



2022 Goals and Objectives

1. Recruit two entrepreneurs to launch a game changing business in the Ticonderoga Area (to open in 2022) using the game-changer report and feasibility study as guidance.
2. Expand the use of an online marketing program to promote opportunities in Ticonderoga through the Opportunity Page.
 - a. Utilize the program to promote individual opportunities, especially for business succession and downtown property usage.
 - b. Utilize the program to promote to new residents and potential entrepreneurs.
3. Provide financial, legal, and other support to two existing and/or new businesses in the Ti Area to that strengthen the resilience and sustainability of these businesses and contribute to the Ti Area as an attractive location to conduct business.
4. Provide at least 3 education scholarships and mentorships in the skilled trades, and work with Ticonderoga Schools to exposure students to viable trades that bring jobs to Ti area and encourage young people to live and work here.
5. Build the Career Training Scholarship Endowment Fund.
6. Build the Entrepreneurs Fund balance.
7. Conduct an analysis of housing needs in the Ti Area and explore possible solutions to address the gap in middle income housing (\$125,000 - \$325,000) for working professionals. Explore the possibilities of creating a housing project in Ticonderoga based on the Northern Forest Center model employed in Lake Placid.
8. Continue to increase the financial and operational capacity of Ti-Alliance through fund raising, grant writing, and business opportunities that can provide financial and operational support of Ti-Alliance and build economic capacity in the Ticonderoga Area through public/private partnerships.
9. Foster partnerships with other local economic development entities to strengthen the Ti Area business environment and explore opportunities to work together on economic development projects.

Ticonderoga Revitalization Alliance is a not-for-profit, local development corporation whose mission is to 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.