



## 2023 ANNUAL REPORT

### MISSION STATEMENT

The Ticonderoga Revitalization Alliance is a not-for-profit, local development corporation whose mission is to help restore economic prosperity in the Ticonderoga region by serving as a catalyst for innovative ideas and resources, and for public-private partnerships and investment opportunities.

Ti-Alliance works within the Ticonderoga area, which includes the communities of Crown Point, Hague, Moriah, Putnam, and Ticonderoga. The Alliance has been working to develop game-changing projects in the Ticonderoga Area that can kick-start significant economic development.

### OUR STRATEGY

- Expand post-secondary educational opportunities to drive and retain a younger population and skilled workforce;
- Encourage downtown businesses driven by motivated owners that support community needs and attract foot traffic;
- Develop downtown “anchor” buildings to host larger businesses and cultural attractions;
- Expand tourism access to bring year-round tourist dollars into our economy from outside the region;
- Attract non-retail and non-tourism employers to Ticonderoga area;
- Help prevent and remediate vacant and abandoned properties;
- Address critical economic underpinnings such as childcare resources in our community; and
- Build public and private investment resources.

### Accomplishments in 2022:

- (1) **WORKFORCE DEVELOPMENT:** Continued to expand the comprehensive Trade Education Access Program to connect Ticonderoga students with careers and education in the trades.
  - (a) Awarded the 4<sup>th</sup> round of Ti-Alliance Skilled Career Scholarships in the amount of \$42,000 to eight Ti High 2023 graduates and expanded our renewable funding resources for the program.
  - (b) Grew the scholarship endowment fund in support of our scholarship program with an additional \$25,000.
  - (c) Updated the Skilled Careers Education Quick Reference Guide brochure and online version optimized for mobile devices. This resource is actively used in Ticonderoga High School to provide quick information to school counselors and detailed information for students and their families about the trade education and career opportunities available to them.
  - (d) The Students in the Field program took small numbers of students on field trips to explore a variety of career options available in our community. In 2023 we explored 18 jobs at 7 local businesses. This program is having a significant impact on the way students and their families perceive career and vocation education opportunities in our community. Five years ago we had just 8 students attending the CV-TEC high school vocational programs in

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Mineville. This year we have 50 students attending daily – a huge increase sustained at that level for a second year (nearly 50% of the Junior and Senior student body at Ticonderoga High School).

- (e) Worked with CV-TEC's graduate placement program to connect them with more than 40 employers in the Ticonderoga Area. As a result, 18 students in their 2023 graduating class were placed in full-time jobs in their fields in the Ticonderoga Area – nearly three times the amount of 2022. Previously Ticonderoga students were getting placed in jobs in communities north of our area where the employers were more familiar to the placement directors.
- (f) Conducted a seasonal job fair last spring and placed 16 students in summer employment. In addition, we worked to place students in afterschool and weekend jobs and meaningful internships.

(2) MUNICIPAL SUPPORT:

- (a) The 2022 work with the Town of Ticonderoga Supervisor, Economic Development Committee, and the Downtown Revitalization Initiative Committee successfully secured the \$10,000,000 2023 NY State Downtown Revitalization Initiative grant (DRI). Worked with the committee to promote the grant in the community producing more than 35 applications for more than \$40 million in funding. The committee evaluated the proposals and ultimately submitted the required Strategic Plan to the State of NY in November. We await the state's final project awards in spring of 2024.
- (b) Applied for a RestoreNY Grant for \$1.9M on behalf of the town to revitalize 108 Montcalm Street to house a new tourist attraction. The grant was denied, however, we rewrote the grant for the DRI where it was submitted as part of the Strategic Plan and we expect to receive funding.

(3) COMMUNITY SUPPORT:

- (a) Led the Ticonderoga Community Childcare Alliance group toward our goal of providing a public childcare facility for our area. Successfully raised \$600,000 toward the project through a \$250,000 federal grant (NBRC) and funds from private individuals and foundations. Selected a childcare operator, opened pre-registration, recruited more than 20 potential staff members, and are in final negotiations for our lease. We expect to have the facility open in Q3 2024.

(4) DOWNTOWN AND BUSINESS PROGRAMS:

- (a) Continued to pursue the rehabilitation of 108 Montcalm, an abandoned and severely distressed building in the heart of downtown Ticonderoga through the DRI and additional grant applications.
- (b) Attracted new investors to downtown Ticonderoga and facilitated connections to opportunities that will come to fruition in 2024.
- (c) Utilized our resources as an LDC to raise an additional \$140,000 for the rebuilding of the Ticonderoga Golf Club Clubhouse, enable donors to the Ti Golf Club rebuilding project to realize tax benefits from their donations, provide a customized loan instrument that will enable TGC to manage repayment, and provide a vehicle to keep those donations working in our community over the long term.
- (d) Expanded Ti-Works usage, the area's first co-working facility, to triple the space. Accommodated more than 50 different remote workers for 515+ work days. Ti-Works provides a professional work environment for remote workers in our community with reliable broadband and cell signals in downtown Ticonderoga.

- (e) Businesses for Sale – promoted in conjunction with the resources available at ANCA’s Center for Businesses in Transition, designed to provide support for businesses preparing for succession, and people interested in purchasing established businesses. In addition to the general promotion of the Opportunity Page, individual campaigns are conducted for specific businesses into curated audiences to promote their succession.
  - (f) Businesses to Start – promoted game-changing businesses identified in our feasibility study and Ti-Alliance Tourism study as businesses that could be successful in our market. Individual advertising campaigns were conducted in 2023 to promote specific opportunities and entrepreneurial resources and funding for these businesses.
  - (g) Commercial Real Estate – promoted mostly downtown Ticonderoga real estate opportunities for private investors and entrepreneurs interested in doing business in our area.
  - (h) Expanded our Entrepreneurs Fund, provided a third loan to area businesses, and are prepared to make 2-3 additional loans in 2024.
- (5) ORGANIZATIONAL CAPACITY: Increased the capacity of Ti-Alliance through fundraising and program activity including:
- (a) Raised the funding and increased operating budget for 2024 by 20% over 2023, and will administer two multi-million dollar projects for 2024 in downtown building renovation and childcare.
  - (b) Increased our communications reach through quarterly newsletters, press announcements, email and social media. Additional promotions has increased followers by more than 35% and increased engagement by 50%.
  - (c) Expanded project support capacity with expanded hours of Finance Manager and addition of Childcare Consultant.
- (6) RAISING REGIONAL AWARENESS OF ORGANIZATION: Raised the awareness of Ticonderoga with federal, regional, and state economic development funders as a community aggressively and creatively addressing systemic economic development in our area.
- (a) Participated in more than 60 regional and state meetings and seminars on rural economic development including being a regular contributor to Northern Forest Center Affinity Group meetings, the Common Ground Alliance regional economic priority conference, Birth to Three Alliance (Adirondack Foundation), national Rural Workforce Development group, quarterly strategy meetings of the Regional Office of Sustainable Tourism, and regional meetings on Diversity organized by ANCA.
  - (b) Established and maintained regular personal contact with key players in federal, regional, and state economic development entities, keeping them always up to date on developments in Ticonderoga.
- (7) COMPLIANCE: Continue to keep Ti-Alliance in good standing with all compliance requirements for LDC, PARIS, NY State Grants Gateway, federal SAM, and Financial Audits.