

## Watkins Glen DRI: Potential Projects

GOAL 1 - Downtown Living						
Potential Projects to Recommend for DRI Funding						
	Project Type	DRI Funding	Other Funding	Total Project Cost	Comments	
1A	15 North Franklin Renovation	New Development or Rehabilitation	\$275,000	\$0	\$275,000	Need tenants for ground floor of the house and for the garage. DRI funds for core and shell with private leverage from tenants.
1B	Housing, Neighborhood, and Childcare Center	New Development or Rehabilitation	\$1,500,000	\$16,338,105	\$17,838,105	Need to resolve zoning compliance.
1C	Zoning Revisions to Address STR Housing	Public Improvement	\$50,000	\$0	\$50,000	DRI plan will outline a potential approach in coordination with VB and PB.
1D	Renovate 214 N Franklin Street	New Development or Rehabilitation	\$840,000	\$360,000	\$1,200,000	How much leverage? Luxury or workforce? Other community benefits to explore?
1E	Building and Site Transformation--Multi-Site	New Development or Rehabilitation				
	Lake View 302 East 2nd St		\$325,000	\$175,000	\$500,000	Need to verify zoning compliance and may need to expand projec to include adjacent sites.
	Renovate the CarQuest Building with Mixed-Uses		\$200,000	\$220,000	\$420,000	Public support for keeping open front area. Resolve parking and sidewalk on sidestreet.
	215 S Madison--Flatiron Building		\$131,234	\$131,234	\$262,467	
	6th to 7th Street Renovation		\$77,805	\$77,805	\$155,610	
	Develop 109-111 N. Franklin Street for Mixed-Uses		\$300,000	\$0	\$300,000	Consider landscaped parking lot to improve streetscape and host seasonal markets.
	Graft/Glen Mountain Outdoor Seating		\$31,500	\$10,000	\$41,500	Work with owners on conceptual site plan. Can the storage building be removed?
<b>Total for Goal 1</b>			<b>\$3,730,539</b>	<b>\$17,312,144</b>	<b>\$21,042,682</b>	
<b>1 Projects Not Recommended for DRI Funding</b>						
1E	Building Transformation -- Multi-Site Project	New Development or Rehabilitation				
	Artist's Retreat and Recording Studio		\$44,000	\$44,156	\$88,156	Ensure that it remains artist-focused and not an STR. Pairs an artists with community projects?
	Madison Guest House		\$17,600	\$4,400	\$22,000	Not a transformative project.
	Watkins Motel		\$195,000	\$0	\$195,000	Not a transformative project.
	Budget Inn		\$20,000	\$50,000	\$70,000	Not a transformative project.
	Renovate First Baptist Church		\$520,000	\$65,000	\$585,000	Likely not feasible due to site control issues.
<b>Total for Goal 1</b>			<b>\$796,600</b>	<b>\$163,556</b>	<b>\$960,156</b>	
GOAL 2 - Culture and Entertainment						
Potential Projects to Recommend for DRI Funding						
	Project Type	DRI Funding	Other Funding	Total Project Cost	Comments	
2A	Clute Park Year-Round Recreation Improvements	Public Improvement	\$2,200,000	\$1,700,000	\$3,900,000	What is the best way forward for our team to develop conceptual design concepts?
2B	Watkins Glen Performaing Arts Center Upgrades	New Development or Rehabilitation	\$1,500,000	\$1,500,000	\$3,000,000	Did not receive CFA funding. Any details changed from CFA application? Matching funds in place?
2C	Captain Bill's Port of Seneca Lake Cruise Terminal	New Development or Rehabilitation	\$375,000	\$375,000	\$750,000	More info about program and site constraints, e.g, potential building location, access, parking.
2D	Renovate the Former VFW Building into a Full Service Spa and Fitness Center	New Development or Rehabilitation	\$250,000	\$2,012,000	\$2,262,000	Require historical restoration. Require operation to be open to the public (i.e., not just for hotel guests).
2E	Seneca Lake Wine Trail Cultural Center	New Development or Rehabilitation	\$378,000	\$42,000	\$420,000	Combine with another site? More feasible for SLWT to rent, rather than relying on DRI funds to purchase? Additional leverage?
2F	FLX Outdoor Adventure and Discovery Center	New Development or Rehabilitation	\$500,000	\$55,000	\$555,000	Explore as part of Clute Park project?
<b>Total for Goal 2</b>			<b>\$5,203,000</b>	<b>\$5,684,000</b>	<b>\$10,887,000</b>	
<b>2 Projects Not Recommended for DRI Funding</b>						
2G	Redevelop 602 N Franklin Street	New Development or Rehabilitation			\$0	Need to identify a developer for this to become a project.
2H	Amusement Center	New Development or Rehabilitation	\$250,000	\$250,000	\$500,000	Don't think this is a project. Not enough info, no site.
2I	Pirate-Themed Miniature Golf	New Development or Rehabilitation	\$1,000,000	\$0	\$1,000,000	Don't think this is a project. Not enough info, no site, limited private leverage.
2J	Revitalize Seneca Clipper Inn to New 3-Story Hotel	New Development or Rehabilitation	\$500,000	\$3,500,000	\$4,000,000	Don't think this is a project. There is a market but controversial given project history.
2K	Tourist Map	Marketing/Branding				Not a project on it's own. Perhaps has part of the chamber's marketing proposal.
	Watkins Glen Film Fund	Marketing/Branding	\$1,000,000	\$0	\$1,000,000	Likely not eligible.
<b>Total for Goal 2</b>			<b>\$2,750,000</b>	<b>\$3,750,000</b>	<b>\$6,500,000</b>	

## Watkins Glen DRI: Potential Projects

GOAL 3 - Economic Development						
Potential Projects to Recommend for DRI Funding						
	Project Type	DRI Funding	Other Funding	Total Project Cost	Comments	
3A	FLX Works	New Development or Rehabilitation	\$600,000	\$800,000	\$1,400,000	Explore potential at 201 N Franklin St.
3B	Schuyler Hospital Walk-In Clinic	New Development or Rehabilitation	\$100,000	\$300,000	\$400,000	Need additional details--program, building requirements, etc. NYSEG building?
3C	Renovate Third Street Carriage House	New Development or Rehabilitation	\$700,000	\$0	\$700,000	Needs to identify a tenant. Potential location for the wine trail or Brew Garden?
3D	Downtown Revitalization Fund	New Development or Rehabilitation				
	Façade Improvement Program		\$150,000	\$150,000	\$300,000	Guidelines will be outlined in DRI plan, e.g. 50/50 match up to \$50,000 per project. Open Call submissions include: 311 N Franklin; 500 N Franklin; 209 N Franklin
	Business Signage Program		\$150,000	\$150,000	\$300,000	
	Develop, Promote, Prosper -- Retail Bootcamp Program		\$150,000	\$150,000	\$300,000	
	Upper Floor Residential Conversion Program		\$150,000	\$150,000	\$300,000	Create fund with specific guidelines in the DRI plan, ability to solicit additional proposals.
3E	Business Expansion and Creation--Multi-Site	New Development or Rehabilitation				Multi-site program with specific guidelines in the DRI plan and allow additional proposals.
	Sweet Expansions		\$407,255	\$125,000	\$532,255	
	Inner Peace Floats		\$125,000	\$125,000	\$250,000	
	Seneca Sunrise		\$150,000	\$345,250	\$495,250	
	New Meat/Seafood/Local Foods Establishment		\$37,500	\$38,100	\$75,600	
3F	Finger Lakes Brew Garden	New Development or Rehabilitation	\$450,000	\$255,000	\$705,000	May need a new site. Carriage house?
<b>Total for Goal 3</b>			<b>\$3,169,755</b>	<b>\$2,588,350</b>	<b>\$5,758,105</b>	
3 Projects Not Recommended for DRI Funding						
3E	Business Expansion and Creation--Multi-Site	New Development or Rehabilitation				
	Sparkle Jewelry Store		\$250,000	\$0	\$250,000	Not enough details, including potential site.
	New Image Salon		\$248,660	\$0	\$248,660	Not a transformative project.
3G	Mixed-Use Development at 715 Franklin Street	New Development or Rehabilitation			\$0	Need to identify a developer for this to become a project.
3H	Renovate Maguire Chrysler	New Development or Rehabilitation	\$2,023,550	\$2,023,550	\$4,047,100	Good project with private funds, but seems unlikely to receive DRI funding.
<b>Total for Goal 3</b>			<b>\$2,522,210</b>	<b>\$2,023,550</b>	<b>\$4,545,760</b>	
GOAL 4 - Quality of Life						
Potential Projects to Recommend for DRI Funding						
	Project Type	DRI Funding	Other Funding	Total Project Cost	Comments	
4A	E 4th Street Pedestrian Improvements (Waterfront Multipurpose Pathway)	Public Improvement	\$300,000	\$40,000	\$340,000	Coordinate with Cargill but also expand to include signage, sidewalks, crossings, and landscaping. Cost will increase.
4B	New Street Lighting on Franklin Street	Public Improvement	\$1,500,000	\$0	\$1,500,000	
4C	Gateway Signage and Wayfinding	Public Improvement	\$1,000,000	\$0	\$1,000,000	
4D	Zoning Updates and Design Guidelines	Public Improvement	\$50,000	\$0	\$50,000	BFJ to provide an outline/approach for presentation to the Trustees/PB in January.
4E	Public Artwork Program	Public Improvement	\$200,000	\$0	\$200,000	Multi-site program with specific guidelines in the DRI plan and allow additional proposals.
4F	Lafayette Park Upgrades	Public Improvement	\$50,000	\$200,000	\$250,000	Meet with Michelle in January to discuss details and process.
<b>Total for Goal 4</b>			<b>\$3,100,000</b>	<b>\$240,000</b>	<b>\$3,340,000</b>	
4 Projects Not Recommended for DRI Funding						
4G	Sidewalk Repair Fund	Public Improvement	\$200,000	\$200,000	\$400,000	Could be a fund with matching grant or low-interest loan. May not be seen as transformative.
<b>Total for Goal 4</b>			<b>\$200,000</b>	<b>\$200,000</b>	<b>\$400,000</b>	
Total Costs per Goal						
		DRI Funding	Other Funding	Total Project Cost		
Goal 1: Downtown Living		\$3,730,539	\$17,312,144	\$21,042,682		
Goal 2: Culture and Entertainment		\$5,203,000	\$5,684,000	\$10,887,000		
Goal 3: Economic Development		\$3,169,755	\$2,588,350	\$5,758,105		
Goal 4: Quality of Life		\$3,100,000	\$240,000	\$3,340,000		
<b>Total Cost Estimate for Projects Recommended for DRI Funding</b>		<b>\$15,203,294</b>	<b>\$25,824,494</b>	<b>\$41,027,787</b>		