



## 2022 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;
- Develop housing to accommodate new and working residents as needed; 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 3<sup>rd</sup> round of Ti-Alliance Skilled Career Scholarships in the amount of \$52,000 to five Ti High graduates and expanded our renewable funding resources for the program.
  - (b) Created an endowment fund to support our scholarship program and raised \$135,000 in first year funding.
  - (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 takes small numbers of students on field trips to explore a variety of career options available in our community. In 2022 we explored 23 jobs at 11 local businesses. This program is having a significant impact on the way students and their families perceive work opportunities in our community, and vocational education opportunities. Four years ago we had just 8 students attending the CV-TEC high school

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vocational programs in Mineville. This year we have 51 students attending daily – a huge increase, and up 10 more students from 2021. That number looks to be sustainable in the coming years as more students and their families get interested in exploring skill-based education at the high school level.

- (e) We are now working with CV-TEC's graduate placement program to connect them with more than 40 employers in the Ticonderoga Area. As a result, 8 students in their 2022 graduating class were placed in full-time jobs in their fields in the Ticonderoga Area. 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) Ti-Alliance conducted a seasonal job fair last spring and placed 18 students in summer employment. In addition, we work to place students in afterschool and weekend jobs and meaningful internships.

(2) MUNICIPAL SUPPORT:

- (a) Worked with the Town of Ticonderoga Supervisor, Economic Development Committee, and the Downtown Revitalization Initiative Committee to assess, write, and submit an application to the NY State Downtown Revitalization Initiative Grant process. Our bid for this grant was successful and will provide \$10,000,000 in downtown revitalization funding for the town in the coming years.
- (b) Creating a revitalization plan and applying for a RestoreNY Grant for \$1.9M on behalf of the town to revitalize 108 Montcalm Street to house a new tourist attraction.

(3) COMMUNITY SUPPORT:

- (a) Created the Ticonderoga Community Childcare Alliance group to guide effort to create public childcare in the area. Explored two potential facilities for childcare. Unfortunately, neither was feasible, but the search continued and plans advanced.

(4) DOWNTOWN AND BUSINESS PROGRAMS:

- (a) Successfully secured Ti-Alliance ownership of 108 Montcalm, an abandoned and severely distressed building in the heart of downtown Ticonderoga, and have created a rehabilitation plan that would bring the building to operational status in August 2024 as a new downtown attraction.
- (b) Coordinated the reinforcement of the roof at 108 Montcalm to deter additional damage until the new roof can be scheduled.
- (c) Provided application services to local businesses to access COVID relief funding.
- (d) Attracted new investors to downtown Ticonderoga and facilitated connections to opportunities that will come to fruition in 2023.
- (e) Utilized our resources as an LDC to raise an additional \$340,000 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.
- (f) Expanded Ti-Works, the area's first co-working facility, to triple the space. Accommodated more than 57 different remote workers for 400+ work days. Ti-Works provides a professional work environment for remote workers in our community with reliable broadband and cell signals in downtown Ticonderoga.
- (a) 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.
- (b) **Businesses to Start** – promotes 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 2022 to promote specific opportunities and entrepreneurial resources and funding for these businesses.
  - (c) **Commercial Real Estate** – promotes mostly downtown Ticonderoga real estate opportunities for private investors and entrepreneurs interested in doing business in our area.
  - (d) Expanded our Entrepreneurs Fund, provided first two loans to area businesses, and are prepared to make 2-3 additional loans in 2023.
- (5) **ORGANIZATIONAL CAPACITY**: Increased the capacity of Ti-Alliance through fundraising and program activity including:
- (a) Raised the funding and increased operating budget for 2023 by 30% over 2022, plus added two multi-million dollar projects for 2023 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 30% and increased engagement by 60%.
  - (c) Created Investment Committee to manage Scholarship Endowment Fund.
  - (d) Hired part-time Finance and Project Manager.
- (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 75 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, 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.