



NY Forward

WELCOME

THE MEETING WILL
BEGIN SHORTLY

**Local Planning Committee (LPC)
Meeting #2
Thursday, July 13, 2023**

The background of the right side of the slide is a photograph of a blue sky and a blue ocean. A large, dark blue, multi-pointed geometric shape is overlaid on the image. The text "CAPE VINCENT" is written in large, white, sans-serif capital letters across the top of the image, partially overlapping the geometric shape.

CAPE VINCENT

NEW YORK FORWARD



AGENDA

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NY Forward

INTRODUCTIONS



LOCAL PLANNING COMMITTEE	
NAME	AFFILIATION
Jerry Golden	Mayor, Village of Cape Vincent; LPC Co-Chair
Erika Flint	Fort Drum Regional Health Planning Organization; North Country REDC; LPC Co-Chair
Michael Bashaw	Thousand Islands Central School District
Liz Brennan	Cape Vincent Arts Council
Susan Castle	Chateau
Michael Chavoustie	French Towne Market/Cup of Joy
Marty Mason	Town of Cape Vincent
Christine Stark	Cape Vincent Improvement League



INTRODUCTIONS



STATE PARTNERS

NAME	TITLE	DEPARTMENT
Kylie Peck	Project Manager	NYS Department of State
Stephen Hunt	Regional Director, North Country Office	Empire State Development
Mary Barthelme	Project Manager	NYS Homes & Community Renewal
Amanda Bearcroft	Program Director, DRI and NY Forward	NYS Department of State

KEY PLANNING SUPPORT

Name	Title
Mary Rupp	Village Clerk/Treasurer
Pamela Youngs	Cape Vincent Local Development Corporation

INTRODUCTIONS



CONSULTANT TEAM



Engineering and
Land Surveying, P.C.



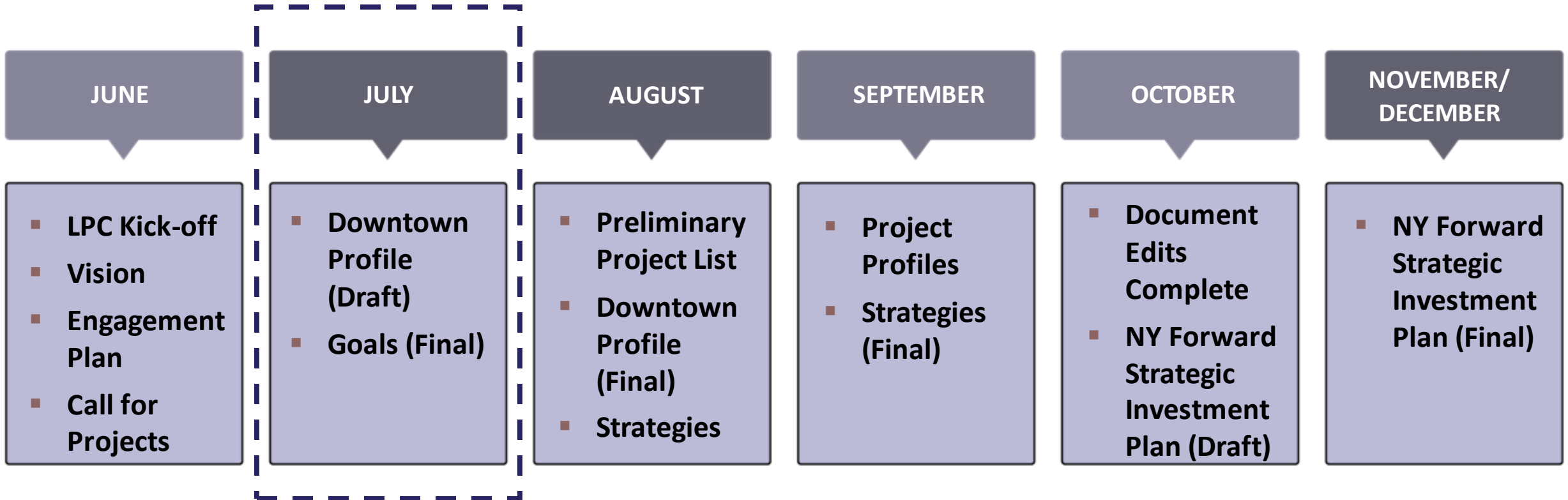
CODE OF CONDUCT REMINDER



- Members of the Local Planning Committee must always serve and act in the public interest, regardless of their affiliation with, or relationship to, any business, municipality, not-for-profit, agency, program, entity, or interest group.
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee.
- Remember **DAD**:
 - **D**isclose conflicts of interest
 - **A**ct in the public interest
 - **D**isqualify if necessary

PROJECT SCHEDULE & SCOPE

Key Milestones



CALL FOR PROJECTS



CAPE VINCENT
NEW YORK FORWARD

Open Call for Projects Now Live!

Transform Downtown Cape Vincent with NY Forward!

We invite **YOU** to share your vision for Cape Vincent!

To learn more about the NY Forward program, project eligibility requirements and to access an official Call for Projects Application form, visit www.capevincent-nyforward.com or scan the QR code.

Accepting project proposals until 5 PM on July 31, 2023.

For assistance with the Open Call for Projects application, virtual and in-person office hours will be available. Check website for dates and times.

Scan QR code for more information on your mobile device

Join Our Public Open House!

Open House style format - drop in anytime!
Participate in a variety of activity stations to learn and provide your input!

July 24, 2023 | 6:00 - 8:00 PM
Rec Park

 **NY Forward**

For more information, visit: www.capevincent-nyforward.com

- Launched June 19th / **Due by July 31st**
- **All projects are required to submit Call for Projects Form to be considered for NY Forward funding** (*electronic submission preferred*)
- Call for Projects Form available on Cape Vincent NY Forward website: **CapeVincent-NYForward.com**
- Paper copies of Call for Projects Form available at Cape Vincent Village Office
- All submitted proposals will be reviewed by the LPC and discussed during future LPC meetings.

CALL FOR PROJECTS



The screenshot shows the website's navigation menu with the following items: ABOUT, PROJECT TEAM, MEETINGS, CONTACT, DOCUMENTS, and CALL FOR PROJECTS. The main content area features a large image of a body of water with a lighthouse in the distance. Overlaid on this image is the text "CAPE VINCENT" in large white letters and "NEW YORK FORWARD" in smaller orange letters. A dark blue geometric logo is also overlaid on the image. A light orange call for projects overlay is positioned on the right side of the page, containing the following text: "Call for Projects", "Cape Vincent and its State partners are seeking project proposals to be evaluated for potential inclusion in the NY Forward Strategic Investment Plan!", and "Submission Deadline: July 31, 2023". A dark blue button labeled "Learn More" is located at the bottom of the overlay. A grey footer bar at the bottom of the page contains the text "WHAT IS NYF?".

CAPE VINCENT
NEW YORK FORWARD

WHAT IS NYF?

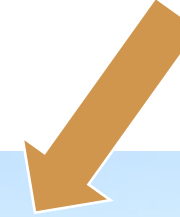
CALL FOR PROJECTS

Call for Projects

Cape Vincent and its State partners are seeking project proposals to be evaluated for potential inclusion in the NY Forward Strategic Investment Plan!

Submission Deadline: July 31, 2023

Learn More



CALL FOR PROJECTS



Project Types & Requirements

It is expected that NYF funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations. However, certain non-capital projects or projects that may lead to capital investment will also be considered to the extent that they will contribute to the revitalization of the downtown. The following is a description of eligible and ineligible project types.

Eligible Project Types

- **Public Improvement Projects.** They include projects such as streetscape transportation improvements, recreation trails, wayfinding signage, new art parks, plazas, public art, green infrastructure and other public realm projects that contribute to the revitalization of downtown.
- **New Development and/or Rehabilitation of Existing Downtown Buildings.** This category may include the development, redevelopment or real property for commercial, residential, not-for-profit uses. All projects should be capital investments or should lead to capital investments. They should have a functional impact on the downtown catalytic or transformative projects provide employment opportunities, choices, and/or services for the community.
- **Small Project Fund.** A locally matching small project fund may be used to undertake a range of smaller projects such as facade enhancement, building renovation improvement commercial or mixed-use spaces, assistance, or public art. Funds are \$300,000 for NYF communities.
- **Branding and Marketing.** Examples include downtown branding and projects that may target residents, developers, tourists, and/or visitors. Expenses, such as those to develop and signage, ongoing operations as funding a downtown manager, maintaining a website, are not eligible for funding.

Evaluation Criteria

The following are the State criteria by which each proposed project will be evaluated. The Local Planning Committee will use these criteria as a guide to build on when developing local evaluation criteria.

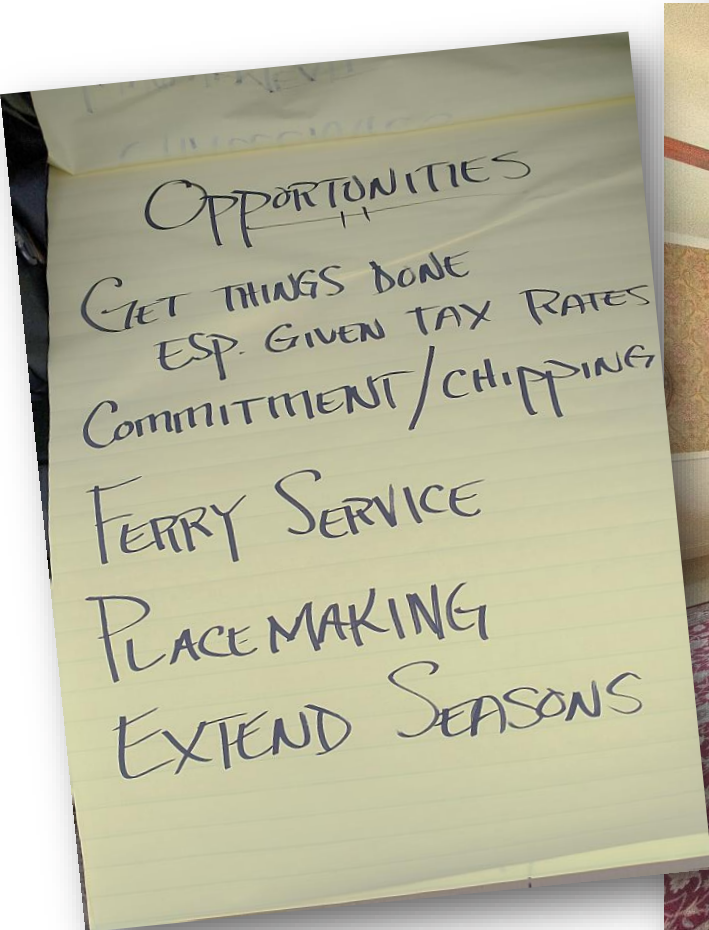
1. **Alignment with State and Local Goals**
DRI/NYF State Goals
 - Create an active downtown with a strong sense of place.
 - Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of 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.
2. **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 NYF community.
3. **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 NYF area.
4. **Eligible Project Type**
The project must be one of the eligible project types outlined in the Eligibility Criteria section on pages two and three and must meet all the requirements for that specific project type.
5. **Cost Effectiveness**
Investment of NYF funds in the project would represent an effective and efficient use of public resources.
6. **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.

- Office hours are available for project sponsors to discuss project-specific details with members of the consultant team. **Dates and times are as follows:**

- **Virtual: (Conducted via Zoom)**
 - July 5th - 4:00 - 5:00 PM
 - July 6th - 1:30 - 2:30 PM
- **In Person: (Cape Vincent Village Office)**
 - July 24th - 2:30 - 3:30 PM

Office Hours details available through Project Website: CapeVincent-NYForward.com

COMMUNITY ENGAGEMENT



- Public Engagement Plan - Draft
- Public Open House
 - July 24th – 6:00 - 8:00 PM at Rec Park
- Pop-up/Local Outreach
- Community Survey
 - Opening July 24th at Open House
- NY Forward website
 - www.CapeVincent-NYForward.com

COMMUNITY ENGAGEMENT



Public Open House

- **Monday, July 24th – 6:00 - 8:00 PM**
- **Rec Park**
- “Stay for as long or as little as you like!”
- Learn about NY Forward and share ideas.
- Project Team will be on site for questions.

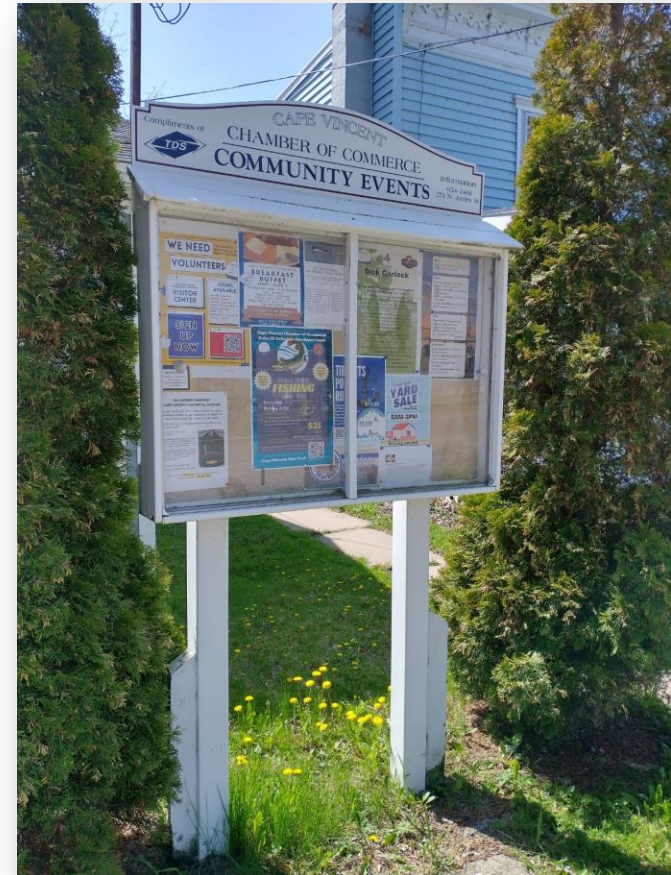


COMMUNITY ENGAGEMENT



Community Survey

- **Opening July 24th** at Public Open House
- Will provide opportunity for members of the community to share thoughts and ideas
- Hard copies will be available at Village Office
- Online version of Survey will be available at www.CapeVincent-NYForward.com



DOWNTOWN PROFILE OVERVIEW



“The Downtown Profile and Assessment tells a clear and concise story of the NY Forward community — where it is today, how it got there, and where it is going — and provides the logical basis for project recommendations.”



DOWNTOWN PROFILE OVERVIEW



Required Components

- Study Area/Boundary Description
- Demographic Overview
- Regional and Historic Context
- Recent Plans and Investment
- Alignment with Regional Economic Development Council (REDC) Strategies
- Physical Setting
- Economic Trends and Opportunities
- Synthesis of Trends, Challenges, and Opportunities

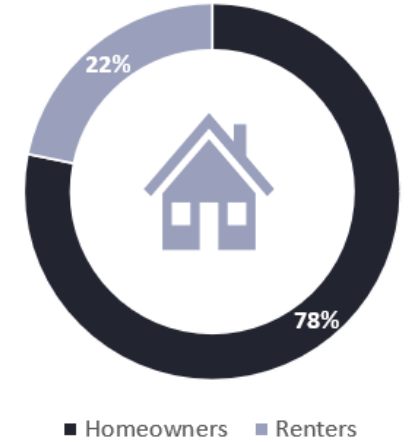


DOWNTOWN PROFILE OVERVIEW



Population

	Cape Vincent (Village)	Cape Vincent (Town)	Jefferson County
2020	699	2,765	116,721
2010	726	2,777	116,229
2000	760	3,327	111,738
1990	683	2,882	110,943

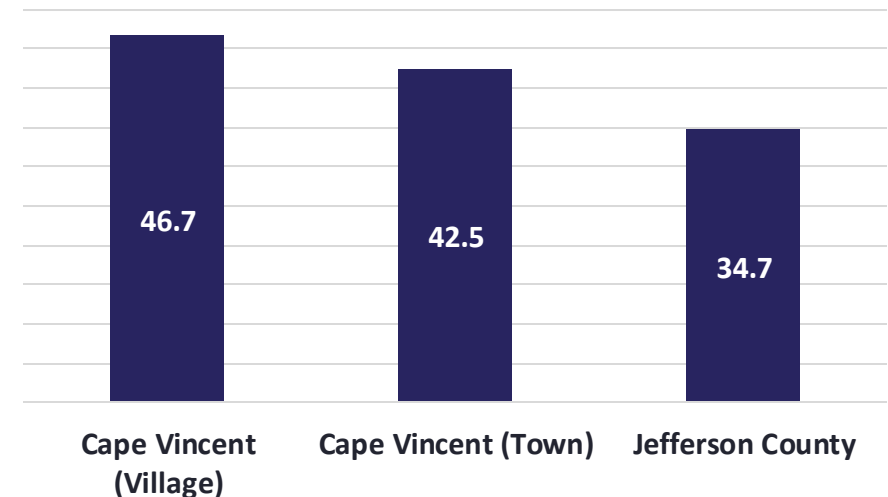


Employment

Cape Vincent (Village): Class Worker

Employee of private company workers	63.5%
Self-employed in own incorporated business workers	0.0%
Private not-for-profit wage and salary workers	1.1%
Local, state, and federal government workers	28.8%
Self-employed in unincorporated business workers and unpaid family members	6.7%

Median Age



VISION & GOALS DISCUSSION



REVISED VISION

Cape Vincent's scenic, historical, and natural character will form the foundation for sustainable economic growth that preserves and highlights the village's small-town charm and its agrarian roots while sustaining the St. Lawrence River and Lake Ontario for both pleasure and commerce. Through compatible economic and residential growth, Cape Vincent will be a community that welcomes artisans and musicians, provides a high quality of life for residents, and serves as a unique destination for visitors.

VISION & GOALS DISCUSSION



GOALS

- Realistic;
- Clear and well-defined; and
- Aligned with and supportive of the community's vision

VISION & GOALS DISCUSSION



- **All-Season Destination:** *Build on Cape Vincent's reputation as a first-class destination for recreation, cultural events, and the arts.*
- **Welcoming Gateways:** *Bolster a sense of place in Cape Vincent by enhancing entry points to the community.*
- **Quality of Life:** *Expand the range of services and amenities available to current and prospective Cape Vincent community members.*
- **Natural Environment:** *Celebrate Cape Vincent's unique location on the St. Lawrence River and Lake Ontario, ensuring the sustainability of those and other important environmental resources.*

VISION & GOALS DISCUSSION



GOALS

What goals are important to achieve the Vision for downtown Cape Vincent?



STRATEGIES

- Actionable statements that are specific with local context;
- Derived from opportunities and challenges
- Relate to the proposed DRI/NYF projects;
- Clearly and concisely direct a type of action to help meet a specific goal; and
- Guide the community on how to continue revitalization beyond DRI/NYF projects.

NEXT STEPS

- Future LPC Meetings (monthly 2nd Thursday)
 - LPC #3 – August 10, 9:00 – 11:00 a.m.
 - LPC #4 – September 14, 9:00 – 11:00 a.m.
- Call for Projects Solicitation
 - Opens June 19 – Closes July 31
- Consultant Team
 - Finalize Downtown Profile
 - Refine Goals/Strategies
 - Prepare Preliminary Projects List
 - Project Evaluation Criteria for LPC
- Public Open House #1
 - Monday, July 24 from 6:00 – 8:00 PM

Project Website: www.CapeVincent-NYForward.com



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PUBLIC COMMENT

