



# Ticonderoga Revitalization Alliance

*A non-profit local development corporation whose mission it is to restore economic prosperity in the Ticonderoga region by serving as a clearinghouse for innovative ideas and resources, and a catalyst for public-private partnerships and investment opportunities.*

**Issue #2 December 2012**

**NCCC Students to Live Downtown**

*A new energy coming to downtown Ti.*

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*By 2014 all graduates of Ti High will have Workforce Readiness training.*

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*Support TRA with a \$100 donation and receive a photo puzzle.*

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*A new way to grow business and jobs in Ti.*

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## It's Happening

**North Country Community College and Jasama LLC Ink a Deal for Downtown Student Housing**

A very key component in Ticonderoga Downtown Revitalization is now in place. North Country Community College (NCCC) and Jasama LLC, an independent real estate development firm, have agreed on a deal to build dormitory/study "cluster" student housing along Montcalm Street.

This project will have an impact on both Ticonderoga and the school. NCCC wants to expand their Ti Campus in both student body size and academic offerings. The campus currently hosts approximately 150 students, but could double that student body if housing was available.

Under the agreement, Jasama LLC will create dormitory suites for 16 students in the upper level of what is known as the Huestis Building, next door



**The first dormitory units will be located in the Huestis Building next to Sunshine Laundry with a bakery in the first floor storefront.**

to Sunshine Laundry, in time for the 2013 Fall Semester.

The two quad dorms will each consist of 4 double dorm rooms sharing a kitchen and a common room for study, living, and casual classroom use. A bakery is planning to open this spring in the first floor retail space.

**A New Energy for Downtown Ti**

This is the first phase of NCCC's plan for student housing in Ti. The next phase, targeted for fall 2014, will accommodate another 48 students in the top two floors of the Cobbler's Bench building on Montcalm Street. Additional locations for 2015 will also be developed.

According to Dr. Steve Tyrell, President of NCCC, "NCCC is building on our success of integrating our student bodies into the downtown communities in Saranac and Malone. This approach allows the students to live close to campus but become part of a community. It also breathes young energy into the community, creates a student economy, and incentivizes students to continue life here after graduation. Its a win-win for NCCC and Ticonderoga."

Chattie Van Wert, Director of the Ticonderoga Revitalization Alliance (TRA) said, "We are so pleased that the Ti Alliance was able to help these two organizations discover their common interests. This is exactly the work that TRA wants to enable. Now it's up to the school and developer to bring this project to a reality, but we will be with them all the way, helping to facilitate wherever we are needed."

**BE PART OF THE SOLUTION.** Visit <http://ti-alliance.org/support/volunteer.html> and click the **DONATE** button to contribute online via PayPal, or return the enclosed coupon with your check.

## FROM THE BOARD

*Many have asked who and what the Ticonderoga Revitalization Alliance is. To paraphrase our mission statement, we are a gathering place of ideas and energy from the community, of people and organizations working together to create a vision of a revitalized Ticonderoga and surrounding areas including Hague, Crown Point, and Putnam.*

*This is the work of all of us, a team, a wonderful synergy of people, companies, time and events that are all contributing to fundamental change. Over the past few months the number of residents, businesses, state and county offices, and civic organizations lending their support to TRA has dramatically expanded. TRA is in a unique position to help them explore common goals and initiate exciting projects uniting TRA partners including the Fort, Inter-Lakes Health, IP, TACC, Essex County IDA, SBDC and many others highlighted in this newsletter.*

*All of these projects will have a significant impact on our community. It's happening. We're beginning to change our economic fortunes. We are successful when we work together, care about each other, are willing to share with others and are committed to change. The enthusiasm of the people involved in TRA is infectious and the combined energy is what is bringing these projects to reality.*

*There is plenty of room at the TRA table for YOU! If you are able to help in any way, please join us in our "gathering place". We welcome you, we need you, please join us. Be an agent of change. What an exciting time in Ticonderoga!*

*Happy Holidays to All,*

*Jim Major*

### Special Thanks to the Reales

A special holiday thank you to the Reale Family who have made the Gallery space available to Ti-Alliance to extend the cultural activities of our mission.

## Holidays in the Downtown Gallery

*Shop the Downtown Gallery - Purchases support the artists and the gallery.*

The holidays got off to a great start on Friday, December 7th with the North Country Christmas celebration throughout downtown Ti. The Downtown Gallery participated in the festivities with a reception in the gallery throughout the evening. Music was provided by Mr. Iturrino's Music Tech class from Ticonderoga High School and cellist Brian Donat. Visitors were able to enjoy the music and refreshments while browsing unique handcrafted gifts made by artists right here in our own community.



## The Gallery - Suite 2 Santa's Clothing Swap

*Come shop for Christmas.*

Many residents discovered the TRA-sponsored Santa Clothing & Coat Swap at the Gallery this weekend. And great news! The Swap is extended through Christmas. Anyone can bring in any article of clothing to donate to Hurricane Sandy Relief and swap it for warm clothing for yourself, your family, or a needy friend. We've got lots of coats, sweaters, fleeces, hats, mittens, scarves, & shoes. It's all warm, and free. Don't be left out in the cold this winter - stop by the Santa Swap!

The Gallery and Swap will remain open on Thursdays, Fridays, and Saturdays throughout the season.

### Be a TRA Artist or Volunteer

We're always looking for people to contribute artwork to the Gallery and to volunteer to work in the space. It's a wonderful way to spend a few hours a month in a quiet, inspiring space meeting the nice people who wander in. If you would like to participate in the Gallery, contact Mariann Rapple at [mrapple@ticonderoga-alliance.com](mailto:mrapple@ticonderoga-alliance.com) or call Chattie Van Wert at 593-9093.

The community is invited to utilize the space for events, classes, workshops, performances, or holiday parties. Donations to help cover the cost of heat and electricity will be gratefully accepted. Contact Mariann Rapple or Chattie Van Wert for more information.



## Workforce Readiness Program Coming to Ticonderoga High

*Employers and schools sync up to train students to be great employees.*

Ti-Alliance began a "curriculum" discussion group just eight weeks ago. The goal was to invite the largest local employers, Ticonderoga Central Schools, and North Country Community College to talk about how to match up employer needs with curriculum to better qualify graduates for local jobs.

We are pleased to announce the first high-impact result of these discussions. Beginning with the Class of 2014, all Ti High senior students will receive the nationally accredited coursework for Workforce Readiness. It will be taught as part of the state-mandated Economics course for all senior students.

The course covers various aspects of preparing to enter the workforce and significantly impacts the on-the-job success rate of employees who take the course.



The Workforce Readiness Certificate is recognized by employers throughout the United States as a standard for good employees. In the Ticonderoga area, employers will be giving preferred status to applicants with the certificate.

In addition to making this important coursework available to our high school students, TRA and the Ticonderoga Area Chamber of Commerce are working toward being able to offer this same course to adults in Ticonderoga. The course is already available to adults through OneWorkSource in Elizabethtown, but we will be announcing a local course in the near future.

# It's happening.....

*Be part of it. Donate \$100 today to the Ticonderoga Revitalization Alliance and receive a Richard Timberlake Photo Jigsaw Puzzle.*

The Ti-Alliance would like to give special recognition to the following partners for their work on this program:

- Superintendent John McDonald who navigated this initiative through the local, county and state school systems in record time to allow this program to be implemented so quickly.
- Teacher Jay Wells for his enthusiasm, flexibility, and commitment to implement this curriculum for the Class of 2014.
- EJ Siwek from the North Country Workforce Investment Board who helped connect us with the curriculum and OneWorkForce assistance.

## New Business Incubation Program Coming to Ti

How do we stimulate our local economy? One way is to bring new businesses here and create jobs. That's not easy, but a new program from TRA is focused on attracting new ventures to our area.

Its called a Business Incubator, a concept that has been used for years in communities around the country. As defined by Wikipedia, Business Incubators are "programs designed to support the successful development of entrepreneurial companies through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts."

Recognizing that our TRA partners have an amazing array of resources at their disposal, we're coordinating those resources into incentive packages to entice entrepreneurs to start businesses here in the Ti Area. The goal is to foster 3-5 new businesses each year and help them grow a healthy future in our area. Ultimately this creates jobs and economy for the region.

In the coming months, TRA will be reaching out to help people in our own community and beyond to start new businesses in the Ticonderoga Area.

Our outreach will include working with graduate engineering and computer science programs at universities throughout the area to find recent graduates ready to commercialize their research.

These North Country scholars need places to establish their technology companies and we will offer incentives to start those companies here.

For example, we have a fair amount of empty commercial space in the downtown area, most of which has been empty for more than a year. A landlord can put their property into our incubation program and offer a reduced rent to a new tenant that we might be able to find for them.



The advantage to a landlord is that without this new business in the space, they would likely still have non-revenue generating space a year from now. Instead, they could have a new rent-paying tenant in six months.

TRA partners also include companies that provide many types of business services. Depending on the needs of the new businesses, we could offer some of those services at deep discount to help during start-up months.

Financing is always a key component of a new business. All of the local banks and county funding agencies are TRA partners. We can help identify funding challenges and find appropriate resources.

If you, or someone you know is ready to start a business in the Ticonderoga Area, put them in touch with the Ti-Alliance. We can help. Contact program coordinator Donna Wotton at 415-385-4544 or [dwotton@ticonderoga-alliance.org](mailto:dwotton@ticonderoga-alliance.org).

### *You Can Help Build Business in our Area*

TRA is currently "building" the Ticonderoga Area Business Incubator. How can YOU become an agent of economic prosperity in our region? Here are just a few of the ways that you can participate in this exciting work.

- Let us find you a tenant. If you own empty commercial space in the area, talk to us about including it in the Business Incubator.

- Be a business mentor. TRA will build an advisory team for each incubated business to help them achieve their goals. It doesn't require a lot of your time, just your brain. If you have been successful in business, you didn't do it alone. Pay it forward and help someone else.
- Be on one of our review teams. This spring TRA will review applications and business plans submitted to our program to choose the best plans suited to our community.
- Participate in "Habitat for Business". This spring we'll be doing a little "rehab" on buildings that will host our new businesses. Local retailers will donate materials, but we need volunteers to paint, lay carpet, install a light.....you get the idea. Volunteer for a workday and a lot of fun next spring.

**Be a part of something big. Volunteer.** Contact program coordinator Donna Wotton at 415-385-4544 or [dwotton@ticonderoga-alliance.org](mailto:dwotton@ticonderoga-alliance.org).

## New Board Members

The Ticonderoga Revitalization Alliance has announced the appointment of 6 new members to their Board of Directors.

Rick Bartlett, a Ticonderoga native, retired from an IT career with GE and shares his many talents on multiple community projects.

Jim Beaty, a lifetime summer resident and recently retired engineer, brings a wealth of technical and regional expertise to our table.

Bob Dedrick, a Ti native, retired school teacher and Town Supervisor brings his considerable expertise to the board and a passion for Ticonderoga.

Al Mattison, also a Ti native represents Aubuchon Hardware, and replaces Bill Drummond. Bill remains on our Steering Board.

Vincent Smith, law school graduate, feng shui consultant and former interim Director of Silver Bay YMCA brings his love for the arts to Chair Ti's Cultural Arts Initiative.

Donna Wotton, lifetime summer resident of Hague and Marketing Consultant joins the board to lead communications and business incubator efforts.

Please join us in welcoming these new board

# Ticonderoga Revitalization Alliance

The Ticonderoga Revitalization Alliance plays a unique roll.

As an independent non-profit organization we are able to bring all of the relevant partners to the table for projects that vary from building renovation to job creation, the arts, and business incubation. Our mission is to restore economic prosperity in the Ticonderoga Region by serving as a clearinghouse for innovative ideas and resources, and a catalyst for public-private partnerships and investment opportunities. We find resources, help to overcome roadblocks, and keep projects moving through completion. Our board of directors, steering board, and partners are drawn from investors, businesses, government, and individuals that can make it happen. We believe that Ticonderoga and the surrounding area can be the economic and cultural hub of the Eastern Adirondacks and can take its place as a historic, cultural, and business leader in the Northeast.

**Be part of something big. Donate and participate.** The Ti-Alliance can coordinate this revitalization effort, but we need all of the citizens of Ticonderoga, Hague, and Putnam to participate to be successful. You can support the effort with a donation, an idea, your time on a committee or at the gallery, investment, or other creative contribution. It all works toward the goal. Contact the Director, Chattie Van Wert to see how you can participate.

Receive TRA news via email. Visit our web page and click on CONTACT <http://ti-alliance.org/contact.html>.

## Director

Chattie Van Wert

## Board of Directors

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Al Mattison  
Susan Rathbun  
Peter Reale  
Vincent Smith  
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## Partners

Adirondack Camp  
Adirondack Park Agency  
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Glens Falls National Bank  
Hancock House  
Inter-Lakes Health  
International Paper  
McDonald's of Ticonderoga  
National Grid  
North Country Community College  
NC Workforce Investment Board  
OneWorkSource  
PRIDE of Ticonderoga  
Rathbun Jewelers  
Reale Construction  
Silver Bay YMCA  
North Country SBDC  
Stewarts  
Ti Cultural Arts Initiative  
Ticonderoga Chamber of Commerce  
Ticonderoga Schools  
Ti Montcalm Street Partnership  
Town of Ticonderoga  
Wind Chill Factory

## Steering Board Members

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Pete Ward  
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## Gallery Volunteers

Jim Barnes  
Seddon Beaty  
Cathie Burdick  
Stan Burdick  
Art Hatfield  
Dawn House  
Lena Iuliano  
Don Lindstrom  
Laurie Mygatt  
Linda Osborne  
Tammy Swift  
Richard Timberlake  
Ben Van Wert  
Roberta Whiteley

I want to be part of the TRA Solution. Enclosed is my check for

\$500     \$250     \$100     \$50     Other

OR Donate online using 

Click DONATE at <http://ti-alliance.org/support/volunteer.html>.

I am interested in

- Investment opportunities. Please have a board member call me.
- Supporting the Ti-Alliance effort as a volunteer
- My area of expertise is \_\_\_\_\_

Name		
Address		
City	State	Zip
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Phone		