at NYS DOS, NYS HCR and NYS ESD. We are open to moving leverage around financial needs of projects ultimately selected by the LPC and State Partners based upon our goals including the development of a world class festival grounds at Colonial Golf Course, a community center in Tannersville, and the ongoing economic health of Tannersville and the surrounding communities.

Looking at our recent and future investments is a good place to start. We have invested in:

- Acquisition and capital to get Fromer Farm to production including site preparation, permitting with NYS DEC and NYC DEP among others), greenhouse construction, building rehabilitation etc.)
- Acquisition and capital to acquire the Community Golf Park and clubhouse and to begin infrastructure and trail building.
- Taking control of problem properties including the Orvet Building (Our investment: \$ 350,000.00), Bear Plaza, Villa Maria (our investment (\$350,000.00) and many others. This work has included engineering assessment, surveys, architectural review, market analysis and acquisition. To date we have sold the Orvet Building for development of workforce housing

and Villa Maria in the Hamlet of Haines Falls for a boutique hotel at the access road to North South Lake.

- Development of 5 residential units in 3 buildings. We see this as a transitional use until more permanent residential development is underway.
- Purchasing easements for Trail land that will connect Main Street to Rip Van Winkle Park. (our investment is upwards of \$100,000)
- Assistance to match the Open Space Institute's and Mountaintop Historical Society) support to acquire the alignment of the Kaaterskill Rail Trail Phase 2) (our investment of over \$25,000)
- Demolishing a severely flood damaged building (known as the Gotay Building) to make way for Creek Walk Park (our investment of over \$225,000)
- Redesign of the Veteran's Memorial (our investment of \$10,000)
- All planning, design and funding procurement, including taking projects through the design development phase (final designs, opinion of cost, construction requirements analysis, consultation with permitting agencies) with for Creek Walk Park, Main Street overlook, bridge connections to the linear park and design of the Gooseberry park and all surrounding trail amenities. You will see a sampling of these rendering in the Village's proposal. The design for Creek Walk is an award winning ASLA entry.
- Annual staff time donated per a memorandum of \$ 50,000.00)
- Construction of the Mountain Top Library
- Streetscaping and façade improvements coordinated with the Paint Program.
- Small business loans (we have lent over \$2 million dollars in loans to local small businesses).

Just outside the Village we have invested to:

- acquire and maintain the former historic Macy estate known as Hathaway. Our work has included \$2,000,000.00 purchase price, the remediation of the roof and ongoing maintenance at a cost of over \$600,000.00
- Purchase and renovate the Deer Mountain Inn to add another modern hotel that represents the region's historic timber frame construction and a series of trails and gardens at a cost of \$13,000,000.

The Royce Family Fund would like to thank the REDC for Tannersville's consideration of a transformative DRI award and look forward to continuing our work in the Village of Tannersville in the Town of Hunter.

Respectfully submitted,

Daniel King  
Executive Director  
Royce Family Fund



Dan King  
Executive Director  
Royce Family Fund  
8 Sound Shore Drive, Suite 140  
Greenwich, CT 06830

Hello Dan

Tannersville's approach to the NYS Downtown Revitalization is exciting. The village is a wonderful place. Every visit I have made to look at potential outside / inside venue sites, and to meet your local team has been fruitful and very enjoyable. This investment by NYS could be transformation for the Village in bringing the plans we have worked on for the past several years to light.

As you know I founded Mick Management in 2001. Mick Management is a boutique firm providing Musician/Artist Management, Label & Distribution Services, Digital Marketing, Sponsorships, Label Relations, Radio, and Touring. We are located in the Gowanus section of Brooklyn and have been searching for a rural destination of great quality to diversify what we do. We feel comfortable saying that Tannersville can fit the bill.

We currently represent a diverse array of talent including Brett Dennen, Caamp, David Gray, Hamilton Leithauser, Jon Batiste, Leon Bridges, Ray LaMontagne, The Brook & The Bluff, Carly Rae Jepsen, The Backseat Lovers, Sharon Van Etten, The Walkmen and WALK THE MOON.

Getting to the point at hand, we want to work with you to develop a world class festival venue in Tannersville. Smaller venues are emerging as more sustainable as we continue through the COVID-19 Crisis. The diversity of 4-season spaces for programming - on site and off, rich arts and cultural partners and lots of fresh local food will contribute to our joint success. We have sites in mind and have discussed our partnership relationship with you.

Our interest is real.

Sincerely,

Michael R McDonald

Mick | New York, Nashville, Los Angeles | 212-425-6425 | info@mickgmt.com



September 8, 2021

Dan King  
Executive Director, Royce Family Fund  
8 Sound Shore Drive, Suite 140  
Greenwich, CT 06830

Hello Dan,

Thanks very much for letting us know that Tannersville is applying for funding through New York State's Downtown Revitalization Initiative. It's a great opportunity for what we agree is a great place.

As you know, Threes Brewing is a Brooklyn-based brewery known for crafting approachable beers that balance simplicity and complexity, with a focus on lagers, hop-forward American ales, and mixed culture beers. In addition to selling beer in over 150 bars, restaurants and shops across New York State, Threes Brewing runs a non-traditional tap room and event space in Gowanus, a sister bar and event space in Greenpoint, a seasonal outpost on Governors Island, in the New York Harbor, and a store with a tasting room in Huntington, Long Island.

We have big picture plans, and we are interested in upstate NY. We are considering if there are appropriate sites to build or reuse for a brewery with amenities that might include a tasting room, restaurant, and music venue.

In the months ahead we look forward to discussing our plans further and seeing if Threes Brewing is a good fit for Tannersville. To push the project forward, we would need some financial support as we have discussed - perhaps the DRI program can help with that.

We look forward to continuing the discussion.

Sincerely,

Joshua Stylman  
Threes Brewing, CEO

[threesbrewing.com](http://threesbrewing.com) | 333 Douglass St, Brooklyn, NY 11217



www.rupco.org

September 10, 2021

Re: Downtown Revitalization Initiative Letter of Support

To Whom It May Concern,

RUPCO, Inc. submitted a letter of interest on July 9<sup>th</sup> for consideration to serve The Hunter Foundation, Royce Family Fund and the Village of Tannersville as a preferred developer partner. We were invited to visit Tannersville and did so on August 18<sup>th</sup>. The sites that we saw that day were impressive. We think there are development sites that have a lot of potential for workforce housing in Tannersville.

RUPCO has the capability, vision and experience to envision new housing options that leverage investments with NYS capital programs and tax incentives and Federal CARES ACT and Rebuilding America Grant Programs. We embrace Tannersville's goal to retain and attract residents in vibrant year-round neighborhoods with a rich variety of amenities.

For forty years, RUPCO Inc., a 501-c-3 not-for-profit agency, has led the region in creating and maintaining quality, sustainable housing and rental opportunities, inspiring understanding and acceptance of affordable housing initiatives, fostering community development and revitalization, and providing pathways to opportunity.

Our Mission is to create homes, support people and improve communities. Our Vision is for strong, vibrant and inclusive communities with opportunity and a home for everyone.

RUPCO develops affordable & supportive housing - both homeownership and rental - and community development projects throughout the Hudson Valley region. Our developments create housing and foster historic preservation and create jobs and economic activity, including payment of taxes. Thousands are served.

Our development team is excited about the opportunities for workforce housing development in Tannersville. Our current plan is to submit an application for NYS HCR's Multifamily Finance 9% LIHTC funding in the spring or summer of 2022. We also think there are opportunities for the development of affordable homeownership in Tannersville and would apply to separate funding sources around the same time.

We see there is a great need for workforce development housing in Tannersville and hope the village receives a ORI award to assist the village in creating opportunities for workforce housing development.

Sincerely,

Handwritten signature of Kevin C. Connor

Kevin C. Connor  
Chief Executive Officer

289 Fair Street • Kingston, NY 12401 • 845.331.2140 • Fax: 845.331.6217



Christopher W. Tague  
Assemblyman, 102<sup>nd</sup> A.D.  
Albany, Columbia, Delaware,  
Greene, Otsego, Schoharie and  
Ulster Counties

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

RANKING MINORITY MEMBER  
Committee on Agriculture  
COMMITTEES  
Election Law  
Environmental Conservation  
Real Property Taxation  
Tourism, Parks,  
Arts and Sports Development

Sean Mahoney, Executive Director  
Hunter Foundation, Inc.  
PO Box 563  
Tannersville, NY 12485

September 7, 2021

Dear Executive Director Mahoney,

This letter is provided in support of the application submitted by the Hunter Foundation, in collaboration with the Village of Tannersville, to the Capital Region Regional Economic Development Council for consideration for the Downtown Revitalization Initiative (DRI).

The Village of Tannersville, located in Greene County, is at the heart of the Catskill Mountains and as such, is surrounded by breathtaking scenery. Known as "The Painted Village in the Sky" due to its vibrant buildings, few places offer the stunning visual impression that Tannersville does.

Recently, the Village of Tannersville has attracted much interest due to its organic growth over the past few years. The Village's traditional "main street" has already undergone a significant transformation, with the restoration of several buildings and the influx of authentic small businesses. Home to several retail establishments, restaurants, recreational opportunities, arts venues, and community services, the Village of Tannersville is seeking this funding to be able to fully embrace its potential. Prepared to build upon the momentum of the substantial recent investments by both the private and public sector, the Village, if awarded, will leverage the DRI monies to continue to develop a unique, vibrant and sustainable downtown economy.

The Village of Tannersville's assets and rural charm are abundant, and its momentum is being driven by the extraordinary spirit of collaboration within the community. Tannersville, in partnership with local stakeholders and residents, is poised and ready to make their shared, local vision a reality, having already identified several projects that will not only foster the economic, social, and cultural fabric of the Village, but that will also take advantage of the beautiful, mountainous setting they are blessed with. These projects include the creation of festival grounds, expanded recreation especially a cohesive trail system, additional streetscape improvements, and the development of local food and programs at Fromer Farm.

While this small, rural Village has been tremendously successful in growing with the limited resources it has available, the substantial impact this DRI funding would have on the community is unrivaled. If awarded, the Village of Tannersville would be able to realize their full vision - creating a place where the next generation of New Yorkers will want to live, raise families, work, and play. For these reasons and more, I wholeheartedly support the Village of Tannersville's DRI application and hope to see this worthy project funded.

Sincerely,

Handwritten signature of Christopher W. Tague

Christopher W. Tague  
Assemblyman, 102<sup>nd</sup> A.D.

CT/tr

ALBANY OFFICE: Room 657, Legislative Office Building, Albany, New York 12247 • 518-485-5363, FAX 518-485-5836  
DISTRICT OFFICES: 46 Pine Grove Road, Bldg. 2, Suite 2, Catskill, New York 12414 • 518-943-1371, FAX 518-943-0223  
113 Park Place, Suite 5, Schoharie, New York 12157 • 518-295-7250

PAINTED VILLAGE DRI DISTRICT

CHAIR  
AGRICULTURE  
COMMITTEES  
ALCOHOLISM AND SUBSTANCE ABUSE  
COMMERCE, ECONOMIC DEVELOPMENT  
AND SMALL BUSINESS  
CULTURAL AFFAIRS, TOURISM, PARKS AND  
RECREATION  
ENERGY AND TELECOMMUNICATIONS  
ENVIRONMENTAL CONSERVATION  
LOCAL GOVERNMENT



ALBANY OFFICE:  
800 LEGISLATIVE OFFICE BLDG.  
ALBANY, NEW YORK 12247  
PHONE: (518) 475-2750  
FAX: (518) 475-4750

DISTRICT OFFICE:  
721 BROADWAY, STE. 150  
KINGSTON, NEW YORK 12401  
PHONE: (845) 331-3810  
FAX: (845) 331-3883

E-MAIL ADDRESS:  
HINCHEY@NYSenate.GOV

September 7, 2021

Michael Yevoli  
Regional Director  
Capital Region Economic Development Council  
Headley Park Place  
433 River Street, Suite 1003  
Troy, NY 12180

Dear Mr. Yevoli:

I am writing in support of the Village of Tannersville and the Hunter Foundation's application to the Capital Region Economic Development Council for New York State's Downtown Revitalization Initiative (DRI).

The Village of Tannersville has made tremendous gains in building out smart development for their community to make it easier to attract more residents, improve quality life, and to make it easier for businesses to start and continue to operate in the municipality. Given the history of the Catskills region, the Village of Tannersville already serves as a success story in revitalization efforts that capitalizes on their historic comparative advantages while also blending in modern approaches to making the Village a place where people from all over will want to live, work and play.

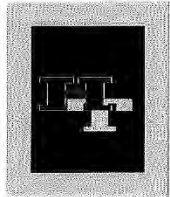
An integral part of these gains has been the close partnership of the Hunter Foundation with the Village of Tannersville. The years-long and multi pronged public/private partnership between the two has seen the Foundation deliver more than \$30,000,000 into the Tannersville community. These projects have improved economic development support, sponsored business incubation, built out festival grounds and a community center.

Participation in the DRI will allow for many of these initiatives to continue in even more robust terms that will not only benefit the Village of Tannersville, but the surrounding Mountain Top communities and the larger Catskill region. Successful participation of the Village will also serve as a powerful example of how we can promote a model for smaller village main streets and rural downtowns.

I would appreciate your consideration, and if I can be of any further assistance, please do not hesitate to contact me or my District Director Jesse Meyer at JMeyer@nysenate.gov or (845) 331-3810.

Sincerely,

Michelle Hinchey  
New York State Senator, District 46



Hunter-Tannersville Central School District

Office of the Superintendent

6094 Main Street, P.O. Box 1018, Tannersville, N.Y. 12485  
518-589-5400 Ext. 1000 [www.htcschools.org](http://www.htcschools.org)

September 2021

Re: Letter of Support \_ Downton Revitalization Initiative, Village of Tannersville

Dear Members of the Capital Region Economic Development Council,

My name is Nathan Jones, Superintendent of Schools for Hunter-Tannersville. It was merely fifteen years ago when I first arrived in Tannersville for a teaching position. I got married, started a family, bought a house in Tannersville, and became an administrator throughout the fifteen years. The catchphrase "Love at first sight" was precisely what happened that first September morning when my car crested the Tannersville mountain top. I vividly remember the feeling I got when I drove through the Village of Tannersville - it was so unique. I was mesmerized by this beautiful and quaint town.

From the time I began teaching, through my transition to principal and superintendent, one support group stands out, The Hunter Foundation. There are no other districts in our region that have a non-profit organization like the Hunter Foundation. When our district was in a financial crisis (2011-12 Recession), jobs and programs were cut. When one of our traditional 7th & 12th-grade Campout was threatened to end, it was the Hunter Foundation who stepped in and helped put our students first.

What has developed through the last several years is a collaborative relationship. The Foundation and the District support each other and collaborate to best offer opportunities to our community through our student body. When the Hunter Foundation takes on a new endeavor or acquisition of land or property, they ask themselves the following question, "Will the school or students be able to access this project?". As our relationship with their foundation has grown, so have our student opportunities. For example, our students access and utilize the Fromer Farm that is adjacent to the school property. Students use it as a classroom and a location to fundraise. In addition, our students have access to the public golf course and utilize their property for our Cross Country course. Notably, when the pandemic hit, the Foundation and their business members stepped up and made food for some of our hungry families. In short, if the district has a need, the Foundation seeks solutions.

This background information is critical for the committee to know. The Hunter foundation, in conjunction with the Village of Tannersville, is on the verge of making Tannersville a place where the next generation of New Yorkers want to live, work, raise a family, and play. If Tannersville is awarded the DRI, it would have a surreal impact on our school

**Board of Education**

*Andrea Benjamin-Legg, President  
Andrew Poladian, Vice President  
Barbara Bates  
John Atzstrauts  
Bobbi Schmitt*

community, create jobs, boost our economy, and attract new families to our school district. Myself, the BOE, and the faculty and staff of HTC fully support the Hunter Foundation and Village of Tannersville's application. Our community is ready and prepared to put Tannersville on the Map.

Sincerely,

Mr. Nathan Jones  
Proud Superintendent of Schools

**Board of Education**  
*Andrea Benjamin-Legg, President  
Andrew Poladian, Vice President  
Barbara Bates  
John Atzstrauts  
Bobbi Schmitt*



**CATSKILL MOUNTAIN  
FOUNDATION, INC.**

September 10, 2021

Regional Economic Development Council  
c/o Village of Tannersville  
PO Box 967  
Tannersville, NY 12485

Dear Members of the Regional Economic Development Council:

As the Board President of the Catskill Mountain Foundation, I am writing today to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

The Catskill Mountain Foundation (CMF) is one of the leading arts organizations in the Northern Catskill Region operating on the Mountaintop for over 23 years. The CMF is a multi-arts center which in past years presented 25-30 music, dance, and family performances and over 100 films on 4-screens each year as well as offering many educational and arts enrichment programs for local children, full and part-time residents, and visitors to the area. CMF's premier venue is the Orpheum Film & Performing Arts Center in Tannersville, designed by the world-renowned architect Hugh Hardy. During the COVID-19 pandemic, the organization pivoted quickly to presenting performances virtually, in fact expanding our reach globally for some performances, and has also shown films with small audiences. The organization was supported by both a shuttered venue grant and PPP loans, which were forgiven, and has kept all of its staff on board throughout the pandemic.

The CMF was created with the vision that the arts can transform the lives of those touched by it and can be an economic catalyst to transform communities. In the years since its inception, the CMF has raised and generated over \$61 million dollars, all of which has been invested in the Mountaintop community. The CMF has over 20 year-round employees running its many programs.

- Approximately \$15 million has been spent on acquiring and renovating 16 buildings including two performance venues, a 4-screen cinema, studio arts spaces, housing for artist residencies and administrative offices for staff. Of the \$15 million, approximately \$2 million was provided by county, state, and federal partnership. The rest was provided by private donors or was generated by our operations.

- We have invested \$47 million of the \$61 million on programming, marketing and operating expenditures over the 23-year period.

These projects have made a big difference, but there is work left to be done. The current project we are advancing to complete phase two of the Orpheum Film & Performing Arts Center and to develop the Orpheum Dance Center includes:

- Completion of the Hugh Hardy exterior façade design including the 'living wall' trellis system, landscaping, signage and site improvements.
- Addition of new, state-of-the-art sound and lighting equipment and rigging systems.
- Construction of a new 4,800 square foot, two story state-of-the-art dance studio.
- Construction of a new 5,000 square foot dormitory for artist housing, with kitchen and scenic workshop space.

These seem to be a good fit for the Tannersville DRI Strategic Investment Plan. Our commitment to enrich the Mountaintop communities is longstanding. We are proud of our efforts and those of other organizations making a difference every day.

Sincerely,

Sarah Finn  
President, Catskill Mountain Foundation

**CATSKILL MOUNTAIN FOUNDATION BOARD**

|                                    |                                                |                                   |
|------------------------------------|------------------------------------------------|-----------------------------------|
| Peter Finn, <i>Chairman</i>        | Myra Garcia                                    | Norman A. Ross, <i>Treasurer</i>  |
| Sarah Finn, <i>President</i>       | David Kashman                                  | Sarah Slutzky                     |
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| Jeffrey B. Ferris                  | Dr. Joanne Polk, <i>Vice President</i>         | Ethel Slutzky, <i>In Memoriam</i> |



good food is good business

September 2, 2021

Ms. Ruth H. Mahoney
Mr. Havidán Rodríguez
Chairs, Capital Region Economic Development Council
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

[SENT VIA EMAIL]

Dear Ms. Mahoney and Mr. Havidán Rodríguez:

I am writing this letter of support for The Hunter Foundation and the Town of Tannersville's designation as a participant in the state's Downtown Revitalization Initiative.

For nearly a year my company, Karen Karp & Partners (KK&P), has been working with The Hunter Foundation on an expansion plan for Fromer Market Gardens, the Foundation's Main Street community farm. This Farm Hub project, funded by Empire State Development, is a direct outcome of a prior DRI application from The Hunter Foundation, which was viewed very favorably by the Capital Region Economic Development Council. The work, which will be completed this month, is focused on strategies and programs to expand and build at the farm that will contribute to the town's overall economic growth and development, with a focus on skills training, job creation, and increasing local food security.

Throughout the course of the project, we have engaged with hundreds of Tannersville and area residents and visitors, through interviews, surveys, and in-person community events we designed and facilitated in 2021. Through this rich information gathering we have come to understand the deep respect that the community has for The Hunter Foundation's work to revive Main Street, build affordable housing, pursue land preservation, and develop accessible recreation for locals and visitors to the region.

These, together with Fromer Market Gardens and the additional programs that The Hunter Foundation wishes to pursue through the DRI, will continue to build Tannersville as a community focused on equity, access, and sustainable growth.

Outside of the ESD support for the Farm Hub, we believe that there has been minimal public investment to match the private and philanthropic investments to date. Given our understanding of the purpose of DRIs and similar work we did in Oneonta that contributed to their successful DRI bid, we strongly believe that Tannersville is ripe for this type of public investment at this time.

Sincerely yours,

Karen Karp (handwritten signature)

Karen Karp
President, KK&P

KarenKarp&Partners

PO Box 515
Southold, NY 11971

t 212-260-1070
e 917-591-5104

kkandp.com



September 8, 2021

Capital Region Economic Development Council
Michael Yevoli, Regional Director
Hedley Park Place
433 River Street - Suite 1003
Troy, NY 12180

Re: Downtown Revitalization Initiative, Village of Tannersville

Dear Mr. Yevoli and Board of the CEDC,

The Greene County Chamber of Commerce strongly supports the Village of Tannersville's Round 5 Downtown Revitalization Initiative (DRI) application requesting funds that will serve to transform this unique community and bring it to new heights.

This funding would serve to capitalize and improve upon its unique Main Street that is nicknamed the Painted Village in the Sky. The vast improvements made over the years to Tannersville's infrastructure and small businesses has it positioned for future growth and success. The impressive efforts of the Village and the Hunter Foundation have nurtured a renaissance in the small business community and provided a wonderful place to work, live and recreate. Their investments, plus the use of matching public funds, have helped to bring about these successes. That commitment is more important than ever as we rebuild from COVID-19 and address an acute shortage of workforce housing.

Tannersville's proposed plan is the culmination of an exhaustive process to identify projects to enhance and grow the local community and the region. This plan will create more year-round activity and an environment for local small businesses to thrive.

While you deliberate selecting this application, please consider the profound impact funding this plan will have on our rural community both locally and regionally. These funds will be transformational, and you will find the money will have no greater impact anywhere else, thus making this a wise place to invest the State's DRI resources. Significant public investment such as the DRI will help to leverage what the private and non-profit sectors have been doing and are committed to continue doing. You cannot choose a more impactful and generationally transformative award. Working together, this true and ongoing public-private partnership can show New York's small villages that success is within reach.

The Greene County Chamber of Commerce strongly encourages you to select the Village of Tannersville as your Round 5 DRI recipient. Please feel free to contact me should you need to further discuss our support.

Sincerely,
Greene County Chamber of Commerce

Jeff Friedman (handwritten signature)

Jeff Friedman
President/Executive Director

327 Main Street, PO Box 248, Catskill, NY 12414

p 518-943-4222

www.greenecountychamber.com

PAINTED VILLAGE DRI DISTRICT



Greene County  
Economic Development,  
Tourism & Planning  
411 Main Street, Suite 419  
Catskill, New York 12111  
**Warren Hart**  
Director



GREENE  
BUSINESS



September 7, 2021

Capital Region Economic Development Council  
Hedley Park Place  
433 River Street - Suite 1003  
Troy, NY 12180

Re: Village of Tannersville Downtown Revitalization Initiative Application

Distinguished Members of the Capital Region Economic Development Council,

As the Greene County Deputy County Administrator I am pleased to provide my strong support and endorsement for the Village of Tannersville's proposal to the Capital Region Economic Development Council for funding under Round 5 of the New York State Downtown Revitalization Initiative.

The Village of Tannersville in collaboration with The Hunter Foundation is applying for \$1.0 million in funding through New York State's Downtown Revitalization Initiative. Tannersville provides the ORI program the opportunity to extend its reach and set a model for smaller Village Main Streets and rural downtowns.

The Village of Tannersville exhibits unique qualities, accomplishments, and an extraordinary spirit of collaboration that is driving the community's momentum. In addition to its collaboration with the Hunter Foundation, the Village has collaborated with small businesses, residents, community leaders and the County. This collaborative effort has brought partners together to position the Main Street core to be a place where current residents and the next generation of New Yorkers can own a home, raise a family, work, play and visit; the primary goal of the New York State's Downtown Revitalization Initiative.

Tannersville, known as the "Painted Village in the Sky", is a quaint and charming Village in the Great Northern Catskill Mountains of the Upper Hudson Valley. It is an amazing community to live in year-round, spend time with your family and enjoy everything the area has to offer including bicycling, tubing, hiking, canoeing, kayaking, fishing, swimming, the arts and much more. The Village is also a fabulous vacation destination getaway.

The Village is a perfect place to invest in commercial or residential development. The Mountaintop area is also a great place for cottage industries and internet businesses, where people may utilize technology to work from the comfort of their homes. We recognize the Village Main Street as one of the top attractions in the Catskills. The "Painted Village in the Sky" is an invaluable part of the County's tourist economy.

In recent years we have been very impressed by the Village and the Hunter Foundation's support for small businesses and nonprofit organizations. They have invested in and matched public funding to leverage successful projects. That commitment is more important than ever as we rebuild from COVID 19 and address an acute shortage of workforce housing.

P: 518-719-3260 F: 518-719-3786 www.greenecountyeconomicdevelopment.com business@director@greene.com

Tannersville has benefitted from both private and public investment in businesses, commercial buildings and facades, expansion of recreation, and skillful restoration of zombie properties, public art and murals. Yet even better years are ahead with additional support for small business as well as addressing an acute shortage of workforce housing. The business community, nonprofit network and deep commitment of private foundations and philanthropists has been a game changer – but we want to see public investment to leverage what the private sector is committed to doing. Working together, this true and ongoing public-private partnership can show NY's small villages that success is within reach.

It is vitally important for the State to recognize the critical role that the Village of Tannersville plays in advancing the economic and recreational program and policy goals for the region as identified in the *Greater Catskill Region Comprehensive Recreation Plan*, prepared in 2020 through a partnership of the NYSDEC, the NYCDEP, the Catskill Center and Catskill Watershed Corporation. Tannersville is strategically poised in the Northern Catskills region to provide a quality recreation experience for visitors and users of all backgrounds and to further regional and local economic vitality. Investment in Tannersville with DRI funding will fundamentally benefit the entire greater Catskill region.

It has been my pleasure to work with the Village of Tannersville and The Hunter Foundation over many years as they have developed a vision for their Village and its downtown core. The Village is a success story and a great model for other small Villages across the State. The projects on the table have come out of local planning and will directly result in more year-round activity and the bottom line profitability of local business. The potential development of festival grounds, expanded recreation (especially trails), streetscape improvements and expansion of local food and programs at Fromer Farm are a great base to build on and a smart investment of the State's DRI resources.

The County's and Village's commitment to enrich the Mountaintop communities is longstanding. There is more work to do and DRI funding can provide a focus on high impact projects that can define Tannersville as a model in the Catskills Park and the NYC Watershed.

Selecting Tannersville to participate in the DRI program will leverage enormous private sector and philanthropic support to match New York State's investment to advance a range of well-planned and designed community projects built on a strong foundation of community engagement. Selecting Tannersville will also send an important message to rural communities that their Main Streets and downtowns matter.

Greene County Economic Development, Tourism and Planning offers its full support for the Village of Tannersville's Round 5 Downtown Revitalization Initiative application requesting funds that will capitalize and improve upon its unique Main Street that defines this magical place as the 'Painted Village in the Sky.'

Please feel free to contact me should you have questions regarding our support for this grant application.

Sincerely,

Warren Hart  
Deputy County Administrator



GCSWCD Watershed Assistance Program
PO Box 996, Tannersville, NY 12485
Phone (518) 589-6871 Fax (518) 589-6874

September 8, 2021

Dear Members of the Regional Economic Development Council,

The Greene County Soil and Water Conservation District (GCSWCD) is pleased to support the Village of Tannersville's proposal to be designated a participant in NYS's Downtown Revitalization Initiative.

Our organization and its Watershed Assistance Program (WAP) works closely with the Village of Tannersville and the Greene County mountaintop municipalities in the NYC Watershed. We collaborate with the local communities on various economic development, flood mitigation and outdoor recreation initiatives that are compatible with watershed protection.

Over the past decades, we have made investments through our organization with public and private funding in the following areas:

- Completion of local flood analyses (LFAs) for the mountaintop communities including Tannersville
Implementation of flood mitigation projects recommended in the LFA's including voluntary flood buyouts (four abandoned and/or dilapidated in Tannersville) and floodplain reclamation (Railroad Avenue in Tannersville received approx. \$1.2 million for a streambank stabilization project to relieve pressure off Railroad Ave.)
Stream restoration projects that protect public and private infrastructure, improve habitat conditions, and restore effective sediment transport during flood events minimizing streambank erosion
Stormwater retrofit projects that reduce rapid runoff impacts to developed areas (Mountain Top Library and Kaaterskill United Methodist Church in Tannersville)
Expansion of outdoor recreation including municipal parks and community trails, and
Expansion of state designated scenic byways through the mountaintop communities

These projects have significantly benefitted Tannersville and the mountaintop communities, but there is still work left to be done. The current projects we are working on include:

- Expanding the popular Huckleberry Trail east and west to connect to other trails. At full build out the Hunter Area Trail network will be an 11-mile corridor from Kaaterskill Falls to the Village of Hunter with the Huckleberry Trail in Tannersville being a key segment

A Program of the Greene County Soil & Water Conservation District

- Assisting the Village of Tannersville with implementing recommendations in the LFA including relocating the Village highway garage out of the floodplain (recommended in the LFA), designing the Sawmill Creek streambank stabilization project, and upgrading an undersized culvert at the intersection of Railroad Ave. and Spruce Street
Extending the Mountain Cloves Scenic Byway west through the Towns of Jewett and Lexington, and

These are a good fit for the DRI Strategic Investment Plan and we look forward to continuing to serve Tannersville and the mountaintop communities with project sponsorship and coordination.

We are committed to working in partnership with the mountaintop communities to advance their economic well-being in the highly regulated environment of the NYC Watershed. In doing so, all residents and visitors to the Village benefit, as well as the organizations and agencies working to make a difference every day.

If approved, the funding invested in Tannersville's DRI will have an immediate impact to this community, and long-term benefits to the region. Please be our partner and help us sustain the momentum that has been building in recent years.

Sincerely,

Handwritten signature of Michelle Yost

Michelle Yost
Coordinator

A Program of the Greene County Soil & Water Conservation District



Hunter Chamber of Commerce  
PO BOX 177  
Hunter, NY 12442  
mountaininfo@hunterchamber.com  
www.hunterchamber.org

**Re: Letter of Support – Downtown Revitalization Initiative, Village of Tannersville**

Dear Distinguished Members of the Capital Region Economic Development Council,

The Hunter Chamber of Commerce is an organization of 75 area businesses. Our non-profit has joined together to enhance commerce, connect community members, and to advance the quality of life in the communities we serve.

We are delighted to hear about the DRI proposal for the Village of Tannersville. As an association of local businesses we fully support the initiatives set forth for our area. The business community seeks to develop a four season destination and greatly needs affordable employee housing.

In recent years we have been very impressed by the Village and the Hunter Foundation's support for small businesses and nonprofit organizations. The proposed projects continue this support and will directly result in job creation and economic development. The business community, nonprofit network, private foundations, and philanthropists have been a game changer – but we want to see public investment to leverage what the private sector is committed to doing.

The Hunter Chamber of Commerce strongly endorses Tannersville's application and we're ready to help in any way we can.

Regards,

Hunter Chamber of Commerce



PO Box 502  
6009 Main Street  
Tannersville, NY 12485  
518.689.6424  
dave@lastchanceonline.com

Dear Members of the Capital Region Economic Development Council,

My family has owned and operated a Main Street business in Tannersville for 47 years. After pursuing careers in finance and public health, my wife and I made the decision to move back to Tannersville to run the family business and raise a family. We decided to live and work in Tannersville because we see the potential in this community. We can attest to this being a Village ripe for further investment to meet its full potential and become a model for rural communities of the future.

We have benefitted from both private and public investment in facades, expansion of recreation, public art, and the performing arts. For example the Orpheum Theatre is an invaluable addition to our community. We see an increase in business when events are taking place at the theatre and the community has benefitted from the theatre hosting several events for local children.

Our community needs to continue its growth as a hub for recreation. My family and staff love the Huckleberry Trail and park and hope future investments will promote recreation and provide health benefits for the community. These efforts to invest in a healthy active lifestyle for permanent residents and visitors will have a significant economic and social impact.

Our staff loves the Village of Tannersville but they are finding it increasingly difficult to find a place to live. There is a need for affordable workforce housing, which is one place the DRI Program could invest that would immediately help our businesses.

Our family and staff strongly endorses Tannersville's application and we're ready to help in any way we can.

Sincerely  
Dave Kashman, Last Chance Antiques & Cheese Cafe



TOWN OF HUNTER
POBOX70
TANNERSVILLE, NY 12485
518/589-6151



May 24, 2019

Sean Mahoney
Executive Director
Hunter Foundation
P.O. Box563
Tannersville, NY, 12485

Hello Members of the Regional Economic Development Council,

As the Executive Director of the Catskill Center for Conservation and Development, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization works to ensure a bright future for the economy, environment and culture for the Catskills.

Over the past 50 years the Catskill Center has invested significant effort into improving Tannersville. Recently, programs such as the Streamside Acquisition Program on the Schoharie River, and the Catskills Visitor Center improve the quality of life and promote the region.

The Catskill Center is very excited about recent growth on Main Street Tannersville. Assistance from the Downtown Revitalization Initiative will go a long way toward building on everything the community has already accomplished and implementing Tannersville's Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Yours Truly,

[Handwritten signature of Jeff Schirmer]

Jeff Schirmer
Executive Director

Hello Members of the Regional Economic Development Council,

As the Supervisor of the Town of Hunter, I write to support the Village of Tannersville's proposal to be designated a participant in New York State's Downtown Revitalization Initiative.

Our organization provides vital services and infrastructure to the town and village residents, as well as the many visitors that come to our beautiful town.

We spend hundreds of thousands of dollars in both road improvements as well as provide for the health and safety of the public. We strive to encourage more visitors to experience the many opportunities that our region offers which include a vast array of recreational activities.

These seem to be a good fit for the Tannersville DRI Strategic Investment Plan.

Our commitment to enrich the Mountaintop communities, and especially residents and visitors to the Village, is longstanding. We are proud of our efforts and those of organizations making a difference every day.

Please be our partner and help us sustain the momentum.

Sincerely,

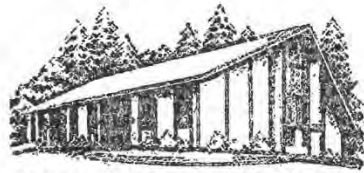
[Handwritten signature of Daryl Legg]
DARYL LEGG
Supervisor

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**MOUNTAIN TOP LIBRARY**

Dear Members of the Capital Region Economic Development Council,

Hello, my name is Maureen Garcia. I am writing to share my support for the Downtown Revitalization Initiative proposal that you were presented by the Village of Tannersville and Hunter Foundation in the beautiful Catskill Mountains of this lovely State of New York.


I am not originally from this area. I moved here back in 2004 because there was another great foundation of the area hiring for a ceramic studio assistant. As an Artist, I was immediately mesmerized by the Catskill Mountains. I also was a lot younger and unaware of what exactly certain Foundations do for their communities.

Fast forward to now, and I am currently the Director of the Mountain Top Library in Tannersville. I feel so lucky to be a part of such a unique downtown district, known as the Painted Village in the Sky! Through the years I have seen firsthand how life changing Foundations can be. The Hunter Foundation's passion for revitalization is clear. I have seen neglected buildings be completely reimagined and transformed. Each project is another special piece of the larger community. My husband, as a contractor, was even involved with some of the Hunter Foundation's projects.

My Library has been partnering with the Hunter Foundation's Former Farm Market for numerous programs these past few years and we will continue to offer more in the future. Being our neighbor across the street it is both convenient and beneficial for both of us to help each other reach a larger audience and grow.

Foundations create new opportunities. Foundations create jobs. Foundations create strong communities! I fully support the Village of Tannersville's Downtown Revitalization Initiative. Being a small town here, I personally know some of the people involved with this well thought out proposal. Each of them has a love for this Mountain Top. I know that they did a thorough investigation of what the ENTIRE community wants and needs; with numerous surveys and conversational forums open to the public, they truly made valiant efforts to make sure everyone who is a part of this Mountain Top had the opportunity to share their personal thoughts and ideas. That is what makes the Hunter Foundation so special and so uniquely important to the longevity of the region.

Nature takes over quick here. For prosperities sake and to encourage more good economic growth here in the Catskills. I do urge you to strongly consider the Village of Tannersville's ORI. Let's help them keep the Village's and Foundation's momentum and pure enthusiasm going! Thank you for your consideration and time.

  
Sincerely,  
Maureen Garcia - Director  
Mountain Top Library