

The City of Auburn

DOWNTOWN REVITALIZATION INITIATIVE

JUNE 1, 2018

**THIS
PLACE
MATTERS®**





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"History's Hometown"

June 1, 2018

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

Dear Mr. Fayle:



The City of Auburn is proud to submit this application for New York State's 2018 Downtown Revitalization Initiative (DRI) funding through the Central New York Regional Economic Development Council.

Governor Cuomo and the NYS Legislature are to be commended for continuing the Downtown Revitalization Initiative program for a third straight year. For the City of Auburn the DRI has proved to be more than just an application. Over the last two years the DRI process has served as an important planning tool to assist our downtown stakeholders in organizing and formulating ideas. While our first two applications were not the finalist for the region, the DRI process worked as a catalyst for advancing projects that have had a positive economic impact on our downtown. It is with this previous experience that we enthusiastically submit this year's application.

The theme of our 2018 DRI grant application is This Place Matters. The Month of May 2018 was also National Historic Preservation Month and the National Trust for Historic Preservation's "This Place Matters" campaign encourages people to celebrate the places that are meaningful to them and to their communities. So, this year we merged our local celebration of National Historic Preservation Month with our 2018 DRI public comment process. We asked our downtown stakeholders and the public to submit their ideas and public comments on how "This Place Matters" and what is presented in this application reflects the exciting ideas and input received.

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

Enthusiastically submitted,

A handwritten signature in blue ink, reading "Michael D. Quill".

Michael D. Quill
Mayor

Cc: City Councilors
DRI Working Group Members
File



Downtown Revitalization Initiative

APPLICATION

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the Central New York Regional Council by 4:00 PM on June 1, 2018 at the email address NYS-CentralNY@esd.ny.gov. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

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

Municipality Name: City of Auburn

Downtown Name: Downtown Auburn

County Name: Cayuga

Vision for Downtown - *Provide a brief statement of the municipality's vision for downtown revitalization.*

The City of Auburn is committed to building on the interconnected relationships between its many natural, cultural and historic assets and sustaining its unparalleled quality of life supported by a strong local economy and restored vibrancy in the Auburn BID and West End Arts District.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

The City of Auburn, "History's Hometown", serves as the seat of local and Cayuga County government and is the second largest City in Central New York behind Syracuse. Located just 9 miles south of the Route 90 Interstate corridor, Auburn is well centered between the communities of Rochester and Syracuse.

Auburn's urban core consists of a busy main street boasting 900 downtown residents, 350 businesses, government & non-profit agencies, and 120 property owners. Nearly 50 years ago Auburn was in the midst of the most transformational periods of its downtown history called Urban Renewal. Consisting of three components, Urban Renewal resulted in razing several blocks of downtown buildings, construction of the Route 5 & 20 Arterial highway and the Loop Road. An investment of NYS DRI funding will ensure the preservation of the remaining historic urban fabric as well as enhance the City's brownfield opportunity, transportation and arts & cultural corridors.

Therefore the City of Auburn is seeking funding assistance through a Round III Downtown Revitalization Initiative (DRI) award with goals of the DRI Strategic Investment Plan serving to bolster downtown and revitalize vacant brownfield and

riverfront properties. City leadership has embraced a “#This Place Matters” campaign to achieve \$40 million of public-private funds matching investment of a \$9.7 million DRI allocation.

Auburn’s recent investment successes in downtown have cultivated a renewed interest in the craft-brewing industry, arts and cultural entertainment, historic preservation and urban living. However, these recent efforts have only slowed Auburn’s decline of population and job losses over the last decade. Since 2009 Auburn has been considered an “Economically Distressed” area with 16.2% of residents living in poverty and a median household income 35% less the New York State 2016 average.

Auburn is ready for a DRI planning initiative and funding investment serving to revitalize properties within the Auburn Sparks BOA and downtown BID, create jobs and establish workforce development opportunities. For additional City of Auburn DRI investment information see Page 14.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

- 1) Boundaries of the proposed DRI area** - *Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.*

The City of Auburn DRI investment area is well-defined by the 162-acres Auburn Downtown Business Improvement District and the West End Arts District along Genesee Street from Parker Street to Downtown. This DRI investment area focuses on the historic City center and trade routes which provide the greatest potential for vacant property revitalization and corridor enhancement. For additional City of Auburn DRI boundary area information see Page 9.

- 2) Description of catchment area** - *Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.*

Auburn is the second largest City in the Central New York Region and is located less than an hour drive from the cities of Syracuse, Rochester, Ithaca and Oswego. Auburn’s urban core is at the crossroads of NYS Routes 5 & 20, 34 & 38 making it easily accessible to the 77,861 Cayuga County residents and nearly 500,000 visitors to the Central New York and Finger Lakes Region annually. Geographically the City of Auburn is the center of business and local government within Cayuga County. The City’s industries and trade area spans roughly 25 miles to include Cayuga County, neighboring Onondaga, Wayne and Seneca Counties for a potential 373,000 customers. For additional City of Auburn DRI catchment area information see Page 10.

- 3) Past Investment, future investment potential** - *Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.*

The City of Auburn has experienced nearly \$70 million of recent public and private investment in and adjacent to the DRI target area. New York State and the CNYREDC have significantly contributed to Auburn’s planning efforts & capital infrastructure projects that have catalyzed downtown’s redevelopment. However there is still work to be done along the City’s riverfront, transportation corridors and arts district. The DRI Strategic Investment Plan would elevate Auburn and mobilize the development community for further public-private partnerships. For additional City of Auburn DRI past and current investment information see Page 11.

To keep this momentum, Auburn’s future investment potential could be catalyzed by four distinct strategies where creativity, environmental stewardship and workforce development become the driving forces. These

reinvestment strategies are: boost downtown, branding and marketing, public improvement projects and revolving loan and grant programs. More additional strategy information can be found on Page 13.

4) Recent or impending job growth - *Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.*

The City of Auburn is the primary economic engine in Cayuga County. The DRI target area consists of over 300 businesses with approximately 5,000 employees. Over the last five years, there has been an estimated 178 jobs retained/ created with nearly 30% of activity taking place within Auburn's urban core. Business sectors that have shown the most growth during this period have been Health Care and Social Assistance, Retail Trade, Manufacturing, Government, and Accommodations & Food Services.

A New York State DRI allocation will allow the City of Auburn to embrace its roots as a creativity community that is productive and innovative supporting Auburn's high quality of life. Auburn intends to attract a new pioneering class of entrepreneurs that support local job growth, environmental stewardship, equal rights and diversity amongst the workforce. For additional job growth in Auburn's DRI see Page 15.

5) Attractiveness of physical environment - *Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.*

The Auburn DRI area possesses a wide range of community amenities that contribute to its beauty, attractiveness and livability. The Auburn BID is home to a mix of businesses including two grocery stores and a farmers market to 12 restaurants and four craft beer establishments. Young professionals and seniors take advantage of the three affordable housing facilities and nearly 60 newly renovated urban apartments. Auburn is proud of a Walk Score of 80-85 within the urban core and continues to focus on walkability and bikeable streets. The West End Arts District along Genesee Street showcases Auburn's rich cultural and architectural history linked to several national movements including abolitionism and equal rights. As the "Best Small City to Raise a Family", Auburn is unparalleled in the CNYREDC with its commitment to youth education, recreation & programming, public open spaces, playgrounds and riverfront trails that contribute to its attractive high quality of life.

The DRI Strategic Investment Plan and funding would allow Auburn to preserve iconic vacant buildings, enhance streetscapes and public spaces, market the historic and heritage centers, and embrace its diversity and rich cultural background that together make an attractive and livable downtown. For additional market and physical characteristics of Auburn's DRI see Page 17.

6) Quality of Life Policies - *Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.*

The City is eager and ready to engage the community in a public participatory process for new creative strategic planning initiatives within downtown Auburn. Current planning documents driving community and economic development include the City's Comprehensive and Park Master Plans. For example, the Auburn SPARKS BOA plan recommends strategic redevelopment along the Owasco Riverfront and NYS Route 5 & 20 corridor as well as establishing an Arts District along Genesee Street to foster environmental stewardship, walkable downtowns, riverfront redevelopment and diversified workforce training. While the City recently adopted updated zoning and historic preservation codes, the housing code requires significant updates in order to better serve and protect all City residents and property owner uses and development needs. The City of Auburn is in need of a new long-range planning document by 2020. It is the City's hope that this will be completed through a collaborative planning process

with the DRI Local Planning Committee and partnering NYS Agencies. For additional local planning efforts see Auburn's DRI on Page 19.

- 7) Public Support** - *Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.*

The City of Auburn's DRI is more than an application. Over the last two years it has served as an important planning tool to assist property owners in organizing and formulating projects and advancing projects that have a positive impact on downtown Auburn. Once again, the local leaders of Auburn have partaken in a public participation process to involve business owners and residents in discussion and idea sharing for this year's DRI application. Auburn launched the #ThisPlaceMatters Campaign to gain a greater understanding of what is important to Auburnians. While this public comment process is not as extensive as the City's Comprehensive Plan update or Auburn SPARKS, the community felt compelled that the City must focus on creating jobs, revitalizing vacant and abandoned properties and providing better walkability and connectivity in and to downtown. For additional DRI public support see Page 21.

- 8) Project List to Demonstrate Readiness** - *Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.*

There are 22 projects & initiatives ready for implementation in downtown Auburn by Fall 2020. Many are leveraging multi-million dollar private investment projects proposed at three strategic brownfield sites, a vacant strip mall and along Main Street. A DRI allocation would augment the City's current efforts to bolster downtown, arts & cultural tourism, urban housing development, walkability, livability and job creation. The results of a DRI planning and funding investment would settle growing demand for economic and community development creating hundreds of jobs and estimated to spur more than \$40 million of capital investment and property & sales tax revenues in downtown Auburn. For additional project readiness info see Auburn's DRI on Page 22.

- 9) Administrative Capacity** - *Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.*

The City of Auburn leadership has over a 30-year history of successfully managing complex community and economic development planning initiatives as well as over \$90,000,000 of Federal, State and Private foundation grant projects and programs. An Auburn DRI Strategic Planning Initiative is an opportunity to engage a diverse audience of residents, business owners and developers to help shape what could be the City's next long-range planning document and bolstering the City's development efforts past 2020. Auburn's City Manager Office consisting of Jeff Dygert, City Manager will act as point of contact for Auburn's DRI. For additional administrative capacity discussion see Auburn's DRI on Page 29.

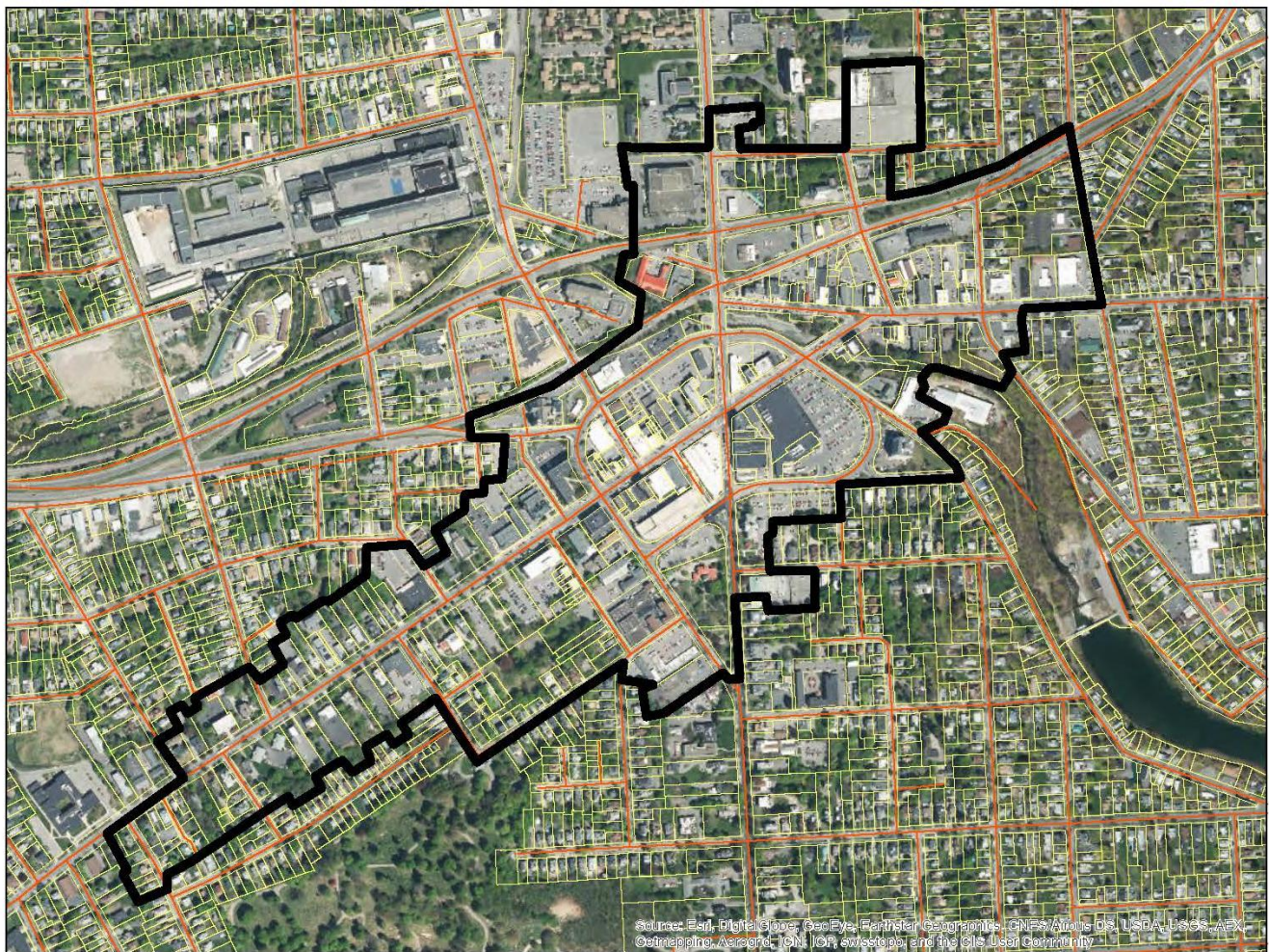
- 10) Other** - *Provide any other information that informs the nomination of this downtown for a DRI award.*

The pillars of the Auburn DRI are the reinvention of downtown, transforming the City's streetscape and strengthening the gateways, marketing Auburn, and reimagining vacant and brownfield sites that have the greatest economic and social diversities for the community to build upon. Auburn has a fascinating history in hydroelectric power and agricultural mechanization as well as advancement of human rights movements including abolitionism, women's rights, prison reform and temperance. As "History's Hometown" Auburn has become a prime travel destination in Central New York. Equally important, Auburn's industrial legacy presents a significant opportunity for

reinvestment in vacant strategic sites that could be used for cutting-edge workforce development, job creation and ethnic diversity.

A Round III DRI allocation would significantly rejuvenate stakeholders in deciding not just why, but where to invest in downtown Auburn. Incorporated in 1815, the City of Auburn is noted as “The Loveliest Village On The Plains”. With a nickname like this Auburn’s downtown is sure to thrive again.

Downtown Auburn Map of DRI boundaries for 2018 proposal, as outlined in Item 1.



The City of Auburn



2018 Downtown Revitalization Initiative

HISTORY, ART & CULTURE CITY OF AUBURN HISTORIC RESOURCES REVIEW BOARD
 DOWNTOWN REVITALIZATION INITIATIVE IGNITE MAJORPALOOZA
 MUSIC ON THE MALL POMEROY PARK CAYUGA MUSEUM MARKET STREET PARK
 THEODORE CASE DUCK DERBY AUBURN SPARKS BROWNFIELD OPPORTUNITY AREA
 OLD WHEELER EXCHANGE STREET PLAZA HARRIET TUBMAN NATIONAL HISTORICAL PARK
 NATIONAL HISTORIC PRESERVATION MONTH CASE MEMORIAL LIBRARY
 AUBURN DOWNTOWN IMPROVEMENT DISTRICT THOMAS MOTT OSBORNE
 FLOWER POWER HARRIET TUBMAN MEMORIAL HIGHWAY TOMATOFEST
 FORT HILL CEMETERY GENESEE STREET SOUTH STREET NATIONAL HISTORIC DISTRICT
 CAYUGA COMMUNITY COLLEGE AUBURN PUBLIC ART TRAIL FREEDOM PARK
 WILLIAM H. SEWARD CAYUGA ECONOMIC DEVELOPMENT AGENCY OWASSO FALLS
 FOUNDERS DAY GROVER STREET NATIONAL HISTORIC DISTRICT
 HISTORY'S HOMETOWN SEYMOUR PUBLIC LIBRARY WILLARD PARK
 CAYUGA COUNTY CNY REGIONAL WELCOME CENTER MARKET STREET AUBURN THEATRE

#ThisPlaceMatters

Now in its third year the Downtown Revitalization Initiative (DRI) program is a major initiative introduced by Governor Cuomo which will invest \$100 million in ten downtown communities throughout the state of NY. One community in each region of the state will be awarded a \$10 million grant towards downtown revitalization projects. Auburn is in the Central New York economic development region. The Month of May is also National Historic Preservation Month and the National Trust for Historic Preservation's "This Place Matters" campaign encourages people to celebrate the places that are meaningful to them and to their communities. So, this year we are merging Preservation Month with our 2018 DRI public comment process. We ask you to share your thoughts for why Downtown matters. Please use this "This Place Matters" Idea Card to submit your ideas and public comments on how "This Place Matters" for the 2018 City of Auburn Downtown Revitalization Initiative.

To be included please submit your ideas and comments to:
 2018 Downtown Revitalization Initiative
 Attn: Mayor Quill
 Memorial City Hall
 24 South Street
 Auburn, NY 13022

Ideas and comments may also be submitted via the web at AuburnNY.gov by May 25, 2018.

Please use the space below to provide your idea or comments for the City of Auburn 2018 Downtown Revitalization Initiative Plan:

NAME: _____ MAILING ADDRESS: _____
 EMAIL: _____ TO RECEIVE FUTURE EMAILS CHECK HERE: _____

2018 Downtown Revitalization Initiative

#ThisPlaceMatters






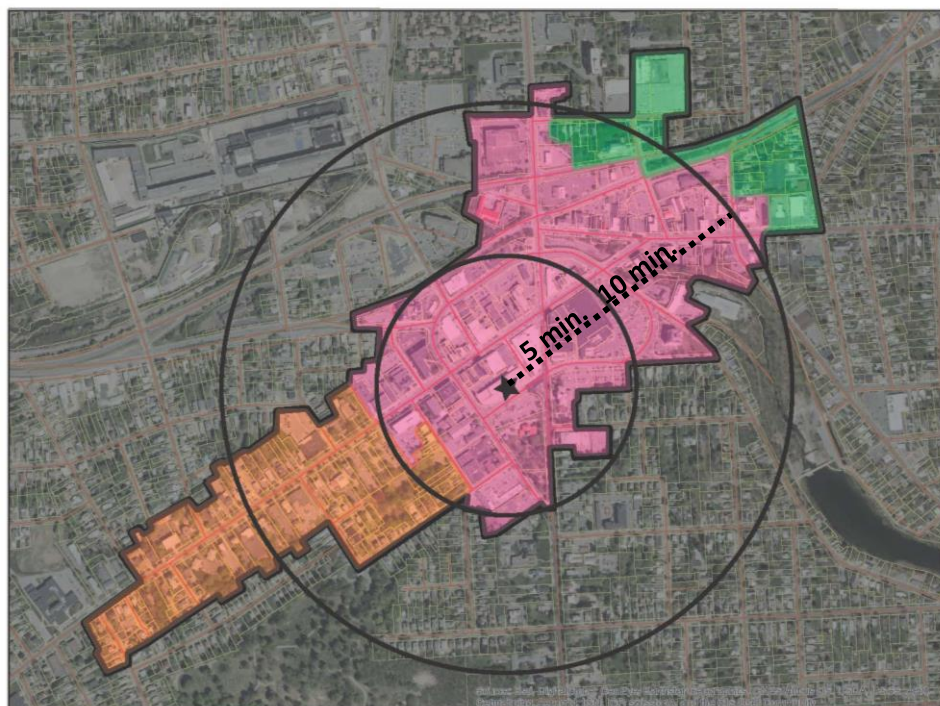
1. Boundaries of Auburn's DRI Strategic Planning Area

In 2015 & 2016 the City of Auburn presented a DRI investment area limited to the Auburn Downtown Business Improvement District. This year, the City is expanding the geographic area to include more of the Auburn SPARKS BOA boundaries and the Genesee Street 'West End Arts District'. Devastated by the impacts of urban renewal in the 1960s, this 162-acre area is at the heart of the community's urban, manufacturing and artistic centers.

Consisting of over 150 businesses that employ roughly 2,500 individuals, this DRI area is central to City and Cayuga County government activities. However, within this DRI strategic area there are multiple vacant and underutilized sites. Recent studies estimate 25% of the acreage is vacant with more than 250,000 square feet of building space for reinvestment. Key places located within the boundaries are:

- ✓ The Auburn Business Improvement District;
- ✓ East Hill Commercial and Residential Areas;
- ✓ Orchard Street and Owasco/Osborne Neighborhoods;
- ✓ South & Grover Streets National Register Historic Districts;
- ✓ National & Locally Designated Historical Landmarks;
- ✓ Auburn City Hall, Police & Fire Headquarters and City Courts;
- ✓ Cayuga County Office Building, DOH and County Courts;
- ✓ Harriet Tubman National Historical Park;
- ✓ NYS Equal Rights Heritage Center;
- ✓ Five Strategic Redevelopment Sites in Auburn SPARKS BOA;
- ✓ Genesee Street 'West End Arts District';
- ✓ Owasco River Greenway Trail Recreational Corridor;
- ✓ Six Parks, Open & Gathering Spaces

-  BID
-  Arts District
-  BOA



2. Description of Catchment Area

The City of Auburn at 26,821 residents is the largest community in Cayuga County serving as a gateway to the world renowned Finger Lakes and is able to draw from larger population centers because of the following:

- ✓ Downtown Auburn has convenient access to Interstate-90 & Interstate-81 and is centered between the metro areas of Rochester, Syracuse, Ithaca and Oswego (all a 45 min drive) which have a combined population of 1.86 million individuals;
- ✓ Home to two award-winning wine trails with over 20 wineries, distilleries and cider mills Cayuga County and Auburn see nearly half-a-million visitors annually enjoying wine tastings and the scenic beauty;
- ✓ Celebrating its 60th season, the Merry-Go-Round Playhouse entertains more than 150,000 people each season;
- ✓ Harriet Tubman National Historical Park will begin park service tours in summer 2018 and is estimated to draw between 50,000 and 200,000 visitors to Auburn annually;
- ✓ At the crossroads of NYS Routes 5 & 20, 34 and 38 Auburn has approximately 33,000 vehicles passing through the DRI area daily;
- ✓ Opening in October 2018, the NYS Equal Rights Heritage Center will be a significant draw for the City and related Equal Rights historical sites;
- ✓ Cayuga Community College is located within the City employing over 300 individuals and schooling more than 1,800 students in Auburn;
- ✓ With 13 of the 15 largest employers in Cayuga County located in Auburn, the DRI area includes nearly 970 of these 5,184 jobs.



Outlined in the above graphic, 10 miles outside of Downtown Auburn the local retail area includes 13 towns and villages. The 25 mile radius significantly expands the City's regional trade to parts of Cayuga, Onondaga, Seneca and Wayne Counties with potentially over 373,000 customers. At 50 miles, the City has access to convenient travel methods including Hancock International Airport & Amtrak Rail in Syracuse as well as the Port of Oswego and CSX and Finger Lakes Railway lines for freight and shipping opportunities all within Cayuga County with combined populations of over 1.5 million.

Despite the City's convenient location for doing business and raising families, Auburn has several hurdles to overcome:

- Population is not growing rather it remains relatively unchanged since the 2010 Census;
- While younger populations are drawn to downtown they are delaying home-buying and therefore long-term investment in neighborhoods reducing the City's tax base;
- The housing stock is largely comprised of older buildings that date prior to 1910 with a 9% vacancy rate and growing;
- Continued unemployment at a rate higher than the MSA and a 16.2% poverty rating, the City's median household income is only at \$40,005- 25% less than households in Cayuga County & 36% less than households across New York State.

3a. Past Investment and Current CFA Projects



Downtown Auburn has seen nearly \$70 million in past investments and current NYS Consolidated Funding Application (CFA) public-private projects over the last 10-15 years according to the Cayuga County Economic Development Agency (CEDA). Securing \$10 million in Central New York Upstate Revitalization Initiative (URI) funding the City is overseeing construction of the new NYS Equal Rights Heritage Center for the Office of Parks, Recreation & Historic Preservation (OPRHP). The Center will open in October 2018.

Since 2010, Auburn has worked diligently to implement City-led planning initiatives and strategic recommendations from the City Comprehensive Plan, Parks Master Plan, Auburn SPARKS BOA nomination study as well as advancing the efforts of CEDA and local businesses and manufacturers. With the creation of the Regional Economic Development Councils (REDCs), the City aggressively sought out NYS funding assistance to advance projects through the CFA grant application program. A list of past investments and recent CFA sponsored projects that have catalyzed Auburn's downtown renaissance are as follows:

Past Investment Projects	Total Project Cost	Description
Downtown Streetscape Improvements	\$ 1,600,000	Exchange, State & Genesee Streets in Downtown
Logan Park Lofts	\$ 4,900,000	Historic Building Adaptive Resuse for Housing
LED & Induction Streetlighting Project	\$ 572,872	Replacement LED streetlight relamping project
North Division Street Bridge	\$ 6,338,800	Replacement of Bridge over Owasco River
US EPA Brownfield Assessment Program	\$ 400,000	Environmental Site Assessments in Auburn
State Street Creative Corridor	\$ 1,800,000	Rehabilitation of 9 building on State Street
W. Genesee Street Repaving Project	\$ 3,696,400	Federal Aid Road Reconstruction Project
Market Street Park Improvements	\$ 1,000,000	Downtown Waterfront Improvements
South Street Repaving Project	\$ 1,902,466	Repaving of South Street (Route 34)
Owasco River Greenway Trail	\$ 2,300,000	Design & Construction of Downtown River Trail
City-wide Traffic Signal Upgrade Project	\$ 956,692	Improve pedestrian signalized intersections
Auburn SPARKS BOA Nomination	\$ 432,598	Step 2 & 3 Studies for Auburn BOA Program
Total	\$ 25,899,828	
NYS Consolidated Funding Application Projects (Since 2011)		
Schines Theater Capital	\$ 6,000,000	Rehabilitation of the Historic Schines Theater
Casey Falcon Park Improvement Project	\$ 550,000	Improvements to Falcon & Casey Ball fields
Auburn Smart Grid Implementation Project	\$ 6,200,000	Sustainable Micro-Hydro Capital Investment
State Street Bridge Replacement Project	\$ 5,000,000	Replacement of Bridge over Owasco River
Auburn Floors Anchor Project	\$ 5,100,000	Rehabilitation of 2 buildings on Genesee Street
29 E. Genesee Street	\$ 500,000	Rehabilitation of 1 building on East Hill
Plaza of the Arts	\$ 4,250,000	Construction of new 20,000 sq ft mixed use bldg
Auburn Public Theater Programming	\$ 303,500	Cinema & Arts Programming Funding
Williard Memorial Chapel Restoration Project	\$ 250,000	Exterior Rehabilitation Project
Seward House Museum	\$ 99,773	Woodshed Revitalization Project
Cayuga County Arts Entertaining District Planning	\$ 49,500	Arts District Planning in Cayuga County
Auburn Public Theater Facilities Improvements	\$ 600,000	Expansion Project for arts and cultural activities
Auburn Public Safety Complex Relocation	\$ 10,000,000	Relocation of Auburn Fire Department
Auburn Transload Terminal Improvement	\$ 508,240	Improvements to Auburn transload rail yard
Prison City Brewing	\$ 4,500,000	Expansion and increase brewing production
Total	\$43,911,013	
COMBINED TOTAL PAST & CURRENT INVESTMENT	\$69,810,841	

3b. Future Investment Potential - Strategies

Strategy: Boosting Downtown

The City Comprehensive Plan outlines that: “Auburn’s downtown needs to become an interesting, safe and easy place to walk around”, to attract people to the urban core and spur further business development. From the public participatory process, the Auburn community indicated that historic buildings, arts districts, walkability and window shopping were all key characteristics in a prospering downtown. This DRI addresses the need for housing, culinary training in our growing arts, entertainment, and hospitality industries.

Strategy: Branding and Marketing Auburn

The City of Auburn Historic Sites & Cultural Commission and the Cayuga County Office of Tourism are the two primary agencies with a strategic goal to increase visitors and investment in the community. The “Tour Cayuga” and “History’s Hometown” brands aim to leverage a location in the Finger Lakes as well as encourage visitors to learn and experience through taking in live entertainment, a vibrant creative community, and iconic American figures. Possible DRI projects include a trolley, market Auburn Initiative and wayfinding signage.

Strategy: Public Improvement Projects

The Auburn Sparks BOA strongly recommends moving forward streetscape enhancement projects since City Rights-of-Way including streets, sidewalks, crosswalks and medians account for a significant amount of public open space. These spaces create an interconnected network for pedestrians, cyclists, motorists and public transit riders. From the public participation process, the Auburn community indicated that streetscape improvements are necessary for attracting residents, visitors and investors to the downtown core. Within downtown there is a need to connect the East Hill Commercial District visually with the Genesee Main Street as well as gateway enhancements and completing the public improvements on State Street as part of the Creative Corridor Initiative.

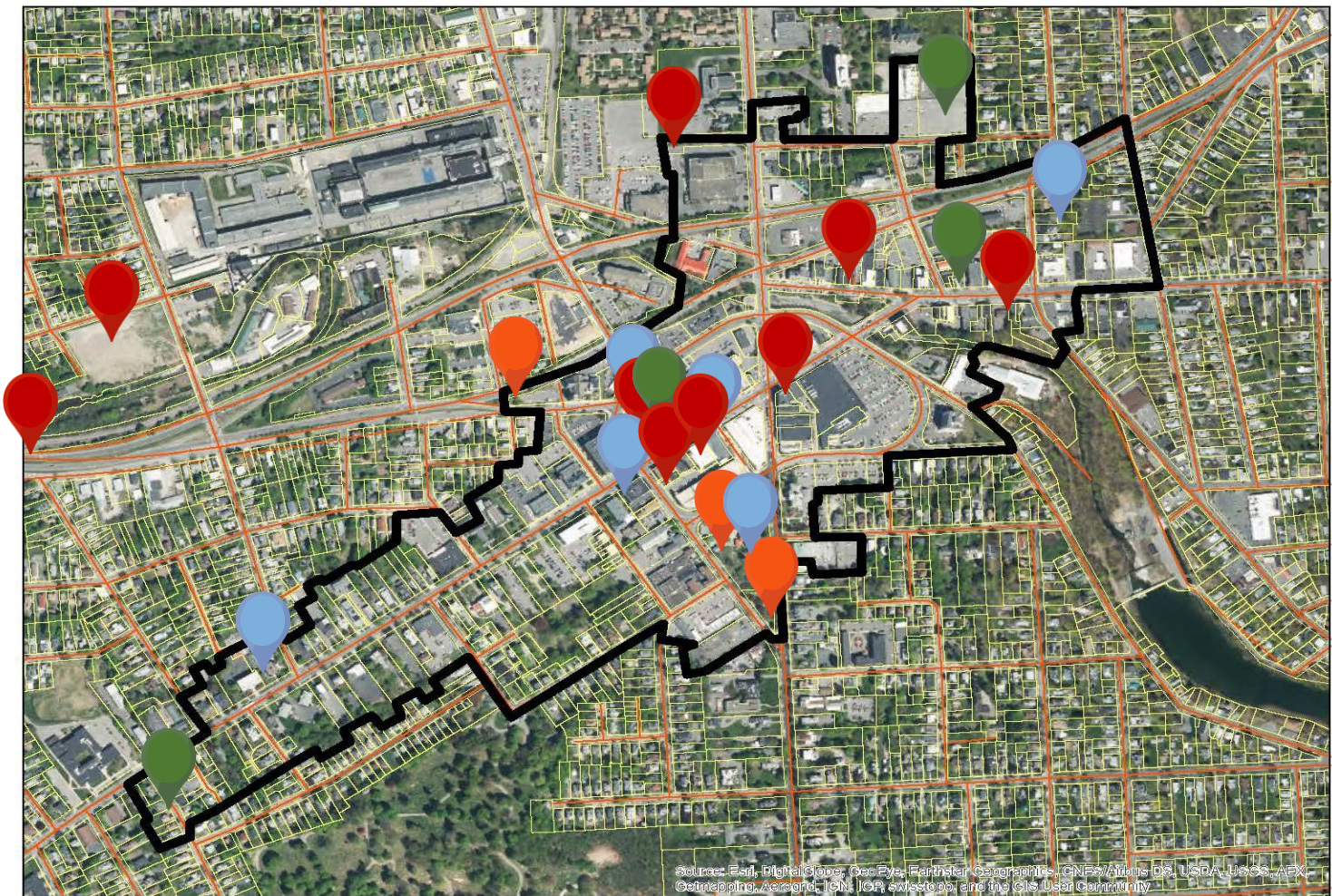
Strategy: Revolving Loan or Grant Funding Program

The Auburn Sparks BOA & City Comprehensive Plan recommend establishing a grant program to assist with façade and reuse of upper floors of commercial properties along the downtown Main Streets. Even though the City has been successful in securing Main Street grant funding in the past, there are several properties that are in need of assistance, but don’t meet all of NYS HCR guidelines. Finally, it is time the City of Auburn incentivizes the redevelopment of vacant, underutilized buildings and properties throughout the urban core. This incentive could come in the form of a revolving loan fund.



3b. Future Investment Potential

To keep the momentum going in Downtown, the City of Auburn needs to focus on transformational projects and marketing initiatives to support economic growth in the tourism, agribusiness and manufacturing industries. Auburn has 22 priority projects that have been publically vetted, planned and ready to go. Following a DRI allocation, the Strategic Investment Planning process will help further refine and prioritize projects that advance the City’s vision and goals. Secondly, through capital investment leveraged by private partners’ downtown Auburn will become a great place to work, recreate and raise a family. Below is a location map of the proposed priority Transformational projects:



Sources: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroX, GeoMapping, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

Boosting Downtown	Branding and Marketing	Public Improvement Projects	Revolving Loan or Grant Fund
<div>1. East Hill Family Medical</div> <div>2. Cayuga Culinary Center</div> <div>3. John St Redevelopment</div> <div>4. West End Arts Campus</div> <div>5. Arts Entertainment @ APT</div> <div>6. Seward House Landscape</div>	<div>1. Seward’s Trolley</div> <div>2. Market Auburn Initiative</div> <div>3. Wayfinding Signage</div>	<div>1. State Street Event Plaza</div> <div>2. Greening East Hill Streetscape</div> <div>3. Shared Services Facility</div> <div>4. NPS HART Corridor Enhancements</div>	<div>1. Main Street Projects (5 sites)</div> <div>2. This Place Matters Loan Program (4 sites)</div>

*Note: See Expanded Transformational Project Descriptions on Page 22.

3b. Future Investment Potential

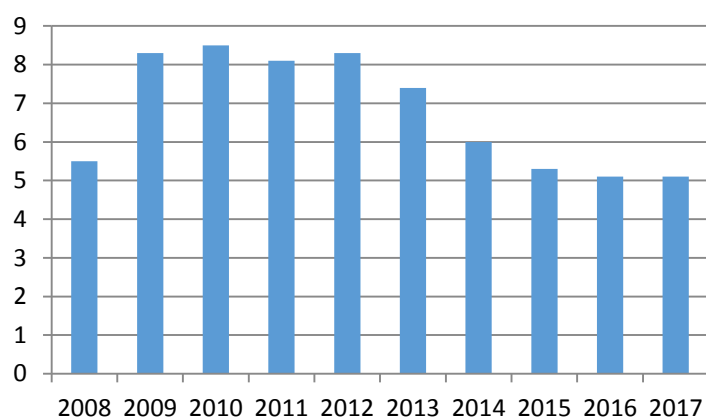
Potential DRI Investments		DRI Funds	Leverage Public Funds	Leverage Private Funds	Total Cost
Strategic Investment Planning Initiative		\$ 300,000	\$ -	\$ -	\$ 300,000
Strategy: Boosting Downtown					
East Hill Family Medical, Inc.		\$ 1,543,880	\$ 3,637,153	\$ -	\$ 5,181,033
Cayuga Culinary Center		\$ 500,000	\$ 250,000	\$ -	\$ 750,000
John Street Neighborhood Redevelopment		\$ 1,110,000	\$ -	\$ 4,450,000	\$ 5,560,000
West End Arts Campus		\$ 1,121,120	\$ 2,500,000	\$ 842,503	\$ 4,463,623
Arts Entertainment @ APT		\$ 300,000	\$ 600,000	\$ 1,100,000	\$ 2,000,000
Seward House Museum Cultural Landscape Project		\$ 360,000	\$ 60,000	\$ 60,000	\$ 480,000
Strategy: Branding and Marketing					
"Sewards Trolley" Seasonal Shuttle Service		\$ 250,000	\$ 55,000	\$ -	\$ 305,000
Market Auburn Initiative		\$ 125,000	\$ 25,000	\$ 50,000	\$ 200,000
Downtown Wayfinding Signage Program		\$ 60,000	\$ 10,000	\$ -	\$ 70,000
Strategy: Public Improvement Projects					
State Street Event Plaza		\$ 700,000	\$ 300,000	\$ 700,000	\$ 1,700,000
Greening East Hill Streetscape		\$ 280,000	\$ 280,000	\$ -	\$ 560,000
Shared Services Public Safety Facility		\$ 1,200,000	\$ 2,000,000	\$ 6,800,000	\$ 10,000,000
NPS HART Corridor Enhancements		\$ 150,000	\$ 150,000	\$ -	\$ 300,000
Strategy: Revolving Loan or Grant Funds					
Main Street Improvement Program (5 properties)		\$ 1,000,000	\$ 500,000	\$ 2,037,918	\$ 3,537,918
This Place Matters Revolving Loan Program		\$ 1,000,000	\$ 1,000,000	\$ 6,890,000	\$ 8,890,000
TOTAL		\$ 10,000,000	\$ 11,367,153	\$ 22,930,421	\$ 44,297,574

4. Recent or Impending Job Growth

Auburn is a major contributor to Cayuga County's overall commerce having nearly 1,900 business establishments with 11,557 jobs in the 13021 zip code. Since 2012 Auburn has been able to steadily reduce the unemployment rate which hit the City hard in late 2006 with the closure of Bombardier and later Daikin McQuay manufacturing facilities. Today **Auburn's unemployment rate is at 5.1%** which is only 0.5% higher than the State-wide average of 4.6%. The City has a solid base of large-scale employers that are dedicated to their workforce and the community. Auburn's history is rooted in manufacturing with anchor employers that continue to reside in and adjacent to the urban core including Currier Plastics, NUCOR Steel, Bo-Mer Plastics, Em-Com, Inc., AAI Power Flow Technologies, Xylem, Inc., MEDENT medical software and more.

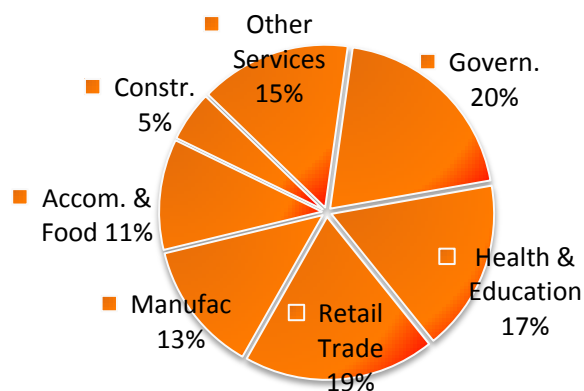


Auburn, NY MSA Unemployment by year %



Percent of Regional Jobs by Sector

Cayuga County 2017



Employment in Auburn and Cayuga County consists of five (5) major job sectors comprising 80% of the regional jobs. Job sectors and/ or businesses that continue to be major employers or have seen growth over the last year include:

- ✓ **Government:** The City of Auburn, County of Cayuga, and the NYS Department of Corrections together comprise nearly **1,733 employees** within Auburn and Cayuga County;
- ✓ **Education:** The Auburn Enlarged City School District, Cayuga Onondaga BOCES, and Cayuga Community College together employ **1,362 faculty, administration and support staff**;
- ✓ **Health and Service Care:** Auburn Community Hospital, Unity House, East Hill Medical, and the Cayuga Seneca Community Action Agency provide medical and human services with a total of **1,200 employees**;
- ✓ **Accommodations & Food Services:** The Hilton Garden Inn, Inn at the Finger Lakes, Holiday Inn, Days Inn and the 1847 Dulles Inn together provide **388 rooms** for travelers. Wegmans Food Market continues to be a cornerstone of downtown with **386 employees**. The Auburn Farmer's Market, four (4) craft-beer businesses and nearly 20 eateries downtown play a role in supporting local employment growth and quality of life;
- ✓ **Manufacturing:** Auburn continues to have a strong and growing **plastics industry** as indicated by Tessy Plastics' recent expansion into the former Daikin McQuay facility and Bo-Mer Plastics' & Currier Plastics' recent announcements of modernization and site expansions. **Agribusiness** continues to be a growing sector in Cayuga County. Major employers such as Cayuga Milk Ingredients, Grober Nutrition, and Bimbo Bakeries have created over 100 new Full-Time jobs since 2014. Auburn has always been strong in **traditional manufacturing** and current employers such as NUCOR Steel, ZF-TRW, D & W Diesel & Owens-Illinois provide over 1,274 jobs in the Auburn area.

Although these are positive indicators that Auburn is experiencing job growth, the City continues to struggle with a **poverty rating of 16.2% and a median household income of only \$40,005**, 35% below the New York State average of \$60,741. In addition, the Auburn City School district has **54% of the student population** eligible to receive free and/or reduced price lunches. A goal of the DRI Strategic Investment Planning phase could focus on reversing the declining trend in manufacturing jobs and support growth in the accommodations & food service and health care sectors to provide higher paying wages and reduce poverty in the City.

A major force driving recent downtown investment and job creation is the significant growth in the **tourism sector**. Over the last two decades the Finger Lakes Region has achieved international attention for its scenic beauty, outdoor recreation and wineries. Since 2014, 18 new businesses have located within the DRI target area offering a broad-range of services: hospitality, retail businesses, craft-beer production, culinary choices, professional services and youth programming. Future support for new entrepreneurs and growth of small business in downtown should be a priority during DRI planning.

With the recently announced \$10 million of NYS Upstate Revitalization Initiative funding, the City of Auburn and NYS DOS & OPRHP have partnered to program, design and construct the **new NYS Equal Rights Heritage Center** located at 25 South Street, the heart of downtown Auburn. This exciting new 7,000 sq. ft. modern building will encourage visitors to experience downtown by foot or by the proposed “Seward’s Trolley” to visit all seven of Auburn’s historical sites. The City anticipates the new jewel of downtown to draw 50,000 to 250,000 of visitors annually.



Finally, the last piece of the puzzle to a vibrant downtown is **workforce development programming and diversity of job opportunities**. An ample supply of young professionals and a continually diverse workforce is important to making downtown Auburn businesses thrive. Attracting and retaining youth from the area’s top institutions should be a goal of the DRI Strategic Investment plan. Auburn is centrally located to Syracuse University, Cornell University, Ithaca College, SUNY ESF & SUNY Oswego and Cayuga & Onondaga Community Colleges with an annual combined 15,000 graduates. Auburn’s strategy needs to include how to attract and retain young people. In addition, connecting the City and County existing workforce to STEM and skill gap development programs is also critical. The following agencies/ programs are current driving forces in administering skilled workforce training programs:



5. Attractiveness of Physical Environment

Downtown Auburn has a diversity of housing options.

- **Affordable Senior Housing** is available at the Boyle Center, Schwartz Towers, Stryker Homes & Westminster Manor;
- **Logan Park Lofts** offers 35 high-end lofts and townhouses next to the South Street Historic District;
- **Nolan Block Redevelopment** will provide mixed use of 20,000 sq. ft for commercial and upper floor residential- scheduled to open early 2019;
- **West Middle School Apartments** offers 59 affordable one & two bedroom apartments with community rooms;
- **Auburn Floors Building** providing 18 apartments on upper floors of a former International Harvester row building;
- **South Street & Grover Street Historic Districts** provide over 100 single & multi-family properties for families and empty nesters looking for a retirement hobby.
- **Lattimore Hall** provides 20 dormitory-style apartments for 97 Cayuga Community College Students annually.

Auburn's Main Street: This Place Matters!

- **Main Street (Genesee Street)** is the historic Cherry Valley Turnpike and continues to provide travelers with a variety of services for their trip on historic Route 20;
- **State Street Creative Corridor** is the hub of Auburn's nightlife offering craft beer, authentic Italian, evening pubs, lunchtime crepes and boutique retail;
- **East Hill** commercial district offers specialty retail shopping, cycling services, professional medical services and non-profit agency offices.
- **West End Arts District** on Genesee Street is a history buff's paradise that showcases the Case Museum, Schweinfurth Art Center and Harriet Tubman National Historical Park.

Auburn has everything you need on the grocery list!

- **Wegmans Café & Grocer** is located at the City's urban center serving the community since the early 1970s;
- **Auburn Farmers Market Coop** is located in a parking lot on Routes 5 & 20 and will have nearly 20 vendors for the 2018 season;
- **Maxwell's Food Store** is a three generation family owned and operated grocery business dating back to 1930.





Auburn has multi-modal transportation opportunities

- **Bus Transportation** is provided by Centro of CNYMTA and is centrally located in downtown providing regular and reliable service throughout the City and connecting to Skaneateles and Syracuse;
- Downtown enjoys a **Walk Score of over 80** providing easy and safe sidewalks and crosswalks for visitors to access shopping and area attractions;
- **Cycling downtown** is now a breeze with newly installed bike lanes and sharrows as part of the Owasco River Greenway Trail & Genesee Street Repaving projects;
- **Motorists** can take advantage of 2-hour free parking at the City municipal parking garage & new back-in angle parking for enhanced safety downtown;

Auburn's medical and health care services are top notch.

- **Auburn Community Hospital** has been serving Auburn since 1878 and has grown to a 99-bed acute care facility serving a population of approximately 80,000. The birthing center is one of the best in the region;
- **Health Central Building** is located in the former Auburn High School and provides a variety of healthcare needs including Insource Urgent Care, Diagnostic Imaging Center, and Hematology/ Oncology Associates of CNY;
- **Auburn Internal Medicine & Pediatrics, East Hill Family Medical and Summit Medical Group** are all conveniently located within the BID and provide general family care medical services.

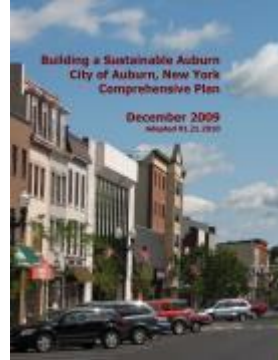
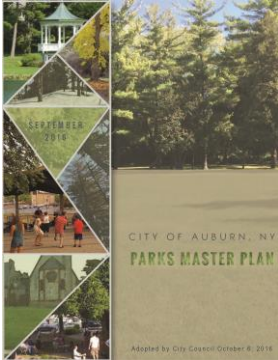
Auburn is “History’s Hometown” for Social and Cultural Diversity

- **NYS Equal Rights Heritage Center** opening October 2018 will be the premiere state-wide center for visitor services interpreting the abolitionist, prison-reform, and women's rights movements.
- **Harriet Tubman National Historical Park** will begin NPS Ranger led activities and tours on-site at her historic home and church on South Street and Parkers Street in Auburn;
- **Booker T. Washington Community Center** was founded in 1927 to serve the local African-American community but now provides after-school programs for 400 students, a drop-in center for teens and senior programming

6. Quality of Life Policies



Downtown Auburn's revitalization is the direct result of focused community input planning efforts for the past 15 years. City of Auburn Leadership has supported and adopted many policy documents and capital projects that encourage public-private partnerships as well as long-term sustainability initiatives having visible and measurable results. The City's livability and quality of life initiatives can be grouped into the following policies:



Planning Efforts

- ✓ The NYS Brownfield Opportunity Area (BOA) program provided the City with an opportunity to study vacant and underutilized sites and document them in the 2017 **Auburn Sparks BOA Nomination Study**. Many of the transformational projects and recommendations in the DRI proposal are from this document.
- ✓ The City's 2016 **Parks Master Plan** is an ASLA award-winning illustrated plan with the main goal of improving the City park system for all users and age-groups;
- ✓ Annually the City of Auburn adopts a **Capital Improvement Plan** presenting the capital projects and their financial implications for the City's seven main functional services (general government, parks & recreation, refuse, water & sewer, public safety, transportation & fleet management).
- ✓ The City's **Comprehensive Plan** was adopted in 2010 following extensive involvement from citizens, business leaders, elected officials and city staff and describes a vision for Auburn's vibrant and revitalized future. Fundamentally a guide to the physical development of the community, the Plan recommends many key policies and projects including updates to the **zoning code**, establishing a **riverfront trail** along the Owasco River, creating and maintaining a **vacant building registry**, **preserving historic buildings** and making Auburn a welcoming community to entrepreneurs and visitors through **improved gateways and streetscapes**. The City is in the need of the next long-range planning document to guide development past 2020.

Use and Implementation of Modern Codes, Principles & Strategies

- ✓ The City of Auburn is proud to have just **adopted new zoning code** in March 2018 that is modernized for the needs of a 21st century downtown and community.
- ✓ At the end of 2017 the City of Auburn had the distinction of joining 23 other communities in the Central New York Region as a **Clean Energy Community**. The City has long demonstrated its commitment to clean energy by utilizing geothermal in our City buildings and installing LED streetlighting.
- ✓ In addition to new zoning code, the City also adopted the **NYS model Historic Preservation Law** in 2016 providing much needed updates to the City's local historic law enacted since 1991.

- ✓ Since NYS ranks among the top 10 states in the nation for overall health and has been designated as the first age-friendly state, the City of Auburn is doing its part to support this designation. **Auburn's Retired Senior and Volunteer Program (RSVP)** has been leading this age-in-place initiative for the last 45 years. With over 420 participants, RSVP provides services for social participation and inclusion as well as brings about recognition and respect for the City's 55 and older population.
- ✓ Since 2015, the Auburn City Council has required the application of **NYS Complete Streets Principles** to capital right-of-way projects as seen by the "sharrows" for cyclists and enhanced crosswalks for pedestrians.
- ✓ Also in 2015, the City of Auburn took a step forward in protecting individuals and groups from discrimination as it relates to public works projects by adopting a city-wide **Title VI Non-Discrimination Plan**.
- ✓ In 2013, the City implemented **PANGO**, a smart parking program for all of downtown that utilizes both updated kiosks to eliminate visual clutter in the streetscape and a mobile app for parking payment.

Community Collaboration

- ✓ The City of Auburn, County of Cayuga and the Auburn Enlarged City School District worked collaboratively to adopt **property tax exemptions** as outlined under the Real Property Tax Law Section 485-a & 485-b to incentivize downtown housing redevelopment;
- ✓ It started in 2013 with the establishment of the **vacant building registry program**, now with more than 150 vacant properties in the City, Auburn leaders look to partner with Cayuga County's Lead Poisoning and Prevention Task Force to implement a **rental registry program** to make housing safer for tenants living in older homes that contain lead.
- ✓ Auburn is a **Smart City**! Of the six guiding elements of the Smart City, Auburn is a leader in optimization of grid management by partnering with NYSEG at the City's two micro-hydro power facilities. The City is also working hard towards smart infrastructure allowing for pro-active rather than reactive maintenance of the City's water supply at the Upper Pump Station Powder Activated Carbon (PAC) system to enhance water quality and safety for the nearly 50,000 users.
- ✓ At the foundation of Auburn's management structure are the **12 City Boards & Commissions** comprised of nearly 100 volunteers. These individuals help guide downtown development through site plan review, issuance of certificates of appropriateness and the marketing of historic sites. A key local management partner is the **Auburn Downtown Business Improvement District** which will be relocating into the new NYS Equal Rights Heritage Center for operations and visitor services.



AUBURN BEAUTIFICATION COMMISSION

315-258-8780



7. Project Support

When Governor Cuomo announced Round III of the DRI program the City of Auburn was ready! As “History’s Hometown” and with May being National Historic Preservation month, the City of Auburn decided to celebrate its historical heritage while concurrently gaining community input and feedback for the 2018 DRI application. Partnering with the National Trust for Historic Preservation, Auburn community leaders launched the **“#ThisPlaceMatters”** campaign which will last through the remainder of 2018. This public campaign encourages any individual to take pictures of the places that matter most to them. They could be historic landmarks, a childhood home or place of business or worship. Tell us what about Auburn matters to you!



Over the initial three (3) weeks of the **“#ThisPlaceMatters”** campaign pictures poured in with some having potential for projects and ideas that are presented in this year’s 2018 DRI application. The **“#ThisPlaceMatters”** campaign featured the following public outreach components:

- ✓ A **2018 DRI web page** was developed on the City’s homepage of www.auburnny.gov containing all information about the DRI and the City’s previous applications.
- A **public comment session** was held on Thursday, May 17, 2018 at 6pm at Memorial City Hall, 24 South Street in Auburn. Video on demand link available on City’s homepage of www.auburnny.gov.
- **Social media promotion and engagement.** The request for community input for the City’s Round III DRI was announced through the City’s social media pages on Facebook, Twitter and Instagram.
- **Outreach at public events** led by our Downtown Business Improvement District (BID). Staff and volunteers of the Auburn BID set up information tables on Sunday, May 27th for Majorpalooza Downtown Festival and on Monday, May 28th for Memorial Day Parade and Downtown festival.
- **Involving Stakeholders.** Auburn City Council and city staff met with downtown stakeholders and interested civic groups to discuss specific project ideas and proposals.
- A **“#ThisPlaceMatters”** comment card and internet form was developed and served as a key tool in gathering public input. http://auburnny.gov/Public_Documents/AuburnNY_Downtown/downtown-comments

Using the NYS DRI 2018 application guidebook as well as the 2016 & 2017 DRI applications, the City of Auburn wanted the CNY REDC and NYS agencies to recognize Auburn as the next logical DRI investment in the CNY Region. This Round III DRI strategy is also the culmination of projects from the City’s Comprehensive Plan, Auburn SPARKS BOA, and Parks Master Plan as well as “ThisPlaceMatters” campaign community feedback. The City of Auburn knows it has what it takes to begin the next chapter in community long-range planning and future transformational projects.

8. Project Readiness List

For the last decade, the City of Auburn has been working hard to keep taxes low for property owners as well as pursue public improvement projects that would provide a welcoming business climate, enhance livability and maintain the community's high quality of life. The City has engaged not only the public, but has researched best practices and engaged civic and private experts on strategies to build on Auburn's strengths and how to transform what may be a weakness into an opportunity. Transformational projects that will be ready for implementation within the first one to two years of a DRI allocation are:



Strategy: Boosting Downtown



Project Name:	Healthcare in our Community
Owners:	East Hill Family Medical, Inc
Address:	144 Genesee Street, Auburn NY 13021
Timeline:	Fall 2019 to Spring/ Summer 2020
Est. Construction Jobs:	30-50
Est. New FTE Jobs:	5
Project Readiness:	Feasibility/ Market Study & Preliminary Site Design Site Control Funding Commitments & Letter of Intent
Total Budget:	\$5,181,003

Project Summary: East Hill Family Medical is a non-profit Federally Qualified Health Center that provides Adult Medicine, Dental, Pediatrics, Reproductive Health, Addiction Medicine and Behavioral Health services. East Hill's mission is to ensure that quality healthcare is available, accessible and affordable to every individual in the communities we serve. This project involves the **renovation of a 5 story, 52,000 square foot building** in the center of downtown Auburn, New York. DRI funding would be used to build out clinic space to create an efficient, contemporary and welcoming out-patient health care facility that meets the healthcare needs of Auburn. The exterior will also be rehabilitated as the Metcalf building is a National Register eligible building.
DRI Funding Request: \$1,543,880



Project Name:	Cayuga Culinary Center
Owners:	Cayuga Community College
Address:	9-15 State Street
Timeline:	Opening Fall 2020
Est. Construction Jobs:	25
Est. New FTE Jobs:	TBD
Project Readiness:	Feasibility/ Market Study Underway Letter of Support
Total Budget:	\$750,000

Project Summary: Cayuga Community College's long-term strategic initiatives include the **creation of a Hospitality Management Program** offering certificates or Associates degrees in culinary arts, food service management, hotel management, travel and tourism, and event planning. DRI funding would support the development of **a new downtown facility (Cayuga Culinary Center)** that would include a wine and beer education center, classroom space, a working/teaching commercial kitchen, a small restaurant for training students in front-of-house and back-of-house operations, a bakeshop, classrooms, and faculty offices.
DRI Funding Request: \$500,000



Project Name: **John Street Neighborhood Redevelopment**
 Owners: **R & M Associates, LLC**
 Address: **6-18 John Street, Auburn NY 13021**
 Timeline: **Fall 2018 to Summer 2020**
 Est. Construction Jobs: **50**
 Est. New FTE Jobs: **1**
 Project Readiness: **Preliminary Site Design
Site Control
Funding Commitments & Letter of Intent**
 Total Budget: **\$5,560,000**

Project Summary: The John Street Neighborhood consists of **two square blocks** running along East Genesee Street between Seminary Avenue and N. Fulton Street. The proposed **cohousing community** would require the rehabilitation of 5 existing vacant & dilapidated residential structures on John Street. DRI funding would be used to develop new apartment houses along the Arterial (Route 5) to help with the demand for new apartments within the urban center.

DRI Funding Request: \$1,110,000



Project Name: **West End Arts Campus**
 Owners: **Cayuga Museum & Schweinfurth Art Center**
 Addresses: **203 & 205 Genesee Street, Auburn NY 13021**
 Timeline: **Spring 2019 to Summer 2020**
 Est. Construction Jobs: **15**
 Est. New FTE Jobs: **NA**
 Project Readiness: **Master Plan Underway
Site Control & Letter of Support**
 Total Budget: **\$4,455,503**

Project Summary: The Cayuga Museum of History and Art opened in 1936 and operates three buildings, the former Willard-Case home, the Case Research Laboratory and the Carriage House Theater. The estate is where **Theodore Case invented talking movies**. The Schweinfurth Memorial Art Center opened in 1981 on land that was originally part of the Case estate. Together, these two institutions serve as the West End gateway to downtown and the center for local and regional artists. DRI funding would be used to develop artist housing and a campus design that combines the two facilities and landscapes into one.

DRI Funding Request: \$1,121,120



Project Name: **Sun Café & Performance Space @ APT**
 Owners: **Carey Eidel & Angela Daddabbo**
 Address: **8 Exchange Street, Auburn NY 13021**
 Timeline: **Spring 2018 to December 2020**
 Est. Construction Jobs: **30**
 Est. New FTE Jobs: **15**
 Project Readiness: **Site Control/ Design Complete
Letter of Support**
 Total Budget: **\$2,000,000**

Project Summary: Auburn Public Theater has been a driving force in downtown redevelopment for over 12 years. APT needs to grow and intends to expand into 15,500 sq. ft that will be renovated for the new Sun Café and performance space. DRI funding would be used to leverage already secured funding commitments for the rehabilitation and construction of these spaces.

DRI Funding Request: \$300,000



Project Name:	Seward House Cultural Landscape Plan
Owners:	Seward House Museum, Inc.
Address:	33 South Street, Auburn NY 13021
Timeline:	Completed Fall 2019
Est. Construction Jobs:	20
Est. New FTE Jobs:	0
Project Readiness:	Cultural Landscape Report
	Site Control
	Letter of Support
Total Budget:	\$480,000

Project Summary: The Seward House Museum is a national and local landmark with one of the last documented cultural landscapes in Auburn. Following consultation with Crawford & Stearns Architects, the Seward House is looking to utilize DRI funds to implement the recommendations of the **landscape treatment plan** including historic fence work, exterior landscape lighting and restoration of portions of the gardens.

DRI Funding Request: \$360,000



Strategy: Branding and Marketing Auburn



Project Name:	Seward's Trolley
Owners:	Seward House Museum, Inc.
Address:	33 South Street, Auburn NY 13021
Timeline:	Spring 2019
Est. Construction Jobs:	2
Est. New FTE Jobs:	1
Project Readiness:	Feasibility/ Market Study
	Site Control
	Letter of Support
Total Budget:	\$305,000

Project Summary: The Seward House Museum will own and operate a seasonal trolley to provide public transportation catering to Auburn's booming tourism industry. Of the seven historic and cultural sites in Auburn, each would have a trolley stop allowing passengers to traverse Auburn's vast historic landscape with ease. DRI funding would be used to acquire the trolley. The Seward House Museum would be responsible for the annual operations and maintenance.

DRI Funding Request: \$250,000



Project Name:	Market Auburn Initiative
Owners:	Auburn Historic Sites & Cultural Commission
Address:	City-Wide
Timeline:	Spring 2019
Est. Construction Jobs:	NA
Est. New FTE Jobs:	NA
Project Readiness:	Feasibility/ Market Study
	Site Control
	Letter of Support
Total Budget:	\$200,000

Project Summary: With a soon to be restored Schines Theater, the NYS Equal Rights Heritage Center, the Harriet Tubman National Historical Park, the City of Auburn needs to develop an intensive Market Auburn Initiative to rebrand the downtown. The City's Historic & Cultural Sites Commission, partnering with the Cayuga County Office of Tourism, Auburn BID, I Love NY, Taste NY & NYS Open for Business ad campaigns, would utilize DRI funding to create a branded downtown arts & entertainment district that would tie together all the great downtown offerings into a new branding and marketing program.

DRI Funding Request: \$125,000



Project Name:	Downtown Wayfinding Signage
Owners:	City of Auburn
Address:	City-Wide
Timeline:	Spring 2019
Est. Construction Jobs:	NA
Est. New FTE Jobs:	NA
Project Readiness:	Feasibility/ Market Study
	Site Control: City Right-of-Way
Total Budget:	\$70,000

Project Summary: Many DRI public comments requested that the way finding signage needs to be updated to keep pace with the uptick in urban development. Auburn's Historic & Cultural Sites would benefit immensely from an updated wayfinding program that highlights attractions to both pedestrian and vehicular traffic. The DRI funding would be used to begin implementation of the 2013 Cayuga County Vehicular Wayfinding System within Auburn.

DRI Funding Request: \$60,000



Strategy: Public Improvement Projects

PARK CONCEPT

3

PLAN VIEW

LEGEND

- ① Green Plaza Space (potential for dining area)
- ② Green Plaza Space (potential for dining area)
- ③ Green Plaza Space (potential for dining area)
- ④ Green Plaza Space (potential for dining area)
- ⑤ Green Plaza Space (potential for dining area)
- ⑥ Green Plaza Space (potential for dining area)
- ⑦ Green Plaza Space (potential for dining area)
- ⑧ Green Plaza Space (potential for dining area)
- ⑨ Green Plaza Space (potential for dining area)
- ⑩ Green Plaza Space (potential for dining area)



Project Name:	State Street Event Plaza
Owners:	City of Auburn
Address:	1-7 State Street
Timeline:	Spring 2019-Spring 2020
Est. Construction Jobs:	25
Est. New FTE Jobs:	NA
Project Readiness:	Design Complete
	Site Control: City Property
Total Budget:	\$1,700,000

Project Summary: The site of the former Kalet Building, this vacant lot has been the focus of stakeholder and community meetings in 2017 to select a design concept for an urban plaza in the State Street Creative Corridor. With the design phase completed and environmental testing finished the City is eager to put this site back into use as an outdoor oasis in downtown. DRI funding will be used to complete the construction phase of the plaza.

DRI Funding Request: \$700,000



Project Name:	Greening the East Hill Streetscape
Owners:	City of Auburn
Address:	1-32 E. Genesee Street, Auburn NY
Timeline:	Spring 2020 to Fall 2021
Est. Construction Jobs:	25
Est. New FTE Jobs:	NA
Project Readiness:	Feasibility Study
	Site Control: City Right-of-Way
Total Budget:	\$560,000

Project Summary: In 2013 the City completed a feasibility study for green innovation improvements to the East Hill Streetscape to address stormwater run-off that leads to the Owasco Riverfront. To reduce run-off the study recommended removing the 12' of concrete sidewalk on both sides of the highway and replace with porous pavement. This would enhance the riverfront area and spur redevelopment. DRI funding implement the construction recommendations from the feasibility study.

DRI Funding Request: \$280,000



Project Name: Shared Services Public Safety Bldg.
 Owners: Auburn Local Development Corp.
 Address: 23-31 Seminary Street, Auburn NY
 Timeline: Spring 2020 to Fall 2021
 Est. Construction Jobs: 25
 Est. New FTE Jobs: NA
 Project Readiness: Feasibility Study
 Site Control: City Right-of-Way
 Total Budget: \$10,000,000

Project Summary: The City of Auburn in partnership with the County of Cayuga are seeking to repurpose an existing downtown 1970s strip mall into a new regional public safety complex in Auburn, New York. DRI funding would close the financing gap to begin this public-private partnership with Washington Street Partners, LLC for a shared service facility.

DRI Funding Request: \$1,200,000



Project Name: NPS HART Corridor Enhancements
 Owners: City of Auburn
 Address: Parker Street from Genesee to Fitch
 Timeline: Spring/ Summer 2019
 Est. Construction Jobs: 18
 Est. New FTE Jobs: NA
 Project Readiness: Preliminary Design
 Site Control: City Right-of-Way
 Total Budget: \$300,000

Project Summary: The National Park Service Harriet Tubman National Historical Park (NPS HART) will be opening the Parsonage and Church historical sites beginning in Fall 2019. The location of these sites are in the Park Street neighborhood a low-to-moderate income area that needs attention. DRI funding would aid the City in Right-of-Way Street improvements.

DRI Funding Request: \$150,000

Strategy: Revolving Loan or Grant Funding Program

Project Summary: Preservation and rehabilitation of Auburn's historic commercial building stock is the **TOP REQUEST** for funding assistance from private property owners. The Auburn BID estimates there are over 50 vacant residential units in the upper floors of the main street buildings. To incentivizing housing redevelopment the City would like to see a physical investment in the buildings and housing to compliment the nearly \$10 million in current streetscape and road reconstruction projects.

Property owners that have already reached out regarding Main Street funding are outlined below.

DRI Funding Request: \$1,000,000

Project Name: Main Street Improvement Program
 Owners: Private
 Address: Genesee Street from William to John Street
 Timeline: ASAP Projects Ready to GO
 Est. Construction Jobs: 45
 Est. New FTE Jobs: 2
 Project Readiness: Preliminary Design
 Site Control: Private Ownership
 Number of Sites: 5
 Total Budget: \$3,537,918

- **22 E. Genesee Street (Anchor Project)- Owners: 22 E. Genesee Street, LLC (Bartolotta Family)**

- Estimated Project cost: \$1,500,000



A 15,000 square foot (+/-) three story brick masonry commercial structure that has largely been abandoned for the last several years. The renovations for 22 East Genesee Street will include new plumbing, electrical, sprinkler system and HVAC; new windows; new kitchens and bathrooms for the apartments; installation of a new elevator installation of new fire rated stairways; and updated façade consistent with the building's historic past. A large portion of the commercial building will be utilized to create a Manhattan style showroom for Bartolotta Furniture, which designs and manufactures custom furniture and deals in unique antiques and vintage household furnishings and accessories (see bartolottafurniture.com). The remaining portion of the building will be utilized for loft apartments.



- **55 Market Street (Anchor Project)- Owners: Borsa Apartments, LLC**

- Estimated Project cost: \$538,918



DRI funds would bring the mixed-use 20-unit downtown building back to its original historical appearance. The owner's goal is to restore the exterior façade and side walls transforming the streetscape downtown while also renovating the interior units to provide housing for lower income individuals. The owners are excited at the opportunity to contribute to Auburn's vision, creating vibrancy and an environment downtown where residents are proud to call home.



- **2 South Street "Phoenix Building" (Anchor Project)- Owners: Cayuga Phoenix Properties, LLC (Andrew & Elizabeth Simkin)**

- Estimated Project cost: \$119,000



This four-story stone-faced building, designed by Architect Horatio Nelson White, in Second Empire style, was constructed in 1871 for the Auburn Savings Bank. The building provides office space for tenants and an elegant gathering space for private and public functions. The facade is clad primarily in an olive-toned natural sandstone. The wood frames of the 79 windows on the three upper stories have lost most of their paint. The upper cornice band is clad in galvanized metal, which has not been painted in decades. With the assistance of DRI funding the plan is to repair and repaint the upper cornices on the South Street and Genesee sides of the building, and to repair and repaint the 79 window frames on the upper three stories. Stonework will be examined and caulked or repaired as necessary. This work will extend the life of this historic building.

- **132 Genesee Street 'Good Shepherds Brewing"- Owners: Garrett & Robert Shepherd**

- Estimated Project cost: \$880,000



The three-floor 9,000 sq. ft. brick building is located in Auburn's "Entertainment District" and sat vacant for close to 20 years. Good Shepherds Brewing opened in the first floor commercial space having leveraged a total of \$510,000 to acquire and renovate the building, establish the Good Shepherds Brewery and tasting room environment, and have continued to participate in all Downtown BID initiatives. DRI funding is being pursued to renovate the building exterior and the second and third floors of the building as well as, upgrade Good Shepherds Brewing's brewing equipment to continue to grow the business and create more local jobs.

- **99 Genesee Street – Owners: Schulz Properties, LLC**
 - Estimated Project cost: \$500,000



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

Project Summary: The City Comprehensive Plan and Auburn SPARKS BOA recommend the redevelopment of vacant, underutilized and brownfield sites within downtown and along the Owasco River/ Route 5 & 20 corridors. There are currently four strategic sites that support the DRI initiatives, but are vacant and/ or are located outside the target area. Sites that have potential for redevelopment under a brownfield or vacant building revolving loan program are:

DRI Funding Request: \$1,000,000

Project Name:	This Place Matters Revolving Loan Program
Owners:	Private
Address:	Vacant/ Underutilized Buildings in DRI & BOA Area
Timeline:	2019 to 2024
Est. Construction Jobs:	250
Est. New FTE Jobs:	400
Project Readiness:	ESA Phase I & Some Phase II
	Site Control: Private Ownership
Total Budget:	\$8,890,000 +

- **41- 55 Washington Street “Former Dunn & McCarthy Site”- Purchase Offer: Live It Fitness & Training, LLC “LIFT”**
 - Estimated Project Costs: \$3,440,000

Owned by Dennis & Jessica Kelly, LIFT is a gym and fitness center that has grown to over 450 members and has outgrown its modest 7,200 sq. ft. existing facility on Clark Street in Auburn. LIFT has submitted a purchase offer to the City for acquisition of vacant brownfield site at 41-55 Washington Street. LIFT's goal is to complete brownfield remediation prior to construction of a 35,000 sq. ft. mixed-use development facility. This site was chosen as it would have direct access to the future extension of the Owasco Riverfront Trail.
- **120 Genesee Street- Owner: Felipe and Katherine Martin**
 - Estimated Project Costs: \$4,250,000

Owned by ICC Investments in Sacramento, CA this six-story, national register eligible building has a commanding presence in downtown, but is currently vacant. This 39,135 sq. ft. building is a strategic redevelopment site and has the potential for adaptive mixed-use redevelopment for retail, restaurant, the arts or the hospitality industry. The economic & market trends analysis in the Auburn SPARKS BOA notes there is the need for boutique hotel or personalized overnight accommodations to meet this niche market demand.
- **13 Chapel Street- Letter of Intent: Nick’s Ride 4 Friends**
 - Estimated Project Costs: \$1,200,000

Nick's Ride 4 Friends is a non-profit, peer-based clubhouse that provides support and assistance to individuals struggling with addiction. The organization has outgrown their current leased space and is in need of a larger, permanent location. The long-time vacant and underutilized 3-story brick structure consisting of 11,844 sq. ft. is located at 13 Chapel Street would be a good candidate for use of a revolving loan program.
- **151 Orchard Street- Owner: Bombardier**
 - Estimated Project Costs: \$Unknown

This 15.7-acre site is the former manufacturing facility for Bombardier, Inc. Boasting 231,953 sq. ft., the national register eligible building is clad in blue sheet metal making it noticeable from the Route 5 & 20 corridor. Bombardier closed the facility over 10 years ago. Restoring this facility could provide substantial job creation to support businesses in the DRI area. NYS agency expertise is needed to facilitate a property transfer and assist with brownfield cleanup and tax credit incentives.

9. Administrative Capacity



The City of Auburn City Manager, Jeff Dygert will serve as the Downtown Revitalization Initiative (DRI) point of contact throughout the Strategic Planning Initiative and project contract process. Key City staff involved will include Jennifer Haines, Director of the City Office of Planning & Economic Development OPED and Christina Selvek, Director of Capital Projects & Grants having a combined 35 years of project management and local government experience. Both have worked extensively with NYS agencies and are familiar with the required compliance and funding regulations for state-aid projects.

Since a DRI allocation requires a collaborative and open process within the community, a local planning committee (LPC) will be established and help lead the DRI initiative in Auburn with assistance from NYS DOS, NYS HCR and the recommended consulting team. The City anticipates many of the DRI Working Group agencies such as the Auburn BID, Cayuga County Office of Tourism, CEDA and anchor private sector leaders to be instrumental in the planning and implementation of the DRI funds.

Equal Rights and diversity has always played a strong role in the Auburn community. Organizations such as Diverse Auburn will assist with ensuring that the Strategic Investment Plan outreach is all-inclusive of the City's demographics, ethnicity and cultural heritage. The City is looking forward to this process and to propelling the CNYREDC region forward.

10. Other- Letters of Support

- ✓ Billye Chabot, Executive Director; Seward House Museum
- ✓ Mitch Maniccia, Chair; Auburn Beautification Commission, Inc.
- ✓ Drew Clare, General Manager; Hilton Garden Inn
- ✓ Eileen McHugh, Executive Director; Cayuga Museum of History and Art
- ✓ Frank Barrows, Project Lead; Harriet Tubman National Historical Park
- ✓ John Bouck, Owner/Broker; Bouck Real Estate
- ✓ Laurel Ulyette, President; Harriet Tubman Boosters
- ✓ Mark Soper, Board of Directors Secretary; Auburn Farmers Co-op Market
- ✓ Meg Vanek, Executive Director; Cayuga County Convention and Visitors Bureau
- ✓ Nancy Tehan, Executive Director; ABC Cayuga
- ✓ Senator Pamela A. Helming, 54th District; New York State Senate
- ✓ Stephanie DeVito, Executive Director; Auburn Downtown Business Improvement District (BID)
- ✓ Tracy Verrier, Executive Director; Cayuga Economic Development Agency (CEDA)
- ✓ Joseph Hucko, Managing Member for Washington Street Partners, Inc.
- ✓ Kathleen Cuddy, MPH; Cayuga County Health Department
- ✓ J. Justin Woods, County Administrator; Cayuga County
- ✓ Angela Daddabbo, Chair of Historic and Cultural Sites Commission & APT Artistic Director
- ✓ City Council Resolution #80 of 2018 Supporting DRI Application



SEWARD
HOUSE MUSEUM

May 23, 2018

Office of Michael D. Quill, *Mayor*
City of Auburn, New York
24 South Street Auburn, New York 13021

Re: Third Round of the Downtown Revitalization Initiative

Dear Mayor Quill:

Beginning with the establishment of the Historic Resources Advisory Board (HRAB) in 1987, the City of Auburn has pledged to preserve and protect its historic landscape. Following its inception the HRAB passed a local ordinance that allowed the formation of the South Street Area National Register Historic District in 1990. In 2000, the City of Auburn formed the Historic and Cultural Sites Commission, which has since positioned Auburn as the historic and cultural destination for the Finger Lakes Region of New York State. These initiatives culminated in the City of Auburn being designated as a *Preserve America* Community in 2012.

Located in downtown Auburn and within the South Street Area National Register Historic District, the Seward House Museum has been an active leader in matters of urban revitalization as well as historic preservation for many years. What's more, the Seward House Museum has also become a valuable community partner in regards to developing and enhancing unique and engaging programming that celebrate the historic and cultural heritage of Auburn, New York.

Given its location and historical prominence, the Seward House Museum recognizes the progress the City of Auburn has facilitated in recent years through its investment in historic and cultural anchors. This growth is likely to continue as Auburn has yet again pledged its devotion to historic preservation by featuring their 2018 Downtown Revitalization Initiative (DRI) proposal during National Preservation Month. The Seward House Museum commemorates Auburn's continued upholding of historic preservation, so that Auburn's rich past has a bright future.

To this end, the Seward House Museum would like to propose the following projects be included in the City of Auburn's 2018 Downtown Revitalization Initiative:

- *Seward's Trolley:*
Owned and operated by the Seward House Museum, this transportation concept would cater to Auburn's booming tourism industry. Each cultural and historic site in Auburn would serve a terminal, allowing passengers to traverse Auburn's vast historic landscape with ease.



- *Historic fence work:*

Along the Seward House Museum's eastern property line there is a wooden fence that is a replica of its historic predecessor. The Seward House Museum's Facilities Master Plan (2012) outlines the need to continue this fence around the entire property, as a meaningful preservation initiative that would authentically encompass the property's historic 19th century atmosphere.

- *Exterior landscape lighting/ electrical work for event use:*

As a means to enhance the urban setting of the Seward House Museum, additional exterior landscape lighting would be installed around the property of the Museum. The visual impact would be a stunning highlight of the unique historic architecture, and improve wayfinding around the site at night time.

- *Landscape development:*

With the Seward House Museum undertaking a Landscape Treatment Plan in 2018, the following phase of development will be to execute the recommendations listed in the Landscape Treatment Plan. This will include furnishing historic plantings and installing them in strategic locations throughout the Museum's two acre greenspace. Once completed, these plantings will effectively transform the Museum's landscape into an urban oasis of authentic gardens and grounds.

- *Way-finding signage:*

Recent revitalization efforts have channeled pedestrian and vehicular flow through Auburn's downtown, benefiting its anchor institutions. Updated way finding signage is needed to keep pace with this uptick in urban development. The Seward House Museum, and its sister organizations within Auburn, would benefit immensely from an updated way finding program that highlights attractions to both pedestrian and vehicular traffic.

These projects perfectly align with the City of Auburn's compelling DRI theme of "*This Place Matters.*" By furthering the preservation of the Seward House Museum through these proposals, Auburn can continue to benefit from its downtown while at the same time ensuring that its fascinating past has a place in its compelling future.

Sincerely,

Billye Chabot
Executive Director
Seward House Museum

Mitch Maniccia
Facilities Manager
Seward House Museum



May 25, 2018

Office of Michael D. Quill, *Mayor*
City of Auburn, New York
24 South Street Auburn, New York 13021

Re: Third Round of the Downtown Revitalization Initiative

Dear Mayor Quill:

The city of Auburn, New York has seen tremendous growth in recent years. An effort of the city's planning and economic development departments, city council, and leadership from other key stakeholders throughout the community has facilitated a sustained renaissance. This has contributed to a rebirth of community pride in Auburn, and volunteer organizations have reaped the benefits of this.

Among these organizations is the Auburn Beautification Commission (ABC), a non-profit volunteer board whose mission is to make the city of Auburn a more beautiful place to live, work, and play. Funded in large part by a generous grant from the city of Auburn each year, ABC executes beautification projects and events that complement the efforts of the city. To this end, ABC would not have a mission or volunteer will power without the city's constant growth and development.

As the city and ABC plan for the future, downtown will need to be utilized to its fullest potential if recent progress is to be sustained. Therefore, ABC is officially proposing the following projects be included in the city's Downtown Revitalization Initiative (DRI) proposal:

- *Downtown Owasco River Trail:*

Leveraging the accessibility of the river that runs through downtown Auburn, the Downtown Owasco River Trail would be an urban oasis. Redevelopment of existing road infrastructure and new construction along the bank of the river will produce a well-lit park-like path that would tie into the already present Owasco River Trail just outside of the downtown district.



Auburn Beautification Commission



What's more, ABC recognizes the historic prominence of the Owasco River, and its influence on Auburn as an early American city. This project ties directly into the city's DRI application theme of "*This Place Matters*" for this very reason.

By fully integrating and celebrating the Owasco River's rightful place in downtown development, Auburn can once again become a booming American city with a beautiful and historic downtown. To this end, ABC supports any initiative in which the city can continue progressing into the future while recognizing its unique history.

Sincerely,

Mitch Maniccia

Chair

Auburn Beautification Commission, Inc.

360 Grant Ave Rd. Auburn, NY 13021



May 29, 2018

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The Hilton Garden Inn and Refinery Modern Fare recognizes that Auburn is a Place that matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to not only the Hilton Garden Inn and Refinery Modern Fare but many other businesses in the area as well.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the Hilton Garden Inn and Refinery Modern Fare with the ability to offer visitors clean, modern, and conveniently located accommodations when they visit downtown Auburn.

In closing, I would like to reiterate The Hilton Garden Inn and Refinery Modern Fare's strong support of the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact Drew Clare, General Manager at 315-515-3065 or by email at drew.clare@hilton.com

Sincerely,

A handwritten signature in black ink, appearing to read "Drew Clare", with a stylized flourish at the end.

Drew Clare
General Manager



74 State Street, Auburn, NY 13021
Cell: +1 315 252 5511, Ext. 602 Cell: +1 315 252 5518
website: www.Auburn.HGI.com
Reservations: StayHGI.com or 1-877-STAY-HGI



May 22, 2018

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Presenting the Past

Cayuga Museum
203 Genesee Street
Auburn, NY 13021
(315) 253-8051
cayugamuseum.org
cayugamuseum@verizon.net

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

Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express the support of the Cayuga Museum of History and Art **for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative** program.

The Cayuga Museum of History and Art, which operates three historic buildings including the Case Research Laboratory, celebrates Auburn as a Place that Matters. Our mission is to provide a forum for the public to realize, interact with and appreciate Cayuga County's shared past and unfolding present to help shape a better future.

Funding for the City of Auburn's DRI application would provide critical assistance to the Cayuga Museum of History and Art, the Case Research Laboratory and our next-door neighbor, the Schweinfurth Memorial Art Center, in making our institutions even more attractive to visitors.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life in the city's urban core. Situated as the Cayuga Museum, the Case Research Laboratory, and the Schweinfurth Memorial Art Center are, just a few blocks from part of the new Harriet Tubman National Historic Park, and less than a mile from the new NYS Equal Rights Heritage Center, the joint campus of the three museums can make the West End of Auburn a new focus of cultural tourism. We are also within easy walking distance of the new restaurants, shops and breweries that are bringing new life to downtown Auburn.

The Board of Trustees of the Cayuga Museum strongly support the City of **Auburn's application to the** NYS Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact me – 315 253-8051, or cayugamuseum@verizon.net.

Sincerely,

Executive Director

United States Department of the Interior



National Park Service
Harriet Tubman National Historical Park
P.O. Box 769
Auburn, New York 13021



May 21, 2018

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express the National Park Service's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. Harriet Tubman National Historical Park, located in Auburn, was established on January 10, 2017. The story of Harriet Tubman is receiving unprecedented attention, and the designation of the park has increased the visibility and interest in Auburn as a premiere heritage tourism destination.

Auburn's dramatic downtown revitalization has set the city on a path to stand as a leader in the \$1 billion tourism market that defines the region. With further growth imminent upon the completion of an Equal Rights Heritage Center, the City is fully invested in its role as a compelling tourism destination. The Park is excited to partner with the City in these efforts and this DRI application represents another important step in the City's growth.

The DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the Park's efforts to work in partnership to establish Auburn as an acclaimed international visitor destination. The advancement of Auburn as a wonderful place to live, work, and play will also help the Park to attract the best and brightest talent to work in one of our newest NPS units.

To this end, the NPS enthusiastically supports the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact me.

Sincerely,

Frank Barrows
Superintendent, Fort Stanwix National Monument
Project Lead, Harriet Tubman National Historical Park

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May 21, 2018

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

Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY

Dear Mayor Quill:

I am pleased to extend the support of Bouck Real Estate for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. As an area Realtor, we solidified our commitment to downtown Auburn with the construction of our office building at the eastern end of downtown, on Genesee Street.

Auburn's rich cultural, diversified, and entrepreneurial spirit remains most-evident within the urban center. Funding provided by the NYS DRI would provide critical assistance, allowing current economic development and momentum to continue.

The DRI application is consistent with the SPARKS BOA and the CNY REDC Strategic Plans, which seek to maintain and enhance a certain quality of living, and thereby attract businesses, employers, and families to the city's central core.

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

Sincerely,

A handwritten signature in blue ink, appearing to read "John F. Bouck", is written over a horizontal line.

John F. Bouck, Owner/Broker
BOUCK REAL ESTATE



May 15, 2018

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The Harriet Tubman Boosters recognize that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, historic, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to help the Harriet Tubman Boosters achieve our mission *to perpetuate her courageous spirit and keep her remarkable life's work in the forefront for all who pursue a free, peaceful and productive society.*

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help the Harriet Tubman Boosters to work with the Downtown Business Improvement District, local museums, historic sites and schools to create awareness of Tubman's life and the people and places she frequented in our city.

In closing I would like to reiterate the Harriet Tubman Boosters' strong support of the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact me at 315-253-2547.

Sincerely,

Laurel Ullyette

Laurel Ullyette
President

144 Genesee Street, Suite 102-122 • Auburn, New York 13021
harriettubmanboosters@gmail.com • www.harriettubmanboosters.org
Not affiliated with the Harriet Tubman Home or National Park



CELEBRATING 68YRS OF SERVICE TO THE CITY OF AUBURN
AUBURN FARMERS CO-OP MARKET
AUBURN, NEW YORK 13021

5/16/18

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The Auburn Farmers Co-op Market recognizes that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to help create a permanent location and a permanent structure for the farmers market, which in turn will possibly create a downtown gathering place. With this structure, people may spend more time visiting other downtown businesses and attractions.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage The Auburn Farmers Co-op Market with the opportunity to have a permanent location to serve the citizens of Auburn. The Auburn Farmers Co-op Market is 68yrs old and since 1976 to present has been located in the downtown area at 9 different locations. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting other private development occurring all around the Auburn Business Improvement District.

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

Sincerely,

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



May 16, 2018

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

I am writing on behalf of the Cayuga County Convention and Visitors Bureau (CCCVB) to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The CCCVB recognizes that Auburn is a Place that Matters that is important to us and we want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

From a tourism perspective, funding for downtown Auburn would support the continued growth and development of Auburn and Cayuga County as a tourism destination while maintaining the special qualities that make our City attractive to both visitors and residents.

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

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

Sincerely,

Meg Vanek
Executive Director
Cayuga County Convention and Visitors Bureau

make some waves



May 24, 2018

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. ABC Cayuga recognizes that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to the Play Space a project of nonprofit organization ABC Cayuga. The mission of the Play Space is *to enrich young children's lives through play by providing a welcoming place where young children and their families play, learn and grow together*. It's located in the center of downtown Auburn and offers a dedicated safe environment that provides resources for early childhood learning and development (ages 0-6 years of age). Since opening in 2017 Play Space allows parents and caregivers the opportunity to meet with other parents and professionals. The interior of our space offers children and their parents museum quality play areas which are unique to the Central New York Region.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage the Play Space with exposure to more families living in and around downtown. Through play, we can begin to build the foundations for motivated, healthy, and happy children; and a stronger, healthier community. The Play Space is the best start to strengthening our community bonds and investing early in children and young families.

In closing I would like to reiterate ABC Cayuga strong support of the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact Nancy Tehan, at 315-252-5541.

Sincerely,

A handwritten signature in red ink that reads "Nancy Tehan".

Nancy Tehan
Executive Director

THE SENATE
STATE OF NEW YORK



SENATOR
PAMELA A. HELMING
54TH DISTRICT

CHAIR
LEGISLATIVE COMMISSION ON RURAL RESOURCES
VICE-CHAIR
CRIME VICTIMS, CRIME AND CORRECTION

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HEROIN AND OPIOID ADDICTION
LYME AND TICK BORNE DISEASES
WORKFORCE DEVELOPMENT

May 22, 2018

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

Please consider this my formal letter of support for the City of Auburn's application to the 2018 New York State Downtown Revitalization Initiative Program. As State Senator representing the City of Auburn, I recognize that Auburn is a *Place that Matters* and sustaining its rich cultural and entrepreneurial heritage is important to the future success of the entire Finger Lakes region.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the central business district and encourages job retention and creation. Focusing on the City's historic urban core, coupled with funding from the DRI, will spur economic development by creating a vibrant downtown to attract a new generation of residents and businesses. A revitalized downtown will build on the already flourishing tourism industry and will help Auburn take further advantage of the many attractions it already boasts such as Auburn Public Theatre, Seward Home, Harriet Tubman Home and the highly-anticipated New York State Equal Rights Heritage Center.

Funding for the City of Auburn's DRI application will help the City move forward as it continues to market itself as a destination for tourists and new innovative businesses.

I am pleased to express my full support for the City of Auburn's application to the New York State Downtown Revitalization Initiative. If I can be of further assistance, please do not hesitate to contact my office at 518-455-2366 or helming@nysenate.gov

Sincerely,

A handwritten signature in blue ink that reads 'Pamela A. Helming'.

Pamela A. Helming
Senator, 54th District

Geneva: 425 Exchange Street, Geneva, NY 14456 • (315) 568-9816 • FAX: (315) 789-1946
Albany: Room 946 Legislative Office Building, Albany, NY 12247 • (518) 455-2366 • FAX: (518) 426-6953
www.helming.nysenate.gov • helming@nysenate.gov





May 16, 2018

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The Downtown Auburn BID recognizes that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

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

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help facilitate BID's goal to increase our downtown resident base while attracting more visitors. In addition, this initiative would allow Auburn to achieve the next level in regional development while complementing and supporting several private development projects within the downtown corridor.

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

Sincerely,

Stephanie DeVito, Executive Director



May 22, 2018

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

RE: **2018 Central New York Downtown Revitalization Initiative Application**
City of Auburn, NY

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's request for funding assistance to advance transformational projects under the 2018 New York State Downtown Revitalization Initiative. The Cayuga Economic Development Agency (CEDA) recognizes that Auburn is a *Place that Matters*. New York State has already shown that they see Auburn's rich history and culture through investment in a regional Equal Rights Heritage Center. Now we'd like to leverage that investment to make sure the Center's impact is felt throughout the community and to ensure Auburn's ability to continue making history.

Funding for Auburn Downtown Revitalization Initiative would provide critical assistance to the continued economic growth and success of Downtown Auburn and Cayuga County as a whole. Proposed projects in this plan touch on a variety of the Central New York Regional Economic Development Council priorities, in addition to aligning with the Auburn SPARKS BOA strategy. This application includes projects that will help to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. This is critically important as we address issues around workforce. We are hearing companies say that they cannot find qualified workers, but training is only one part of the solution. Our community also needs to be attractive to new residents relocating to fill open positions, as well as entice those who grew up here to either stay in or return to the area. Auburn has made great strides in improving quality of life in recent years, but a major investment like the DRI could truly move the City to a new level.

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

Sincerely,

Tracy Verrier

Executive Director
tverrier@cayugaeda.org

**Seminary Commons, LLC
c/o Washington St. Partners, Inc.
120 E. Washington St.
10th Floor
Syracuse, NY 13202
P: 315-426-2624
www.washingtonstpartners.com**

May 30, 2018

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. Washington St. Partners, Inc. recognizes that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to construct the new Auburn Fire Department building.

Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families. Focusing on the City's historic urban core would help to leverage Washington St. Partners, Inc. with the construction of the new Auburn Fire Department building.

In closing I would like to reiterate Washington St. Partners, Inc.'s strong support of the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact me at 315-426-2624

Sincerely,
Joseph Hucko
Managing Member



CAYUGA COUNTY HEALTH DEPARTMENT

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

Kathleen D. Cuddy, MPH

Director of Public Health

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to write a letter from the Cayuga County Health Department to show our support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The Cayuga County Health Department recognizes that Auburn is a Place that Matters and is important to us and the people we serve. The Health Department and the City of Auburn have worked together over the years on a number of programs which help provide a safer, healthier and consequently a more attractive city for people to live, work and play.

The City's leadership in utilizing complete streets recommendations, creating accessible recreation areas, development of walking trails along historic and riverfront areas lends itself to encouraging people to walk and bicycle in our downtown area on their way to the farmer's market, historic museums and other cultural activities, restaurants and business. These initiatives are consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families.

Most recently, the Health Department, City and other partners have collaborated to focus on reducing lead poisoning amongst children in our community. The DRI funding will help provide funds for needed renovation of some of our more historic buildings which provide locales for business as well as needed affordable, safe housing.

It is with genuine anticipation of the endeavors identified in the City of Auburn's application that I support their New York State Downtown Revitalization Initiative program.

Sincerely,
Kathleen D. Cuddy, MPH
Public Health Director
Cayuga County Health Department



County of Cayuga

County Administrator
J. Justin Woods, JD, MPA

May 31, 2018

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

***Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY***

Dear Mayor Quill:

I am pleased to express Cayuga County's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The county leadership recognizes that Auburn as the county's seat is a Place that Matters and is important to us. Auburn's DRI application is consistent with the Auburn SPARKS BOA and the CNY REDC Strategic Plans to maintain a high quality of life that attracts people to the urban center for businesses, jobs, and families.

Funding for the City of Auburn's DRI application would not only benefit the residents of Auburn but the county population as a whole. This application outlines projects that will support and expand the county's arts and cultural offerings, focus on preserving our historic structures and redeveloping vacant brownfield properties, provides for new construction projects and clean energy technology development, all of which will help invigorate our community with young and fresh talent.

The county also strongly supports the Governor's Shared Services Initiative, a process we have recently launched in partnership with our municipalities in an effort to streamline countywide services and identify possible cost savings for our taxpayers. Public safety is one area we are taking a close look at and we work closely in this regard with the City of Auburn. Therefore, DRI funding would support an innovative approach to co-locating city and county public safety services.

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

Sincerely,

A handwritten signature in black ink, appearing to read "J. Woods", is written over a horizontal line.

J. Justin Woods, JD, LLM, MPA
County Administrator



May 29, 2018

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

**Re: 2018 NYS Downtown Revitalization Initiative Application
City of Auburn, NY**

Dear Mayor Quill:

BOARD OF DIRECTORS

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

STAFF

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

PERFORMANCE
COMMUNITY
EDUCATION
CINEMA

Auburn Public Theater

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

www.auburnpublictheater.org
info@auburnpublictheater.org

A non-profit 501 (c) 3
organization

I am pleased to express our organization's support for the City of Auburn's application to the 2018 NYS Downtown Revitalization Initiative (DRI) program. The City of Auburn's Historic and Cultural Sites Commission recognizes that Auburn is a Place that Matters and is important to us. We want New York State to see and celebrate Auburn's rich cultural, diversified and entrepreneurial heritage as well.

Funding for the City of Auburn's DRI application would provide critical assistance to allow the City to advance with the establishment of the new NYS Equal Rights Heritage Center that will open in October of 2018. For Auburn to maximize the economic impact of this new heritage tourism initiative we need to further develop the following:

- 1) Creation of a new branded downtown arts & entertainment district, downtown Auburn has the product, we just need to tie it together with branding. This would be especially useful for visitors who may not be aware of our vibrant downtown and needs to include a wayfinding signage program.
- 2) Creation of new programming and itineraries for the NYS Equal Rights Heritage including the Seward House Museum's proposal to establish a seasonal tourist shuttle to be known as "Seward's Trolley".
- 3) Create more pedestrian-friendly connections between our major hotels, the Hilton Garden Inn and the Holiday Inn and downtown, making it easier for visitors to navigate their way to downtown for dining and entertainment. This should include a bike-friendly downtown, with highly visible bike racks and a bike-sharing program.
- 4) Workforce training proposals including the Cayuga Community College's proposal for a Cayuga Culinary Center to train the workforce in culinary arts, our growing arts, entertainment and hospitality industries.
- 5) The establishment of a West End Arts Campus at the sites of the Schweinfurth Memorial Arts Center, Cayuga Museum of History and Art and the Case Research Lab.
- 6) The expansion of the Auburn Public Theater to also include streetscape enhancements to the Exchange Street Plaza.
- 7) The continued rehabilitation of the historic Schines Theater.
- 8) Implementation of the Seward House Museum's cultural landscape plan.

In closing I would like to reiterate the City of Auburn's Historic and Cultural Sites Commission's strong support of the City of Auburn's application to the New York State Downtown Revitalization Initiative program. If I can be of further assistance, please do not hesitate to contact me at (315)567-9040.

Sincerely,

A handwritten signature in dark ink, appearing to read "Angela Daddabbo".

Angela Daddabbo
Chair, City of Auburn, Historic and Cultural Sites
Commission
Artistic Director, Auburn Public Theater

COUNCIL RESOLUTION #80 OF 2018
AUTHORIZING THE CITY OF AUBURN TO APPLY FOR
2018 DOWNTOWN REVITALIZATION INITIATIVE FUNDING

By Councilor Carabajal

May 31, 2018

WHEREAS, the City of Auburn has demonstrated leadership and commitment to revitalizing downtown Auburn which is a critical component of the community's high quality of life and economic opportunity; and

WHEREAS, the Governor of New York State announced a third round of the Downtown Revitalization Program in the FY 2019 State Executive Budget, which authorizes the investment of \$100 million in 10 downtowns throughout the Regional Economic Development Councils; and

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

WHEREAS, the DRI strategic investment plan can build upon the 2010 City of Auburn Comprehensive Plan, the 2016 Auburn SPARKS Brownfield Opportunity Area and the Parks Master Plan documents, which provide a pipeline of new projects that transform streetscapes, gateways, downtown and brownfield community properties; and

WHEREAS, the Downtown Revitalization Initiative funding would bolster downtown activities that could serve as real catalysts for increased economic development, environmental stewardship and enhanced job opportunities for Auburn's diverse residents, while recognizing Auburn as a place that matters.

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

1. The Mayor, or appointed designee, is authorized to submit a Downtown Revitalization Initiative application in the amount of \$10,000,000 to the Central New York Regional Economic Development Council by June 1, 2018; and
2. This resolution shall take effect immediately upon its adoption.

Seconded by Councilor Giannettino

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

City of Auburn, New York

STATE OF NEW YORK)
) SS.:
COUNTY OF CAYUGA)

I, CHARLES MASON, Clerk of the City of Auburn, Cayuga County, New York (the “City”), DO HEREBY CERTIFY:

That I have compared the annexed abstract of the minutes of the meeting of the Council of the City (the “Council”), held on the 31st day of May, 2018, including the Council Resolution #80 of 2018 contained therein, with the original thereof on file in my office, and the attached is a true and correct copy of said original and of the whole of said original so far as the same relates to the subject matters therein referred to.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the City this 31st day of May, 2018.



Charles Mason, Clerk
City of Auburn, Cayuga County, New York