



2021 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 2021:

- (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 2nd round of Ti-Alliance Skilled Career Scholarships in the amount of \$43,000 to four Ti High graduates and expanded our renewable funding resources for the program. The goal is to award at least three 2-year scholarships for each graduating class and fund a scholarship endowment fund.
 - (b) Updated and reprinted the Skilled Careers Education Quick Reference Guide brochure and added an 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.
 - (c) 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. We began the program in the spring of 2021 with 8 trips and continued the program in the fall with an additional 3 outings. There are 12 more outings planned for the spring of 2022. This program is having a

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- significant impact on the way students perceive work opportunities in our community, and vocational education opportunities. Three years ago we had just 8 students attending the CV-TEC programs in Mineville. This year we have 41 students attending daily – a huge increase, and 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.
- (d) 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, 6 students in their 2021 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.
 - (e) Ti-Alliance conducted a seasonal job fair last spring and placed 13 students in summer employment. In addition, we work to place students in afterschool and weekend jobs and meaningful internships.
- (2) MUNICIPAL SUPPORT: Continued the Zombie and Abandoned Properties Project for a fourth year: This program supports the Code Enforcement Office (CEO) of the Town of Ticonderoga in identifying, categorizing, and remediating vacant and abandoned buildings in Ticonderoga. The office was able to expand their identification and actionable remediation programs in 2020 with our help. While COVID created significant barriers in implementing remediation, the system allowed additional notification, enforcement, and tracking of owner remediations. Secured Phase 2 funding for 2021, though much of it wasn’t able to be utilized because of a lack of capacity on the part of the town and their legal services.
- (3) DOWNTOWN AND BUSINESS PROGRAMS:
- (a) Worked to further the plan and foreclosure process with Essex County for the Hacker Building (largest vacant building in Downtown Ticonderoga). Coordinated the reinforcement of the roof in the hopes that it will survive the winter of 2022 and the foreclosure process.
 - (b) Provided application services to local businesses to access COVID relief funding.
 - (c) Utilized our resources as an LDC to raise an additional \$750,000 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.
 - (d) Expanded Ti-Works, the area’s first co-working facility, to triple the space. Accommodated more than 40 different users for 423 work days. Ti-Works provides a professional work environment for remote workers in our community with reliable broadband and cell signals in downtown Ticonderoga.
 - (e) Created the new Opportunity Page program to aggregate information about opportunities available in the Ticonderoga area. The program uses outbound marketing via social media to the NY, Boston, Philadelphia, and Capital District metro areas and throughout the North Country Region. There are 3 parts to the Opportunity Page:
 - (i) 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.
 - (ii) 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 will be conducted in 2022 to promote specific opportunities and entrepreneurial resources and funding for these businesses.

- (iii) Commercial Real Estate – promotes mostly downtown Ticonderoga real estate opportunities for private investors and entrepreneurs interested in doing business in our area. All three of the businesses promoted in the fall of 2021 have sold.
 - (f) Expanded our Entrepreneurs Fund and are currently evaluating the first lending opportunities that will take place in Q1 2022.
- (4) ORGANIZATIONAL CAPACITY: Increased the capacity of Ti-Alliance through fundraising and program activity including:
- (a) Raised the funding and increased operating budget for 2022 by 75% over 2021.
 - (b) Hired a full-time Communications Specialist and have increased our communications reach through now quarterly newsletters, press announcements, email and social media.
 - (i) 46% increase in social media followers (now over 750)
 - (ii) 168% increase in engagement from 1,500 click throughs in Q1 to over 5,000 in Q4.
 - (iii) Website visits up 70% since August, with the amount of time and quality of engagement increased 50% since August, very good by Google standards.
 - (iv) Our Google Ad program accounts for 40% of visitors. Click-throughs in November were 5X what they were in July 2021.
 - (c) Hired a part-time School Programs Coordinator to manage our Trade Education Access Program which is greatly expanding to include double the number of Students In the Field trips, new Professionals In the Classroom program, and additional job fairs and placement services.
 - (d) Added two key members of our Entrepreneurs Committee adding finance experience and capacity to evaluating applications and our mentorship resources.
- (5) 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 100 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) Delivered a presentation to the Northern Forest Center’s Downtown Revitalization Affinity Group in partnership with PRIDE of Ticonderoga and Ti Area Chamber of Commerce to 50 economic development professionals in the North Country.
 - (c) 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.
- (6) 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.