



Ticonderoga Revitalization Alliance

A non-profit 501c3 corporation whose mission it is to restore economic prosperity in the Ticonderoga region by coordinating innovative ideas and resources, and acting as catalyst for public-private partnerships and investment opportunities.

Issue #6 June 2016

In The News

Trekonderoga Returns to Ti - Bigger and Better than Ever - August 12-15

By any measure, the Trekonderoga event that happened last September was an out-of-this-world success. A great example of partnership between TRA and Retro Film Studios, more than 300 Star Trek fans participated in the event, with more than half of the attendees from out of the Ticonderoga area. That translated to a direct and indirect economic impact to the area of about \$250,000.

A change of date this year to August 12-15 brings Trekonderoga into prime tourist season as well as eliminates a scheduling conflict with another large Trek event. The result is expected to double the attendance to the 2016 Trekonderoga to more than 600 attendees.

The inaugural event has led to additional publicity for Retro and it's owner, James Cawley, including spots on CBS Sunday morning, CNN's Anderson Cooper, and a feature story in the New York Times.

Next Trek Projects

TRA and Retro Film Studios are currently discussing how we can help them grow their operations to include year-round studio tours and a potential Star Trek museum that would be the only one of its kind in the country. This would provide a year-round tourism draw to Ticonderoga with a "suite" of Trek activities in the downtown area.



The Stars of Trekonderoga: Actors and writers of the original Star Trek series pose with the Trek volunteers.

TRA's relationship with Retro is an excellent example of how a local LDC can make it possible for a small company to expand if given some financial and organizational support at critical times. The result is business growth and sustainability, and economic growth to the region.

A New Project - A New Life for Derelict Buildings in Ti

TRA is currently leading discussions between the town and other area groups to discuss how we might play a role in breathing some new life into some derelict buildings in Ticonderoga.

The buildings have been cited by the town for serious code violations, condemned, or otherwise abandoned by their owners. The conditions range from nuisance and junk code violations to complete tear-downs.

Some of these situations could potentially be mitigated with some help for the owners to bring them back into compliance. Others are deliberately abandoned and could be

reclaimed in one way or another to bring them back into a functional state and return the to the tax roles.

As an LDC, TRA has a variety of tools to help the town return these properties to a healthy status on the tax roles. Under the law, the town cannot own and rehabilitate these properties, but this is precisely the role of an LDC. The county can transfer select properties to TRA for rehabilitation and ultimate sale back to taxpaying owners. TRA is eligible to apply for grants and can solicit partners to support the process. Partners might include local trade organizations, BOCES, trade schools, and private partners.

TRA and Ticonderoga Town Officials are currently talking with representatives of Essex County and a variety of other towns that have employed LDC's to do similar work, TRA hopes to play a key role in the process.



"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

BE PART OF THE SOLUTION. Visit <http://ti-alliance.org/support/volunteer.html> and click the **DONATE** button to contribute online via PayPal.

FROM THE BOARD

Nancy Archer and Lance Clark have been in our director's chairs for almost a year and a half now and have breathed new life into TRA yet again. Though they operate in a volunteer capacity, they are tireless in their pursuits and work nearly full time. We are so grateful for their time and passion.

Our challenge is to fund the Director's position, something that we see as key to the long term effectiveness of the organization. There's only so much we can do as an all volunteer organization without a full time director. Nancy and Lance have worked to get us compliant with the extensive state and federal requirements for the LDC and led TRA's participation in the Trekonderoga program, both of which have put us in an excellent position to apply for federal and state grants to fund larger projects.

Pam Nolan of the Ticonderoga Federal Credit Union has joined our board of directors to lend her passion to the revitalization efforts. Pam has been extremely active in the community both as an individual and as a representative of the credit union and comes to TRA with an extensive knowledge of financial products and processes critical to the LDC's operations. We welcome Pam to our ranks.

Our board goals for the 2016 summer season are to fund our 2016 audit, see the greatly expanded Trekonderoga program through to a successful completion, add 2-3 new board members to our team, and elect a new board chair. We are looking for enthusiastic people with ideas and passion for building a more robust economic engine for the Ticonderoga region and welcome anyone interested in participating.

Looking forward to a productive summer season.

The TRA Board of Directors.

What is an LDC?

Ticonderoga Revitalization Alliance is an LDC. Not sure what an LDC is or why you should care about it?

What is an LDC?

An LDC is a non-profit 501c3 Local Development Corporation. They are created and utilized by towns and cities throughout the country as an economic development arm. All but two counties in the state of New York have an LDC at the county level, and more than 60% of the towns/cities in the state have an associated LDC.

Some successful LDC's in our area include:
Saranac Lake: <http://www.saranaclake.gov>
Troy: <http://www.troyny.gov/Departments/EconomicDevelopment/TroyTLDC.aspx>
Plattsburgh: <http://thedevelopcorp.com>

Why do we need an LDC?

One would think that a town would have the ability to do economic development activities to benefit its community. But the law restricts a municipal entity from managing business transactions not directly related to town operations. An associated LDC has the ability to engage in economy-building transactions that benefit the community - they can engage in the business of building economies.

What kinds of projects can an LDC do?

The role of an LDC is to assist the community with economic development projects that impact employment opportunities, training and skill development, the attraction and retention of industry, and other activities that affect the economic health of Ticonderoga.

In this capacity, TRA has been able to:

- facilitate the implementation of the National Workforce Readiness Credential Program at the High School, and worked with CV-TEC to include it in their curriculum.
- work with JASAMA Group to bring new businesses like Libby's Bakery and Retro Film Studios to the downtown area.
- create the Downtown Gallery and build it to a sustainable level.
- work with North Country Community College to advance their plan to establish an applied trades college in Ticonderoga (feasibility studies underway).
- finance downtown beautification projects like the large murals at the Wicker Street and North Montcalm entrances to Ticonderoga.
- play a critical role with Retro Film Studios in development and financing of the

expanding Trekonderoga brand and program.

- develop project outlines for future "place-building" projects such as "The Hub" multi-use facility and brewpub for downtown Ticonderoga.

What do we see in our future?

Another reason why towns have LDC's is because LDC's can acquire, own, and sell property. This can be extremely helpful in developing larger projects such as the trade school where securing a location for the school is essential, but neither the town, nor the college can purchase a building. It needs to be leased. The LDC can own the building and lease it to the college allowing this project to locate in Ti.

An LDC can acquire and rehabilitate properties, and otherwise engage in construction projects. The town is restricted from these types of projects. With our derelict building project we can assist the town in reclaiming these over time into functioning homes and businesses, which will not only enhance the town, but bring them back on to the tax roles.

And finally, an LDC has the ability to acquire and administer large grants to support economic development in a way that the town cannot. In the coming years we hope to be writing a number of grants to provide funding for a number of projects focused on expanding light industry and other business opportunities that will make a significant impact on the ability of our community to attract and maintain a younger demographic that can significantly enhance the economic standing of our community.

TRA can enter into partnership with other economic development organizations in the county and region such as Essex County Industrial Development Agency (IDA), the Upstate Regional Economic Development Council (REDC), and others that can provide funding, experience, and guidance on projects fostering long-term economic growth to our area.

Transparency at the LDC

As a 501C3 non-profit organization - the same as The Red Cross, Habitat for Humanity, American Cancer Society, and our own Ticonderoga PRIDE - an LDC must be audited annually, is required to keep an easily accessed website up-to-date, holds public board meetings, and operates with the same transparency as municipal government.

To be part of the solution, contact any board member, attend a board meeting, or join the board of TRA.

It's happening.....Be part of it. Donate today to the Ticonderoga Revitalization Alliance.

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 include 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, Crown Point, and Putnam to participate. 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>.

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Lance Clark

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Gallery & Other Volunteers

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

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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 _____

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