Agenda for tonight

• Welcome from Mayor Restaino
• Background on the Niagara Falls Strategic Economic Development Fund
• Overview of target investment area
• Process for proposing projects to be considered for the Fund
• Q&A regarding the Fund and process
Welcome
Hon. Robert Restaino

Mayor of Niagara Falls
How did WNY get to the Billion?

2011
NYS Regional Economic Development Councils are formed

2012
Strategy for Prosperity wins $100M for WNY

2012-2016
Buffalo Billion Phase I announced

2017
Implement Buffalo Billion Phase I

2017 - Today
Buffalo Billion Phase II

Implement Buffalo Billion Phases I and II

Informed by community input, detailed research and analysis
How is WNY implementing the Billion?

Strategies for WNY

- Placemaking
- Innovation
- Workforce

Strategic investments in various target areas

Niagara Falls Strategic Economic Development Fund
Since 2011, NYS has invested more than $315 million in Niagara Falls.
Ongoing support to transform downtown Niagara Falls

NYS investments and supports from USA Niagara Development Corporation

Power City Building
Conference & Event Center
The Giacomo
Old Falls Street
Third Street
Mixed-Use Hotel Projects
Re-connecting the city to its waterfront

Creation of a 150+-acre green ribbon by park investments and expressway removals

Riverway

Great Lawn

Discovery Way

Gorgeview Trail

Parkway Overpass - 2010

View from Trail Overlook
North Main Street revitalization

$10 Million investment from NYS Downtown Revitalization Initiative (DRI)
What do we hope to achieve with the Niagara Falls Strategic Economic Development Fund?

**Leverage investments** in the waterfront and city anchors—Downtown and North Main Street—by better connecting them to nearby neighborhoods.

**Enhance neighborhoods** with connections to the waterfront to retain and attract new residents.

**Promote** vibrant mixed-use, walkable commercial corridors.

**Support and grow new businesses** and entrepreneurship.

**Attract tourists** from downtown into adjoining neighborhoods.
What does the process look like?

What the data tells us

ANALYSIS OF INVESTMENT AREAS
- Land use
- Businesses and business type
- Vehicle travel
- Walkability
- Proximity to residents & workers

Investments to build upon

New York State investments in Niagara Falls projects since 2011

Perspectives from the community and stakeholders

- Stakeholder sessions
- Project submission forms
- Listening sessions

PORTFOLIO: NF Strategic Economic Development Fund
What do we hope to achieve BEYOND what the Niagara Falls Strategic Economic Development Fund can accomplish?

Opportunities beyond the Fund:

Creating partnerships with all levels of governments and local foundations
What do we mean by effective partnerships?

East Side Avenues

• Born out of a similar economic development planning process in 2018
• Beyond NYS investments, local foundations contributed $8.7 Million to support community based organizations and programming
• Leveraged other public funding at local, state, and federal levels
• Process compiled multiple projects, while not funded, yielded a future “to-do list” for the next phases of improvements
Why focus on this investment area?

Investment area capitalizes on upgrades to downtown, North Main Street, and the waterfront.

—

Corridors often the “face of a community” containing small businesses, cultural and historic assets, and remnants of walkable, traditional business districts.

—

Opportunities to better connect neighborhoods to downtown, the water and the tourism economy.
# Niagara Falls Investment Area

| **5** Major Employers **(with 100+ jobs)** | **197** BUSINESSES  
**(23% of all businesses in the City)** |
|------------------------------------------|------------------------------------------|
| **6** National Register of Historic Places Listings | **6,150** JOBS  
**(33% of all jobs in the City)** |
| **6** Workforce Trainers | **36** ACRES OF VACANT LAND |
| **$16.7M** Recent NYS Investments | **54%** WORKFORCE PARTICIPATION RATE |
| | **10,423** WORKING AGE POPULATION |
| | **5%** PEOPLE WITHIN A HALF MILE |
| | **18%** POVERTY RATE |
| | **45%** PEOPLE OF COLOR |

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Main Street
From Ferry Ave. to Portage Rd.

Civic center (access to services, including the library, post office, and City Hall)

Connects North Main St. to downtown and beyond

Key connections between neighborhoods and the waterfront
INVESTMENT CORRIDOR

Main Street

ON THE CORRIDOR 0.9 miles long

<table>
<thead>
<tr>
<th>53</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,347</td>
<td>Jobs</td>
</tr>
<tr>
<td>69%</td>
<td>Commercial</td>
</tr>
<tr>
<td>2.24</td>
<td>Acres of vacant land</td>
</tr>
</tbody>
</table>

BUSINESS MIX

| 28%  | Professional services   |
| 15%  | Social services/Health care |
| 13%  | Finance/Insurance        |

TRANSPORTATION/ACCESS

| 4,677 | Vehicles/day |
| 74    | Walk score   |
| 21    | NFTA Transit stops |

Portage Road

From Main St. to Pine Ave.

Concentration of health service providers and near Niagara Falls Memorial Medical Center

NFTA Transportation Center serves as a hub for public transit users in the City

Connects N. Main St. & Pine Ave, and contains community assets (Oakwood Cemetery/Trott Center) and community retail
INVESTMENT AREA

Portage Road

INVESTMENT CORRIDOR

**Pine Avenue**

*From Aquarium of Niagara to Hyde Park, and including City Market*

Home to historic, small, family-owned businesses and cultural amenities

Supported by an existing business organization

Walkable district connecting the Gorge with the City’s largest park and accessible to residential areas
INVESTMENT CORRIDOR

Pine Avenue

1.8 miles long

- 131 Businesses
- 2,916 Jobs
- 45% Commercial
- 4.5 Acres of vacant land

BUSINESS MIX

- 13% Restaurants/Accommodations
- 13% Services (dry cleaners, barbershops, auto repair shops, etc.)
- 18% Retail

TRANSPORTATION/ACCESS

- 8,846 Vehicles/day
- 84 Walk score
- 29 NFTA Transit stops

Niagara Street

*From 3rd St. to John Daly Blvd.*

Recent investments in streetscape and bicycle infrastructure

Private sector investments focused on growing entrepreneurship

High visibility to downtown visitors and close to large tourism-related employers
Niagara Street

INVESTMENT CORRIDOR

0.4 miles long

11 Businesses
2,528 Jobs
23% Commercial
20.7 Acres of vacant land

BUSINESS MIX

36% Restaurants/Accommodations
18% Social services/Health care
18% Retail trade

TRANSPORTATION/ACCESS

10,385 Vehicles/day
72 Walk score
8 NFTA Transit stops

In what types of projects will the Niagara Falls Strategic Economic Development Fund support?

- Projects in the Target Investment Area
- Aligned with the economic development goals of the Fund
- Primarily capital
- Ready to be implemented within three years
- Spearheaded by organizations that have capacity and expertise to implement
What types of projects need to be funded through other sources?

• General operating expenses / working capital
• Endowments
• Religious purposes or improvements to structures owned by religious or private membership-based organizations
• Projects that are primarily housing
• Projects that primarily have a health care or social service mission
• Community and/or recreation centers
• School Districts
• Athletic fields
• Activities that have occurred prior to the start of the grant period
What might these projects look like?

Rehabilitate older buildings

Façade improvements

New or “Infill” Developments
What might these projects look like?

Streetscape Enhancements

Public space or park enhancements
What might these projects look like?

Small business supports

Workforce training
Overview of this Process

Data and analysis to identify target investment approach
Feb – Mar 2021

Collect project ideas from stakeholders
Now – May 14th

Listening sessions to assess priorities and cultivate project ideas
May – mid-June

Develop Investment and implementation strategy for the Fund
June - July
Do you have a project you want us to know about?

Fill out the Project Submission Form at:

Pick up a drop off a paper copy from the library (Main branch or LaSalle)

Submit your project forms by May 14, 2021
Do you have a project you want us to know about?

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What are the next steps?

- Review project proposals and schedule listening sessions with stakeholders
- Analyze the priorities in the target investment area
- Propose how to invest and implement
- Identify projects and priorities for other funding opportunities

A unifying voice for the community
Submit project proposals by May 14th online or at the library:


Look out for an email or phone call to schedule a listening session

Spread the word! Tell your neighbors and others about this program and opportunity

Questions or comments? Email us: NFstrategicfund@esd.ny.gov
Thank You!