

# Downtown Revitalization Initiative (DRI)

## Village of Cattaraugus DRI Public Workshop #1

NYS Department of State | Office of Planning, Development & Community Infrastructure



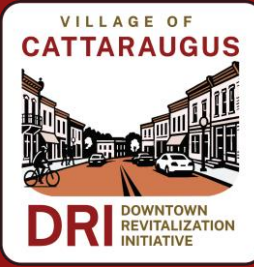
Department  
of State

Downtown  
Revitalization  
Initiative

NY Forward



# Tonight's Agenda



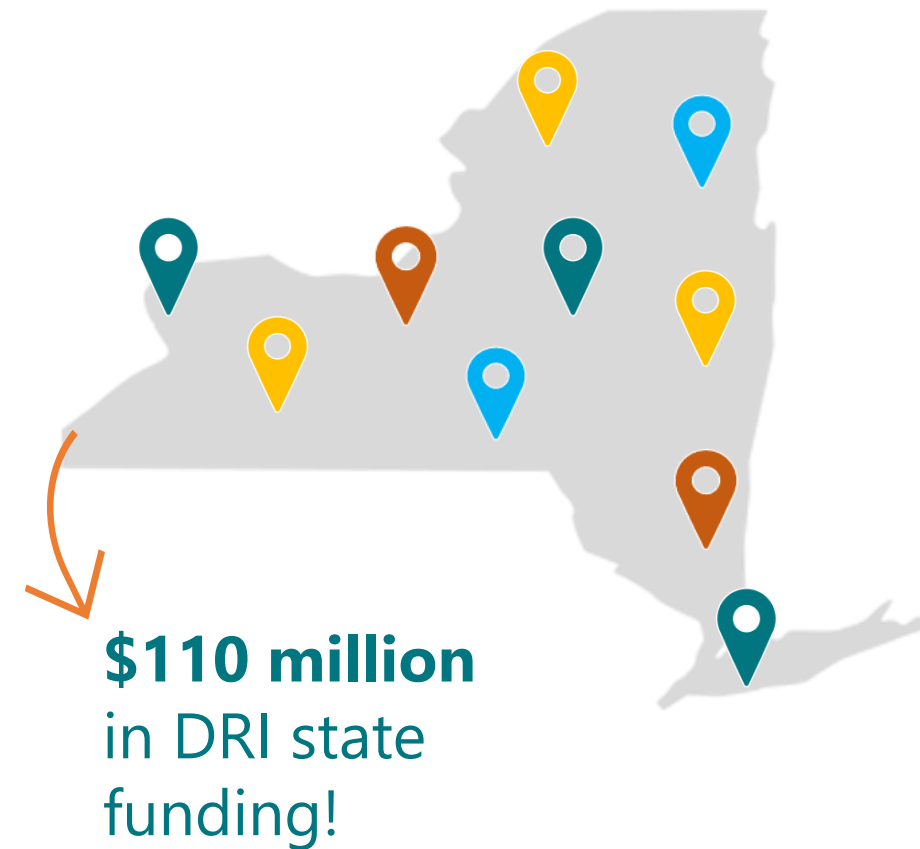
- Welcome
- DRI Overview Presentation
  - DRI Program Overview
  - DRI Planning Process
  - Public Engagement
  - Project Requirements & Open Call
- Individual Visioning & Goal-Setting Exercise
- Group Mapping Exercise
- Next Steps



# DRI Program Overview



- Launched in 2016 to improve the vitality of urban centers across the State
- Regional Economic Development Councils (REDCs) nominate communities for significant investment to revitalize their downtowns
- In DRI Round 8, each of the REDCs chose one community to receive \$10 million (\$20 million awarded in NYC for a total of \$110 million statewide)
- Each community prepares a Strategic Investment Plan that guides the implementation of transformational project
- Village's winning application can be found online at [www.CattaraugusDRI.com](http://www.CattaraugusDRI.com)



# Statewide DRI Program Goals



**Create an  
active downtown  
with a mix of uses**



**Enhance downtown  
living and quality of life**



**Provide diverse employment  
opportunities for a variety of  
skill sets and salary levels**



**Create diverse  
housing options  
for all income  
levels**



**Provide enhanced public  
spaces that serve those  
of all ages and abilities**

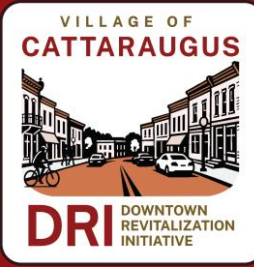


**Grow the local  
property tax base**



**Encourage the  
reduction  
of greenhouse gas  
emissions**

# DRI Partners



## State Representatives

- Ben Bidell, Department of State
- Erin Corraro, Empire State Development
- Mo Sumbundu, Governor's Office
- Frank Puglisi, Governor's Office
- Tirzah Peters, NYS Homes & Community Renewal

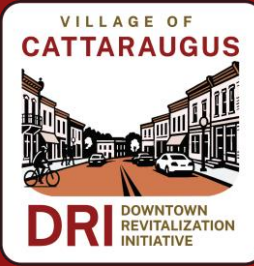
## LPC Co-Chairs

- Anthony Nagel, Village of Cattaraugus Mayor
- Paul Brown, WNY Regional Economic Development Council

## Consultant Team

- Led by WSP with support from Highland Planning and other partners

# Local Planning Committee



## LPC Co-chairs

- Anthony Nagel, Village of Cattaraugus Mayor
- Paul Brown, WNY Regional Economic Development Council

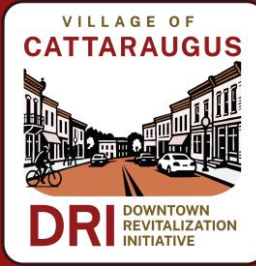
## Members

- Crystal Abers, Cattaraugus Co. Economic Development, Planning & Tourism Dept.
- Lauren Bronneberg, Cattaraugus Fire Dept.
- Tom Cullen, RocketCup Coffee
- Kiana Deiter, Deiter's Wolfpack Childcare
- Mike Jones, Roberts Memorial Free Methodist Church
- Cedric Manganiello, Bound and Branch Photography/Videography
- Rob Miller, Cattaraugus-Little Valley School
- Elizabeth O'Neill, Saving Grace Outreach
- Tara Perkins, Perky's Market & Village Board
- Mary Pritchard, Resident
- Nancy Radwanski, Resident
- Tyler Soderlund, Cattaraugus Free Library
- TJ Stein, Town & Country Disposal
- Justin York, Dollar General

## Roles & Responsibilities:

- Participate in LPC meetings
- Provide direction on planning efforts
- Provide feedback to consultant team and State
- Review documents
- Assist with community engagement and outreach

# Planning Process



## 9 Month Timeframe (April – December 2025)



### Visioning

Refine the community's future vision, establish priorities and gather input



### Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



### Project Development + Evaluation

Identify, develop, and evaluate potential projects

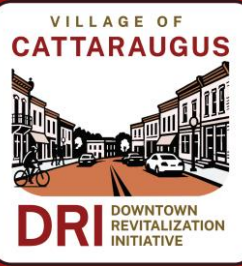


### Project Recommendations

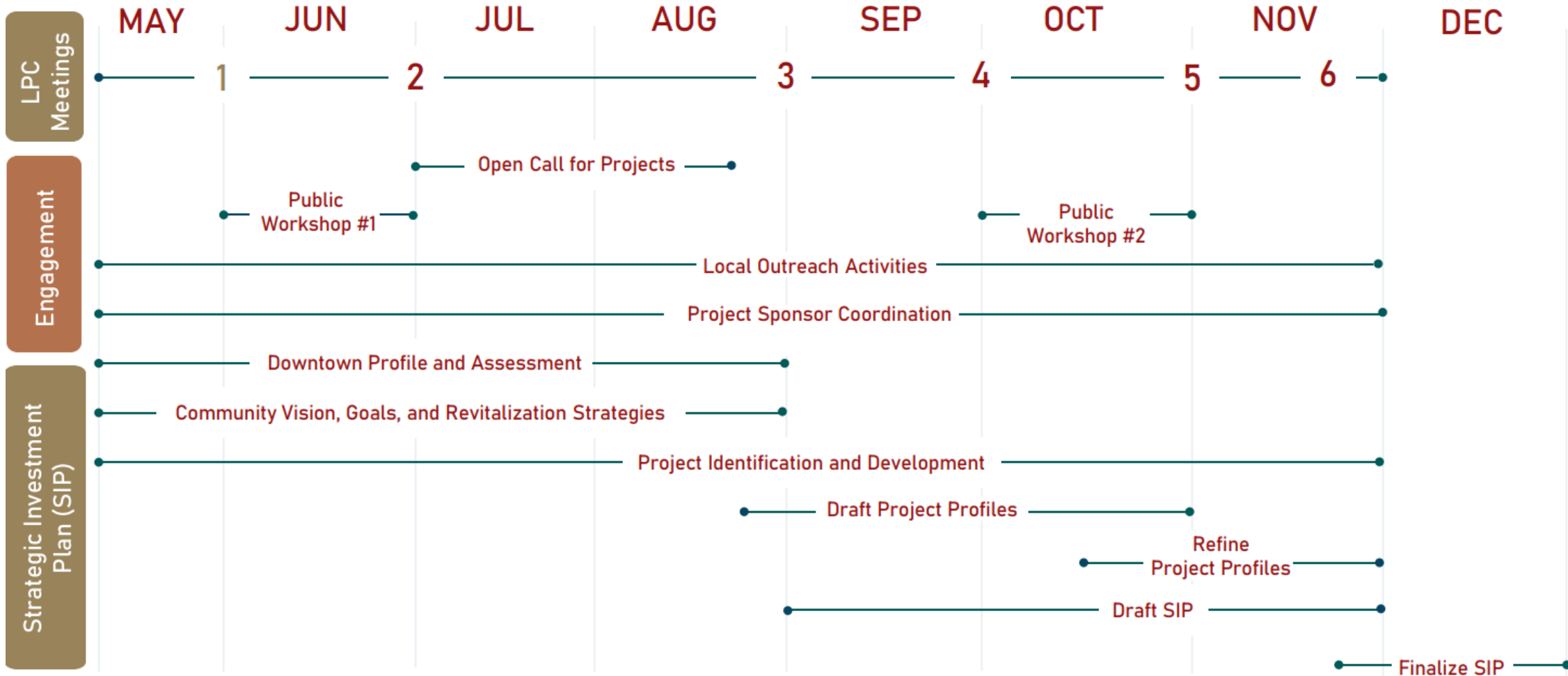
Recommend projects that align with the community's goals

- **Local Planning Committee (LPC) will oversee the development of the Strategic Investment Plan (SIP)**
- **LPC will recommend a slate of projects to be included in the SIP that may receive a DRI funding award**
- **New York State will make final project funding decisions and announce awards**

# DRI Process & Schedule

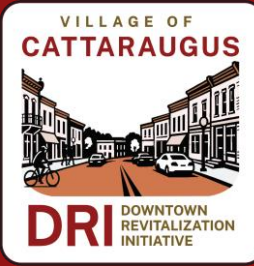


## Cattaraugus DRI Planning Process and Key Deliverable Schedule





# General Guidelines on DRI Projects



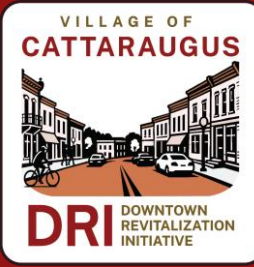
Local Planning Committees may develop local project evaluation criteria, building from the State criteria:

- Aligned with State and Local Goals
- Advances Revitalization Strategies
- Transformational and Catalytic
- Capacity and Readiness
- Eligible Project Type
- Cost-Effective

\*\*\*Final slate of projects should total \$12-\$15M



# Eligible Project Types



## Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



## New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, multi-family residential, not-for-profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



## Small Project Grant Fund

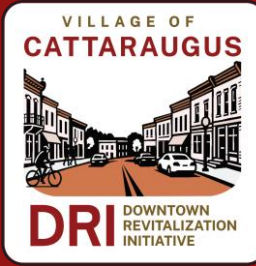
A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



## Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

# DRI Project Requirements



**Timing** - must be able to break ground within 2 years and be completed in 5 years

**Sponsor** - must have an entity (not an individual) that agrees to undertake the project

**Site Control** - must have authority to undertake the project at that location

**Scope** - must have potential to transform the downtown area

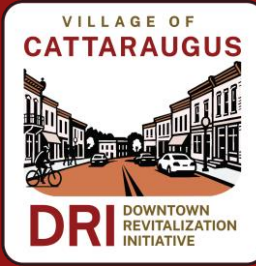
**Budget** - should have a detailed budget and leverage other funding

**Decarbonization** - may be required to meet energy efficiency requirements

**Financing** - DRI is a reimbursement-based grant program, and sponsors must be able to finance all project costs prior to DRI reimbursement at project completion

**Match** - private projects must include a minimum 25% match (non-DRI funds)

# Open Call for Projects

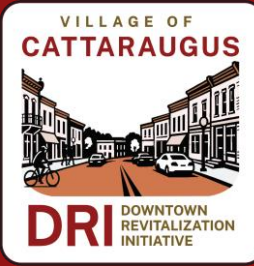


- Provides business and property owners an opportunity to submit a project for funding consideration
- All projects must be submitted during the Open Call to be considered for funding, including example projects in the Village's DRI application
- Private, non-profit, and public entities are eligible to submit projects
- Projects must be 'shovel-ready' (e.g., well-defined and ready to be implemented in the near term)
- Applicants must complete and submit a Project Form (available online or in hard copy at accessible locations) starting July 2
- Submission period will be open for four weeks from July 2 to August 1
- Information sessions and technical assistance will be available during and after July 2

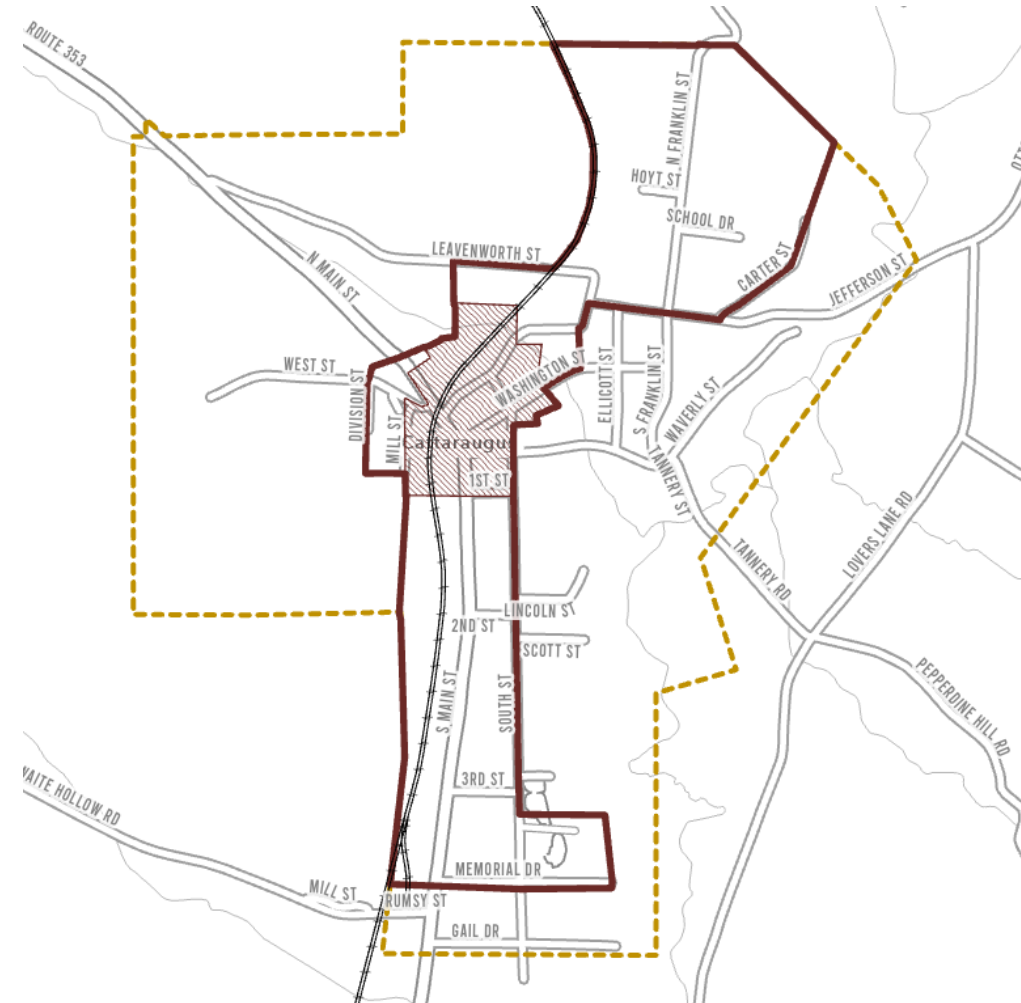
**The State is  
looking for  
projects that are  
ready to be  
implemented in  
the near-term,  
are  
transformational,  
and are feasible!**



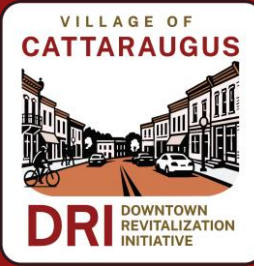
# Preliminary DRI Boundary



- All projects receiving DRI funds must be located within the final boundary
- Projects submitted for funding consideration must be within or near the proposed boundary
- LPC can make minor boundary adjustments based on projects submitted through the Open Call for Projects
- We are seeking feedback on the preliminary boundary in today's workshop exercises



# Role of the Public



Downtown Profile & Assessment

DRI Vision, Goals, and Strategies

Project Development

Project Evaluation

## Role of the Public:



Provide input on community issues, opportunities, and needs



Provide feedback on the draft vision statement and goals

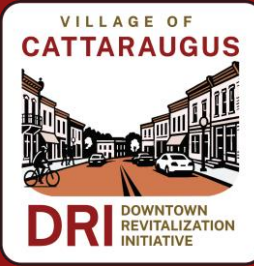


Generate transformative project ideas



Provide feedback on DRI projects proposed for funding

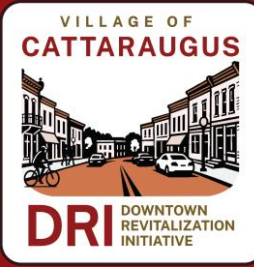
# Opportunities for Public Input



- Public Workshops
- Pop-up Events
  - Community Day, June 14
  - Additional events being planned
- Local Planning Committee Meetings
  - LPC Meeting #2: June 25, 5:30-7:30pm at Cattaraugus-Little Valley
  - LPC Meetings #3-6: scheduled August 6, September 10, October 15, and November 5, 5:30-7:30pm, location TBD
- Website: [www.CattaraugusDRI.com](http://www.CattaraugusDRI.com)
- Public Survey Paper copies available here, or visit the CattaraugusDRI.com website to take it online
- Online Engagement Activities after each workshop
- Open Call for Projects July 2 through August 1
- Cattaraugus DRI Facebook Page



# Instructions: Visioning and Goal-Setting



- **Timing:** 5-10 minutes
- Fill out your worksheet with feedback on the draft Cattaraugus DRI vision and goals.
- **Page 1: Review the draft vision**
  - What parts of the draft vision do you like?
  - What could be better? What is missing?
- **Page 2: Review the draft goals**
  - What are your top five goals?
  - What could be better? What is missing?
  - What strategies or project ideas will be most effective to achieve the goals?

## Cattaraugus Downtown Revitalization Initiative (DRI)



Please help us build on the Cattaraugus DRI Vision Statement. Read the draft vision statement below and let us know what works, whether anything is missing, or how it could be improved.

### DRAFT VISION STATEMENT:

*The Village of Cattaraugus envisions a vibrant, walkable Main Street that celebrates our historic red-brick charm, natural beauty, and deep-rooted cultural heritage. By honoring our industrial rail legacy and connecting it to outdoor recreation and regional trail networks, we will create a dynamic destination for dining, lodging, and community events. This transformation will spark economic growth, support local businesses, create jobs, and inspire a new generation of residents to call Cattaraugus home.*

*What parts of the draft vision statement do you like?*

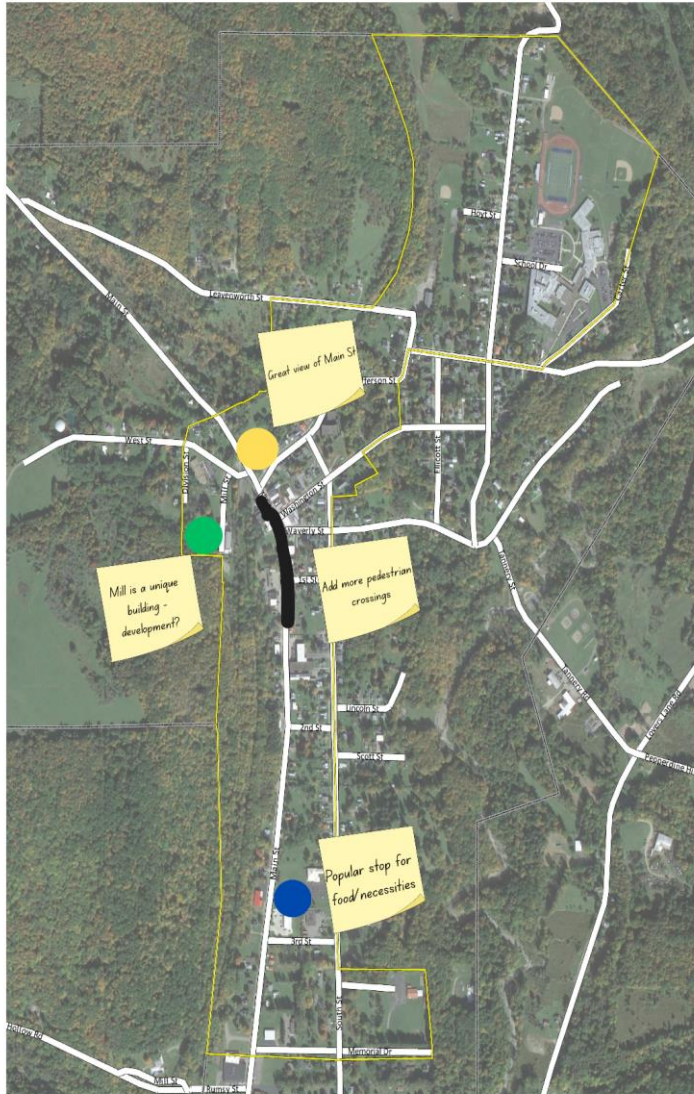
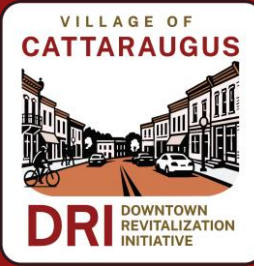
*What could be better / What is missing from the vision statement?*



# Instructions: Group Mapping Exercise

- **Timing:** 25 minutes
- Break into groups of up to 10 people and gather around a table map.
- Mark up the map with stickers and markers. Add notes on post-its, on the map, or in the margins.
  - What existing features of the DRI Area stand out to you?
  - What would you like to see in the DRI Area?
- Consider & discuss as a group:
  - What are the top three things that make the DRI Area special?
  - What are the DRI Area's top three issues or challenges?
  - What are the top three opportunities for the DRI Area? What strategies or project ideas can make the most of these opportunities?
    - Are there any changes needed to the preliminary DRI boundary?

# Group Mapping Exercise Example



Instructions: Mark up the map with stickers & markers. Add notes on post-its, on the map, or in the margins.

What existing features of the DRI Area stand out to you?

- Point of interest
- Activity center or gathering place
- Scenic area
- Problem area

What would you like to see in the DRI Area?

- Park improvement
- Bike/walk trail
- Roadway change /reconfiguration
- Building/land redevelopment
- \* Other (please specify)

Consider & discuss as a group:

1. What are the top three things that make the DRI area special?

*Historic Buildings*  
*Close to trails and recreation areas*  
*Quaint and charming*

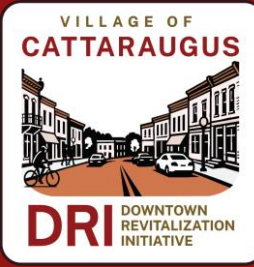
2. What are the DRI area's top three issues or challenges?

*No gas station*  
*Hard to get around on foot*  
*Not enough housing for young families*

3. What are the top three opportunities for the DRI area? What strategies or project ideas can make the most of these opportunities?

*Workforce housing*  
*New attractions like an event space*  
*Make Main Street safer for pedestrians*

# Next Steps



- **Complete the public survey!**
  - Online at [CattaraugusDRI.com](http://CattaraugusDRI.com)
  - Paper copies and drop-off available at Hardware Store and Cattaraugus Bank
- **LPC Meeting #2:** Wednesday, June 25, 5:30–7:30 pm at Cattaraugus–Little Valley Central School
- **Open Call for Projects:** July 2 to August 1
  - Informational Session Wednesday, July 2, 5:30 pm at RocketCup Coffee
  - Virtual Session week of July 7
- **Stay tuned for other events** this spring and summer!
- **Visit [www.CattaraugusDRI.com](http://www.CattaraugusDRI.com)** for more information and to sign up for the email list.