



# Ticonderoga Revitalization Alliance

*A non-profit 501(c)3 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.*

Issue #16 - November 2021

## From the Board

*Everything grows in summertime, including Ti-Alliance. Programs are in full swing, but it's also a time when we do our planning for the next year, build our base of supporters, expand our resources, and get focused on next steps. To grow you need a healthy root system.*

*While the students were on summer break, Ti-Alliance was working on cool new ideas for Students in the Field and other career programs for the fall. In June, Ti-Works, our co-working space, tripled in size to accommodate all our remote workers. We worked with local businesses to help them access federal relief funding, we worked with partners throughout the region on advocacy issues for the North Country, and we have been busy laying the groundwork for our fall campaigns for the Opportunity Page, grant-writing season, and fundraising to support our operations for next year.*

*For many of us, fall is also the time when we strategize our year-end giving. We hope that as you look toward year-end and the holidays, that you will keep your community in mind and be part of building a better Ticonderoga Area. Please consider including Ti-Alliance in your year-end giving so we can continue to grow and do this important work.*

### **The Ti-Alliance Board of Directors**

Nancy Archer    Lance Clark  
Scott Hearburg    Pat Ida  
Chris Mallon    Sandy Morhouse  
Pam Nolan    Bobby Porter  
Peter Reale    Joe Giordano (Ex Officio)



## Opportunity Knocks

This summer we laid the groundwork for a promotional program for the Opportunity Page. Our first test ads on Facebook and Google garnered almost 300 click-throughs to the Opportunity Page - which tells us that we can do very effective outreach this way.

These platforms enable us to deliver individualized messages about the opportunities in the Ti Area. Our fall campaign will target various demographic groups including people with ties to the Adirondacks exploring life changes, would-be entrepreneurs, and retiring baby boomers.

We received a non-profit grant from Google that provides \$10,000 of free Google advertising each month. That's a LOT of advertising power that we can make available to our community. If you have a specialized job you need to fill, a business to sell, or other opportunities, contact Donna Wotton ([donna@ticonderoga-alliance.org](mailto:donna@ticonderoga-alliance.org)) to see how we can help you promote it.

## Students in the Field is Back

Our Students in the Field program (SITF) was so well received last spring that we have expanded it to a year-round program and added new in-classroom activities to spice up those long winter school days. We'll be adding lots of exciting new worksite destinations to the SITF line-up and revisiting some of those from last spring with peer-to-peer guides.

During the winter months, we will be bringing professionals into the classroom, both in-person and virtually, to share their career experiences with the students. During these "Lunch and Learn" sessions, each professional will teach students a cool skill from their profession. It's a great new way to engage.

If you or someone you know would like to share their work experience with local students, contact Melinda Fuller ([fuller.melinda@gmail.com](mailto:fuller.melinda@gmail.com)). We can help you plan a visit to share what you love and inspire our students.



## Advocating for Students, Teachers, and Schools

Executive Director Donna Wotton was recently elected to the board of Champlain Valley Educational Services BOCES. Essentially, CVES BOCES is the regional "Board of Education" that provides vocational training, special education, administrative support, and career development to the 16 school districts in our region. Thanks to Evan Gladding, the previous representative from our area, who retired after several years of service. Donna looks forward to contributing to the board, exploring resources, and advocating for vocational education and Ti Schools.



## Repaint the Town

When you drive into town, you can't miss the Wicker Street mural. But, it's suffered some wear and tear since its creation in 2013. After all, we do live in the Adirondacks. Former Ti-Alliance Executive Director, Chattie VanWert, noticed and initiated a little TLC campaign.

Maura Jebb, one of the original artists, and Britney Shaw, a local art teacher, set up shop on the edge of Wicker Street and eagerly went to work. Locals gleefully honked their horns as they drove past them repainting the mural, which depicts a serene Adirondack landscape. We shared the news on social media and over 550 people took a moment to express how much they love the mural. It's amazing how much pride people take in the little things that make Ti special.

Thank you to Aubuchon Hardware for donating paint for this project!

## Be an "Insider"

Why follow us on Facebook and Instagram? Because it's really fun. Get a glimpse into the everyday work that Ti-Alliance does fostering the best community in the Adirondacks! Follow along on our student trips, see what projects and events are upcoming, learn about new businesses, and dream with us on What-If Wednesdays when we explore all that is possible for the Ticonderoga Area - your ideas and ours. Be the first to get the scoop!



## The Invisible Work: Participate, Contemplate, Advocate, Create

It may not be as visible as some of our other work, but as Executive Director of Ti-Alliance, one of Donna's most important roles is to actively participate in the larger regional discussion on Rural Economic Development and bring focus to the Ticonderoga Area. This includes a wide range of interwoven topics; downtown revitalization, business and entrepreneurial development, workforce and education, housing, child care, sustainable food sources, and others. It allows us to advocate for our community, take advantage of regional resources, get great ideas that we can use in our daily work, and share what's working here with other similar communities. It also allows us to band together with other groups to influence policy and funding for the North Country.

In the past few months, we have participated in many meetings on specific topics and represented our community in the following forums:

- Election to the Board of CVES BOCES (see "Advocating for Students, Teachers, and Schools"),
- Common Ground Alliance updating of the Blueprint for the Blue Line,
- the Adirondack Foundation roundtables on Downtown Development, Housing, and Child Care,
- the Northern Forest Center roundtables on Attracting New Residents to the Adirondacks,
- the Radically Rural Conference sharing the best ideas in economic development in small communities around the country,
- the national Rural Workforce Innovation Network workgroup on rural workforce development,
- and many more.

These peer-to-peer forums are a treasure trove of information and an inspiration to us every day. The more information we have, the more effective we can be. And participation gives us a voice.

## Pearsall Adirondack Foundation Supports Ti-Alliance School Programs with Grant

Ti-Alliance is pleased to announce that for the second year in a row, the Glenn and Carol Pearsall Adirondack Foundation has awarded the Alliance a \$5,000 grant to support our school programs. The mission of the Pearsall Foundation is to enhance the quality of life for year-round residents of the Adirondacks and we love the insightful strategy to their philanthropy. They focus on small front-line organizations like Ti-Alliance where they can maximize their impact on everyday lives.

Last year their contribution helped us pay the rent at Ti-Works and sponsored some Students in the Field trips. This year it will help to pay for the part-time salary of Melinda Fuller, our school programs coordinator. With Melinda "in the chair" we can continue to expand opportunities for our local youth and have a significant impact on our skilled workforce.



## Stay Up to Date - Follow Us

**Facebook:** @revitalizeticonderoga  
**Instagram:** @ti\_alliance

## Donate to Ti-Alliance

### Share the Vision!

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