



*Application to*

# **DRI ROUND 6 & NY FORWARD**

*REDC Region: Central New York  
Municipality: Village of Phoenix  
County: Oswego County*

*Downtown Name: Canal Waterfront District  
Contact: Jim Lynch, Village Administrator  
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## *Geographic Area & Justification*

The Village of Phoenix, located in southern Oswego County, encompasses 1.145 square miles and has been designated as the proposed DRI area. Within the Village of Phoenix, Downtown Revitalization Initiative Funding (DRI) will be directed to the Canal Waterfront District, North Island, Lock Island, the proposed site of the marina, and several key privately owned parcels proposed for residential, commercial, and mixed- use projects.

The Canal Waterfront District, located entirely within the Village and DRI boundary, will be the sole beneficiary of NY Forward funds.

The Village of Phoenix is a canal community rich with 19th century history and character. It is located within the Town of Schroepfel in southern Oswego County, New York. Lock 1 of the Oswego Canal, on the Oswego River, is located within the Village limits.

The Village of Phoenix and the Oswego River system (a subsection of the Erie Canal) have significant historical appeal dating back to the 18th Century. From 1750 to 1763, critical events in the French and Indian War can be linked to the Oswego River and surrounding waterways. British troops erected a small fort to protect ammunition and other supplies at the junction of the Oneida, Seneca, and Oswego Rivers, which is known as Three Rivers Point and is south of Phoenix. Eventually, the troops traveled along the Oswego River and past what is now the Village of Phoenix as they made their way to Fort Ontario.

In addition to its role in the French and Indian War, the Oswego River system has always served as a critical connection between the Atlantic Ocean and the Great Lakes. When the Erie Canal was completed in 1825, commercial shipping opportunities in New York State were limitless. The Oswego River system was then canalized, and locks and dams were constructed to allow commercial shipping from the Atlantic Ocean to the Great Lakes via the New York State Canal System. With the marked success of the canal system, hamlets and villages were created alongside the canal. In 1846, the Village of Phoenix was incorporated. It

was primarily an industrial hub, focused on the manufacturing of goods and services to be shipped along the canal to westernmost locations.

Over the past decade, elected officials have partnered with Federal and State agencies, in addition to dozens of residents and business owners to reinvent and reinvest in the Village, especially the Canal Waterfront District. The Canal Waterfront District once consisted of brick buildings in rows parallel to the canal. Each building could be entered from the front, facing the street, or from the rear, facing the canal. Mills, industry, and retail uses lined the canal, while residential units were placed further inland. By the late 1800's, the Village of Phoenix had developed into a community rich in opportunity and cultural experience. In the late 19th century, several major fires reshaped the character and appearance of the Village. The Great Fire in 1916 was the most devastating, destroying 80 buildings. Most of the existing buildings along the Canal Waterfront District today were built between 1917 and 1929. Beginning in the early 1920's, almost all the industry left the Village and thus began the trend towards becoming the "bedroom community" that it is today. It is now the Village's desire to enhance the economic, residential, and recreational opportunities available in the Canal Waterfront District and throughout the Village by reinvesting in the buildings and recreating the thriving canal community that once existed along the Oswego Canal at Lock 1.

Since 2008, the Village has had great success securing funding and implementing projects and activities that will ignite economic development, attract new residents, and expand tourism in the community by addressing the need for increased boater services and accommodations, enhancing recreational opportunities, restoring key properties, and making changes to existing policy and management protocols.



# 2022 DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD

## *Justification*

The Village has been the recipient of over \$9.5 million dollars in grants and interest free financing for a variety of projects within the Canal Waterfront District and throughout the community.

Funds were used to rehabilitate key waterfront buildings that were vacant and rundown and are now occupied by commercial and residential tenants. One of the Village's greatest accomplishments was the successful completion of eminent domain proceedings to ensure that 86 State Street, a historically significant building at the corner of State and Bridge Streets, received the renovations needed to fully restore the building rather than demolish it as planned. This building is now a fully occupied, beautifully restored, mixed-use property that can easily be seen from the canal. Another significant public-private accomplishment is the renovation of 17 Culvert Street into the home of the Lock 1 Distilling Company, a national and international award-winning distillery which has helped promote the Village of Phoenix as a tourist destination.

In addition to community development projects, several years ago the Village began pursuing funding to offset the cost of making repairs and upgrades to their aging infrastructure to address problems identified in a Consent Order issued by the NYS Department of Environmental Conservation and a Surface Water Treatment Rule Compliance Agreement issued by the Oswego County Department of Health. The Village has secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation, and Water Infrastructure Improvement Grant Program, and also connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water. To support the economic development proposed by Village leaders and outside investors, additional work needs to be done within the Village's sanitary sewer system to make it ready to accept new users.

The Village has also been the recipient of several grants to improve the quality of life for its residents and the community by enhancing recreational opportunities, supporting arts and cultural programming, and improving facilities for the boating community, especially since Lock 1 of the Oswego River (at Phoenix) is one of the most heavily used locks in the system.

The Village restored the Bridge House to protect historical canal artifacts and constructed a new pavilion on Lock Island for use by members of the community and boaters. The Village continues to organize a weekly summer concert series, attended by hundreds of residents and boaters, to provide free, family friendly entertainment and partnered with the Shineman Foundation to construct a basketball and volleyball court canalside. The Village also continues to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal by organizing canalside events.

The leaders of the Village of Phoenix have spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State agencies, in addition to residents and local business owners to prepare for an infusion of grant funding through the DRI and NY Forward Programs.

As the Village prepares to embark on this transformative journey, these relationships will help guide them through the process. There is much work that still needs to be done throughout the Village of Phoenix and within the Canal Waterfront District. Based on the recommendations of the Village's (2013) Comprehensive Plan, several transformative projects that will ignite economic development, expand tourism and recreation, support waterfront living, increase walkability, and improve the quality of life for residents have been identified.

A private developer is ready to utilize the results of the (2019) Marina Feasibility Study to construct a multi-million-dollar mixed use, waterfront project which will create a significant number of jobs for the community and serve as a catalyst for additional economic development in the area. The Lock 1 Distilling Company has achieved such great success that they are already looking to expand their facility and have recently purchased the property adjacent to their facility. Other developers have submitted conceptual plans for residential, commercial, and mixed-use projects within the Village that will improve the local housing stock and promote the Village as a great place to live, work and play. The Phoenix Enterprise Fire Department has presented the Village Board with plans to construct a new Fire Station and has acquired the land to do so. They have offered to design the new station in such a way to incorporate commercial/retail space to provide an additional benefit to the community. The Village Board is ready to pursue projects on Lock Island, North Island and at Henley Park that will strengthen recreational opportunities and improve pedestrian safety and access to the Village's waterfront. However, the Village cannot proceed with many of these projects unless the wastewater treatment plant is expanded to allow additional users. Expansion of the plant will have the added benefit of serving new users at the Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

The Village of Phoenix is seeking a DRI/NY Forward award to complete their transformation into a vibrant, canal community. They have a clearly defined area, list of shovel ready projects, a proven track record of successful project implementation and a team of dedicated, experienced stakeholders and State experts ready to assist them on this next phase of their journey.

It is now the Village's desire to enhance the economic, residential, and recreational opportunities available in the Canal Waterfront District and throughout the Village by reinvesting in the buildings and recreating the thriving canal community that once existed along the Oswego Canal at Lock 1.





## *Vision Statement*

“The Village of Phoenix seeks to protect and develop its economic, historic, and natural resources; enhance the Canal Waterfront District; and expand year-round cultural, recreational, and entertainment opportunities while maintaining adequate and affordable community services and improving the quality of life.”

The Village of Phoenix is a destination community that seeks to achieve their vision for revitalization by embracing their canal history and the pursuit of continued economic development initiatives, along with a commitment to compatible building and open space design. With an infusion of DRI/NY Forward funding, the Village’s economy will continue growing in diversity and sustainability, the nucleus of which will be a vibrant, historic downtown along the Canal. The new and expanded businesses, affordable housing stock and waterfront setting will attract people from around the country to the Village’s distinctive canal-centered environment. The Village will continue to work collaboratively with local and regional schools; governments; and community institutions to provide valuable services and opportunities to all residents and visitors regardless of age, race, ability, or income level.

## *Past Investment & Future Potential*

In 2006, the Village of Phoenix was awarded a grant to complete a strategic plan for the Canal Waterfront District. Since then, the completed plan along with the 2013 Comprehensive Plan, have been guiding the Village’s revitalization efforts and have helped the Village secure over \$9.5 million dollars in grants and interest free financing to rehabilitate blighted buildings, improve the local housing stock, promote tourism and recreation, support local businesses, enhance the quality of life for residents, and ignite additional investment in the community. A 2008 Restore NY Round 2 award was the Village’s first major community development project. Funds were used to renovate 86 State Street, a historically significant property condemned and slated for demolition into a beautiful, mixed-use property that is now fully occupied. The Village was awarded another Restore NY grant (Round 4) in 2016 to renovate two vacant buildings in need of significant renovations to make them attractive to potential tenants. 17 Culvert Street was renovated as part of the grant and is now home to the Lock 1 Distilling Company, a thriving farm to table distillery that is already working on an expansion plan at its current location in the Village of Phoenix. Lock 1 Distilling Company has won numerous national and international awards for their spirits and has become a popular tourist destination. In addition to building renovation grants, the Village has pursued and was awarded funding by Empire State Development (Feasibility Study Incentive Proposal) to study the feasibility of developing 30-acres of vacant land along the Oswego River into a marina and mixed-use residential development. The study was completed in 2018 and is now being used by a private developer to turn the conceptual plan into reality.



## *Past Investment & Future Potential*

The Village has also been the recipient of grants from the Department of Homes and Community Renewal (NY Main Street Program, Comprehensive Planning Program), the NYS Department of Transportation (Transportation Alternatives Program), the NYS Canal Corporation (Erie Canalway Grant Program), the Erie Canalway National Heritage Corridor Commission (Pilot Grants Program), the NYS Urban Forestry Council (Quick Start Grant), CNY Arts (Decentralization Grants) and the Shineman Foundation (Strategic Grant). The Village has secured grant funds to improve the quality of life for its residents by enhancing recreational opportunities and developing arts and cultural programming. They have also improved facilities for the boating community by providing a free boat sewage pump out station (Clean Vessel Assistance Grant) and convenient access to a newly constructed waterfront restroom and shower facility (Canal Corporation Grant). Grant funding from the Canal Corporation was also used to renovate the pavilion on Lock Island for use by members of the community and boaters interested in spending time in the Village. CNY Arts has provided support for the Village's Friday Night summer concert series to provide free, family friendly entertainment to residents of the Village and surrounding areas, in addition to the boating community. Local businesses also contribute annually to this program and have helped make it a huge success. Lastly, with the help of the newly formed Phoenix Rising community group, the Village has organized and sponsored several events to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. Flip Flops and Firebirds, Locktoberfest, Crocks on the Lock and many other events have been attended by thousands of residents of the Village and surrounding communities. These events have grown in popularity and local vendors have experienced great success promoting their businesses.

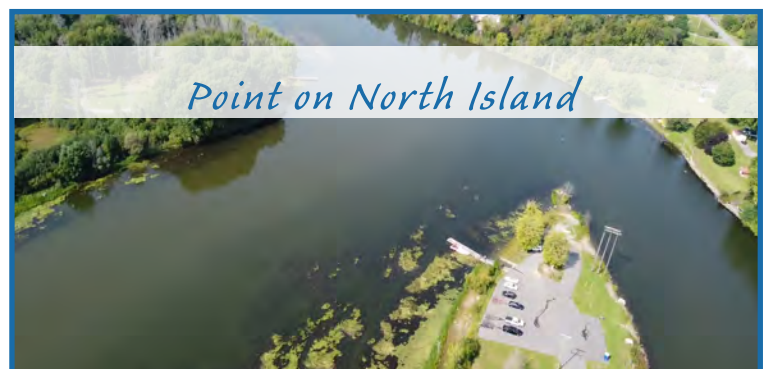
In addition to community development and quality of life projects, the Village has secured funding from the NYS Office of Homes and Community Renewal, the Environmental Facilities Corporation, and the Water Infrastructure Improvement Act Grant to offset the cost of making repairs and upgrades to their aging infrastructure, as a result of a Consent Order issued by the New York State Department of Environmental Conservation for violations at the Village's wastewater treatment plant and throughout the sanitary sewer system and a Surface Water Treatment Rule Compliance Agreement issued by the Oswego County Department of Health due to the Village's drinking water wells being under the influence of surface water contamination. The funding has also been used to improve operations at the wastewater treatment plant, reduce inflow and infiltration issues and provide a safer and more reliable source of drinking water for the community.

A tremendous amount of work and (public and private) investment has taken place throughout the Village and especially within the Canal Waterfront District to improve the quality of life for residents, encourage economic investment in the area, attract boaters and other tourists, promote recreation, and enhance the aesthetic beauty of the area. The changes that have taken

place are significant, but there is still much more that can be done to help the Village transform into a vibrant, thriving, canal community.

Oswego County and the Village of Phoenix have begun discussions about mutually beneficial development projects at the Oswego County Industrial Park located on State Route 264 in the Town of Schroepfel. There has been a resurgence of development interest in the Village as well. Several key parcels are under new ownership and a very ambitious and experienced developer has purchased numerous properties with the intent to construct new commercial and residential opportunities within the Village's DRI and NY Forward target areas. Another developer has expressed interest in utilizing the results of the 2019 Marina Feasibility Study, funded by a grant from Empire State Development, to proceed with the buildout of a 30-acre parcel of vacant land on the Oswego River into a marina with commercial, residential, and recreational components. This project alone has the potential to create a significant number of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development and have an immediate impact on the area. These large-scale economic development opportunities can only occur if the Village's sanitary sewer system is able to accept new users. Therefore, the Village of Phoenix is seeking funding from the DRI and NY Forward Programs to support these private investments; while also securing financial assistance to expand the wastewater treatment plant and upgrade the sanitary sewer collection system to satisfy the requirements of the Consent Order and allow new connections so that economic development within the Village and throughout the Town can continue.

The Village of Phoenix is ripe with potential and is ready to finish its transformation into a vibrant, canal community. One critical component that is still missing is additional financial support to match the investment already made and augment public and private commitments. The Village of Phoenix DRI and NY Forward Program will serve as the catalyst to complete the Village's transformation and attract new businesses, expand housing opportunities, increase employment rates, and enhance tourism and recreational opportunities in the Village. The Village's DRI and NY Forward Program will also result in the ability to provide drinking water and sanitary sewer services to outside users including the proposed development at Oswego County's 182-acre Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.



# 2022 DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD



## *Recent or Impending Job Growth*

According to the 2020 American Community Survey, the Village of Phoenix has a workforce of nearly 1,300 people of which 36% are unemployed and 23.8% are living in poverty. In addition to being ripe for economic investment and conveniently located along the water, the Village of Phoenix has residents looking for employment and ready to earn an honest wage.

The Village of Phoenix DRI and NY Forward Programs will serve as a catalyst for significant job growth and employment opportunities in the Village and surrounding area. Initial projections from the marina feasibility study indicate that the project will create an average of 25 construction jobs for twelve months and ultimately result in dozens of new seasonal and permanent jobs. The marina portion could generate over \$100,000 per year in revenue from boat docking fees, fuel sales, boat repair services, and winter storage. The mixed-use component will offer a variety of jobs for residents of the Village and surrounding community, in addition to generating sales tax revenue for the Village, County, and State. The residential portion of the marina development will create an average of 15 construction jobs per month for 12 months. Increases to the Village's tax roll could exceed \$2 million depending upon the final configuration.

The Village's DRI/NY Forward Program will also support growth at the Oswego County Industrial Park along State Route 264 and County Route 57 in the Town of Schroepfel creating a diverse array of job opportunities for skilled workers and laborers, with different salaries, entry levels and the potential for advancement. There are approximately 300 acres available at the Industrial Park with an additional 400 acres of privately owned industrial zoned property near the Village. There are currently 12 businesses operating within the park that support over 220 jobs with a 13th business that has secured a site with plans to build a new facility in 2023. Daldrop SBB LLC, a German owned clean room component manufacturing company, has proposed to employ 40 persons at their new facility within the industrial park.

Ten positions are relocations of jobs from Onondaga County and 30 are newly created positions. Recently, the Oswego County Industrial Development Agency purchased 185 acres of industrially zoned property to be added to the park for light industrial and service businesses within the semi-conductor cluster supply chain. \$2.5 million dollars have been committed to constructing the roads and infrastructure within this new section of the Industrial Park. There are several companies early in the process of evaluating the Industrial Park as a location to expand; however, sewer capacity at the Village's Wastewater Treatment Plant has become a critical issue.

Operation Oswego County's Deputy Director, Austin Wheelock, has indicated that, "It is difficult to quantify how many projects have been eliminated from consideration specifically for wastewater treatment plant capacity issues (that will be addressed by the Village's Downtown Revitalization Initiative); however, we face significant challenges marketing the park for any new manufacturing users that require process water as well as any other large employers that would require public sewer for sanitation or even sinks and toilets. It has been a major bottleneck of new construction in the park, which is positioned as an ideal location for business growth in Central New York. We have been able to successfully attract multiple companies to the existing buildings that have come available like OTIS Technology, R&D Design & Associates, Think Variant, CiTi BOCES, and SAM North America; however, the lack of additional sewer capacity has been a major factor in limiting new construction and have required wastewater offsets in other areas of the sewer district that are becoming more and more difficult to implement without an increase in wastewater capacity at the Village."

Direct jobs and investment created in Oswego County's Industrial Park will have a "spinoff effect" in the surrounding communities including the Village of Phoenix. The new jobs at the nearby Industrial Park will increase demand for housing in the Village as well as the demand for downtown shopping and eating establishments.

## *Recent or Impending Job Growth Cont.*

Indirect jobs will be created through spending at local businesses by both the companies in the Park and their employers. The investment in wastewater will support the attraction of anchor companies to the newly expanded park that will have the potential to draw other ancillary companies such as suppliers, service providers, and hospitality and accommodations businesses into the Village. In order to entice professionals and skilled workers to reside in the Village of Phoenix, the DRI and NY Forward Programs must also address the local housing stock.

A Neighborhood Revitalization Plan, as suggested in the 2013 Comprehensive Plan, will be implemented to provide assistance and incentives for repairs and renovations to be made to existing residential units. The Comprehensive Plan also recommends adding to the housing stock in the Village by constructing an assortment of housing types including affordable single family, two-family and multi-family dwellings and apartments. Two private developers have submitted conceptual plans for small housing developments on vacant land in the Village which will satisfy the recommendations of the Comprehensive Plan. The build-out of the marina will also address the need for housing in the Village and has the potential to create highly sought-after waterfront housing in close proximity to places of employment and recreation.

Residents of the Village of Phoenix have begun to realize the benefits of the public and private investment that has been made in their community. They are enjoying a more active lifestyle, rich with arts and cultural programs and social interaction with their neighbors. They are more aware of the community's resources and local businesses. Additional investment and economic development in Phoenix will help others realize that the Village of Phoenix truly is a great place to live, work and play!

## *Quality of Life*

The Village of Phoenix has many characteristics and attributes that make it worthy of continued investment through the DRI and NY Forward Programs. The Village is conveniently located within minutes of Interstate 481 and is a short drive (south) to the City of Syracuse. County Route 57 (Main Street), State Route 264 (Volney Street), and Route 12 (Lock Street) are the major roadways that run through the Village and connect to the City of Fulton (north) and Town of Clay (south).

The Village of Phoenix maintains the public water supply for all Village residents and provides almost 250,000 gallons of drinking water per day. They also own and maintain a sewage treatment facility located on the east shore of the Oswego River near the Town/Village boundary. The plant is permitted to treat up to 600,000 gallons of wastewater per day. The system serves over 800 customers, including all residences and businesses within the Village limits and a few customers in the surrounding area, including West Phoenix (Town of Lysander), the Oswego County Industrial Park, and a portion of Chestnut Street in the Town of Schroepfel.

Children that live in the Village of Phoenix attend classes in the Phoenix School District. The district serves nearly 1,850 students

housed in three school buildings. The Enterprise Fire Company provides fire service within the Village. There are a few small medical offices located within the Village, including a doctor, dentist, and eye surgeon. The Phoenix Primary Care Center, on Bridge Street, is a branch of the Lee Memorial Hospital (Fulton).

Within the Village of Phoenix, there are numerous retail establishments including a bakery, bar, distillery and tasting room, marine repair shop, craft shop, embroidery studio, gas station, graphics design shop, full-service salon, dog groomer, ice cream shop, internet café, laundromat, pharmacy, photography studio, pizzeria, sports memorabilia store, antique shop, bocce club and several restaurants. There is also a chiropractor, massage therapist, financial advisor, insurance agency, general contractor, law firm, nursery school, and real estate agency located within the Village limits. The Bridge House Museum, containing historic canal and Village artifacts, is located at Henley Park. The Phoenix Post Office is located on Bridge Street, along with the public library. Large scale chain grocery stores (Wegmans, etc.) are located in Clay and Fulton. The Great Northern Mall, the closest retail shopping center, is also located in the Town of Clay on Route 31.

In addition to the Village's existing amenities and resources, there are several waterfront properties and inland parcels suitable for infill development and pocket parks to enhance the local economy and quality of life for residents of all ages, according to the 2013 Comprehensive Plan. The Plan also has numerous recommendations that capitalize on the Village's greatest strength: its location adjacent to Lock 1 of the Oswego (River) Canal to bolster the local economy and improve the community's walkability. The Plan focuses on making connections between the waterfront, local businesses, and more inland resources to improve access and increase use of the Village's waterfront, while supporting local businesses and ensuring residents take full advantage of the Village's cultural and natural resources. The Plan also identifies initiatives to create vibrant, attractive, and resilient neighborhoods by facilitating a healthy mix of single family, two-family and multi-family dwellings and apartments, in addition to encouraging mixed use development along the waterfront and throughout the Canal Waterfront District.

The Village of Phoenix is a pedestrian and bicycle friendly community. There is a network of sidewalks and trail connections in the Canal Waterfront District; however, the 2013 Comprehensive Plan identifies numerous improvements that could be made to increase pedestrian and bicyclist safety and increase access to recreational opportunities throughout the Village. The development projects proposed in the Village's application to the DRI and NY Forward Program focus on developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikability, and public parks and gathering spaces for people of all ages and abilities. The Village's proposed project list will make the area a more desirable place to live, work and visit by creating employment opportunities for people of all ages and abilities by leveraging DRI/NY Forward funds to support private investment in commercial and retail establishments, vacant properties, residential developments, recreational opportunities, and tourism-based attractions to create jobs, increase tourism and enhance the natural and cultural resources in the Village.



## *Supportive Local Policies*

Elected officials in the Village of Phoenix strive to make decisions and adopt policies that ensure a high quality of life for the residents of the Village. In 2007, the Village completed the Strategic Plan for the Canal Waterfront District to develop a roadmap for economic development, recreation, and tourism along the canal. In 2013, the Village updated their Comprehensive Plan to merge the recommendations of the 1994 Comprehensive Plan and the Strategic Plan for the Canal Waterfront District with new ideas from the community. The Village updated their zoning ordinance and created a Neighborhood Business District and a Business Overlay District to expand permitted uses in the Village to enhance what is already present, plan for the future, and support the revitalization and redevelopment efforts underway. The Village participates in the Municipal Separate Storm Sewer System (MS4) program to address water quality threats to the Oswego River via stormwater discharge and sanitary sewer overflows and is in the process of becoming certified as a Climate Smart Community. They have adopted policies and implemented practices to reduce energy consumption and encourage energy efficiency throughout the community. The Village has also incorporated the principles of Smart Growth into the planning and design of all projects. Most recently, the Village established a Tree Advisory Committee, received a grant from the New York State Urban Forestry Council to plant trees at the Community Garden, adopted a tree care ordinance, and is working towards achieving Tree City USA status to preserve and enhance the Village's street tree community and the environmental benefits it provides.

As part of the DRI and NY Forward Program, the Village of Phoenix would like to further investigate other quality of life policies that could be implemented to increase the livability and quality of life for members of the community.

## *Community Support*

Since 2006, there has been a tremendous amount of local participation in and support for the revitalization of the Village of Phoenix and the Canal Waterfront District. The Strategic Plan for the Canal Waterfront District (2007) was completed after a series of highly productive and enlightening public visioning and community brainstorming sessions, in addition to a thorough review of the other planning documents from the Village of Phoenix, Town of Schroepel and County of Oswego. Representatives of the business, boating and recreational community were actively involved in the plan's development, in addition to several active residents and community volunteers. The development of the Village's Comprehensive Plan relied heavily on participation from the public to ensure the suggested recommendations supported the community's vision for the Village's future.





## *Community Support*

The Village's elected officials have been partnering with local businesses, property owners and residents to develop projects and secure grant funds for over a decade. Whenever possible and practical, the Village seeks project ideas, participation, letters of support and/or financial contributions from community groups and businesses to enhance the competitiveness of grant applications and demonstrate the community's support for the proposed projects. To date, this mutually beneficial relationship has resulted in the Village securing over \$9.5 million dollars in grant funds and interest free financing to support the renovation of commercial and mixed-use properties, expansion of recreational opportunities, and upgrades to Village's infrastructure to improve the quality of life for residents, support local businesses and transform the Village into a thriving, canal community.

The Village of Phoenix Marina Feasibility Study is a perfect example of a project that was developed through the public planning, participation, and engagement process. The conceptual plans represent the community's vision for redevelopment of their waterfront and supports the need for additional economic investment in the community. The study was the first step towards making the public's vision for their Village a reality. Upon award notification, the actual development of the feasibility study required continued collaboration and strengthened the existing relationships that the Village had with State, regional, local, and public and private stakeholders.

The Village of Phoenix has continued to work with residents, special interest groups and members of the business community to achieve the goals and recommendations of the Strategic Plan for the Canal Waterfront District and the Comprehensive Plan.

The Village has continually sought input from the public to develop and revise their DRI/NY Forward applications as well. Public meetings have been held and social media posts have been published to review the Village's vision statement and solicit project ideas from the community. The Village also continues to work closely with developers and business owners to ensure that the DRI/NY Forward Program will support their proposed projects and result in new employment opportunities, housing improvements, and enhance the quality of life for residents. The Village's administration is committed to fulfilling the community's vision and completing its transformation into a vibrant, sustainable, mixed use, canal community.

A strong team of elected officials, business owners, and residents have been working with representatives from various State agencies to reinvent and reinvest in Phoenix. This team, led by Mayor Caleb Sweet and Village Administrator Jim Lynch, is now ready and willing to work with the State's experts to convene the DRI/NY Forward Local Planning Committee to oversee the Village's plan. The team is available to meet monthly and more frequently (if needed) during critical times in the planning process and will utilize the Village's website and social media resources to keep the community informed of the DRI/ NY Forward Program progress.

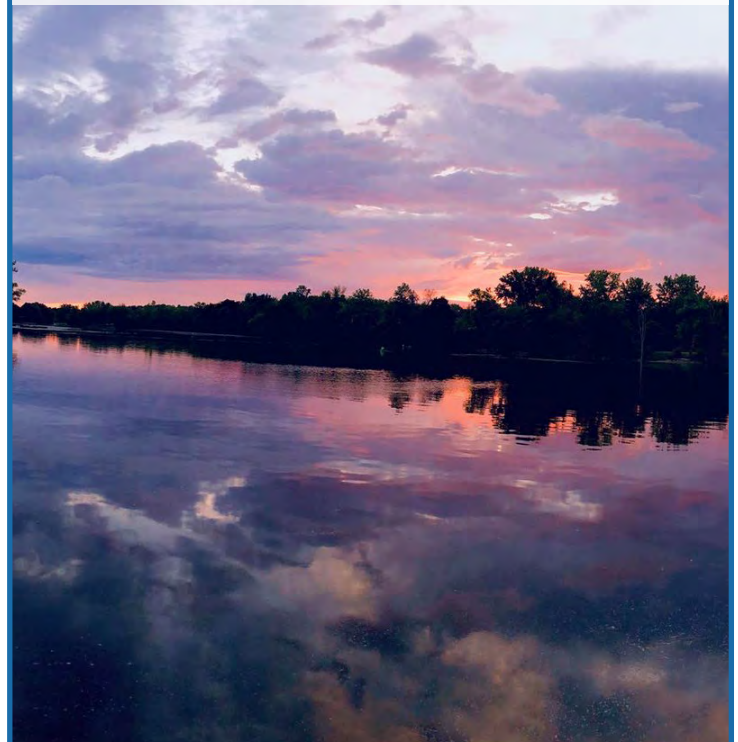
"The Village of Phoenix has continued to work with residents, special interest groups and members of the business community to achieve the goals and recommendations of the Strategic Plan for the Canal Waterfront District and the Comprehensive Plan."



## *Music In The Park*



## *Sunset Over Oswego River*



# Summary of Transformative Projects For DRI/NY Forward Funding

The Village of Phoenix is recommending 17 projects for funding through the Downtown Revitalization Initiative, representing a total investment of \$42,945,000 including \$10,000,000 in DRI funds and an additional \$32,945,000 in leveraged funds. The Village is also recommending 13 projects for funding through the NY Forward Program, representing a total investment of \$21,815,000 including \$4,500,000 in NY Forward funds and an additional \$17,315,000 in leveraged funds. This list of projects is consistent with the recommendations of the Strategic Plan for the Canal Waterfront District, Comprehensive Plan, the goals of the DRI/NY Forward Programs, and the community's vision for their future.

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Number	Proposed Project	Estimated Project Cost	DRI/NY Forward Funding Request	Page #
Required	Strategic Investment Planning Initiative	\$300,000 \$300,000	\$300,000 \$300,000	
1	Volney Street Patio Homes (DRI only)	\$12,000,000	\$1,688,000	11
2	Wastewater Treatment Plant Expansion	\$10,000,000 \$10,000,000	\$2,000,000 \$1,982,500	12
3	Pascarella Marina Development	\$9,200,000 \$9,200,000	\$2,500,000 \$1,325,000	12
4	Main Street Plaza (DRI only)	\$4,000,000	\$500,000	13
5	Volney Street Senior Community (DRI only)	\$2,000,000	\$500,000	13
6	North Island Transformation	\$1,930,000 \$300,000	\$965,000 \$150,000	13
7	Great Bear Childcare Expansion (DRI only)	\$850,000	\$340,000	13
8	Lock Island Improvements	\$750,000 \$100,000	\$375,000 \$50,000	14
9	Lock 1 Distilling Co. Expansion	\$500,000 \$500,000	\$200,000 \$150,000	14
10	Waterside Club Expansion	\$500,000 \$500,000	\$200,000 \$150,000	14
11	Neighborhood Revitalization Partnership	\$250,000 \$250,000	\$125,000 \$125,000	15
12	Small Business Revolving Loan Fund	\$250,000 \$250,000	\$125,000 \$125,000	15
13	Henley Park Enhancements	\$125,000 \$125,000	\$62,500 \$45,000	15
14	Enterprise Fire Company Expansion	\$100,000 \$100,000	\$35,000 \$25,000	15
15	Gateway/Wayfinding Program	\$85,000 \$85,000	\$42,500 \$42,500	16
16	Independent Pizzeria Site Enhancements	\$80,000 \$80,000	\$32,000 \$20,000	16
17	Marketing Campaign	\$25,000 \$25,000	\$10,000 \$10,000	16
	<b>Total DRI Proposal</b>	<b>\$42,945,000</b>	<b>\$10,000,000</b>	
	<b>Total NY Forward Proposal</b>	<b>\$21,815,000</b>	<b>\$4,500,000</b>	



## *Transformative Opportunities*

Based upon input from the comprehensive and strategic planning processes along with information received during the DRI/NY Forward Program public meetings, the Village of Phoenix has compiled a list of transformative projects and opportunities that demonstrate the Village's intent to move forward with thoughtful and catalytic projects that will benefit the Village and DRI/NY Forward Program areas. These projects support the Village's mission to "protect and develop its economic, historic, and natural resources; enhance the Canal Waterfront District; and expand year-round cultural, recreational, and entertainment opportunities while maintaining adequate and affordable community services and improving the quality of life."

This list will:

1. Serve as the foundation for the Village's DRI/NY Forward Program
2. Preserve and amplify the Village's character and unique sense of place.
3. Complement the significant investment that has already been made.
4. Transform the Village in ways that will benefit current residents and future generations.

These projects are ready to be implemented with an infusion of DRI/NY Forward funding and will result in additional financial investment from both private and public sources. Preliminary designs and third-party estimates have been completed for several of these projects to get construction started as soon as funding is available.



## *1) Volney Street Patio Homes*

**Address: Volney Street**

**Owner: Steve Walts, Andrew Martin**

**Total Project Cost: \$12,000,000**

**Funding Sources: Developer, DRI**

Martin Custom Homes and Walts Excavating would like to transform their vacant, 4-acre parcel into a modern, single story, (38) unit patio home community on Volney Street across from the newly constructed White Pines Commons, the brand-new Oswego County Federal Credit Union, Emerson J. Dillon Middle School, and John C. Birdlebough High School. This housing development is consistent with the intent of the Village's recently established Neighborhood Business District and will provide additional housing opportunities for Village residents. The Village would like to allocate a portion of their DRI award to this project since it is consistent with the recommendations of the 2013 Comprehensive Plan, will create (construction) jobs, and will add to the Village's housing stock.



## 2) Wastewater Treatment Plant Expansion

**Address:** State Street

**Owner:** Village of Phoenix

**Total Project Cost:** \$10,000,000

**Funding Sources:** Village, Environmental Facilities Corporation, United State Department of Agriculture and Markets Rural Development Program, New York State Homes and Community Renewal, DRI/NY Forward

The Village of Phoenix would like to use DRI/NY Forward funds, along with (potential) grant funding offered by a variety of state and federal agencies, to expand the Village's wastewater treatment plant and mitigate the impacts of spring snow melt and wet weather events on the plant's capacity. The Village is currently under a Consent Order which prohibits any new contributions to the system; therefore, it is imperative that the Village address their sanitary sewer system to allow for the transformation of the Village, as suggested in this DRI/NY Forward application. A preliminary engineering report has been prepared after extensive studies of the treatment plant and collection system were conducted and includes a plan for the plant's expansion and ways to mitigate current capacity issues. There are numerous proposals for development that would create new residential housing, in addition to new commercial users of the system within the Village and DRI/NY Forward boundaries. Substantial economic expansion in the Town of Schroepel and at the Industrial Park, as well as development along the Route 57 corridor to the north and south of the Village (Regional Service Area) is also proposed but cannot move forward without connecting to the Village's sanitary sewer system. The expansion of the Village's treatment plant and upgrades to the system will pave the way for additional economic development in the Village and surrounding area, which will significantly contribute to the Village's transformation.

## 3) Pascarella Marina Development

**Address:** North Street & State Street

**Owner:** Village of Phoenix currently; Pascarella Development and Management LLC to purchase

**Total Project Cost:** \$9,200,000

**Funding Sources:** Developer, DRI/NY Forward

Pascarella Development and Management LLC has reviewed the Marina Feasibility Study and is interested in purchasing the subject property to build a marina with boat slips, a boat launch, and commercial and residential units along the River. This multi-million-dollar investment has the potential to create a significant number of jobs for residents of the Village and surrounding area. It will serve as a catalyst for additional economic development in the area and generate a significant amount of sales tax revenue for the Village, County and State along with increasing taxable properties in the Village. The Village of Phoenix is committed to working with Pascarella Development and Management LLC by allocating a portion of their DRI/NY funds to ignite economic development, enhance the Village's housing stock, expand recreational opportunities, and attract tourists to create the desired live, work, play atmosphere.



## 4) Main Street Plaza

**Address: Main Street & Culvert Street Intersection**

**Owner: S & S Premier Realty, LLC**

**Total Project Cost: \$4,000,000**

**Funding Sources: Developer, DRI Funds**

S & S Premier Realty, LLC purchased several properties near the intersection of Main Street and Culvert Street to construct a retail plaza with potential tenants including a coffee shop, bank, restaurant, and smaller retail shops. Demolition of the vacant residential properties has been completed and conceptual site plans have been presented to the Village. The Village of Phoenix would like to allocate a portion of their DRI funds to this project since it is consistent with the Comprehensive Plan and will provide employment opportunities for Village residents, generate sales tax revenue, and increase the amount of goods and services available to the community.

## 5) Volney Street Senior Community

**Address: Volney Street**

**Owner: S & S Premier Realty, LLC**

**Total Project Cost: \$2,000,000**

**Funding Sources: Developer, DRI/NY Forward**

S & S Premier Realty, LLC acquired a 9.61-acre parcel on Volney Street with the intent to construct 15 to 20 1,200 square foot, single story patio homes along with a recreational room to be used by the residents of the complex. This development is expected to attract seniors looking to downsize their current residence or relocate to the Village to take advantage of the cultural and recreational amenities available. The Village of Phoenix would like to contribute a portion of their DRI funds to assist this project since it is consistent with the recommendations of the Village's Comprehensive Plan and will create new housing opportunities within the Village.

## 6) North Island Transformation

**Address: North Island, Oswego River at Lock 1**

**Owner: Village of Phoenix**

**Total Project Cost: Approximately \$1.93 million**

**Funding Sources: Village, DRI/NY Forward**

Consistent with the recommendations of the Strategic Plan for the Canal Waterfront District and Comprehensive Plan, the Village of Phoenix would like to utilize DRI/NY Forward funds to transform North Island into a canalside entertainment venue and recreational resource for the community. The Village proposes to construct a pavilion, equipped with electrical service, to be used for concerts and other events. Minimal site work will be performed to allow for ample seating for concert and event attendees. A new parking lot, walking trails, and an additional boat launch will be installed on the Island to promote the area

as a visitor friendly waterfront destination. New docks will be installed to allow boaters to tie up their boats, participate in Village-sponsored events and/or visit the local shops and businesses. The project also proposes the installation of 300 feet of dock on the lock side of the Island to be used for fishing access and a waterfront viewing area. Lastly, the Village's proposal calls for a pedestrian bridge to be installed from North Island to State Street to increase pedestrian safety and improve access to North Island from State Street and vice versa.



## 7) Great Bear Childcare Expansion

**Address: 594 Main Street**

**Owner: Amy Boyzuck**

**Total Project Cost: \$850,000**

**Funding Sources: Property Owner, DRI**

In 2021, Great Bear Childcare opened a NYS licensed daycare facility in the Village of Phoenix and received Oswego County's Small Business of the Year award in 2022. The business has achieved great success and would like to expand the facility to meet the growing need for childcare in the community. They would like to add three classrooms, a gym and community room. The gym and community room would be available to the public after daycare hours for community events, parties, and free play. The Village of Phoenix would like to allocate a portion of their DRI funds towards this project because it provides a much-needed service for residents of the community and supports the Village's desire to be a great place to live, work, and play.



# 2022 DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD

## 8) Lock Island Improvements

**Address:** Lock Island, Oswego River at Lock 1

**Owner:** NYS Canal Corporation

**Total Project Cost:** Approximately \$750,000

**Funding Sources:** Village, DRI/NY Forward

The Village of Phoenix would like to utilize DRI/NY Forward funding to enhance the recreational opportunities offered on Lock Island by installing a 10,000 square foot dog park complete with agility obstacles, clean up stations, benches, and an innovative rainwater catchment system to provide pet-safe drinking water. The project also includes the installation of a new boat dock and fishing pier, 305 feet in length, built over the top of the existing concrete pilings to expand fishing access to the River and also provide additional docking accommodations for boaters that would like to explore the Village.



## 9) Lock 1 Distilling Company

**Address:** 17 Culvert Street

**Owner:** Lock 1 Distilling Company

**Total Project Cost:** \$500,000

**Funding Sources:** Developer, DRI/NY Forward

The Lock 1 Distilling Company utilized Empire State Development Restore NY Round 4 grant funds to transform 17 Culvert Street into a beautiful, modern tasting room and distillery which has produced national and international award-winning spirits. The success of the business has already created a need for expansion. The owners would like to keep the business in the Village, so they are working on acquiring the two parcels adjacent to 17 Culvert Street to allow for additional customer parking; an outdoor amphitheater/entertainment space, additional warehouse for barrel aging and production, an outdoor patio and seating area, and an outdoor recreation area (volleyball, cornhole, horseshoes, etc). The Village of Phoenix would like to allocate a portion of their DRI/NY Forward funds to support this project because the Lock 1 Distilling Company provides employment opportunities for the community, draws people from throughout Central New York to the Village, and is a supporter of programs and projects that enhance the quality of life for Village residents.



## 10) Waterside Club Expansion and Rooftop Terrace

**Address:** 17 Culvert Street

**Owner:** Gabriel Quattrocchi

**Total Project Cost:** \$500,000

**Funding Sources:** Developer, DRI/NY Forward

The owner of this property has received NY Main Street funds to renovate this property and is now interested in expanding the building footprint to add three more bocce courts and constructing a one-of-a-kind rooftop lounge/terrace, overlooking Lock 1 of the Oswego River, that would be available for public events and private functions. The Village of Phoenix would like to allocate a portion of their DRI funds to this project as it will provide a unique, waterfront space that will support local businesses, generate sales tax revenue for the Village, County and State, and promote the Village as a great place for social gatherings. Expansion of the bocce courts will allow for the Waterside Club to host larger events which will bring more visitors to the Village of Phoenix and help support other local businesses in the area.



# 2022 DOWNTOWN REVITALIZATION INITIATIVE AND NY FORWARD

## 11) Neighborhood Revitalization Partnership

**Address:** Various residential homes within the Village

**Owner:** TBD

**Total Project Cost:** \$250,000

**Funding Sources:** Village, DRI/NY Forward, Oswego County Land Bank, Phoenix Rising

The Village of Phoenix would like to leverage their DRI/NY Forward funds and partner with the Oswego County Land Bank to improve the Village's housing stock by renovating and rehabilitating vacant, blighted residential properties into modern, energy efficient, affordable single-family homes to attract first time home buyers to the Village of Phoenix. The Land Bank has successfully renovated and sold properties throughout Oswego County, including numerous properties in the Village of Phoenix. The Village is excited to work with the Land Bank to improve the housing stock for current and future residents of Phoenix, as suggested in the Comprehensive Plan.

## 12) Small Business Revolving Loan Fund

**Address:** Various businesses within the Village

**Owner:** TBD

**Total Project Cost:** \$250,000

**Funding Sources:** Village, DRI/NY Forward, Empire State Development

The Village of Phoenix would like to utilize DRI/NY Forward funds and partner with Empire State Development to establish a small business revolving loan fund to provide gap financing primarily for the development and expansion of small businesses and entrepreneurial ventures within the Village, DRI/NY Forward boundaries. The funds can be used as seed money, for equipment purchases, and for other activities that will result in employment opportunities for Village residents.



## 13) Henley Park Enhancements

**Address:** State Street at Lock Street

**Owner:** Village of Phoenix

**Total Project Cost:** Approximately \$125,000

**Funding Sources:** Village, DRI/NY Forward

Henley Park, conveniently located along the Oswego River at Lock 1 adjacent to the BridgeHouse, is the location of many public and private gatherings throughout the spring, summer, and fall. The Village of Phoenix would like to utilize DRI/NY Forward funding to upgrade power and water service to the existing dock slips. The power and water system will be available through (4) new "Pay by Card" pedestals. The Village would also like to upgrade the handrail on the existing docking system to increase boater safety and make the structure more resistant to the impacts of inclement weather. Lastly, the Village would like to install a 12x12 pavilion for use by New York State's Youngest Canal Ambassadors, the BridgeHouse Brats. Youth from the community volunteer to be a part of the BridgeHouse Brats and provide a variety of services, free of charge, to the boaters that visit the Village of Phoenix to enhance their experience and promote the Village as a great place to live, work, and play. The pavilion will be used as an information center and workspace for the Brats.

## 14) Enterprise Fire Company Expansion

**Address:** 461 Main Street

**Owner:** Village of Phoenix

**Total Project Cost:** \$100,000

**Funding Sources:** Village, DRI/NY Forward

The Enterprise Fire Department purchased 461 Main Street and the 2 parcels immediately behind this property (on Bridge Street) with the intent to expand the current fire station. Due to the Department's financial constraints, they cannot afford to expand the station, so they are proposing to renovate 461 Main Street instead of tearing it down. The renovated structure will be used for office space for the Enterprise Fire Department which they are in desperate need of. The building is structurally sound; therefore, interior and exterior renovations can be completed quickly. The Village of Phoenix would like to allocate a portion of their DRI/NY Forward funds to this project because the Fire Department provides an essential service to the residents of the Village.

## 15) Gateway/Wayfinding Signage Program

**Address:** Village of Phoenix

**Total Project Cost:** \$85,000

**Funding Sources:** Village, DRI/NY Forward

Community members and visitors often comment that they would like to see a comprehensive and informative signage system throughout the Village; therefore, the Village of Phoenix would like to utilize a portion of their DRI/NY Forward funds to develop a Gateway and Wayfinding Signage Program to provide information that helps safely guide travelers (pedestrians, bicyclists, motorists, and transit riders) to their destinations throughout the Village, enhances the Village's sense of place and identity, provides opportunities to educate the public about the Village's rich history along the Oswego River, and spurs additional economic development in the area. A series of signs will be designed and installed throughout the Village to welcome travelers to the Village, direct visitors to recreational resources, advertise local events, and promote the Village's branding campaign using the slogan "\_\_\_\_\_ by the River." An LED electronic message center will also be installed in front of the Sweet Memorial Building (Village Office) to assist with communication and information sharing with Village residents.

## 16) Independent Pizzeria Site Enhancements

**Address:** 20 Bridge Street

**Owner:** Thomas Klink, Jr.

**Total Project Cost:** \$80,000

**Funding Sources:** Owner, DRI/NY Forward

The new owners of Independent Pizzeria are in the process of rebranding their image and business model. Along with the rebranding campaign, the owner would like to expand the business to incorporate the adjacent lot to accommodate customer and visitor parking, as well as construct a three season, outdoor dining area with an outdoor brick pizza oven, lighting and seating for a unique dining experience. The interior will undergo renovations as well with the expansion of a high-end dining and banquet area. The Village of Phoenix would like to allocate a portion of their DRI/NY Forward funds for this project because it will support a new local business, provide employment opportunities for residents, and generate additional sales tax revenue for the Village, County, and State.



## 17) Marketing the Village of Phoenix

**Owner:** Village of Phoenix

**Total Project Cost:** \$25,000

**Funding Sources:** Village of Phoenix, DRI/NY Forward, Phoenix Rising

In 2019, the slogan "\_\_\_\_\_ by the River" was developed and has served as the theme of the Village's DRI/NY Forward applications. The Village would like to continue this marketing campaign by inviting the public to "fill in the blank" and brainstorm all the different activities and emotions that describe the Village of Phoenix. The information gathered will then be used to develop marketing and promotional materials that can be distributed locally and throughout the State to attract new visitors and residents to the Village of Phoenix. DRI/NY Forward funds will be used to solicit input from the public, develop additional print materials, and for the publication of the marketing materials locally and state-wide to attract visitors, tourists, investors and/or developers.







## *Administrative Capacity*

The Village of Phoenix is ready to undertake a DRI/NY Forward Program as a result of the plans that have been developed, the investments that have been made, and the team that has been assembled to carry out the Village's revitalization efforts. The Village's Transformation Team is comprised of elected officials, dedicated residents, and a group of experienced consultants including a grant writer.

Mayor Caleb Sweet will lead the Transformation Team and oversee implementation of the DRI/NY Forward Program. Mr. Sweet has been the Mayor for 4 years and was a Village Trustee for 2 years prior. Throughout his tenure as an elected official for the Village of Phoenix, Mayor Sweet has been actively involved in the pursuit of grant funds for the Village that will improve the quality of life for residents. Mayor Sweet is a lifelong resident of Phoenix and a local business owner, in addition to his role as the Chief Elected Official of the Village.

Jim Lynch is the Village Administrator for the Village of Phoenix. Like Mayor Sweet, Mr. Lynch is a lifelong resident of the Village and a local business owner. He is actively involved in many community-based organizations, including Phoenix Rising which is a group of local business owners and community members working together to host various events throughout the Village of Phoenix to help fund future events and beautification projects. Administrator Lynch was a Village Trustee for 6 years and has been employed as the Village Administrator for the past 8 years. He is responsible for overseeing the Village Department of Public Works and managing the Village's day-to-day operations. Mr. Lynch will have a very active role on the Village's Transformation Team, as he will serve as the daily contact for project oversight and implementation. Mr. Lynch will work closely with representatives from New York State and members of the Transformation Team throughout the DRI/NY Forward Program process.

Another important member of the Village's Transformation Team is the Village Clerk/Treasurer, Roxanne Demo. Ms. Demo is a resident of the Village of Phoenix and has been the Village Clerk/Treasurer for 10 years. She is also an active member of Phoenix Rising. Ms. Demo will retain fiscal accounting responsibility for the DRI/NY Forward Program. She will be responsible for requesting and disbursing the grant funds and tracking program expenditures. She is well versed in the Village's accounting system and is very capable of managing the financial aspects of this project.

Kristy LaManche of KL Consulting Services is another member of the Village's Transformation Team. KL Consulting Services is a NYS Certified Women-owned Business Enterprise that has been working with the Village of Phoenix to prepare grant applications and provide grant administrative services since 2008. Ms. LaManche will work directly with Village staff, State agency representatives, and the consultants assigned to the project to ensure the program stays on track, is within budget, and meets the requirements of the DRI and NY Forward Program.

The Village also retains the services of a NYS licensed attorney and professional engineer, both of which will be involved in various aspects of the Village's DRI and NY Forward Program, as needed.



# Project Map





# DRI ROUND 6/NY FORWARD

*LETTERS  
OF  
SUPPORT*



**Officers**  
**Mayor**  
CALEB SWEET  
**Clerk/Treasurer**  
ROXANNE DEMO



**Board of Trustees**  
BRIAN BORCHIK  
DANNY DUNN  
PAUL GRISER  
DAVID PENDERGAST

September 22, 2022

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

Dear Mr. Fayle,

The Village of Phoenix is proud to submit our application for New York State's 2022 Downtown Revitalization Initiative Round 6 and NY Forward Round 1 Grant Programs through the Central New York Regional Economic Development Council. The Village submitted applications for this funding opportunity in 2018 and 2019 and although unsuccessful, we have remained committed to the transformation of our waterfront community by continuing to pursue grants and implement projects that will further our revitalization efforts.

The residents of the Village and visitors to the area have noticed our achievements and share an enthusiasm and optimism towards the continued transformation of Phoenix through economic investment and community involvement with our recreational amenities, festivals, and events. We continue to work closely with our schools and the Village Police Department and have implemented several quality-of-life programs to benefit residents of all ages and abilities. The Village has seen vacant storefronts become filled with unique shops and eateries. Various development projects have come to fruition and are now flourishing destination spots that are attracting visitors to our area from other villages, towns and counties. We are excited to see vacant parcels of land have been purchased and new mixed-use and residential developments are proposed throughout the Village.

With all the exciting ideas and input that we have received since the creation of our new marketing campaign ("\_\_\_\_\_ by the River"), the future of the Village of Phoenix is not only inviting to individuals looking to relocate here but also to our residents who are proud to call this Village on the river their home. We look forward to partnering with you to complete our transformation and capitalize on the tremendous amount of public and private investment proposed so that we can fulfill our vision of becoming a great place to live, work and play.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Caleb B. Sweet", is written over a large, stylized blue scribble.

Caleb B. Sweet  
Mayor



**NY Power  
Authority** | **Canal  
Corporation**

**KATHY HOCHUL**  
Governor

**JOHN R. KOELMEL**  
Chairman

**JUSTIN E. DRISCOLL**  
Interim President and Chief Executive Officer

**BRIAN U. STRATTON**  
Director, Canal Corporation

September 14, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Eric Boulevard West  
Syracuse, New York 13204

**Re: Village of Phoenix 2022 Downtown Revitalization Initiative/NY Forward Application**

Dear Jim,

With this letter, I wish to convey our endorsement of the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative or NY Forward program. Phoenix has made significant progress to renovate and restore blighted buildings, repair and upgrade failing infrastructure, promote the Village as a water-based recreational asset, attract new businesses, and improve the quality of life for the community.

By partnering with numerous State agencies and local partners, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and relationship with those who visit the area. New boater amenities (bathroom/shower facilities, sewage pumpout, expanded docking and upgraded electrical service), preservation of the historic Bridge House, construction of the volleyball and basketball courts, the completely renovated pavilion on Lock Island, and the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats," all have transformed the village waterfront.

Additionally, Phoenix continues to pursue funding to offset the cost of making repairs and upgrades to its aging infrastructure. Grants and interest-free financing has been secured from the State's Office of Homes and Community Renewal, the NYS Environmental Facilities Corporation and the Water Infrastructure Improvement Grant Program.

There is much work that still needs to be done in the Village of Phoenix, and new partnerships are emerging. A private developer has reviewed the Marina Feasibility Study and is interested in moving forward with a marina, boat launch, and commercial and residential units along the Canal. This project has the potential to create a significant number of jobs for residents of the Village and surrounding area.

Phoenix has a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey. The Canal Corporation is pleased to support the Village's application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program or NY Forward designation.

Thank you for your close consideration.

Sincerely,

Brian U. Stratton  
Director

CHAIR OF THE SENATE  
MINORITY CONFERENCE

RANKING MINORITY MEMBER  
ENERGY AND TELECOMMUNICATIONS  
VETERANS, HOMELAND SECURITY AND  
MILITARY AFFAIRS

THE SENATE  
STATE OF NEW YORK



SENATOR PATTY RITCHIE  
48TH DISTRICT  
OSWEGO, JEFFERSON, ST. LAWRENCE COUNTIES

COMMITTEES  
ELECTIONS  
ENVIRONMENTAL CONSERVATION  
FINANCE  
RULES  
MEMBER  
LEGISLATIVE COMMISSION ON RURAL  
RESOURCES  
LEGISLATIVE WOMEN'S CAUCUS

September 12, 2022

Mr. James Fayle  
Central New York Regional Director  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, NY 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

I write today to express my strong support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative.

In recent years, the Village of Phoenix has made great strides when it comes to transforming key parts of its municipality. Notable improvements include the renovation of several buildings along the waterfront, restoration of the historically significant building at 86 State Street, and the establishment of Lock 1 Distilling Company. In addition, in concert with numerous state agencies and local partners, the Village has capitalized on the potential of its waterfront by making a number of enhancements. These include new canal-side amenities (bathroom and shower facilities, sewage pump out, expanded docking and upgraded electrical service), preservation of the historic Bridge House, construction of the volleyball and basketball courts, a complete renovation of the pavilion on Lock Island, and continued services offered to visitors by local youth volunteers, known as the "Bridge House Brats."

REPLY TO:  ALBANY OFFICE: ROOM 302, LEGISLATIVE OFFICE BUILDING, ALBANY, NEW YORK 12247 (518) 455-3438  
 JEFFERSON COUNTY OFFICE: 317 WASHINGTON STREET, ROOM 418, WATERTOWN, NEW YORK 13601 (315) 782-3418  
 OSWEGO COUNTY OFFICE: 46 EAST BRIDGE STREET, FIRST FLOOR, OSWEGO, NEW YORK 13126 (315) 342-2057  
 ST. LAWRENCE COUNTY OFFICE: 330 FORD STREET, OGDENSBURG, NEW YORK 13669 (315) 393-3024

E-MAIL: [RITCHIE@NYSENATE.GOV](mailto:RITCHIE@NYSENATE.GOV)  
WEBSITE: [RITCHIE.NYSENATE.GOV](http://RITCHIE.NYSENATE.GOV)



In recent years, the Village has worked diligently to pursue funding in an effort to offset costs related to aging infrastructure. The Village has successfully secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. In addition, the Village connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to help lay the groundwork for energized economic activity in the area. Their efforts are paying off, and at the time of my writing this letter, there are numerous developers seeking to move forward with projects that would help create jobs and further revitalize the local economy.

While great strides have been made when it comes to bettering the Village of Phoenix, there remains work to be done. Assistance from New York State's Downtown Revitalization Initiative would act as a catalyst for the Village, providing it with the support necessary to reach its full potential. As such, I fully support the Village's request for funding via this program. Should you have any questions, or require further information, please do not hesitate to reach out to my office.

Sincerely,



Patty Ritchie  
State Senator

PAR:svc



WILL BARCLAY  
Minority Leader

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

September 20, 2022

Mr. James Fayle  
Regional Director  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The purpose of this letter is to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative (DRI).

In recent years, the village has worked in partnership with investors to: encourage the restoration of blighted buildings along its waterfront; preserve historic structures; repair and upgrade failing infrastructure; and, promote itself as a waterfront and recreational attraction. Through its steadfast dedication to revitalization, it has attracted new businesses and helped to improve the quality of life for the community. The DRI grant would greatly enhance the foundation this canalside community has already begun.

Through the DRI process, new partnerships with developers have emerged. One developer has proposed a marina, boat launch, and commercial and residential units along the Oswego Canal. This project alone would create a significant number of construction jobs and serve as a catalyst for additional economic development in the area. Two other developers have submitted preliminary plans to construct new residential housing developments on the few remaining vacant parcels in the village. There also has been interest in redeveloping areas of Main Street to include new commercial/retail establishments. Lastly, Lock 1 Distilling Company, a local farm whiskey distillery, and the Waterside Club, a bocce ball court, have submitted conceptual plans for expansions.

These projects will greatly add to the hospitality and provisions Phoenix has created for its boaters, tourists, and residents. In recent years, the village has built canalside amenities which include bathroom and shower facilities for boaters, sewage pump out, expanded docking, and upgraded electrical service. The village has also preserved the historic Bridge House, constructed volleyball and basketball courts, and completely renovated the pavilion on Lock Island. This,



Mr. Jim Fayle  
September 20, 2022  
Page 2

coupled with the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats," have all transformed the waterfront experience for boaters and residents alike.

The investments have led to the organization of several events that bring the community together, promote local businesses, enhance economic development, and promote the village's prime location along the Oswego Canal. In partnership with Phoenix Rising Community Group, the village has hosted events such as *Flip Flops and Firebirds*, *Locktoberfest*, and *Crocks on the Lock* which have been attended by thousands of residents of the village and surrounding communities. Each year, the events have grown and local vendors report great success.

In addition to community development projects and events, the village continues to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. The village secured numerous grants and interest-free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. The village connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

Awarding the Village of Phoenix a DRI grant will help the village complete its transformation into a vibrant, canal community. I have personally seen the transformations in the village and its impact on the community and, therefore, I fully support the application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program. If I may be of any assistance moving forward, please do not hesitate to contact me.

Very truly yours,



Will Barclay  
Assembly Majority Leader

WAB/bj



## OSWEGO COUNTY LEGISLATURE

COUNTY OFFICE BUILDING - OSWEGO, NEW YORK 13126

### MARY ELLEN CHESBRO

Oswego County Legislator  
District 10  
PO BOX 179  
PENNELVILLE, NEW YORK 13132

TELEPHONE: (315) 532-2492  
EMAIL: mary.chesbro@oswegocounty.com

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

September 16, 2022

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The purpose of this letter is to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. For the past several years I have had the honor of representing the Village of Phoenix at the county level, and during this time I have personally witnessed the beginning of a transformation to this Village by the continual renovation of blighted buildings, repair and upgrade of failing infrastructure and overall community pride.

The Village is located on the Oswego River at Lock One and they have developed this location into a water-based recreational tourist attraction. New canal side amenities (bathroom/shower facilities, sewage pump out, expanded docking and upgraded electrical service), construction of the volleyball and basketball courts, the completely renovated pavilion on Lock Island as well as the volunteer community based "Bridge House Brats".

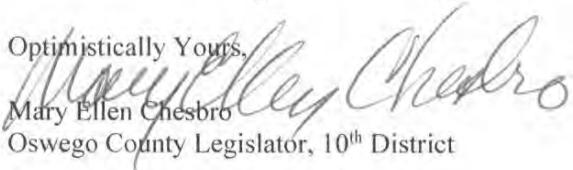
These accomplishments would not have been achieved without the past and present administrations spending a significant amount of time engaging in planning activities while developing relationships with representatives from a variety of State and County agencies as well as the residents and local business owners.

A quote from Field of Dreams, "If you build it they will come" has become a reality for the Village. A developer has contacted the village to review the Marina Feasibility Study and move forward with a marina, boat launch with commercial and residential units along the Canal. Two other developers have submitted plans to construct new residential housing developments, Lock 1 Distilling Company and the Waterside Club both have submitted conceptual plans for expansions. All of these have the potential to create a significant number of jobs for residents of the Village and surrounding area.

However, the Village cannot support these projects unless the wastewater treatment plant is expanded to allow additional users, including new users at the Oswego County Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

Funding from CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program **would be the catalyst** that is needed to continue this well planned out transformation. On behalf of Oswego County, I would like to express our most enthusiastic support to being a partner to the Village in its transformational efforts and we whole heartedly endorse this application.

Optimistically Yours,

  
Mary Ellen Chesbro  
Oswego County Legislator, 10<sup>th</sup> District



**OSWEGO COUNTY  
OFFICE OF STRATEGIC INITIATIVES**

**COUNTY BUILDING  
46 EAST BRIDGE STREET  
OSWEGO, NEW YORK 13126**

**TELEPHONE (315) 349-8260  
OSI@oswegocounty.com**

*Kyle Boeckmann  
Strategic Programs Specialist*

*Kasey Chewing-Kulick  
Administrative Assistant*

*David R. Turner  
Director*

September 14, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

Please accept this letter as a confirmation of our support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. For nearly two decades now, I have had the opportunity to work with communities throughout Oswego County in their efforts to renovate and restore blighted buildings; repair and upgrade failing infrastructure; promote their respective recreational assets; attract new businesses; and improve the quality of life for their residents.

I am pleased to acknowledge in this letter that among our nine villages, Phoenix, has been the most consistent in their efforts to progress towards their goals. The Village has undergone a significant and noticeable transformation especially with the renovation of several buildings along the waterfront, preservation of their historic assets, and the establishment of Lock 1 Distilling Company serving as a prelude to the revitalized downtown that the Village envisions.

Through collaboration with numerous state agencies and local partners, Phoenix has complemented its downtown revitalization efforts by investing in its highly desirable waterfront district with a focus on creating an environment that provides memorable experiences for residents and visitors alike. New canal side amenities including bathroom/shower facilities, sewage pump-out services, expanded docking and upgraded electrical service address nearly every boater's needs. Preservation of the historic Bridge House, construction of the volleyball and basketball courts, a complete renovation of the pavilion on Lock Island, and the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats", have all transformed the waterfront as well.

The work that the Village has done with the aforementioned physical assets has also enhanced their ability to host very popular community events while promoting local businesses and recognizing the Village's prime location along the Oswego River Canal. In partnership with the Phoenix Rising Community Group, the Village has hosted events such as *Flip Flops and Firebirds*, *Locktoberfest*, and *Crocks on the Lock*, attracting visitors and residents by thousands to their riverside and downtown districts. Dedicated and experienced organizers have successfully grown these and other events in both size and popularity and local vendors have experienced great success promoting their businesses.

It has also been my pleasure to work with the Village in their efforts to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. While the Village has secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program, my most consistent engagement has been to assist in their efforts to nearly double the existing capacity at their wastewater treatment facility. This project will provide the opportunity to grow both the Village and Town of Schroepfel in which the Village resides. It will also help prevent future wet-weather overflows into the adjacent Oswego River. In addition, the Village has connected to the Metropolitan Water Board in an effort to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

As the County's director of Community Development, Tourism & Planning for nearly 20 years and serving now as the director of Strategic Initiatives, I have witnessed the efforts of both former and current elected and appointed leaders at the Village of Phoenix. I can easily attest to the work they have done with representatives from a variety of State and County agencies, as well as local residents and business owners as they developed relationships and engaged in municipal planning activities. It is through these partnerships that their consistent progress has been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, I am confident that these relationships will help drive their future success.

The DRI application that the Village has prepared will outline the many development opportunities that can come to fruition with the assistance of this transformative funding assistance. They have a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey.

The Village of Phoenix has the location, the leadership and the passion to help build on the great work that has already been done to create vibrant communities throughout Central New York. I have personally seen the progress in the Village and its effect on the community and, having the good fortune to have worked with the Cities of Oswego and Fulton on the planning and implementation of their DRI projects, I look forward to sharing those experiences with the Village team should their application be successful.

Thank you for your time and attention and please know that I fully support the application put forth by the Village of Phoenix for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program and urge you to give it your highest consideration!

Respectfully,



David Turner

**L. Michael Treadwell, CEcD**  
*Executive Director*



44 West Bridge Street  
Oswego, NY 13126  
315-343-1545

Fax: 315-343-1546  
email: [oc@oswegocounty.org](mailto:oc@oswegocounty.org)  
[www.oswegocounty.org](http://www.oswegocounty.org)

## **Operation Oswego County**

*An Economic and Job Development Corporation Serving Oswego County, NY*

September 21, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

On behalf of Operation Oswego County, Inc. (OOC), I am writing to express my sincere support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. OOC is impressed and encouraged with all that the Village has accomplished to renovate and restore blighted buildings; repair and upgrade failing infrastructure; promote the Village as a water-based recreational asset; attract new businesses; and improve the quality of life for the community.

The Village has undergone a significant and noticeable transformation especially with the renovation of several buildings along the waterfront, restoration of the historically significant building at 86 State Street, and the establishment of Lock 1 Distilling Company serving as a prelude to the revitalized downtown that the Village envisions.

Through partnerships with numerous State and local agencies, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and relationship with those that visit the area. New canalside amenities (bathroom/shower facilities, sewage pumpout, expanded docking and upgraded electrical service), preservation of the historic Bridge House, construction of the volleyball and basketball courts, the completely renovated pavilion on Lock Island, and the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats", have all transformed the waterfront as well.

The Village continues to organize several events to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. In partnership with Phoenix Rising Community Group, the Village has hosted events such as *Flip Flops and Firebirds*, *Locktoberfest*, and *Crocks on the Lock* which have been attended by thousands of residents of the Village and surrounding communities. Each year the events have grown in size and popularity and local vendors have experienced great success promoting their businesses.

In addition to community development projects, the Village continues to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. The Village secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. The Village connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

The current and past leaders of the Village of Phoenix have also spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State and County agencies, in addition to residents and local business owners. Without these partnerships, none of the work I've mentioned would have been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, I am confident that these relationships will help guide them through the process.

There is much work that still needs to be done in the Village of Phoenix and new partnerships are emerging. A developer has reviewed the Marina Feasibility Study and is interested in moving forward with a marina, boat launch, and commercial and residential units along the Canal. This project alone has the potential to create a significant number of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development in the area. Two other developers have submitted preliminary plans to the Village to construct new residential housing developments on the few remaining vacant parcels in the Village. There has also been interest in redeveloping areas of Main Street to include new commercial/retail establishments. Lastly, Lock 1 Distilling Company and the Waterside Club both have submitted conceptual plans for expansions. However, the Village cannot support these projects unless the wastewater treatment plant expands capacity to allow additional users, including new users at the Oswego County Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

Awarding the Village of Phoenix a Downtown Revitalization Initiative award would help the Village **complete** their transformation into a vibrant, canal community. They have a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey.

The Village of Phoenix has the location, the leadership, key partnerships, and the passion to be an economic catalyst for Central New York with the awarding of DRI funding. I have personally seen the transformations in the Village and its effect on the community and OOC is fully committed to assisting them in their future endeavors. For these reasons, OOC fully supports the Village of Phoenix's application for the CNY REDC's 2022 Downtown Revitalization Initiative Program. Thank you for considering this request.

Sincerely,

**OPERATION OSWEGO COUNTY, INC.**

A handwritten signature in black ink that reads "L. Michael Treadwell". The signature is written in a cursive, flowing style.

L. Michael Treadwell, CEcD  
Executive Director

# PHOENIX CENTRAL SCHOOL DISTRICT



## District Office

116 Volney Street • Phoenix, NY 13135

P: 315.695.1573 • F: 315.695.1201

**Christopher J. Byrne**  
Superintendent of Schools

**Karl J. Seckner**  
Assistant Superintendent  
of Finance and Educational Services

**Nicole M. Covell**  
Executive Director of  
Instruction and Personnel

September 9, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The purpose of this letter is to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. Over the course of my 21-year administrative career in the Phoenix Central School District I have personally witnessed the Village steadily transform itself into a vibrant community for its residents and visitors.

Some of the most significant improvements have included:

- the renovation of several buildings along the waterfront,
- the restoration of the historically significant building at 86 State Street,
- canal side amenities,
- construction of public volleyball and basketball courts,
- the establishment of Lock 1 Distilling Company,
- improvements in its water infrastructure,
- and an active Bridge House for our guests.

In short, the Village has made thoughtful and strategic investments throughout the community and at its waterfront. It is now an area that community members and those traveling from far away enjoy visiting.

Our Village is also extremely supportive of our school district! We work very closely with our Village Officials and police department to make our community the best place in Central New York for our families to live and raise their children!

There is still work that needs to be done in the Village of Phoenix. Awarding the Village of Phoenix a Downtown Revitalization Initiative award would help the Village complete their transformation into a thriving canal community. I fully support their application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program.

# PHOENIX CENTRAL SCHOOL DISTRICT



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**District Office**

116 Volney Street • Phoenix, NY 13135

**P:** 315.695.1573 • **F:** 315.695.1201

**Christopher J. Byrne**  
Superintendent of Schools

**Karl J. Seckner**  
Assistant Superintendent  
of Finance and Educational Services

**Nicole M. Covell**  
Executive Director of  
Instruction and Personnel

Please do not hesitate to call if you have any questions for me and / or if I can provide you with any additional information.

Thank you for your time and favorable consideration.

Sincerely,

Christopher J. Byrne  
Superintendent of Schools





Great Bear Childcare LLC  
594 Main Street Phoenix NY 13135  
Phone: 315-695-1220 Fax: 315-695-1230  
[greatbearchildcare@outlook.com](mailto:greatbearchildcare@outlook.com)

September 9, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, NY 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

I am writing to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. I am a small business owner who has put down roots in the Phoenix community, I am impressed with the projects our community has undertaken to make the Village of Phoenix a place that families want to live. As the owner of a childcare center in Phoenix, I am excited about new initiatives the village has undertaken to improve our community for our children, and for the family-friendly experiences that our village offers.

Our village "Bridge House Brats" program allows our kids to volunteer their time to keep the canal a beautiful place to visit. As part of the program in 2020, my son was able to make friends while helping to keep the village clean. He spent several weeks of the summer volunteering, and it gave him an appreciation for how it feels to serve the community. Recently, the village has installed volleyball and basketball courts for our youth and have also made upgrades to the waterfront near the canal that allows boaters to have a beautiful spot to stop on their journey through the canal system. Residents can also enjoy the canal, and there are many village-sponsored and community-driven events that utilize our amazing waterfront, while promoting small business. The Canal Days, Music in the Parks, the Memorial Day Parade, and Locktoberfest are just a few of the events that allow village residents and visitors to enjoy the village in a family-friendly way.

I have been excited to hear some of the current ideas that the village has for the future, such as the North Island transformation, and it is wonderful to see how the Village of Phoenix promotes our community and youth, while making our village and waterfront a wonderful place to visit and hold events. As a small business owner, I am committed to helping the Village of Phoenix to continue the wonderful upkeep of our village, and I fully support their application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program.

Sincerely,

Amy L Boyzuck

September 9, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

I want to take a few moments to show my support for the application by the Village of Phoenix to the Regional Economic Development Council for a revitalization award.

I am glad to see the efforts the Village has made to restore and repair the downtown area. This not only attracts new business owners, like me, it improves the life of the community.

Working with State agencies and local business partners the Village has improved the waterfront area making it more pleasant for visitors and community members alike.

It is also great to see the Village organizing events that promote our local businesses and highlight the many changes in the area, such as those at Lock Island and the Bridge House. This is essential as Phoenix is a key tourist point on the Oswego River Canal and these improvements continue to highlight its value.

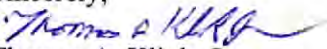
All of these efforts come at a cost, and I am glad to see the Village seeking grants and interest free funding to complete them. Yet, there is still a great deal of work to be done for our infrastructure, to create jobs and further economic growth.

As a small business owner, I plan to invest and grow in this community. I am planning for growth projects alongside the Village to improve our tourist visibility and to create partnerships with other local businesses.

Having more opportunities to build stronger businesses and employ more people will go a long way in making the Village a destination people want to visit, which will greatly support our local economy.

I strongly urge giving the Village a revitalization award so they can continue their efforts to make this a thriving community and tourist destination.

Sincerely,

  
Thomas A. Klink, Jr.

Owner/Independent Pizzeria

20 Bridge Street

Phoenix, NY 13135

Mobile: 315-591-7997

<https://www.facebook.com/IndependentPizzeriaPhoenix/>



# LOCK 1 DISTILLING COMPANY

17 Culvert Street • Phoenix, New York • 13135

315.934.4376

September 18, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The purpose of this letter is to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. I am so impressed with all that the Village has accomplished to renovate and restore blighted buildings; repair and upgrade failing infrastructure; promote the Village as a water-based recreational asset; attract new businesses; and improve the quality of life for the community.

The Village has undergone a significant and noticeable transformation especially with the renovation of several buildings along the waterfront, restoration of the historically significant building at 86 State Street, and the establishment of Lock 1 Distilling Company serving as a prelude to the revitalized downtown that the Village envisions.

Lock 1 Distilling Company recognizes the positive changes that The Village has made and we as a company have taken the steps to purchase the adjacent property to our distilling company to prepare our much needed expansion. With the additional property Lock 1 Distilling Company plans to add additional parking for customers and visitors, additional warehouse space for barrel aging, a building for an additional production facility and various outdoor areas for patio seating and team athletic functions.

By partnering with numerous State agencies and local partners, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and relationship with those that visit the area. New canalside amenities (bathroom/shower facilities, sewage pumpout, expanded docking and upgraded electrical service), preservation of the historic Bridge House, construction of the volleyball and basketball courts, the completely renovated pavilion on Lock Island, and the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats", have all transformed the waterfront as well.

The Village continues to organize several events to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. In partnership with Phoenix Rising Community Group, the Village has hosted events such as *Flip Flops and Firebirds*, *Locktoberfest*, and *Crocks on the Lock* which have been attended by thousands of residents of the Village and surrounding communities. Each year the events have grown in size and popularity and local vendors have experienced great success promoting their businesses.

In addition to community development projects, the Village continues to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. The Village secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. The Village connected to the

Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

The current and past leaders of the Village of Phoenix have also spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State and County agencies, in addition to residents and local business owners. Without these partnerships, none of the work I've mentioned would have been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, I am confident that these relationships will help guide them through the process.

There is much work that still needs to be done in the Village of Phoenix and new partnerships are emerging. A developer has reviewed the Marina Feasibility Study and is interested in moving forward with a marina, boat launch, and commercial and residential units along the Canal. This project alone has the potential to create a significant number of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development in the area. Two other developers have submitted preliminary plans to the Village to construct new residential housing developments on the few remaining vacant parcels in the Village. There has also been interest in redeveloping areas of Main Street to include new commercial/retail establishments. Lastly, Lock 1 Distilling Company and the Waterside Club both have submitted conceptual plans for expansions. However, the Village cannot support these projects unless the wastewater treatment plant is expanded to allow additional users, including new users at the Oswego County Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

Awarding the Village of Phoenix a Downtown Revitalization Initiative award would help the Village **complete** their transformation into a vibrant, canal community. They have a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey.

The Village of Phoenix has the location, the leadership and the passion to create an exciting economic boon for Central New York. I have personally seen the transformations in the Village and its effect on the community and I am fully committed to helping them in their future endeavors. Therefore, I fully support their application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program. Thank you for considering this request.

Sincerely,



Brenden Backus

Owner

Master Distiller



September 20, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Mr. Fayle,

We are writing in support of the village of Pheonix's application to the CNY Regional Economic Development Council for the 2022 DRI Grant, otherwise known as the Downtown Revitalization Initiative. There is much to be said of the potential growth of this area and its convenient location to nearby sites. Couple that with a motivated village with vision and energy, we believe the village of phoenix is a powder keg of opportunity just waiting to explode. It is only with the help of programs like the ones provided through NYS ESD, that such great opportunities are kindred into reality.

Speaking more about the geographical location, the village is located not too far out from the white plains commercial park, potential future site for one of the largest chip manufacturing facilities in the world. Additionally, the Village is located adjacent to the Oswego River, and accessible to boat traffic from all across the region. At the onset of whatever development eventually happens there, new comers to the area will certainly be looking for scenic, yet exciting place to spread their wings and call home. The Village of Pheonix, one of the best kept secrets of Central New York, could be primed to fill that vacuum.

With the renovation of several buildings along the waterfront, restoration of the historically significant **building at 86 State Street**, and the establishment of **Lock 1 Distilling Company** serving as a prelude to the revitalized downtown that the Village envisions, they have already a proven track record of being good steward of municipal grant programs. By partnering with numerous State agencies and local partners, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and relationship with those that visit the area. **New Canalside amenities** (bathroom/shower facilities, sewage pumpout, expanded docking and upgraded electrical service), preservation of the **historic Bridge House**, construction of the **volleyball and basketball courts**, the completely renovated **pavilion on Lock Island**, and the unrivaled services of the community-supported youth volunteers, the "**Bridge House Brats**", have all transformed the waterfront as well. They continue to organize several events to bring the community together, promote local businesses and recognize the Village's prime location along the Oswego River Canal. In partnership with Phoenix Rising Community Group, the Village has hosted events such as *Flip Flops and Firebirds*, *Locktoberfest*, and *Crocks on the Lock* which have been attended by thousands of residents of the Village and surrounding communities. Each year the events have grown in size and popularity and local vendors have experienced great success promoting their businesses.

In addition to community development projects, the Village continues to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. The Village secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. The Village connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

The current and past leaders of the Village of Phoenix have also spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State and County agencies, in addition to residents and local business owners. Without those partnerships, none of the work mentioned would have been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, I am confident that those relationships will help guide them through the process.

Speaking as a private developer, we have reviewed a feasibility study commissioned by the village, as part of this grant, and believe their desire to install a new development alongside the Oswego River, adjacent to their downtown village center, is yet again another glaring example of their commitment to excellence. We believe their initial proposal to install a marina, boat launch, and commercial and residential units along the Canal could be a very impactful development. This project alone has the potential to create a significant number of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development in the area. In support of their proposal, and as a supplement to this letter, we have provided our own concept, which takes maximum advantage of the scenic views, and provides room for commercial development to fit in with the LIVE WORK PLAY atmosphere.

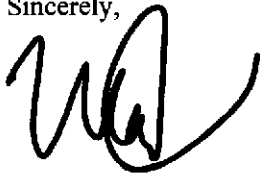
It is my understanding, that other developers have submitted preliminary plans to the Village to construct new residential housing developments on the few remaining vacant parcels in the Village. There has also been interest in redeveloping areas of Main Street to include new commercial/retail establishments. Lastly, Lock 1 Distilling Company and the Waterside Club both have submitted conceptual plans for expansions.

However, the Village cannot support these projects unless the wastewater treatment plant is expanded to allow additional users, including new users at the Oswego County Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

Awarding the Village of Phoenix, a Downtown Revitalization Initiative award would help the Village **complete** their transformation into a vibrant, canal community. They have a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey. They would prove as good stewards of this public funding and the investment of these dollars would be far reaching.

The Village of Phoenix has the location, the leadership and the passion to create an exciting economic boon for Central New York. I have personally seen the transformations in the Village and its effect on the community and I am fully committed to helping them in their future endeavors. Therefore, I fully support their application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program. Thank you for considering this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'V. Pascarella', written in a cursive style.

Vittorio Pascarella, President  
Pascarella Development & Management, LLC.

September 20, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

The purpose of this letter is to express my support for the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. I am so impressed with all that the Village has accomplished to renovate and restore blighted buildings; repair and upgrade failing infrastructure; promote the Village as a water-based recreational asset; attract new businesses; and improve the quality of life for the community.

The Village has undergone a significant and noticeable transformation especially with the renovation of several buildings along the waterfront, restoration of the historically significant building at 86 State Street, and the establishment of Lock 1 Distilling Company serving as a prelude to the revitalized downtown that the Village envisions.

By partnering with numerous State agencies and local partners, Phoenix has complemented its downtown revitalization efforts by investing in its waterfront and relationship with those that visit the area. New canalside amenities (bathroom/shower facilities, sewage pumpout, expanded docking and upgraded electrical service), preservation of the historic Bridge House, construction of the volleyball and basketball courts, the completely renovated pavilion on Lock Island, and the unrivaled services of the community-supported youth volunteers, the "Bridge House Brats", have all transformed the waterfront as well.

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In addition to community development projects, the Village continues to pursue funding to offset the cost of making repairs and upgrades to their aging infrastructure. The Village secured numerous grants and interest free financing from the Office of Homes and Community Renewal, the Environmental Facilities Corporation and Water Infrastructure Improvement Grant Program. The Village connected to the Metropolitan Water Board to provide a safer and more reliable source of drinking water for residents and to assist with economic development in the area.

The current and past leaders of the Village of Phoenix have also spent a significant amount of time engaging in planning activities and developing relationships with representatives from a variety of State and County agencies, in addition to residents and local business owners. Without these partnerships, none of the work I've mentioned would have been possible. As the Village prepares to embark on their Downtown Revitalization Initiative journey, I am confident that these relationships will help guide them through the process.

There is much work that still needs to be done in the Village of Phoenix and new partnerships are emerging. A developer has reviewed the Marina Feasibility Study and is interested in moving forward with a marina, boat launch, and commercial and residential units along the Canal. This project alone has

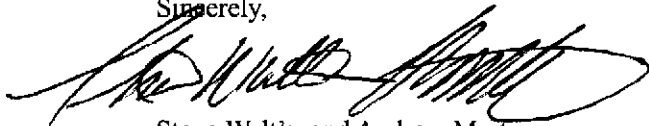
the potential to create a significant number of jobs for residents of the Village and surrounding area. It will also serve as a catalyst for additional economic development in the area. Two other developers have submitted preliminary plans to the Village to construct new residential housing developments on the few remaining vacant parcels in the Village. There has also been interest in redeveloping areas of Main Street to include new commercial/retail establishments. Lastly, Lock 1 Distilling Company and the Waterside Club both have submitted conceptual plans for expansions. However, the Village cannot support these projects unless the wastewater treatment plant is expanded to allow additional users, including new users at the Oswego County Industrial Park and along State Route 264 and County Route 57 within the Town of Schroepfel.

Awarding the Village of Phoenix a Downtown Revitalization Initiative award would help the Village **complete** their transformation into a vibrant, canal community. They have a proven track record of successful project implementation and a team of dedicated, experienced local, County and State experts ready to assist them on this next phase of their journey.

Martin Custom Homes and Walt's Excavation have partnered together to develop and build 38 town homes in the Village of Phoenix. We have confidence that the village will continue to be revitalized and attract many new families to the community. Martin Custom Homes and Walt's Excavation are looking forward to helping with the transformation.

The Village of Phoenix has the location, the leadership and the passion to create an exciting economic boon for Central New York. I have personally seen the transformations in the Village and its effect on the community and I am fully committed to helping them in their future endeavors. Therefore, I fully support their application for the CNY Regional Economic Development Council's 2022 Downtown Revitalization Initiative Program. Thank you for considering this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Walt's and Andrew Martin". The signature is fluid and cursive, with the names written in a single line.

Steve Walt's and Andrew Martin





September 13, 2022

Mr. James Fayle  
Empire State Development Corporation  
620 Erie Boulevard West  
Syracuse, New York 13204

Re: Village of Phoenix 2022 Downtown Revitalization Initiative Application

Dear Mr. Fayle:

On behalf of the Waterside Bocce Club (*Waterside*), we write in support of the Village of Phoenix's application to the CNY Regional Economic Development Council for the 2022 Downtown Revitalization Initiative. Waterside's relationship with the Village of Phoenix continues to strengthen, as we engage in conceptual activities in support of our planned expansion.

Waterside is pursuing the feasibility of expanding its' footprint with the addition of a rooftop lounge and additional bocce courts. As noted below, it is envisioned that the lounge and additional courts would be made available to the local business community and residents.

Waterside's planned expansion, including additional bocce courts, directly supports the local community, neighboring citizens and our visitors as follows:

- A) Community Engagement - (Unified Sports/Special Olympics, Bridge House Brats, Erin's Angels, Families for Effective Autistic Treatment [FEAT of CNY], and local school district programs).
- B) Rooftop Lounge - One of a kind rooftop lounge, available for community events/ rentals, in conjunction with local catering business.
- C) Travel and Tourism, Economic Impact - National and local bocce tournaments with teams from throughout the country (*see attached Waterside Club Press Release, Ambassador's Cup, April 2022*).

We would be remiss if we did not *spotlight* the Village's recent success repairing and upgrading failing infrastructure, attracting new businesses and improving the quality of life for the community. One example is the transformation of the waterfront; as well as, the Village's revitalization efforts. The Village's relationship with the local business community augments progressive growth by the business community. The new canal-side amenities, preservation of the historic Bridge House, renovation of the pavilion on Lock Island, are just a few examples of the transformed waterfront.

Recent visitors, throughout the country returning to Waterside for bocce symposium, noticed the ongoing progress. The feedback and comments were consistently positive, especially in reference to the transformation of the waterfront. Likewise, the increased participation in organized events continues to grow, bringing the community together. Each year events have grown in size and popularity, a benefit to the local business community.

Awarding the Village of Phoenix a Downtown Revitalization Initiative award would aid Waterside to move forward from concept to development. No doubt, the Village has a strong relationship with the local business community and a successful track record. Like Waterside, the administration is passionate about the community.

Thank you for considering the above-referenced revitalization initiative application.

Respectfully,



Dino Franceschi  
President, Waterside Club



Gabe Quattrocchi  
Chief Executive Officer