



**Downtown
Revitalization
Initiative**



**Local Planning Committee (LPC)
Meeting # 2**

Downtown Revitalization Initiative

Town of Ticonderoga, New York



June 29, 2023

This morning's agenda:

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Discussion: Vision Refinement

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Discussion: SWOT

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Discussion: Draft Goals + Strategies

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Code of Conduct Reminder

The LPC Co-Chairs will read the preamble at this time.

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.

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Vision Statement – First Refinement

Downtown Ticonderoga will be a vibrant regional business and cultural hub that looks to the future while recognizing its identity as the heart of a historic community. Blending a variety of charming specialty shops and restaurants, a mix of heritage tourism and pop culture venues, arts and entertainment attractions, and contemporary services with the natural beauty and recreational opportunities of the LaChute riverfront and other public open spaces, Downtown offers a truly unique experience within the Adirondack and Champlain Valley region.

Comments (LPC #1.5)

- Include goal of year-round community
- Serves both tourists and residents

Vision Statement – Refinement Per LPC #1.5

*Downtown Ticonderoga will be a vibrant regional business and cultural hub that looks to the future while recognizing its identity as the heart of a historic community. **Blending** Downtown is a year-round hub of activity in the community blending a variety of charming specialty shops and restaurants, a mix of heritage tourism and pop culture venues, arts and entertainment attractions, and contemporary services with the natural beauty and recreational opportunities of the LaChute riverfront and other public open spaces. Downtown Ticonderoga offers a truly unique experience for visitors to **within** the Adirondack and Champlain Valley region and enhances the quality of life for residents.*

Vision Statement – Public Workshop Comments

Vision

- Include activities for all ages, include teens
- Somehow include development of space between Montcalm and LaChute

Downtown – My Great Idea!

- Food choices
- Knights of Columbus used as a hotel or event space/love the space and want to see it restored
- Performing arts pavilion
- Cleaned up back of bridge along LaChute
- Parking lots
- Community center for performing arts
- Develop area between Montcalm and LaChute
- Need entertainment
- Public restrooms
- Need police in Downtown
- Ethnic/diverse restaurants!
- Entertainment for all ages
- Use the park – movies, sales events
- Boutique hotel
- Improve safety at park entrance (pedestrians, auto, etc.)

Vision Statement – Public Workshop Comments

Downtown – What I Love!

- Farmer's Market
- PRIDE (organization)
- Co-Op
- The planters on Montcalm next to the LaChute
- Hancock House
- Beautiful Georgian Revival House
- The Liberty Monument
- Beautiful architecture
- LaChute Trail
- Nice shops!
- I love the beauty, I love the location, I love our summer support for business, Lake George flowing into Lake Champlain
- Beautiful waters
- Planters on the bridge
- The community feel
- Seeing people out on the streets
- The Star Trek Experience

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SWOT Analysis

Strengths (S)

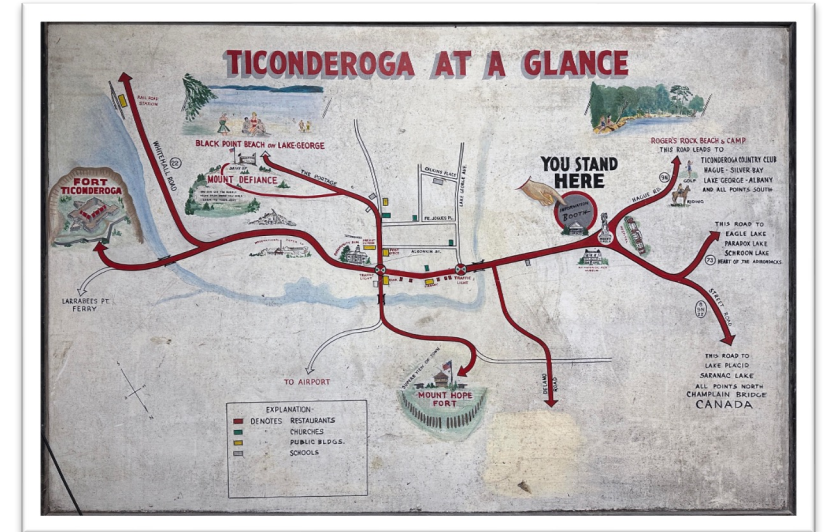
What are Ticonderoga's strengths? What makes Ticonderoga special?

- Historic; Cultural heritage
- Natural beauty, environmental assets
- Civic pride
- Unique businesses
- Walkable
- Connections (airport, ferry, train)

Weaknesses (W)

What could work as a disadvantage for Ticonderoga?

- Limited economic diversity
- An "Early Town"
- Limited cultural offerings
- Family-oriented activities
- Lack of accommodations
- The "Last (Couple) Miles"



SWOT Analysis

Opportunities (O)

What can Ticonderoga use to leverage its advantage in the area?

- Tourism growth
- Expansion of lodging opportunities
- Adaptive re-use of buildings
- Cultural hub
- Marketing/rebranding
- Remote work opportunities

Threats (T)

What outside forces could pose a challenge to Ticonderoga's Downtown revitalization?

- Seasonal fluctuations
- Competition from nearby areas
- Changing consumer preferences
- Out-migration of youth ("brain-drain")
- Extreme weather events can impact natural and tourist attractions



SWOT Analysis- Public Workshop Comments

Opportunities

- Create parking behind Montcalm that is attractive – art and landscape
- Showcase LaChute through "alley" connections
- Performing arts pavilion to fill a "cultural void"
- Connect Montcalm to LaChute with development
- Diversify the population

Challenges

- We need positive attitudes
- People who say "no can do" or "we are fine the way we are"
- Businesses closing on the same day (Mondays)
- No dining/limited dining Mon thru Wed outside of summer
- Vacant buildings need to be fixed or removed
- Get people to think outside of the box

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Draft Goals + Strategies

Goal 1: Enhance Economic Diversity and Year-Round Activity in Downtown Ticonderoga

- Diversify the economy
- Create year-round attractions
- Expand accommodations
- Promote rehab of existing buildings + mixed-use

Goal 2: Cultivate a Cultural Scene in Downtown

- Diversify arts + culture; cultural programming
- Revitalize performing arts spaces

Goal 3: Enhance Downtown Aesthetics and Connectivity

- Enhance the urban form (façade improvements, signs, public art)
- Pedestrian infrastructure – streetscape, wayfinding
- Beautify the “back” of Downtown along river trail – roadways/pathways, rear facades, activate uses

Goal 4: Foster a Vibrant Downtown Community for Ticonderoga Residents

- Support for local businesses
- Enhanced Downtown services for local residents

Draft Goals + Strategies – Public Workshop Comments

- Create amenities along the river – restaurants, shops, activities
- Diversify activities, not just arts
- Empty storefronts, rundown buildings should be better utilized
- More permanent home for Farmer's Market
- Develop green space between Downtown, Montcalm activity, and LaChute River to improve connectivity

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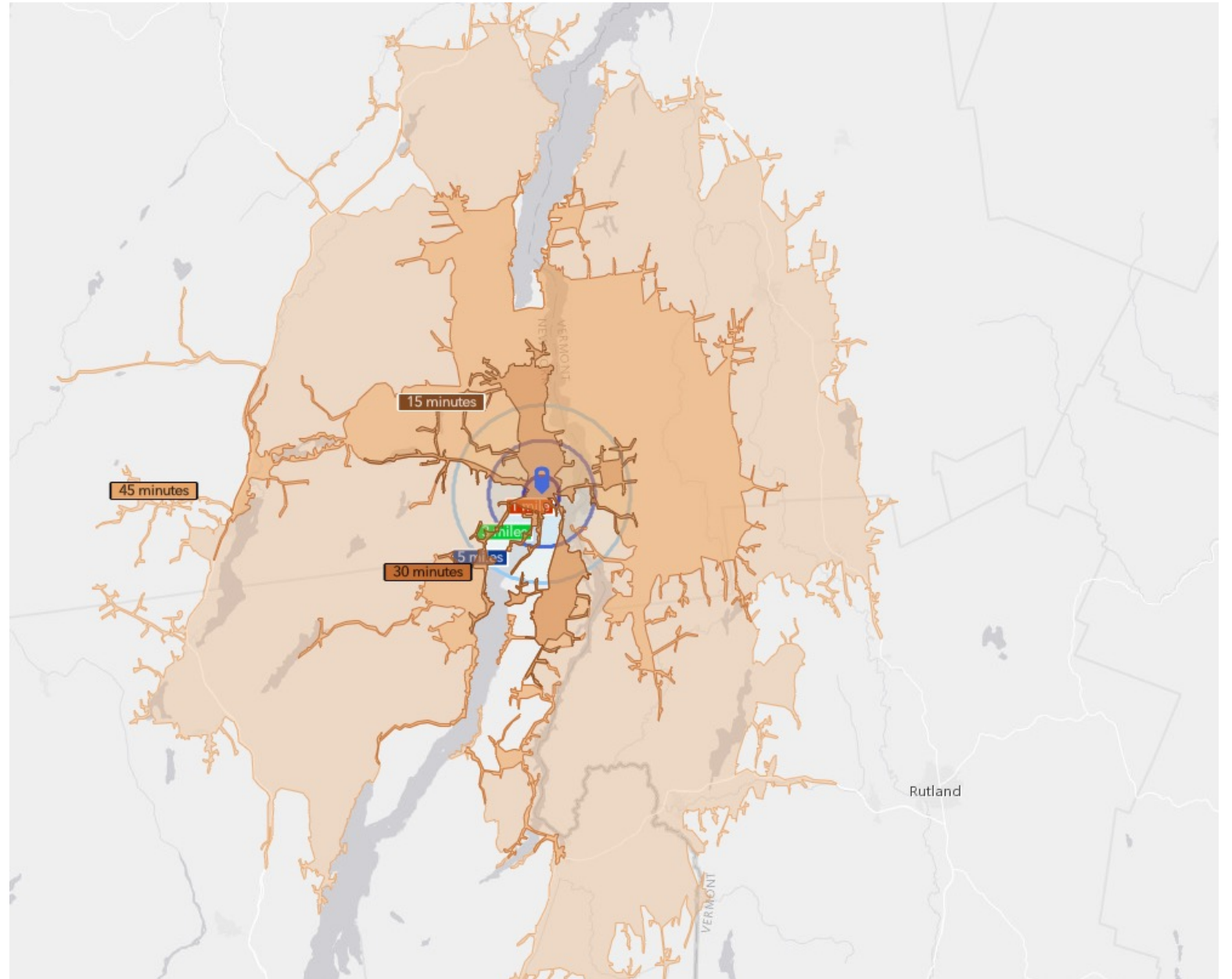
Ticonderoga Retail Trade Areas

Map View

Ticonderoga

1,3, 5 Mile Radius

15, 30, 45 Minute Drive Time



Ticonderoga New York Demographic & Market Profile June 2023

Ticonderoga 15 Min. Drive Time 30 Min. Drive Time 45 Min. Drive Time

Population Summary

2010 Total Population	3,370	4,721	16,806	59,751
2020 Total Population	3,250	4,558	16,473	59,204
2023 Total Population	3,198	4,471	16,347	58,902
2028 Total Population	3,139	4,387	16,125	58,415
2023-2028 Annual Rate	-37%	-0.38%	-0.27%	-0.17%

Household Summary

2020 Total Households	1,355	1,906	6,876	24,205
2020 Average Household Size	2.31	2.34	2.37	2.26
2023 Households	1,349	1,910	6,934	24,409
2023 Average Household Size	2.28	2.29	2.33	2.23
2028 Households	1,359	1,918	6,981	24,638
2028 Average Household Size	2.22	2.23	2.28	2.18

Median Household Income

2023	\$57,769	\$63,789	\$64,788	\$68,517
2028	\$63,723	\$72,018	\$73,834	\$77,643

Per Capita Income

2023	\$38,943	\$41,103	\$39,161	\$38,177
2028	\$44,352	\$47,086	\$45,029	\$43,785

Median Age

2010	43.4	44.2	44.4	42.3
2023	45.8	46.9	47.5	45.7
2028	45.8	47.0	48.2	46.4

2023 Population by Age

0 - 4	5.4%	5.0%	4.6%	3.9%
5 - 9	5.6%	5.4%	5.1%	4.4%
10 - 14	5.4%	5.5%	5.6%	5.0%
15 - 24	11.5%	10.6%	9.9%	14.4%
25 - 34	11.5%	11.0%	10.4%	10.8%
35 - 44	9.8%	10.4%	11.4%	10.7%
45 - 54	12.2%	12.1%	12.9%	12.2%
55 - 64	15.0%	15.6%	16.4%	15.6%
65 - 74	13.4%	14.3%	14.8%	13.9%
75 - 84	7.6%	7.2%	6.6%	6.7%
85 +	2.7%	2.9%	2.3%	2.4%
18 +	80.0%	80.7%	81.3%	83.6%

2023 Civilian Population 16+ in Labor Force

Civilian Population 16+	1,633	2,298	8,138	29,216
Population 16+ Employed	94.9%	94.6%	95.8%	96.0%
16+ Unemployment rate	5.1%	5.4%	4.2%	4.0%

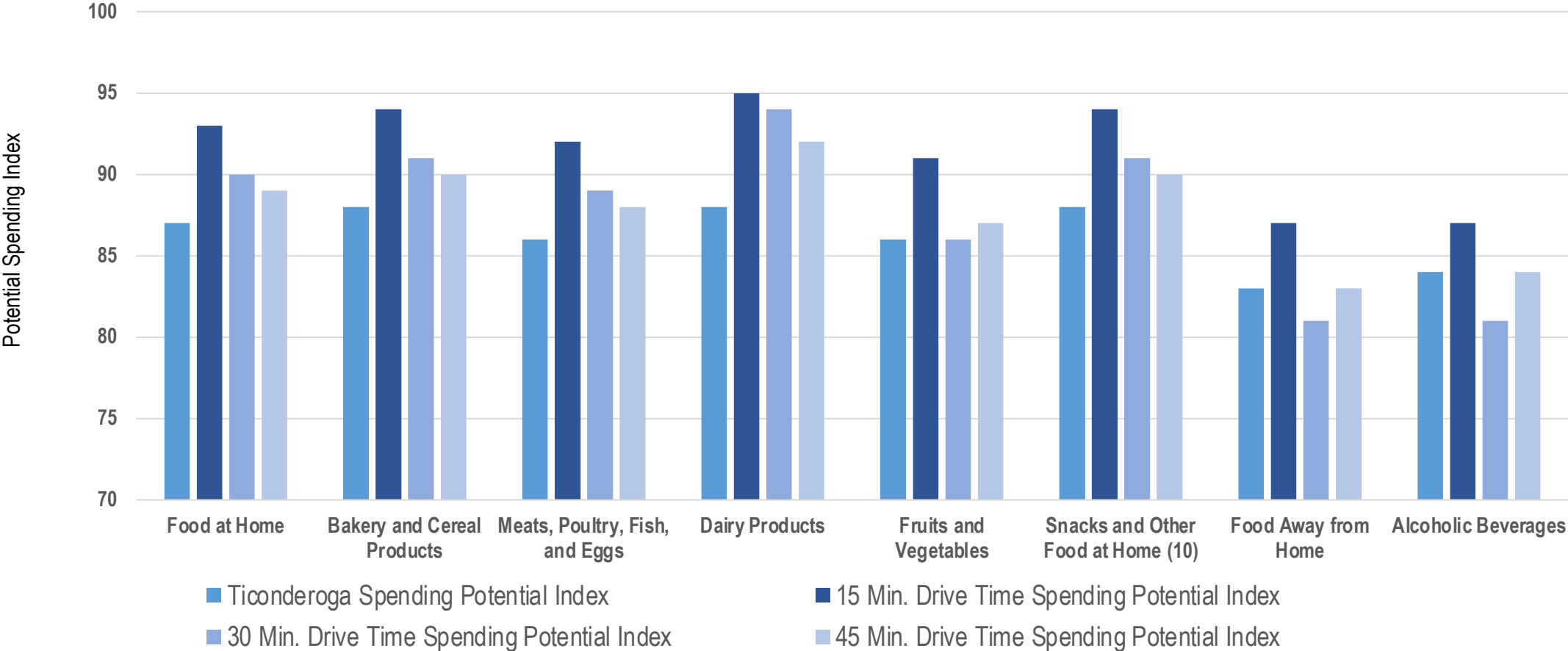
Retail Market & Demographic Profile

Retail Goods + Services Expenditures

Retail Goods and Services Expenditures: Ticonderoga Market June 2023								
	Ticonderoga		15 Min Drive Time		30 Min. Drive Time		45 Min. Drive Time	
	Spending Potential	Average Amount	Spending Potential	Average Amount	Spending Potential	Average Amount	Spending Potential	Average Amount
	Index	Spent	Index	Spent	Index	Spent	Index	Spent
Apparel and Services	82	\$1,812.08	85	\$1,862.82	79	\$1,728.81	81	\$1,775.06
Men's	82	\$337.34	84	\$344.86	78	\$318.27	80	\$328.64
Women's	84	\$626.47	87	\$647.03	80	\$595.00	82	\$615.28
Children's	81	\$269.43	84	\$278.95	82	\$270.69	81	\$268.45
Entertainment & Recreation	89	\$3,352.72	95	\$3,606.98	98	\$3,712.64	94	\$3,567.74
Travel	84	\$1,883.85	88	\$1,990.90	85	\$1,910.25	86	\$1,932.26
Airline Fares	80	\$371.09	83	\$385.49	77	\$359.18	81	\$377.00
Lodging on Trips	84	\$608.53	90	\$647.12	86	\$620.53	87	\$623.80
Auto/Truck Rental on Trips	83	\$66.04	85	\$67.64	76	\$60.01	81	\$64.17
Food and Drink on Trips	84	\$472.09	89	\$499.40	87	\$485.33	87	\$487.54
Food	86	\$9,002.28	91	\$9,542.49	87	\$9,131.43	87	\$9,157.93
Food at Home	87	\$5,917.10	93	\$6,314.22	90	\$6,109.76	89	\$6,073.76
Bakery and Cereal Products	88	\$771.49	94	\$824.24	91	\$797.85	90	\$792.03
Meats, Poultry, Fish, and Eggs	86	\$1,272.46	92	\$1,355.97	89	\$1,307.44	88	\$1,300.23
Dairy Products	88	\$578.22	95	\$623.08	94	\$617.21	92	\$607.51
Fruits and Vegetables	86	\$1,147.95	91	\$1,218.76	86	\$1,159.84	87	\$1,172.38
Snacks and Other Food at Home (10)	88	\$2,146.98	94	\$2,292.17	91	\$2,227.43	90	\$2,201.61
Food Away from Home	83	\$3,085.18	87	\$3,228.27	81	\$3,021.67	83	\$3,084.17
Alcoholic Beverages	84	\$565.19	87	\$586.74	81	\$545.89	84	\$567.55

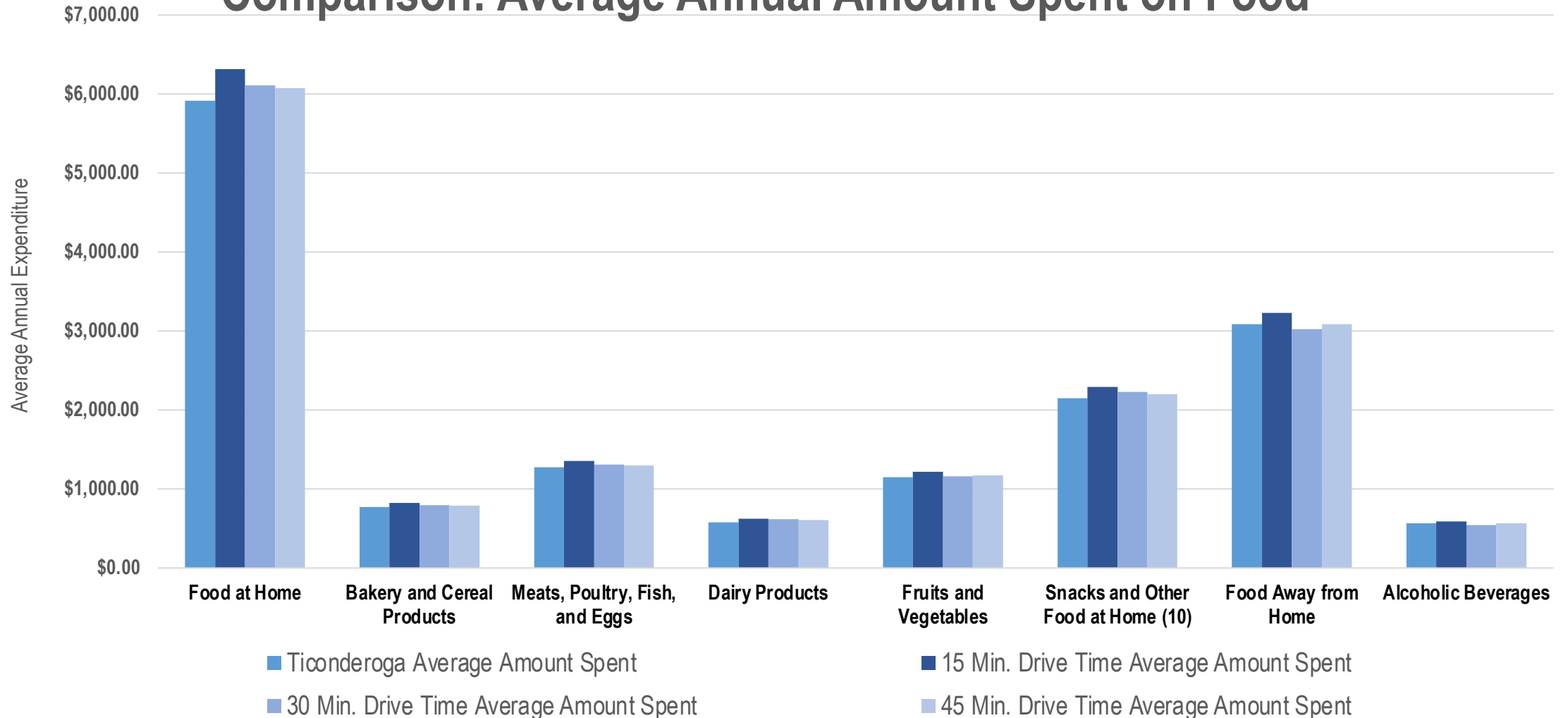
Focus on Food

Comparison: Potential Spending Index on Food



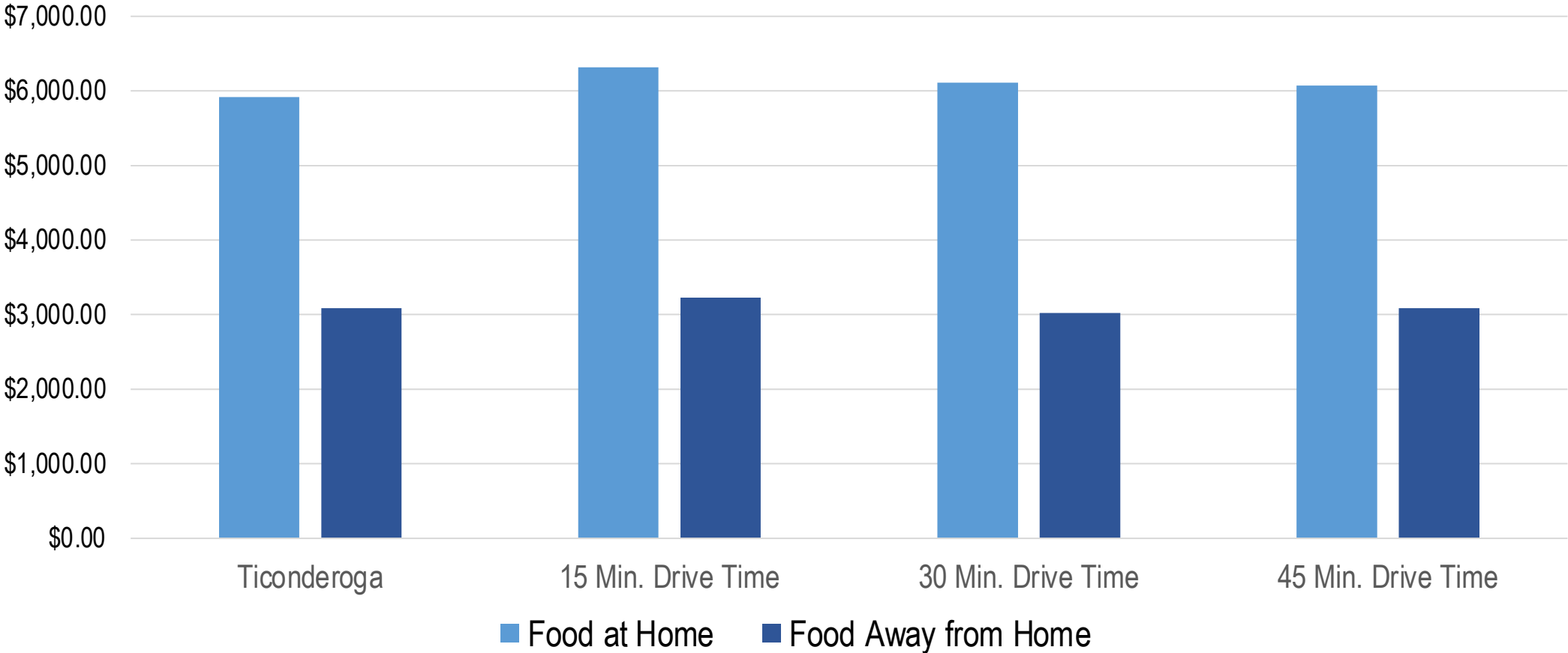
Focus on Food

Comparison: Average Annual Amount Spent on Food



Focus on Food

Comparison Annual Average Spend: Food at Home vs. Food Away From Home



Branding + Marketing

DIVERSE ★ AUTHENTIC ★ WALKABLE ★ NOW

★ ★ ★
OHIO CITY
INCORPORATED
1836

The exterior of the Room Service store at night. The store has a brick facade and large windows. The sign above the entrance reads 'ROOM SERVICE' with a circular logo containing 'R/S'. The windows display various clothing items, including a white t-shirt and a brown jacket. The interior is visible through the windows, showing a modern and stylish interior design.

Did you know Ohio City...?

- IS THE 2ND MOST WALKABLE NEIGHBORHOOD IN CLEVELAND WITH A WALK SCORE OF 79
- HAS OVER 100 RETAIL STORES AND RESTAURANTS
- ENJOYS EASY ACCESS FROM DOWNTOWN AND NEARBY NEIGHBORHOODS
- IS ON THE RTA REDLINE AND THE METROHEALTH BUS LINE
- HAS A RICH CLUSTER OF ARTISANS, CULTURE, ENTREPRENEURS, AND EATERIES

“Room Service has grown with Ohio City over the past ten years. It is a collection of independent shops, cafes, and restaurants combining to create a neighborhood that looks and feels like no other. Our brand and vision — finding unique products that elicit joy and curiosity — mesh perfectly in this environment.” — Andrew Worm, Co-owner, Room Service

SOMETHING'S HAPPENING HERE!

Branding + Marketing



"Philly is glam, Philly is hip, Philly is now, Philly is happening.
If you aren't going to Philly regularly then you aren't groovy."

Simon Doonan, Creative Director, Barneys New York



"What we found was that there was no better place to start
a business."

Lexy Funk, CEO, Brooklyn Industries

Branding + Marketing



Food & Fort Monmouth
Has a nice ring!



Boujee Foodie Con to be Held
at Fort Monmouth



Ohio City Retail Strategy, Cleveland OH

Branding + Marketing



THIS HOLIDAY SEASON

Discover and enjoy all the local shops
and restaurants in Media PA

A red rectangular graphic containing three circular icons (shopping bag, fork, person) at the top, followed by the text "SHOP. EAT. ENJOY. LOCAL FOR THE HOLIDAYS" and three snowflake icons. At the bottom, it says "Visit Media Pa" in large white font.

SHOP. EAT. ENJOY.
LOCAL
FOR THE HOLIDAYS
❄️ ❄️ ❄️
Visit Media Pa

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Open Call for Projects Status

Website Visitors

- Approximately 300 unique visitors since the beginning of June

Ideas Received Via Comment Form

- Ideas: road improvements, EV charging

Virtual Office Hours

- Approximately 12 attendees across two sessions
- Questions regarding small projects fund, reimbursement, decarbonization, contingency funds in costing

Public Workshop Open Call for Projects Station

- Specific questions about potential project submittals



Required State Criteria for Projects

DRI/NYF State Goals

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI/NYF community.

Project Readiness

The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI/NYF area.

Required State Criteria for Projects

Eligible Project Type

The project must be one of the eligible project type and must meet all the requirements for that specific project type.

Cost Effectiveness

Investment of DRI/NYF funds in the project would represent an effective and efficient use of public resources.

Co-Benefits

The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.

Required State Criteria for Projects

Co-Benefits

The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.

Examples

- Local job creation/retention
- Increased tax revenue
- Provision of amenities for local residents
- Enhanced tourist amenities
- Quality urban design
- Improved downtown aesthetics
- Decarbonization/sustainability/resiliency
- Enhanced walkability/connectivity
- Alignment with zoning regulations
- Attraction of tourism and activity on a year-round basis
- Increased “active hours” in downtown
- Enhancement of arts and cultural offerings

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Schedule

Date	Time (EST)	Meeting Type	Description
June 2	9-10am	LPC Virtual Meeting	Determine local match requirements and introduce refined vision
June 5			Release Open Call for Projects
June 12	11am-1pm	Virtual Office Hours	Consultant virtual office hours to provide guidance to project sponsors on Open Call for Project submissions
June 14	4-6pm	Virtual Office Hours	Consultant virtual office hours to provide guidance to project sponsors on Open Call for Project submissions
June 28	4-6pm	Public Workshop #1	Open House: Visioning, Introduction/Update to Open Call for Projects (Formal presentations to be held at 4:00 pm + 5:30 pm)
June 29	9-11am	LPC #2	Vision, goals + strategies, update on Open Call for Projects, feedback from Public Workshop #1
June 30	9-11am	Coffee w/ Consultants	Location Burleigh's: Open time for public/project sponsors to meet with the consultants
July 12	11am-Noon	Virtual Office Hours	Consultant will host virtual office hours to provide guidance to project sponsors on Open Call for Project submissions
July 12	5-6pm	Virtual Office Hours	Consultant will host virtual office hours to provide guidance to project sponsors on Open Call for Project submissions
July 24			Open Call for Projects Closes
Aug. 3	9-11am	LPC #3	Introduce projects submitted through Call for Projects
Sept. 13	4-6pm	Public Workshop #2	Introduce projects to the public
Sept. 14	9-11am	LPC #4	Project evaluation begins
Oct. 11	4-6pm	Public Workshop #3	Present updated list of projects
Oct. 12	9-11am	LPC #5	Continued project evaluation
Nov. 2	9-11am	LPC #6	Final project overview

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Comments?

www.ticonderogadri.com