

# Village of Brockport

## It's All in Brockport

**NY FORWARD**

**ROUND 3**

**COUNTY:** MONROE

**REDC REGION:** FINGER LAKES

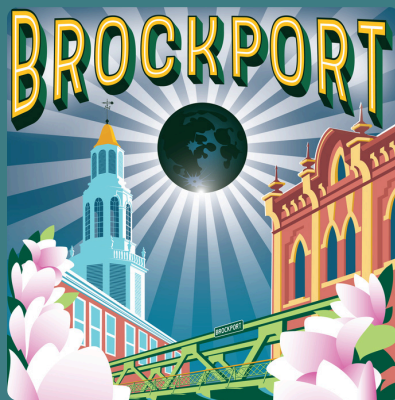
**PRO HOUSING STATUS:** CERTIFIED



**APPLICANT CONTACTS:**

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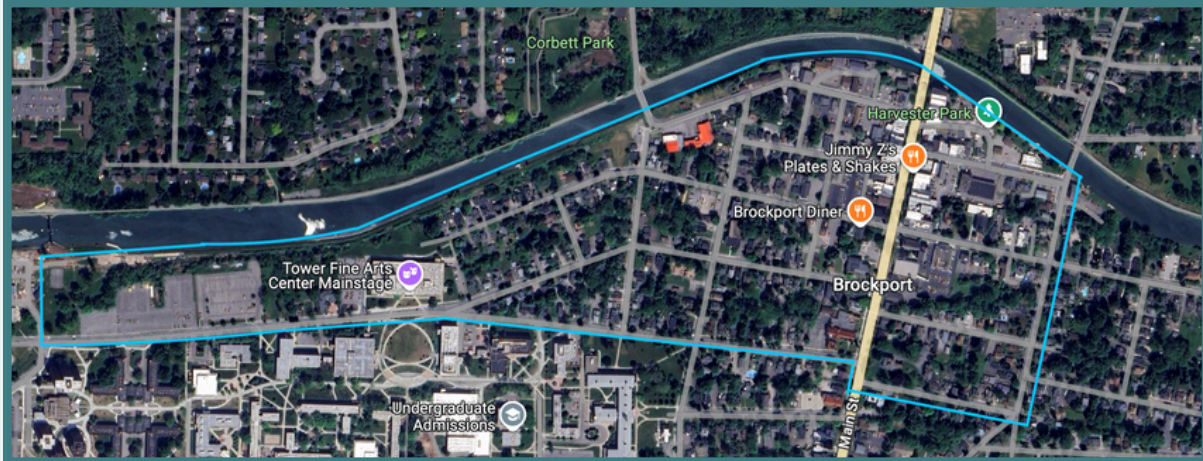




# Geographic Area & Justification

## Geographic Area

The Village of Brockport, located in Monroe County, NY, is an Erie Canal town, college town, and central hub of activity for its own residents and those of Clarkson, Sweden, Hamlin, and other nearby small towns and villages. Brockport prioritizes living its history and bridging it to a thriving and culturally rich future in the Finger Lakes region. The Village's downtown focus area centers on Main Street and adjacent side streets that offer several attractions for residents and visitors. The area's boundaries run south to north from Monroe Avenue to the south side of the Main Street bridge that crosses the Erie Canal, and they span west to east along the Erie Canal corridor from the pedestrian bridge at 380 Holley Street to Park Avenue. This area highlights Brockport's historic downtown corridor, canalfront parcels, and portions of historic districts on the Village's west and east sides.



*Village of Brockport Historic Downtown Corridor Project Map/Target Area*

## Geographic Area Justification

Brockport has leveraged grant funds, technical assistance, and other investments from New York State, regional funders, and the federal government to consistently invest in and around its Main Street corridor and waterfront to create a vibrant downtown, which makes it the ideal target area for a NY Forward award. The Village has invested in multimodal transportation options through the development of the Brockport Loop and pedestrian bridge. The bridge will be completed by next summer. The Village is also in the process of installing bicycle plates, new sidewalks, and video detection stoplights at the Smith Street bridge with NYSDOT Transportation Alternatives Program funding. The Village used NY Main Street anchor funds to renovate the roof and chimney of the historic Strand Theater. These projects highlight Brockport's dedication to being an accessible, family-friendly community that has something for everyone.



Furthermore, the Village is enhancing its portion of the Erie Canal as a waterway for recreation by securing Canal Corporation funds to build a publicly accessible boathouse at Commissary Park, which is adjacent to SUNY Brockport's campus, for rowing and kayaking. The Village also launched an app-based kayak rental program with Rent.Fun, an outdoor recreation consultant, near the Welcome Center over the summer to make kayaking widely available for residents and visitors. In the first two months there were 89 rentals. In 2021, the Village installed the first adaptive kayak launch on the Erie Canal, and has offered guided kayaking excursions each summer to help people experience the beauty of the Canal with the support of NYPA funding.



### Geographic Area Justification (cont'd)

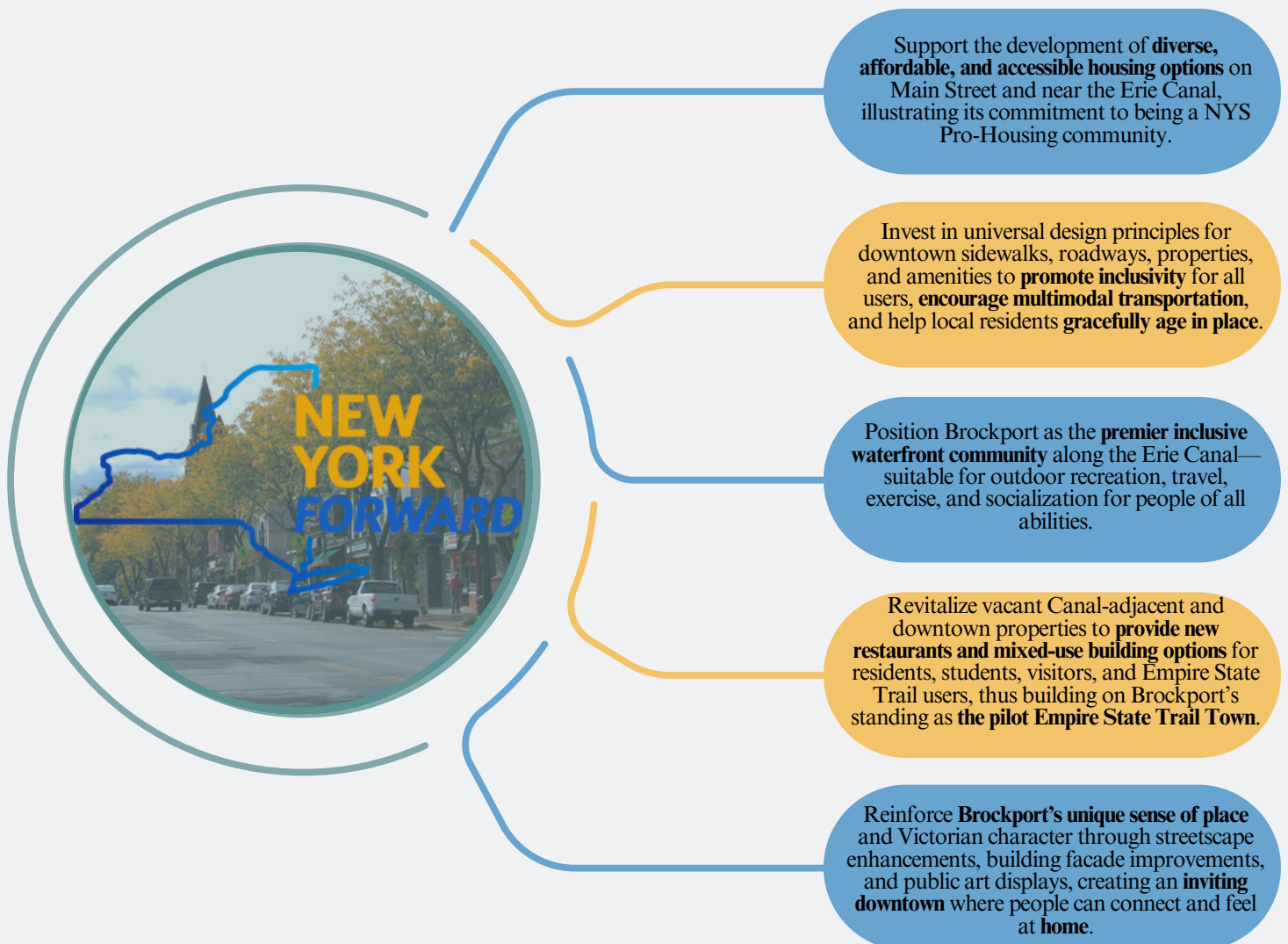
Through these Canal-centered investments, Brockport has become a key point of access to water-based recreation for people of all abilities. Within the Finger Lakes region and the state as a whole, it will be the place to play and stay on the Erie Canal: a charming waterfront community that both welcomes visitors for extended vacations and promotes local heritage tourism and outdoor recreation for its residents and neighbors.

Receiving a NY Forward award will further strengthen the appeal of the Village's target area as a centralized, accessible, and inclusive community hub in the Finger Lakes. As that hub, Brockport provides services not only for residents and SUNY students and staff, but also for visitors from nearby municipalities and tourists traveling the Erie Canal. Brockport rests at the center of the Towns of Sweden and Clarkson, and is frequented by residents from Hamlin, as well as residents from the neighboring counties of Genesee and Orleans.



*Illustration of Brockport's Regional Location  
In The Tri-County Area*

**Brockport prioritizes projects that align with our NY Forward goals. By investing in the NY Forward project area, the Village of Brockport will transform its historic downtown corridor into an accessible tourist destination and a home where visitors, residents, and people of all abilities can recreate, socialize, dine, shop, live, and age in comfort.**







# Past Investment & Future Potential



The Village of Brockport takes a people-first approach to community betterment by consistently leveraging public funding to implement projects that align with resident interests, downtown growth, economic revitalization initiatives, universal design standards, and regional and state-level development goals. The Village has earned certification as a NYS Pro-Housing Community as part of its efforts to strengthen and expand its local housing stock for young professionals, families, and older residents. Brockport has also collaborated with the NYS Department of Transportation and Parks & Trails New York to “reinforce the identity, sense of place, and character of the area through downtown redevelopment” by implementing bicyclist and pedestrian-friendly transportation options and identifying ways for local businesses to capitalize on the Erie Canalway Trail as a recreational and tourist attraction (Finger Lakes REDC Strategic Plan, pg. 16). Additionally, the Village is investing in publicly accessible waterfront attractions, including rowing and kayaking, to “expand the experiences and reach of outdoor recreators” and capture additional tourism dollars for economic growth (Finger Lakes Forward, pg. 44).

## Vision: “It’s all in Brockport!”

Brockport is home, a destination, and a family-friendly college town. We’re a 200-year-old village, rich in history, but even richer in promise as we look to the future and building a more prosperous, inviting, and forward- looking community.

The Brockport of our NY Forward dreams is one that works for all —young, old, university student, resident, visitor, tourist. We’re expanding a range of affordable, inclusive housing that will retain SUNY Brockport graduates, keep growing families in the village, and help older residents downsize and age in place. We will reinvigorate our vacant canalfront and downtown properties, offering new dining and shopping opportunities. Investments in our waterfront will establish Brockport as the premier, inclusive recreation community on the Erie Canal.

Universal design standards will make our Main Street and waterfront streetscapes available to users of all abilities. Downtown beautification and public art projects will celebrate our Victorian heritage, our growing diversity, and tomorrow’s opportunities.

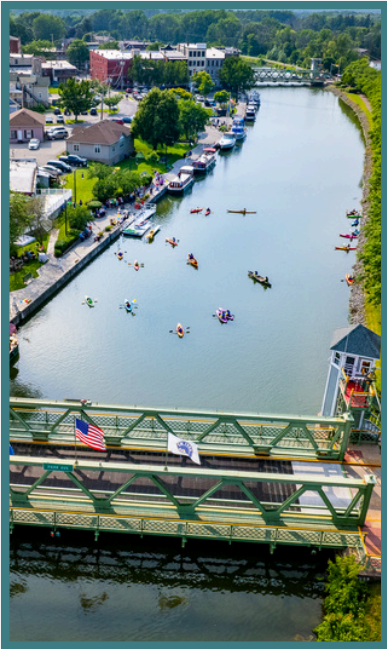
It will all be in Brockport, and soon, YOU will be, too!

Over the past five years, Brockport has accessed \$45M in grant awards, state investments, and local funds to make its waterfront and downtown more attractive for residents and visitors.

Erie Canal Related Projects		
Project	Funding Sources & Amount	Completion Date
Adaptive Kayak Launch Construction	NYS Canalway Grant: \$141,150 VoB Matching Funds: \$77,238	June, 2021
Reimagine The Canals Pedestrian Bridge	New York Power Authority: \$18M Ralph C. Wilson Jr. Foundation: \$2M	Spring, 2025
Adaptive Access Path to Erie Canalway Trail	NYS Canalway Grant: \$47,626 VoB Matching Funds: \$52,580	Spring, 2025
Bringing Rowing To Brockport - Publicly Accessible Boathouse	NYS Canalway grant funds: \$150,000 Dormitory Authority of the State of New York (DASNY): \$50,000 VoB Matching Funds: \$183,866 Individual & Commercial Donations: \$23,000	Summer, 2025
On the Canals Waterfront Programming	NYS Canal Corporation funds: \$96,000 VoB Matching Funds: \$15,000	Ongoing since 2021
Kayak Rental Station at Brockport Welcome Center	Erie Canalway National Heritage Corridor grant funds: \$9,500 VoB Matching Funds: \$9,500	Summer, 2024*

\*Station was installed in June 2024. There were 89 rentals made between July 2024 - early September 2024, illustrating the great popularity that water recreation has in Brockport.

“The water brings people here.”





In addition to the public infrastructure projects and Canal-related projects, Brockport has also undertaken several community revitalization initiatives to improve life in and around the downtown corridor, as listed below.

### Community Revitalization Initiatives

Project	Funding Sources & Amount	Completion Date
Main Street Bridge Reconstruction	NYSDOT: \$18.6 M	Winter, 2025
Smith Street Bridge Transportation Alternatives Project	NYSDOT: \$1,509,171 VoB Matching Funds: \$301,835	2025
Corbett Park Redevelopment	NYS Office of Parks, Recreation & Historic Preservation: \$248,915 VoB Matching Funds: \$150,034	Spring/Summer 2025
Strand Theater Renovations	NYS Main Street Anchor Funds: \$108,525 Matching Owner Capital: \$36,176	2024
Market Street Rehabilitation	Monroe County CDBG: \$214,747 VoB Matching In-Kind Labor: \$176,669	2022
West Avenue Sidewalk Extension	Monroe County Sidewalk Funds: \$177,083 VoB Matching In Kind Labor: \$188,583	Summer, 2025
Annual Tree Planting (Tree City USA Community)	NYS DEC Grant Funding: \$16,695 Local Matching Funds & Donations: \$15,902	2024 (ongoing)

Brockport will continue leveraging grant funds and public and private investments to provide universally accessible services and amenities that appeal to all members of our community and surrounding areas, including SUNY Brockport students, young professionals, new families, older residents and retirees, local farm workers, and tourists.



### Fully Private Investments

180 South Avenue Residential Development: \$2.5M-\$4M	Local, private project; final property acquisition is underway. Preliminary site plans have been submitted for 40 single family homes, with the option to redesign a portion of homes as two-family town-homes to reduce costs through vertical density and support NYS Pro-Housing priorities. Permitting anticipated in 2025, construction phases anticipated 2025-2028.
Dental Clinic Development: \$1M	Private, owner investment to transform the 133 State St. property—formerly the Sweden Town Lodge, a senior center and assisting living service delivery site—into a regional dental hub. Under Dr. Maxwell Thaney's leadership, this dental clinic is contracting with specialists across the dental care spectrum and providing a training site for providers. They are applying best practices in the dental field and using cutting-edge technology to provide high-quality care for patients throughout the Finger Lakes region.





# Recent & Impending Job Growth

The table below provides a snapshot of Brockport's profile as a growing employer that is actively contributing to economic revitalization in the Finger Lakes region.

## Sunnking

Electronic waste management  
& sustainable solutions

**98 Employees    10 Open Positions**

TeacherGeek

## Teacher Geek

Developer and manufacturer of incredible,  
affordable and ultra-engaging Maker/STEM/  
STEAM activities

**10 Employees    100 Open Positions**



## Brockport Schools

Five schools, serving 30,000 residents over  
72 square miles.  
3,180 students enrolled

**329 Employees    38 Open Positions**



## Nortera Frozen Foods

A leading health system in upstate New  
York offering medicine of the highest  
order

**180 Employees    13 Open Positions**



## UR Medicine

A leading health system in upstate New York  
offering medicine of the highest order

**350 Employees    15 Open Positions**



## SUNY Brockport

Top-Ranked Public College by US  
News & World Report. Affordable,  
Quality Education Awaits

**982 Employees    43 Open Positions**



Our proposed collection of projects will support continued growth in the downtown area by creating new housing for workers and delivering new amenities that improve quality of life to recruit and retain potential employees in Brockport. Additionally, SUNY Brockport's fall 2024 enrollment is at 7,509 for the current academic year, up 8% from 2023 enrollment figures and 15% from 2022 enrollment figures. As a result, the university will continue serving as a strong employer for Brockport and will graduate young skilled professionals who can find high-paying jobs in the community.



*Nortera Frozen Foods*



*UR Medicine*



*Teacher Geek*



*Sunnking*



*SUNY Brockport*



# Quality of Life



## Brockport's Downtown Corridor

Brockport's downtown corridor is at the center of the community, in both a geographic and symbolic sense. Whether Brockport residents or visitors want to grab a bite to eat, go shopping for a unique gift for a loved one, attend an arts festival or concert, or catch a movie, they will drive, walk, or bike to Main Street to do it. The compact, walkable, and tree-lined streets in our downtown foster a friendly, small-town atmosphere that helps all residents and visitors, be they SUNY Brockport students and staff, young professionals, growing families, and/or senior citizens, feel they are welcomed, valued members of the Brockport community.

The downtown corridor also connects to an active and engaging waterfront via the Erie Canalway Trail, and the Village is in the process of expanding residential access to the Trail for residents who live north of the Erie Canal by constructing a public access path up the Canal's embankment from McCormick Place, a residential development area. This new linkage to the Trail, once completed, will make it easier for residents to walk or bike to Main Street and the historic downtown corridor.

## Waterfront Recreation



Brockport has also made recent investments in its waterfront recreation opportunities by

securing funds to build a publicly accessible boathouse for rowing and kayaking at Commissary Park, and by investing in a partnership with Rent.Fun to provide a kayak rental station near its Welcome Center on the Erie Canal. The Welcome Center provides information and services for visitors, such as accessible public restrooms, bicycles to borrow, and a space to camp, as well as shower and laundry facilities. It is also the backdrop for the annual canal-front Summer Serenades concert series, a weekly series of performances that take place every Thursday evening in July and August.



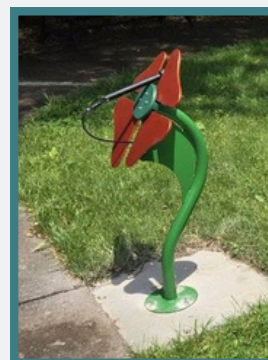
The Welcome Center is also a key community space for hosting Brockport's annual Low Bridge, High Water festival, which celebrates the annual summertime opening of the Canal. These various amenities position the Erie Canal as a second Main Street that encourages residents to explore the downtown area, draws visitors to the community, and increases tourism for the Village. Brockport will further invest in the Welcome Center as an inviting communal meeting space by installing accessible amphitheater seating for use during concerts, community events, or even for waterfront picnics in the spring, summer, and fall.



## Inclusive Parks

To further attract residents and visitors to its outdoor recreation spaces, the Village has also completed upgrades at Corbett Park, its largest outdoor recreation space, to increase its inclusivity for people of all ages and abilities. The Village Dept. of Public Works is in the

process of restoring a trail that connects to the Empire State Trail and making it ADA-accessible. Through this project, the Village has also repaved tennis courts and installed new nets to increase safety and usability, installed pickleball courts, installed an inclusive fitness court, and relocated a basketball court from a parking area to being inside the park to increase safety for basketball players. The park is adjacent to the Empire State Trail, and will also link to the Brockport Loop's pedestrian and cyclist path. This will bring more residents and visitors to Corbett Park for outdoor socialization, relaxation, and recreation. Recently completed safety upgrades to the nearby Smith Street bridge have also drawn more bicyclists and pedestrians to the park.



Sagawa Park, a Main Street garden, has undergone a revitalization project, thanks to a donation by the Brockport Integrated Service Club Organization (BISCO). This space now hosts sensory stimulating activities for residents of all ages and abilities. A sensory trail, inclusive musical instruments, and permanently installed inclusive games have brought additional form and function to this gathering place in the heart of the village.

The interconnected nature of Brockport's investments reflects an intentional, community driven commitment to increase quality of life for residents and visitors and to maximize access to all amenities. While the proposed NY Forward project will center on the downtown business corridor, its effects will benefit every corner of the Village's compact, 2.2 square mile footprint.





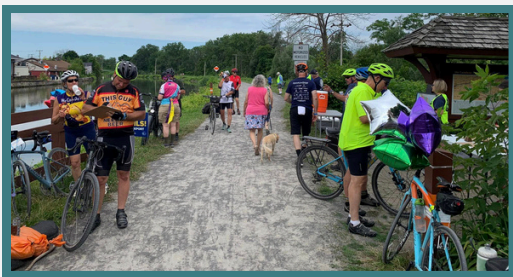
# Supportive Local Policies

Specific local policies in Brockport that promote revitalization, expand housing choices, support the state's decarbonization goals, and align with initiatives from the Governor's Office of Diversity & Inclusion.



## NYS Pro-Housing Community Certification (2024)

The Village was recently certified as a NYS Pro-Housing Community to prioritize the construction or redevelopment of housing that meets the needs of current and future residents.



## Empire State Trail Town Action Plan (2022)

Parks & Trails New York (PTNY) selected Brockport to be the pilot community for the Empire State Trail Town program in spring 2022. The Village worked with PTNY to compile an Action Plan on ways to capitalize on trail-related assets to draw more visitors into the downtown area and further strengthen multimodal transportation networks for pedestrians and bicyclists.



## NYSERDA Clean Energy

### Community Initiatives

#### (2016 - Present)

The Village of Brockport is designated as a NYS Clean Energy Community and has completed several high-impact action items to promote energy conservation and sustainability

- 2016: Brockport has installed three electric vehicle charging stations throughout the village.
- 2016: Securing a unified solar permit and benchmarking energy use data at municipal buildings.
- 2017: The Village became one of the two founding communities of the Finger Lakes Community Choice renewable energy program, which gives residents and small businesses in the region consistent access to inexpensive and clean electrical energy at a fixed price. Residents can opt in to Community Choice Solar, as well.
- 2019: Developing a solar array to offset the electricity needs of street lights, municipal offices, three fire stations, and the Seymour Library.
- 2022: Participating in energy code enforcement training, and purchasing and installing LED street lights from National Grid.
- 2024: The Village also submitted an application for a NYSERDA planning grant (currently pending) to study the potential of implementing an e-bike share program and installing micro-mobility charging hubs for e-bikes and e-scooters within the community.



## AARP Age-Friendly Community Certification (2024)

The Village joined the AARP's Network of Age-Friendly Communities in August to support its existing work in fostering economic growth and being a home where all residents and visitors can live happier and healthier lives and age in place. The Village will collaborate with the Network to plan and implement initiatives that create safer and more walkable streets, increase housing and transportation options, and offer better access to key services for residents ages 50+.

## Tree City USA Community (2008 - Present)

Brockport has been a Tree City USA community for 16 years. The Village's Tree Board is committed to maintaining its urban forest and planting new trees, when feasible, to promote environmental conservation, reduce heat islands, and beautify its downtown area and residential streets. Brockport's ordinances require the planting of a tree for every damaged or unhealthy tree that is cut down.



## Active Transportation Plan (2015)

Brockport's NY Forward project includes infrastructure work, such as reconstructing sidewalks and brickwork on Main Street, that aligns with the Active Transportation Plan's emphasis on supporting a Complete Streets transportation network that accommodates all users—i.e. motorists, pedestrians, bicyclists, and public transportation riders. These efforts will also increase safety for subpopulations within these groups, such as older residents, persons with disabilities, and young children.



## Comprehensive Plan (2019)

The 2019 Comprehensive Plan speaks to the Village's vision, values, and principles for setting short and long-term community goals related to preserving and strengthening housing options; leveraging the Erie Canal as a tourism asset; reusing and redeveloping vacant or underused land for economic development; supporting collaboration with SUNY Brockport and local businesses; and strengthening the

historic downtown corridor. The NY Forward projects will align with all Comprehensive Plan goals.

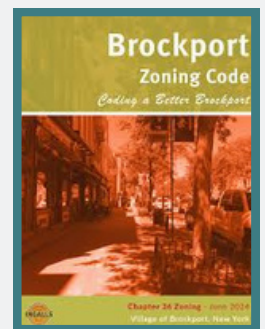


## Applying Universal Design Standards For A Better Brockport (2024)

Village officials consulted with Danise Levine, Assistant Director of the University at Buffalo's Inclusive Design and Environmental Access (IDEA) Center, to discuss methods for integrating universal design principles into their NY Forward project ideas. Ms. Lavine and the IDEA Center team will collaborate



with the Village to seek universal design certification for applicable projects. The IDEA Center team will also provide accessibility audits of the Main Street and Clinton Street thoroughfares to proactively identify universal design upgrades and develop responsible budgets and plans to support sustainable improvements that benefit all users.



## Revised Zoning Codes (2024)

The Village's new zoning codes (updated and adopted in June 2024) better reflect current land use across four distinct districts—neighborhood, mixed neighborhood, Main Street, and industrial—and will complement future development, especially for increasing housing through the reimagining of mixed-use buildings that offer new commercial spaces and upper floor housing units.

## Public Support - Methods

To gather public feedback on the proposed NY Forward project, the Village hosted a community meeting at the Seymour Library in late July 2024 and provided an open forum for discussion on how NY Forward funds could be used, as well as potential transformative project ideas. The Village invited local residents, business owners, SUNY Brockport staff and students, developers, nonprofit representatives, and residents from the nearby municipalities of Clarkson, Hamlin, and Sweden to attend and share their thoughts on downtown revitalization initiatives.



Meeting attendees provided a number of suggestions for improvement, such as increasing housing options and home assistance programs, creating more opportunities for canal recreation, and developing new events at the Welcome Center. They also expressed interest in opening new businesses and restaurants, beautifying the downtown and accentuating Brockport’s historic Victorian architecture, and finding ways to develop more collaborative “Town and Gown” initiatives between the Village and SUNY Brockport that could benefit residents, students, and staff members alike. Brockport has also communicated with stakeholders through a “Question of the Week” initiative at community events, such as the weekend Farmers’ Market on Main Street, canalfront festivities at the Welcome Center, and the annual Brockport Arts Festival in August, to solicit additional input on the scope and vision for this application. Village representatives invited residents and non-residents to offer their thoughts on amenities Brockport could add to improve quality of life, how the Village can be more accessible for all residents and visitors, ways to make the waterfront even more attractive for all users, and ways to expand partnerships with SUNY Brockport to cultivate new programs and services. The Village also shared a QR code with the public and SUNY students and staff through electronic and print newsletters to gather more feedback.



*Seymour Library Public Input Session*



*Brockport Arts Festival*

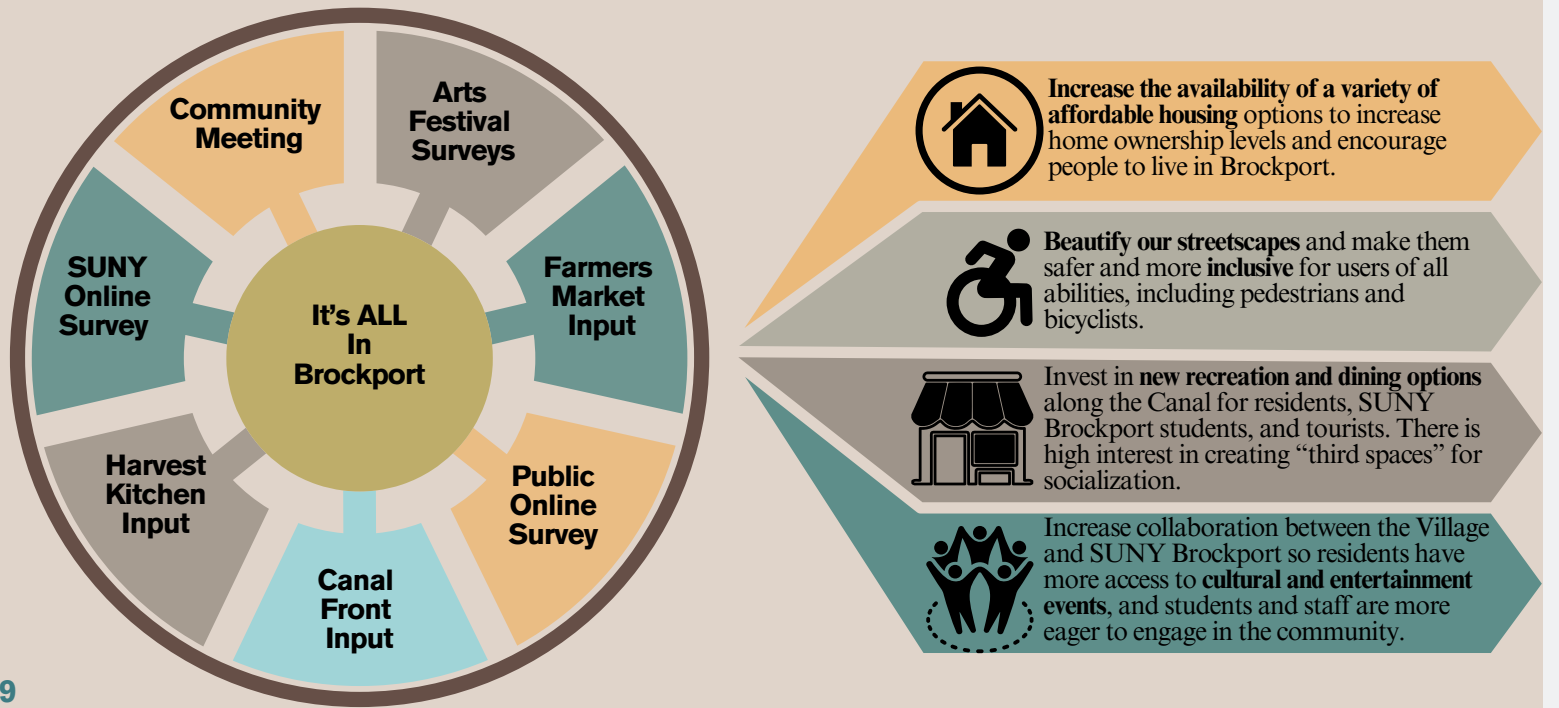


*Farmers Market Feedback*

## Public Support - Results

Across all platforms, methods, age groups, and demographics four themes continually were communicated as an area for community growth. These four themes have been identified for each NY Forward Transformative Opportunity presented. Brockporters, visitors, and surrounding residents want more accessible places to live, eat, play, and connect.

## Community Priorities





## Transformative Opportunities & Readiness

The Village of Brockport has identified a total of \$7,007,500 in NY Forward funding to invest in the following projects to transform its historic downtown corridor and attract a wide variety of residents and visitors to the target area. Property owners and the Village will contribute over \$8,424,000 in local funds to ensure the initiative's success. A keyed map indicating specific project sites, starting near the pedestrian bridge on Holley Street and running east toward Main Street and adjacent side streets, is included.



ID	Project	Total Cost	NY Forward Request	Project Type
1	Brockport Loop Extension	\$375,000	\$375,000	Public
2	Brockport Main Street Bridge Sculpture Art	\$300,000	\$300,000	Public
3	Community Collaboration & Workforce Innovation Hub, 85 Clinton Street	\$3,100,000	\$1,250,000	Private
4	Canalfront Housing Development, 60-70 Clinton Street	\$6,860,000	\$1,250,000	Private
5	Canalfront Restaurant Reactivation, 48 Merchant Street	\$1,000,000	\$700,000	Private
6	Merchant Street Streetscape Enhancement	\$300,000	\$240,000	Public
7	Mixed-Use Housing Development, Custom House, 1 Main Street	\$637,000	\$477,000	Private
8	Downtown Public Art Installations	\$120,000	\$120,000	Public
9	Welcome Center Amphitheater Seating Installation, 11 Water Street	\$160,000	\$125,000	Public
10	Mixed-Use Dining and Tasting Room, 51 Market Street	\$875,000	\$655,000	Private
11	Downtown Streetscape Enhancements	\$1,300,000	\$1,150,000	Public
12	Single Family Housing Redevelopment Fund	\$250,000	\$250,000	Public/Private
13	Facade Enhancements, Lorenzo's Mexican Products, 3-5 Main Street (Small Project Fund)	\$75,000	\$56,000	Private
14	Facade Enhancements, Lagom, 40 Main Street (Small Project Fund)	\$50,000	\$37,000	Private
15	Facade Enhancements, Chunk's Choice Smoke Shop, 52 Main Street (Small Project Fund)	\$30,000	\$22,500	Private
	Total Costs	\$15,432,000	\$7,007,500	



## 1. Brockport Loop Extension

Construct stone dust path from new pedestrian bridge to Smith Street to extend Brockport Loop from SUNY Brockport to historic downtown.

- *Strengthen SUNY-Village Connectivity*
- *Increase access to Erie Canal Recreation*
- *Increase tourist access to Brockport*
- *Connect SUNY's proposed amphitheater to Village and canal visitors.*

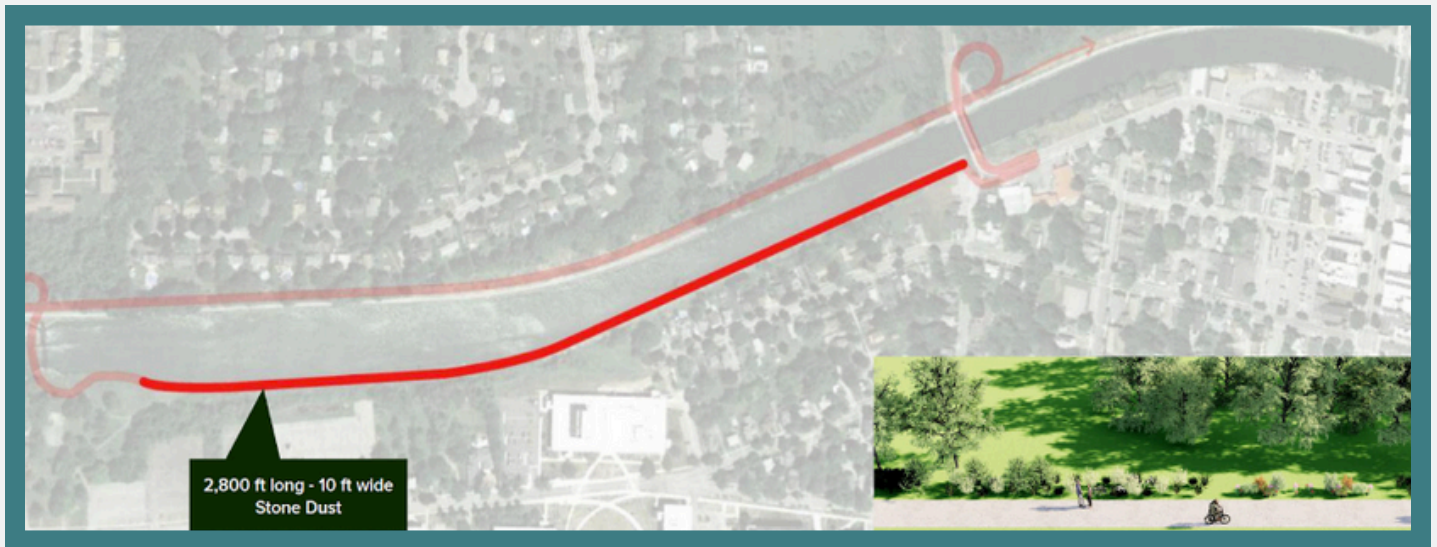
**Project Lead:** Village of Brockport

**Shovel Ready Status:** Green

**Total Cost:** \$375,000

**Funding Request:** \$375,000

**Potential Other Sources:** NYPA, Ralph Wilson Jr. Foundation



## 2. Repurposed Main Street Bridge Sculpture Art

Local sculptor, designer, art professor Jennifer Hecker will transform salvaged parts of the historic Main Street bridge, combined with cast bronze, to create public art celebrating Brockport's Erie Canal heritage and the industrial feat of the Erie Canal's construction.

- *Displayed near Smith Street Bridge Trail Head*
- *Celebrates Brockport as a Canal Town & Empire State Trail Town*
- *Illustrates Brockport's celebration of its history, while looking towards its future as an accessible home & canal tourism destination.*

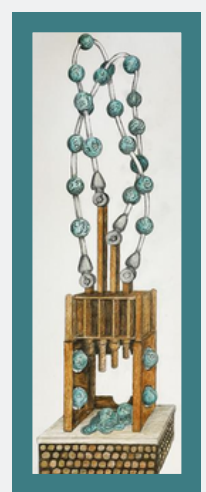
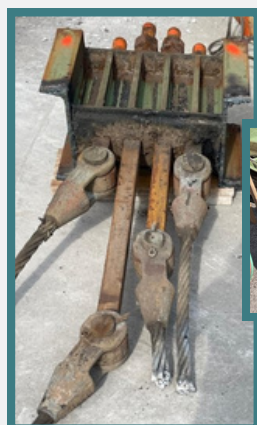
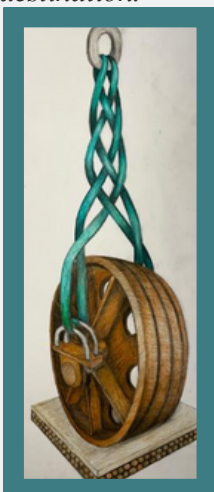
**Project Lead:** Village of Brockport

**Shovel Ready Status:** Green

**Total Cost:** \$300,000

**Funding Request:** \$300,000

**Potential Other Sources:** Erie Canalway grant funds





### 3. Community Collaboration & Workforce Innovation Hub

Transform 85 Clinton Street into a unique, mixed-use space capitalizing on its proximity to both the Erie Canal and SUNY Brockport. With over 20,000 square feet available, this space has been identified by SUNY Brockport's Small Business Development Center as a location to foster new development opportunities in Brockport's revitalized downtown.

**Project Lead:** Casciani Construction Company

**Shovel Ready Status:** Yellow

**Total Cost:** \$3,100,000

**Funding Request:** \$1,250,000

**Matching Funds:** \$930,000

**Potential Other Sources:** Bank Loan Available



- *Host entrepreneurship development and pop-up business space*
- *Extend Brockport's Farmers Market Season with indoor venue*
- *Act as a third space for residents, visitors, canal travelers, and students to gather and socialize.*
- *Host SUNY Brockport's "Pitch Competition" winners to launch and market products, connect with the community, and receive ongoing professional development.*
- *Host SUNY Brockport's hands-on internship and learning opportunities for students interested in marketing and business development.*



Situated at the Smith Street bridge, not far from the Welcome Center and the Village's adaptive kayak launch, this hub will also grow partnerships with inclusive recreation champions, such as Rochester Accessible Adventures and other like-minded organizations, to further promote waterfront recreation for all community members. The Village envisions the future 85 Clinton building as a multi-purpose learning and gathering space that highlights the best of Brockport's welcoming, collegiate, and collaborative spirit.

Work to be done at 85 Clinton Street will include new construction and making upgrades and updates to utilities, mechanics, and the building's facade and aesthetics. Upgrades will include universal design principles to promote inclusivity for all potential visitors. The property owner, Casciani Construction Company, is strongly committed to the success of this project and will collaborate with Brockport to support community well-being and economic growth in the downtown corridor through this site's reuse. The estimated project timeline is 18 months.

## 4. Canalfront Housing Development

Construction of 30 multi-family, market-rate housing units situated directly on the Erie Canal, offering a direct link to the Village's downtown corridor and SUNY Brockport.

- *Recent demolition of compromised structures has created a shovel ready project site.*
- *Use of sandstone in the decorative facades and peaked roofs as homage to the historic sandstone factory that previously occupied the site.*
- *Easily accessible for walking and biking routes.*
- *Balconies on upper floors for waterfront views*
- *Universal design elements on first floor for entrances, kitchens, bedrooms, bathrooms, living areas, and laundry facilities*
- *Demolition of former structure allows for commitment to repair adjacent canal wall by NYS Canal Corporation. (Support letter attached)*

**Project Lead:** Casciani Construction Company

**Shovel Ready Status:** Yellow

**Total Cost:** \$6,860,000

**Funding Request:** \$1,250,000

**Matching Funds:** \$1,715,000

**Potential Other Sources:** Bank Loan Available





## 5. Canalfront Restaurant Reactivation

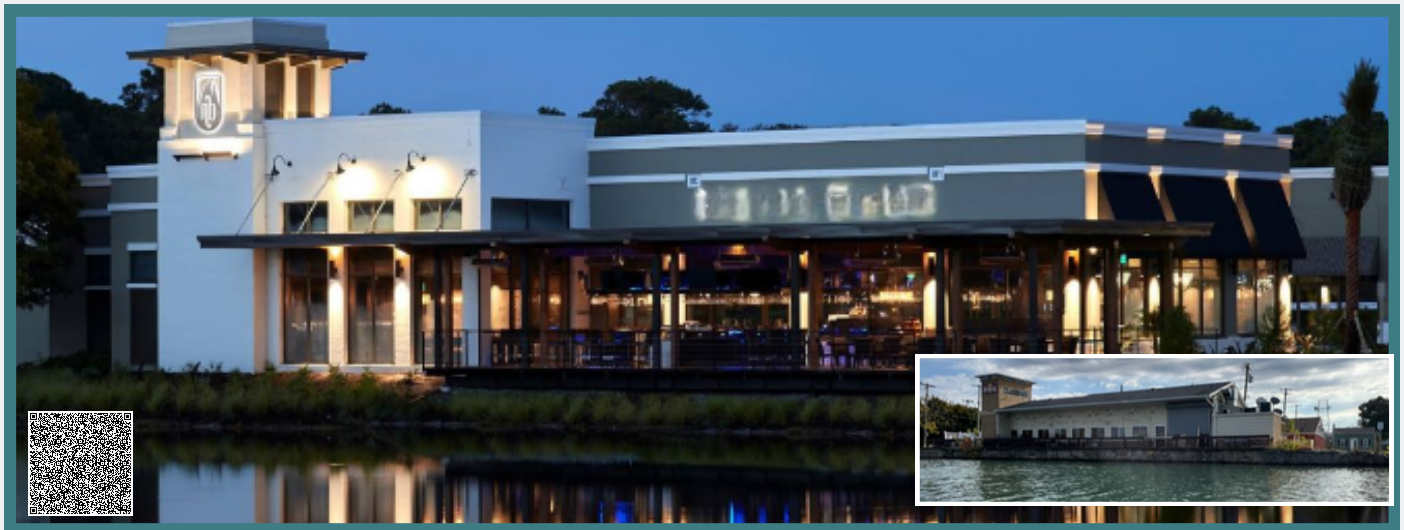
Redevelopment of 48 Merchant Street to offer a high-end dining option on the Erie Canal for residents and tourists. Presenting a dining option right on the Canal to build on the Village's Empire State Trail Plan attracting both waterway users and bicyclists who are traveling on the Trail to stop in Brockport to refuel, socialize, and visit local businesses.

- *As a former restaurant site, the building is well-suited for this project.*
- *Located between the Smith and Main Street bridges, it is a highly convenient destination for local residents.*
- *Easily accessible for walking and biking routes.*
- *Updating infrastructure, facade, and exterior decking*
- *Using universal design elements for the interior and exterior including relevant equipment and furniture.*

**Project Lead:** Casciani Construction Company  
**Shovel Ready Status:** Green  
**Total Cost:** \$1,000,000  
**Funding Request:** \$700,000  
**Matching Funds:** \$300,000



*Inspiration: The Front Yard, North Hollywood, CA*



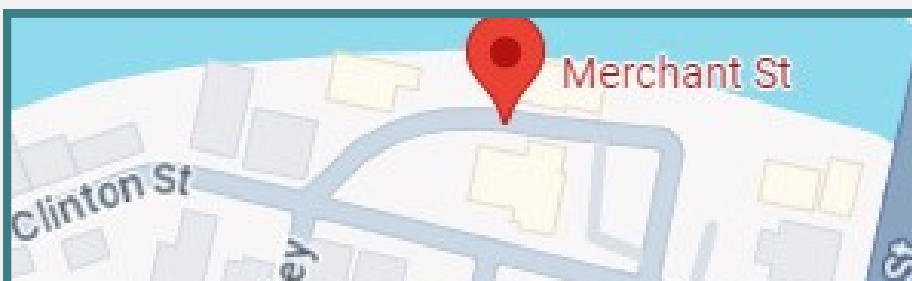
*Inspiration: Nona Blue, Ponte Vedra Beach, Florida*

## 6. Merchant Street Streetscape Enhancement

Construction of a paved promenade, walkway and bike lane from 48 Merchant Street to 85 Clinton and the Smith Street Bridge, providing a direct route from the Erie Canal to Brockport's historic downtown corridor and another connection point to the Brockport loop.

- *Strengthen infrastructure linkages between three of the Village's most significant cultural, recreational, and economic assets (Downtown, SUNY, and the Erie Canal)*
- *Aligns with Brockport's 2019 Comprehensive Plan indicating improvement of public access to the Canal for all residents and visitors.*
- *Extending scope of the Brockport Loop, offering access to Brockport's local shops, businesses, and restaurants.*

**Project Lead:** Village of Brockport  
**Shovel Ready Status:** Green  
**Total Cost:** \$300,000  
**Funding Request:** \$240,000  
**Matching Funds:** \$60,000



## 7. Mixed-Use Housing Development at Custom House

Renovation of 1 Main Street to provide additional canalside apartment housing units for short-term and/or longer term rentals.

- Waterfront location is highly attractive for families & tourists.
- Accessibility improved with installation of elevator in existing shaft
- Splitting two 3-bedroom units into two 1-bedroom and two 2-bedroom units on the second and third floors.
- Universal design elements will be incorporated.
- Additional apartment in rear of first floor.
- Sprinkler system installation
- Complete facade and molding repair to match downtown’s historic character.



Inspiration By: Houzz.com - Wheelchair Accessible Design

**Project Lead:** Bridget & Kevin Manna  
**Shovel Ready Status:** Yellow  
**Total Cost:** \$637,000  
**Funding Request:** \$477,000  
**Matching Funds:** \$160,000



## 8. Downtown Public Art Installations

Creation of a large painted mural at Barber’s Grill & Tap Room, 22 Main Street, celebrating current and future bicyclists who call Brockport home and painting utility boxes to add color, character, and culture to the historic downtown streetscape.

- Compliments pre-existing public art including the “Howdy” sculpture and “Bill” The Mule at 11 Water Street, four historic murals, and interpretive panels installed throughout the village that contribute to Brockport’s unique sense of place.
- Mural will face the Erie Canalway Trail, offering a defining placemaking image for travelers to see as they approach Main Street from either direction.
- Mural will include community involvement in design elements.
- Further illustrates the Village’s commitment to supporting safe, attractive multimodal transportation options.

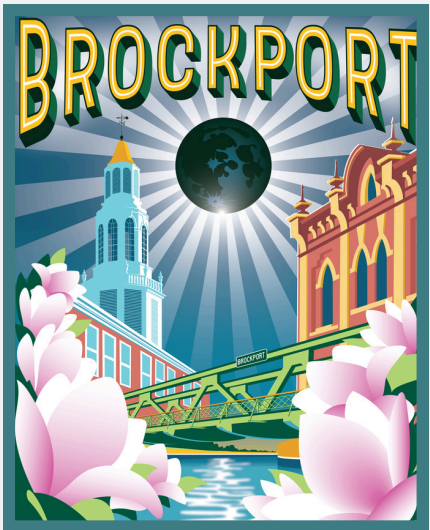
**Project Lead:** Village of Brockport  
**Shovel Ready Status:** Green  
**Total Cost:** \$120,000  
**Funding Request:** \$120,000



Mural Inspiration



Mural Wall at 22 Main Street



Artwork Inspiration For Utility Boxes



## 9. Welcome Center Amphitheater Seating Installation

Retrofitting additional inclusive outdoor seating at Brockport's Welcome Center, 11 Water Street for waterfront picnics, concerts, and festivals.

- *Raising Brockport's profile as a community that consistently provides high-quality waterfront amenities for its residents, visitors, and recreational tourists who stop, rest, and refuel along the Erie Canal.*

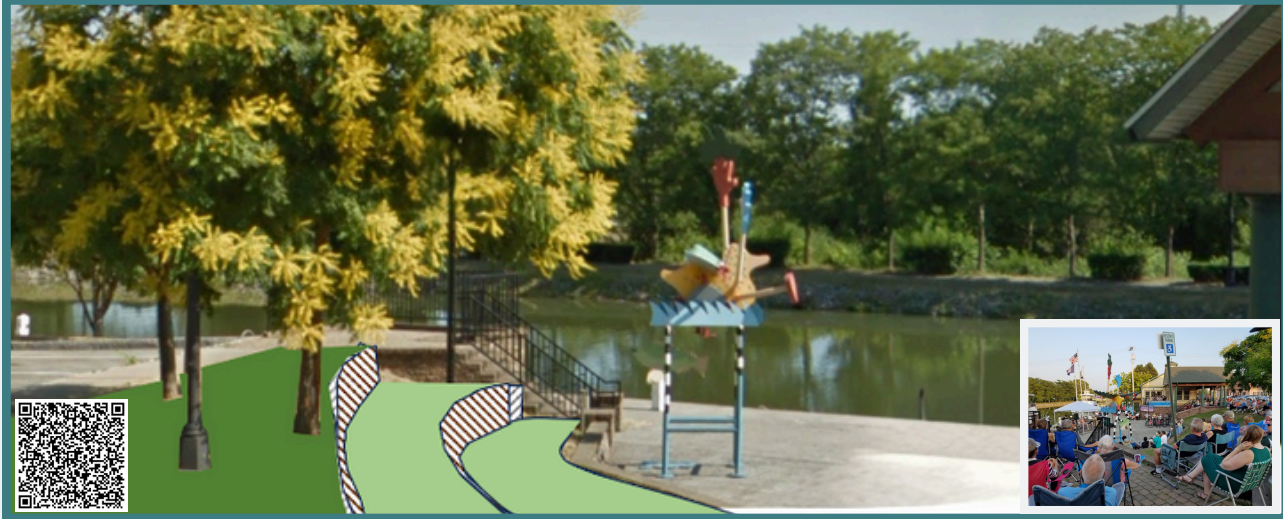
**Project Lead:** Village of Brockport

**Shovel Ready Status:** Green

**Total Cost:** \$160,000

**Funding Request:** \$125,000

**Matching Funds:** \$35,000



## 10. Mixed-Use Dining and Tasting Room

Renovation of 51 Market Street to create a tasting room and pop-up kitchen to increase dining options and support local business development.

- *Launching place for aspiring entrepreneurs in hospitality, food and beverage*
- *Support local job growth in culinary arts and Brockport's regional food economy*
- *Includes interior renovations, as well as exterior renovations to entryways and deck to be more inclusive to people of all abilities.*

**Project Lead:** Brockport-Market Properties, LLC (Jared Hirt)

**Shovel Ready Status:** Green

**Total Cost:** \$875,000

**Funding Request:** \$655,000

**Matching Funds:** \$220,000



*Inspiration: Lock 32 Brewing, Pittsford, NY*

## 11. Downtown Streetscape Enhancements

Reconstruction of Main Street sidewalks in historic downtown corridor to provide zero-step entryways into Main Street businesses to promote more inclusive access for people with mobility challenges and improvement of Clinton Street streetscape to be more inclusive and beautified.

- *Multi-phase project*
- *Village of Brockport's Department of Public Works will handle additional streetscape work.*
- *Village of Brockport will seek funding from Monroe County's Municipal Sidewalk Fund*
- *Universal Design consultation with the IDEA Center at University at Buffalo*

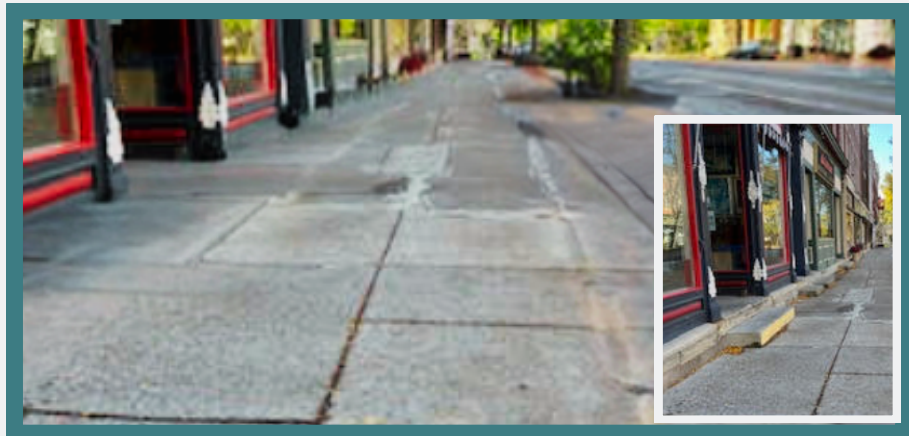
**Project Lead:** Village of Brockport

**Shovel Ready Status:** Green

**Total Cost:** \$1,300,000

**Funding Request:** \$1,150,000

**Matching Funds:** \$150,000



## 12. Single Family Housing Redevelopment Fund

Investment in a Housing Redevelopment Fund to provide incentives for landlords to convert rental properties in the heart of Brockport's downtown—along Main Street and adjacent side streets, such as Monroe Avenue, Holley Street, Union Street, Park Street, State Street, and Erie Street—back to their original usage as single family homes

**Project Lead:** Village of Brockport

**Shovel Ready Status:** Green

**Total Cost:** \$250,000

**Funding Request:** \$250,000



- *Addresses significant drop in the number of SUNY students living off-campus, leading to a surplus of vacant downtown housing units that are no longer being rented by college-age residents.*
- *Addresses lack of adequate supply of single family housing to keep residents living in Brockport long-term.*
- *Incentivizing landlords to redevelop rental houses as single family homes promotes the adaptive reuse of currently vacant properties and addresses a housing stock shortage.*
- *Showcases Brockport's commitment to being a Pro-Housing Community.*
- *Promotes economic revitalization by growing Brockport's tax base*



The process for this project will involve an initial inspection by Brockport's Building Inspector to certify each building's condition and compliance with all necessary building codes. Then, the property owners will convert the building to a single-family dwelling, again meeting Building Inspector specifications. The Building Inspector will review the property to ensure it is a single-family unit, and the Town of Sweden's Assessor will make necessary adjustments to tax rolls to reflect this change, and the property owner will receive a tax rebate. This project will benefit an estimated 25 properties at a rate of \$10,000 allocated per property. The Village is requesting \$250,000 in NY Forward funds to support this housing redevelopment initiative



## 13-15 Small Project Fund \$115,500 in NY Forward Funding Requested \$39,500 in Property Owner Investment

### 13. Facade Enhancements

Facade improvements to the building and storefront at 3-5 Main Street to strengthen Brockport's unique sense of place and Victorian character within the historic downtown corridor.

- Renovate storefront and upper level facades
- Replace signage
- Install new exterior door to enhance historic charm and universal design
- Create improved retail conditions for the shopping hub of area rural farm workers.

**Project Lead:** Lorenzo Zaragoza

**Shovel Ready Status:** Green

**Total Cost:** \$75,000

**Funding Request:** \$56,000

**Matching Funds:** \$19,000



### 14. Facade Enhancements

Facade improvements to the building and storefront at 40 Main Street to highlight the storefront's original Victorian architecture.

- New cornices and columns
- Install new painted panel sign board with trim
- Putting in new transom windows
- Install new windows with historically appropriate frame and sash panels
- Installing a hanging sign to conceal air conditioner unit above entrance
- Install new full glass wood door with bronze hardware

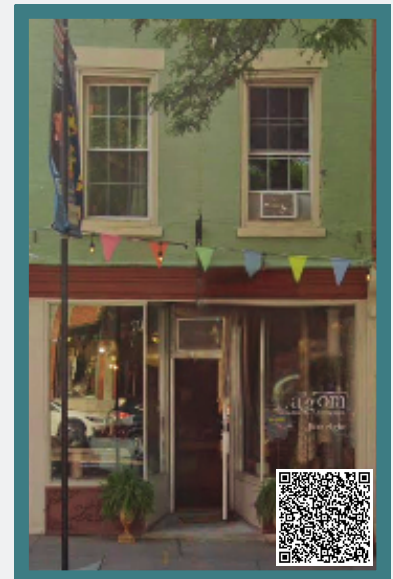
**Project Lead:** Brandon St. John

**Shovel Ready Status:** Green

**Total Cost:** \$50,000

**Funding Request:** \$37,000

**Matching Funds:** \$13,000



### 15. Facade Enhancements

Facade improvements to the building and storefront at 52 Main Street to strengthen Brockport's unique sense of place and Victorian character

- Installation of new windows in the front of the building
- Updating window accents to restore Victorian character
- Update existing brickwork

**Project Lead:** George Wilson

**Shovel Ready Status:** Green

**Total Cost:** \$30,000

**Funding Request:** \$22,500

**Matching Funds:** \$7,500





# Transformative Opportunities & Readiness

The Village of Brockport’s administrative leaders—namely, the Village Mayor, Village Manager, and Board of Trustees—will take the lead on overseeing the successful implementation of the NY Forward project and bringing funded projects to fruition in a timely manner.



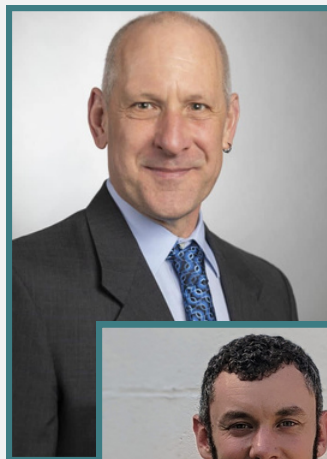
**Mayor Blackman**

Brockport’s Mayor, Margaret Blackman is a Professor Emerita of Anthropology at SUNY Brockport and served as a Village Trustee from 2011-2013, when she was elected Mayor. She, along with the Village Manager, has developed, implemented, and administered successful grant projects, including a 2013 New York Main Street grant, a 2022 New York Main Street anchor grant, a 2023 NYS Canal Corporation grant, and several Community Development Block grants, to improve quality of life in the historic downtown corridor.

Public Projects will be administered by the Village of Brockport with the support of Monroe County.

Private Projects will be administered by individual businesses with the assistance of the Village of Brockport, Monroe County & New York State

Other key full-time staff members within the Village include a Code Enforcement Officer, Superintendent of Public Works, Police Chief, and a Village Treasurer.



**Manager Linden**

Village Manager Erica Linden provides support to all Village departments and their teams as needed, ensuring their work is fiscally responsible, responsive to the needs of the community, and in alignment with the Village Board’s goals and the vision of Brockport’s 2019 Comprehensive Plan. She has worked for Brockport since 2013, has extensive experience in grants management, local government operations, and project implementation, and holds a Master of Public Management (MPM) degree.

Brockport has included an authorizing resolution to show the Village Board’s support for this application.





***“Brockport CAN be a part of something bigger.”*** - Lindsay Ward, Executive Director, SUNY Small Business Development Center



***“I firmly believe that the Village of Brockport is only scratching the surface of what it can become.”*** – SUNY Brockport President, Dr. Heidi Macpherson



***“Universal design (UD) is not a fad or trend but an enduring design approach grounded in the belief that the broad range of human ability is ordinary, not special. Incorporating universal design will ensure that not only is it all in Brockport, but that Brockport is welcoming to all.”*** - Danise Levine, Assistant Director, IDEA Center at University of Buffalo

## Letters of Support

The Village of Brockport received support letters from a broad spectrum of elected officials, business owners, residents, state agencies, and other downtown supporters who recognize Brockport is prepared to complete a slate of transformational projects with a NY Forward award. Support letter writers include:

- Village of Brockport Mayor Blackman
- NYS Senatore Ort
- US Congressman Morelle
- NYS Assemblyman Hawley
- Monroe County Executive Bello
- Monroe County Legislator Jackie Smith
- NYS Canal Corporation
- Parks & Trails New York
- Erie Canalway National Heritage Corridor
- SUNY Brockport
- Town of Clarkson
- Brockport Welcome Center
- Walk!Bike!Brockport! Committee
- University at Buffalo Inclusive Design and Environmental Access (IDEA) Center
- Rochester Accessible Adventures
- Brockport Merchant
- Brockport Integrated Service Community Organization (BISCO)
- Sweden Community Recreation Foundation
- Brockport Smiles
- Shake on the Lake
- Brockport Symphony Orchestra
- TeacherGeek Inc.
- It Begins in Brockport



***“When a village commits to strategic planning that eliminates barriers for people with disabilities, it unlocks the potential of becoming a destination place for the \$4.9 billion in discretionary spending power held by Americans with disabilities. This proactive investment not only cultivates a thriving, inclusive community but also significantly boosts local and tourism revenue from the networks of family, friends, and advocates who will also engage with them, driving economic growth for all.”***  
-Anita O'Brien, Executive Director of Rochester Accessible Adventures



***“Brockport has immense potential for revitalization. I firmly believe that the community is ready, and the Village is poised for greatness.”***  
– Darren Coon, Executive Director, Teacher Geek Inc./DoodleFace



# VILLAGE OF BROCKPORT

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127 Main Street · Brockport, New York 14420  
Telephone (585) 637-5300 · Fax (585) 637-1045  
Website: [www.brockportny.org](http://www.brockportny.org)

*The Victorian Village on the Erie Canal  
Preserve America Community  
Listed on the State and National Registers of Historic Places  
Certified Local Government  
Tree City USA Community  
Erie Canalway Heritage Award of Excellence  
NYS Climate Smart Community  
NYS Clean Energy Community*

October 15, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Director O'Sullivan,

On behalf of the Village of Brockport I am pleased to submit our application for a 2024 NY Forward Grant. This has been a goal of Brockport ever since the DRI program was introduced several years ago; now, in 2024, with helpful feedback from NY Forward, we are applying for a second year.

Brockport is a 200-year-old Erie Canal Village on the move. Located at the western edge of Monroe County we are the largest of the county's 10 villages and one of 4 on the Erie Canal. We are unique in having within the village the only SUNY institution on the Erie Canal. Our historic downtown is on the National Register of Historic Places and we boast many historic homes. Our prime location on the Erie Canal has been part of our history since 1823, and we have leveraged that history in today's canal focused endeavors. We installed the first adaptive kayak launch on the Erie Canal, became the first Erie Canalway Trail Town, and are preparing to build a boathouse on the canal and bring rowing to Brockport in 2025. We have been one of the most engaged participants in three years of the On the Canals summer and winter excursions. During Governor Cuomo's administration we were selected to be the site of a Reimagine the Canals pedestrian bridge connecting the north and south sides of the canal. This bridge is due to be completed in 2025.

Aggressive and successful grant seeking has enabled us, a village with a high poverty rate, to improve our parks, active transportation, our access to the Erie Canal, and our Main Street, but there is much more to be done as spelled out in our NY Forward application.

Brockport is rich in community spirit, volunteers, and ideas to improve our village. Our proposal is the product of that spirit and those ideas, and it has been informed by considerable public input over two years. We believe that this application reflects what Brockport residents and visitors want to see in our community. They want canal front housing and businesses, nice restaurants in the village, more housing options, the Clinton Street canal front revitalized, and more public gathering spaces. They also want a village with a downtown accessible to all. A NY Forward grant will continue the momentum that has

Mayor Margaret B. Blackman  
Trustee/Deputy Mayor Annette M. Crane  
Trustees Katherine J. Kristansen, Joanne M. Bocach, Ben Reed



# VILLAGE OF BROCKPORT

come with the Reimagine Bridge, the numerous grants we have received, the On the Canals programming, and our strong partnership with SUNY Brockport.

Thank you for the great opportunity that the NY Forward program offers to New York villages.

Sincerely,

A handwritten signature in black ink, appearing to read 'MB Blackman', with a long horizontal flourish extending to the right.

Margaret B. Blackman

Mayor

Mayor Margaret B. Blackman  
Trustee/Deputy Mayor Annette M. Crane  
Trustees Katherine J. Kristansen, Joanne M. Bocach, Ben Reed

ALBANY OFFICES  
ROOM 909 LEGISLATIVE OFFICE BUILDING  
ALBANY, NEW YORK 12247  
(518) 455-2070

ROOM 315 STATE CAPITOL  
ALBANY, NEW YORK 12247  
(518) 455-2024



THE SENATE  
STATE OF NEW YORK  
ALBANY 12247

ROBERT G. ORTT  
62ND SENATE DISTRICT  
SENATE MINORITY LEADER

DISTRICT OFFICE  
175 WALNUT STREET  
SUITE #6  
LOCKPORT, NEW YORK 14094  
(716) 434-0680

E-MAIL  
ORTT@NYSenate.GOV

WEBSITE  
ORTT.NYSENATE.GOV

September 18, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

September 12, 2024

Dear Ms. Fox O'Sullivan:

I am writing this letter to offer my strong support for the Village of Brockport's NY Forward application. The Village's central theme for this proposal- It's All In Brockport - highlights its well-rounded collection of amenities, including a historic downtown business district that links directly to the Erie Canal and serves as the site of many local festivals, events, and celebrations, outdoor recreation facilities, and SUNY Brockport, the only institution of higher education on the Canal.

Brockport's NY Forward project will support the current progress they've made in revitalizing their downtown and surrounding areas. The Village plans to use NY Forward funds to diversify and expand its housing and hotel stock to meet the needs of families, young professionals, older residents, and visitors. The NY Forward award will contribute to economic growth through new business development, as well as the expansion of existing businesses. Brockport will also use NY Forward funds to activate its already robust waterfront to promote more community events, as well as Canal-based travel and recreation. Finally, the award will contribute to streetscape beautification projects in the historic downtown corridor, along with infrastructure improvements to enable future growth.

Village administrators and the Board of Trustees are well-positioned to maximize a NY Forward award, as they have consistently worked with community members, regional entities, and state representatives to thoughtfully plan and launch key programs. I strongly believe that Brockport will use a NY Forward award to transform its downtown and improve overall quality of life for residents in Brockport, the Finger Lakes, and New York State as a whole.

Should you have any questions regarding this matter, please feel free to contact my office by phone at 716-434-0680 or via email at [ortt@nysenate.gov](mailto:ortt@nysenate.gov).

Respectfully,

A handwritten signature in black ink that reads 'Robert G. Ortt'.

Robert G. Ortt  
Senate Minority Leader  
62<sup>nd</sup> District



Joseph D. Morelle  
25<sup>th</sup> District, New York

**Washington Office**  
570 Cannon House Office Building  
Washington, D.C. 20515  
(202) 225-3615

**Rochester Office**  
255 East Ave  
Suite 150  
Rochester, NY 14614  
(585) 232-4850



**Committee on House Administration**  
*Ranking Member*

**Committee on Appropriations**  
*Subcommittee on Commerce, Justice,  
Science, and Related Agencies  
Subcommittee on Energy and Water  
Development, and Related Agencies*

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515**

September 16, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan:

I write today to demonstrate my full support for the Village of Brockport's NY Forward proposal for downtown revitalization. The Village's core message for its proposal—that "It's All in Brockport"—highlights its wide array of amenities, including a thriving and historic downtown corridor, an inviting, family-friendly waterfront area, recreational and tourism amenities, local businesses, shops, and restaurants, and an institution of higher education. The "It's All in Brockport" theme also speaks to the Village's standing as a key hub in the Finger Lakes that offers services for residents of Sweden, Clarkson, Hamlin, and other municipalities.

Brockport's NY Forward project will build on the Village's recent grant-funded projects, local investments, and supportive policies. For example, NY Forward funds will increase Brockport's local housing stock for community members in all stages of life, including young professionals, growing families, and senior citizens. The NY Forward award also aligns with federal efforts at economic revitalization through new business development, as well as the expansion of existing businesses. It will also enhance the waterfront's potential as a community meeting place and outdoor recreation destination for both residents and visitors, and will offer support for streetscape beautification, infrastructure improvements, and public art installations.

Over the past decade, Brockport's leaders have consistently worked with community members, regional entities, and state representatives to engage in thoughtful planning of key initiatives, such as making the Smith Street bridge safer for multimodal transportation, developing the Brockport Loop, revitalizing Corbett Park and the Strand Theater, and launching new recreational amenities for rowing and kayaking along the Erie Canal. I am confident that a NY Forward award will promote downtown revitalization and provide long-term economic benefits and quality of life improvements for residents in Brockport, the Finger Lakes, and New York State. Thank you for considering Brockport's request for funds.

Sincerely,

A handwritten signature in blue ink that reads "Joseph D. Morelle".

Joseph D. Morelle  
Member of Congress



THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

**STEVE HAWLEY**  
Deputy Minority Leader  
139<sup>th</sup> District

COMMITTEES  
Agriculture  
Insurance  
Rules  
Veterans' Affairs  
Ways and Means  
SUBCOMMITTEE  
Women Veterans

October 7, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan:

I am writing in support of the Village of Brockport's NY Forward grant proposal. The Village's central vision for its proposal is that "It's All In Brockport." This theme highlights the many amenities that are available for residents and visitors in and around Brockport's historic downtown corridor, such as local restaurants, shops, and businesses, multimodal transportation options, an active and well-maintained trail system and waterfront, and a local institution of higher education in SUNY Brockport. The "It's All In Brockport" theme also speaks to the Village's status as a key community hub in the Finger Lakes that offers services for residents of Sweden, Clarkson, Hamlin, and other nearby municipalities.

The proposed NY Forward project will help build a Brockport that works for all of these people and attracts others to the area. For instance, NY Forward funds will expand the local housing stock with affordable, accessible units. They will also support local business growth and development, as well as streetscape and infrastructure improvements that promote inclusivity and accessibility for all. Furthermore, they will enhance Brockport's portion of the Erie Canal as a second Main Street within the Village, giving both tourists and residents the opportunity to enjoy accessible waterfront recreation activities. Finally, the NY Forward grant will provide financial support for streetscape beautification, building facade enhancements, and public art improvements that celebrate Brockport's history as an Erie Canal town and Victorian village.

Brockport's leaders consistently collaborate with local residents, regional entities, and state representatives to carefully plan and implement key community development projects, such as making the Smith Street bridge safer for multimodal transportation, developing the Brockport Loop, revitalizing Corbett Park and the Strand Theater, and launching new recreational amenities for rowing and kayaking along the Erie Canal. Therefore, it is without hesitation, I support the Village of Brockport's submission for the New York Forward funding.

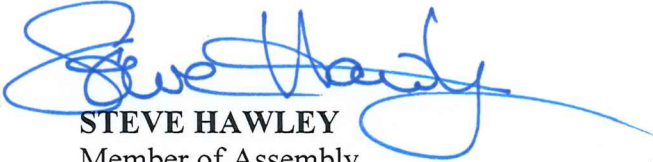
ERIE • GENESEE • ORLEANS • MONROE COUNTIES

ALBANY OFFICE: Room 521, Legislative Office Building, Albany, New York 12248 • 518-455-5811, FAX: 518-455-5558  
DISTRICT OFFICE: 121 North Main Street, Suite 100, Albion, New York 14411 • 585-589-5780, FAX: 585-589-5813  
Email: hawleys@nyassembly.gov



Thank you, in advance, for your time and consideration. If you have any questions, please do not hesitate contacting my office.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Hawley", with a long horizontal flourish extending to the right.

**STEVE HAWLEY**  
Member of Assembly  
Deputy Minority Leader  
139<sup>th</sup> A.D.

SMH:jec



# Office of the County Executive

Monroe County, New York

**Adam J. Bello**  
*County Executive*

September 16, 2024

Laura Fox O'Sullivan  
Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan:

I write today in support of the Village of Brockport's NY Forward application. The Village's proposal is "It's All In Brockport," which speaks to the community's amenities: a thriving and historic downtown corridor, a family and community-friendly waterfront area, recreational and tourism amenities, a wide variety of local businesses, restaurants, and an institution of higher education. The Village provides all of these amenities all while standing as a centralized hub that offers services for residents of Sweden, Clarkson, Hamlin, and other Finger Lakes municipalities.

The proposed NY Forward investments will build on Brockport's work to gain certification as a Pro-Housing Community and strengthen the local housing stock with diverse, mixed-use buildings and other affordable housing opportunities. This plan will further activate the Village's robust waterfront for more Erie Canal based recreation, sport, and community events. The Village has committed to using NY Forward funds to beautify their historic downtown corridor and improve infrastructure, paving the way for future business growth.

Over the course of the past decade, Brockport has implemented several grant-funded projects, launching new programs with community-oriented planning and feedback. The proposed NY Forward project will complement these efforts, enhance the quality of life for local Brockport residents and those from surrounding towns, and ultimately transform the Village into one of the premier hubs of economic revitalization within the Finger Lakes region and New York State as a whole. Thank you for your consideration of the Village of Brockport's application.

Sincerely,

A handwritten signature in black ink, reading "Adam J. Bello".

Adam J. Bello  
Monroe County Executive





# *Monroe County Legislature*

**JACKIE SMITH**  
ASSISTANT REPUBLICAN LEADER  
LEGISLATOR – DISTRICT 2

October 2, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan,

I am writing to express my strong support for the Village of Brockport's NY Forward proposal. The vision statement for their application is "It's All In Brockport." This central message speaks to the Village's standing as a centralized community hub in the Finger Lakes that is regularly visited by residents of Sweden, Clarkson, Hamlin, and other nearby municipalities in Monroe County and Orleans County. It also underscores how Brockport is well positioned to offer Village living at its finest. Their historic downtown Main Street corridor is home to many local businesses, shops, and restaurants; offers direct connections to an attractive waterfront, trail system, and park facilities; and is home to SUNY Brockport, the only institution of higher learning on the Erie Canal.

The proposed NY Forward project will enhance these amenities and build a better Brockport that works for all community members, ranging from adolescents to SUNY Brockport students to senior citizens, while also bringing more people to the area. For instance, the Village will use NY Forward funds to create new affordable, accessible housing and lodging options for residents and visitors. They will also support developers in revitalizing vacant properties to spur economic growth. Additionally, streetscape and infrastructure projects will increase accessibility and multimodal transportation options, making it easier and more inviting for people to walk and bike around the downtown corridor and age in place within the community. The Village will also invest in its Erie Canal waterfront to make it a top-tier destination for inclusive and accessible water-based recreation.

In conclusion, I wholeheartedly endorse the Village of Brockport's application for NY Forward funding. It will create a more accessible and inclusive Brockport and serve as an impetus for transformative downtown revitalization that will benefit Village residents, their neighbors, and people from the Finger Lakes and beyond in New York State. Thank you for considering the Village's proposal.

Sincerely,

A handwritten signature in blue ink that reads "Jackie Smith". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jackie Smith  
Assistant Republican Leader  
District 2



# NY Power Authority | Canal Corporation

KATHY HOCHUL  
Governor

JOHN R. KOELMEL  
Chairman

JUSTIN E. DRISCOLL  
President and Chief Executive Officer

BRIAN U. STRATTON  
Director, Canal Corporation

October 16, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan:

On behalf of the NYS Canal Corporation, I am writing to support the Village of Brockport's request for a NY Forward grant award. The Village's vision for this application, "It's All In Brockport," is a timely and fitting message for this proud Erie Canal community.

Brockport is home to a historic downtown corridor, including a thriving waterfront and Empire State Trail system that provides a backdrop for hosting events, festivals, and outdoor activities. The community also includes the SUNY Brockport Campus, local shops, and restaurants. These amenities attract Brockport residents, as well as visitors from the adjacent and nearby communities of Sweden, Clarkson, Hamlin, and other municipalities.

It is our understanding that the Village's collection of transformative downtown projects will create new affordable housing options for families along Main Street and the Erie Canal. They will also create a more accessible Brockport through strategic infrastructure and streetscape improvements that increase inclusivity for users of all abilities, including pedestrians and bicyclists. The Village will also support economic revitalization through business development to expand downtown services and shopping choices for residents and visitors and will make its portion of the Erie Canal a premier inclusive waterfront recreation destination. Additionally, Brockport has been in conversation with the Canal Corporation regarding needed capital improvements for a Canal terminal wall as part of its proposed new, market-rate housing build at 60 Clinton Street. Should Brockport's grant be awarded, the Canal Corporation will collaborate with the Village to complete this necessary project component.

Over the past decade, Brockport has consistently worked with the Canal Corporation to shape its portion of the Erie Canalway Trail as a second Main Street that offers robust recreational and travel opportunities for residents and visitors alike. The Village's success in expanding On the Canals programming and work to bring rowing and kayaking to the community demonstrates a strong commitment to increasing quality of life.

We are confident Brockport will be effective stewards of NY Forward grant funding and I am happy to support the Village's proposal. Thank you for considering this application.

Sincerely,

Brian U. Stratton  
Director





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Paul Steely White  
*Executive Director*

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1 Steuben Place  
Albany, NY 12207  
518.434.1583  
[www.ptny.org](http://www.ptny.org)  
[ptny@ptny.org](mailto:ptny@ptny.org)

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September 23, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan,

On behalf of Parks & Trails New York (PTNY), I write to highlight our support for the Village of Brockport's current NY Forward application. The Village's primary theme for this project—that "It's All In Brockport"—reflects the community's confidence that it can offer the best of village living on the Erie Canal for any resident or visitor. Brockport's amenities include a thriving and historic downtown corridor that is home to locally-owned businesses, shops, and restaurants, an active waterfront that provides recreation, travel, and exercise options for all users, attractive streets and outdoor green spaces for walking, biking, and socializing, and connectivity to an excellent institution of higher education in SUNY Brockport.

The proposed NY Forward project will align with the Village's existing supportive policies to provide a high quality of life for residents and visitors. For instance, since becoming an Empire State Trail Town to create more equitable recreation and tourism opportunities, Brockport has enhanced access to its stretch of the Empire State Trail and invested in developing a publicly accessible boathouse to promote kayaking and rowing as outdoor recreation activities. The Village has also applied to become a NYS Pro-Housing Community and will use NY Forward funds to expand affordable housing options for all Village residents. Other NY Forward projects will include creating new business opportunities on the Canal, investing in the physical and mental health and well-being of Brockport residents, and creating more attractive streetscapes through public art installations and facade improvements on Main Street.

I am confident that with a NY Forward award, the Village will further position itself as one of the state's premier Erie Canal towns and further revitalize their downtown, thus attracting more visitors to the area and contributing to economic growth for the Finger Lakes region and New York State as a whole. Based on these benefits, I am proud to offer our full support for Brockport's application. Thank you for your consideration.

Sincerely,

Paul Steely White  
Executive Director



October 9, 2024

Laura Fox O'Sullivan, Executive Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan:

Thank you for the opportunity to express support for the Village of Brockport's NY Forward funding application.

It is our understanding that the proposed project will build on the Village's efforts to make Brockport a desirable place to live, work, and play, including through "It's All In Brockport" campaign. This next phase of Brockport revitalization will highlight the many amenities that are available for residents and visitors to access, including a historic downtown business corridor with many local businesses and restaurants; an active trail network, parks system, and waterfront that provide ample opportunities for recreation and travel; and connectivity to SUNY Brockport.

The proposed NY Forward project will build on these existing assets to further position Brockport as a community hub in the Finger Lakes region. The Village will use funding to create affordable housing units, engage in economic revitalization and invest in its waterfront. NY Forward funds will also be used for streetscape and infrastructure improvements and beautification projects to increase walkability and accessibility while also encouraging future development by local business owners.

Over the past decade, the Village of Brockport has prioritized projects that enhance the quality of life for residents and visitors while celebrating the community's history and heritage and looking forward to the future. Brockport's current slate of projects will transform their downtown area and maximize the recreational opportunities afforded by their proximity to the Erie Canal to support this growth, which aligns with our *Preservation and Management Plan*.

The Erie Canalway National Heritage Corridor works to preserve and promote the nationally significant historical, cultural, educational, recreational, scenic, and natural resources of the 524-mile-long New York State Canal System and to foster vibrant communities connected by our waterways. The Village of Brockport is a critical partner in these efforts.

Your thoughtful consideration of their application consistent with all relevant laws, rules, regulations, and policies is appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Radliff". The signature is fluid and stylized, with a long, sweeping underline.

Bob Radliff  
Executive Director





# SUNY BROCKPORT

Office of the President

350 New Campus Drive

Brockport, New York 14420-2916

P: (585) 395-2361 | F: (585) 395-2401

[brockport.edu](http://brockport.edu)

October 16, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
400 Andrews Street, Suite 300  
Rochester, NY 14604

Dear Ms. Fox O'Sullivan,

I am entering my 10<sup>th</sup> year as President of SUNY Brockport and a proud resident of the Village of Brockport. I've thoroughly enjoyed the time I've spent in this charming village on the Erie Canal. Our picturesque community offers a variety of shops, businesses and entertainment options, a historic downtown corridor and an increasingly active waterfront. But I also firmly believe that the Village of Brockport is only scratching the surface of what it can become. That's why I'm eager to endorse the village's NY Forward project, "It's All In Brockport."

This ambitious plan will complement ongoing initiatives such as the replacement of the Main Street lift bridge, the development of the Brockport Loop, Corbett Park improvements, and the renovation of the historic Strand Theatre and build on the Village's efforts to make Brockport a desirable place to live, work, and play. Brockport will use NY Forward funds to invest in affordable housing options for owners and renters along Main Street, attract new businesses and entrepreneurs to the Village through the redevelopment of business district properties, and continue the enhancement of our waterfront by transforming it into a community meeting place and tourist destination. At SUNY Brockport we are particularly eager to see the plan's vision for new entertainment, dining, and shopping options come to fruition — those that meet the needs of local residents, including SUNY Brockport students and faculty, young professionals, growing families, and senior citizens.

SUNY Brockport is actively engaged in our local community and should Brockport receive a grant award, we will collaborate with the Village to ensure any new residents and/or visitors have the opportunity to participate in any cultural and entertainment events we put on at the university, and we look forward to strengthening our joint commitment to hosting "Town and Gown" activities and initiatives that improve the quality of life for all members of the Brockport community. Since this project will contribute to downtown revitalization efforts, I am happy to offer my full support for the Village's NY Forward application. Thank you for your consideration.

Sincerely,

Heidi R. Macpherson, PhD  
President

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

October 16, 2024

Dear Ms. Fox O'Sullivan:

I am writing to express the Town of Clarkson's support for the Village of Brockport's application for NY Forward funding. Our community is located directly adjacent to the Village to the North, and many of our residents go to Brockport on a regular basis to visit shops along their Main Street, bike along the Empire State Trail, kayak on the Erie Canal, or attend festivals and concerts at their Welcome Center. Brockport consistently offers first-rate, family-friendly amenities that capitalize on its waterfront location, pays tribute to its rich history and cultural heritage as an Erie Canal town, and inspires return visits by its residents.

Additionally, as we work with Brockport to provide financial support to the Seymour Library, I can confirm that Village leadership is forward-thinking and eager to continue making progress on initiatives that align with its comprehensive plan. A NY Forward award will help Brockport offer more diverse and affordable housing options for current and future residents, create additional investments in new businesses, further enhance its portion of the Erie Canal as a premier, inclusive destination for water-based recreation, exercise, and community events in the Finger Lakes, and enhance streetscapes and public art displays that get people walking and biking around Brockport's Main Street and historic downtown corridor.

Overall, a NY Forward award will transform Brockport into an accessible and inclusive Erie Canal community that works for everyone, encouraging residents and visitors to stay and play in a historic downtown that is primed for considerable growth to benefit the Finger Lakes region and New York State as a whole. It will accelerate the Village's current economic revitalization efforts and set the stage for a bright future where today's Brockport visitors become tomorrow's Brockport residents. Thank you for considering Brockport's application.

Sincerely,

A handwritten signature in black ink, appearing to read "Ursula M. Liotta". The signature is fluid and cursive, with the first name "Ursula" being more prominent and the last name "Liotta" following in a similar style.

Ursula M. Liotta  
Town of Clarkson Supervisor





# BROCKPORT WELCOME CENTER

11 Water Street · Brockport, New York 14420  
Telephone (585) 637-1000  
Email: [welcomecenter@brockportny.org](mailto:welcomecenter@brockportny.org)

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council 255  
East Avenue, Suite 101  
Rochester, NY 14604

September 12, 2024

Dear Ms. Fox O'Sullivan:

Please accept this letter as a show of support for the Village of Brockport's NY Forward application. As the Director of Brockport's Welcome Center, I regularly keep up with the programming we offer along the Erie Canal and our active waterfront, such as our Low Bridge High Water festival that celebrates the annual summertime opening of the Canal, along with the Summer Serenades concert series, and the Brockport Arts Festival. The Village has also made significant grant-funded investments to bring additional recreational resources to the Canal, such as a new, publicly accessible boathouse that will be constructed at Commissary Park near SUNY Brockport, as well as a kayak rental station near our Welcome Center.

At the Welcome Center, we are fully prepared to serve additional residents and visitors who explore Brockport through the Canal. Our other NY Forward projects, such as investing in affordable housing options, new businesses and restaurants, waterfront development, and public art and streetscape improvements within our historic downtown corridor will undoubtedly draw more people to our Village. I can confidently say that "It's All In Brockport," as noted in our application, and I'm excited for residents from other Finger Lakes communities and beyond to visit and see our vision brought to life through our transformative projects, too.

All in all, we are ready and eager to deliver and activate our downtown as an inclusive home for current and future residents, a hub of economic activity, and a first-rate tourist destination on the Erie Canal. Thank you for considering Brockport's request.

Sincerely,

Susan J. Smith  
Director, Brockport Welcome Center

*"you'll always know your neighbor ..... on the Erie Canal"*  
Brockport is home to the first Board Safe Dock/Accessible Kayak Launch on the Erie Canal.

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

September 13, 2024

Dear Ms. Fox O'Sullivan:

I am writing this letter to illustrate the strong support that Walk!Bike!Brockport! is offering on behalf of the Village of Brockport's NY Forward application. This project will enable us to enhance our standing as a central "hub" community, both in the Finger Lakes and on the Erie Canal—one that delivers a high quality of life not only for residents, but also for visitors from nearby municipalities like Clarkson, Sweden, Hamlin, and more.

Based on the feedback the Village has collected from residents during this project's development, it will clearly reflect our local priorities, such as increasing our stock of affordable and inclusive housing for residents of all ages; enhancing our vibrant waterfront, trail system, and parks to create more inclusive recreation and waterway travel options for residents and visitors; investing in local businesses in our downtown corridor and along the Erie Canal to create more services for residents and visitors; and strengthening our multi-modal transportation network by implementing universal design principles, installing public artwork, and making facade improvements that align with our Victorian heritage. As we are a compact village of only 2.2 square miles, it is crucial that our streets and sidewalks are friendly for pedestrians, bicyclists, and motorists alike. We at Walk!Bike!Brockport! look forward to working with the Village to maximize such benefits, as we aim to improve active transportation and recreation opportunities in our community.

Overall, receiving NY Forward funds and implementing our transformational projects will position Brockport for sustainable, long-term growth and downtown revitalization that benefits the Finger Lakes region and the state as a whole. Thus, I am happy to lend my full support for the project, as well as the support of other Walk!Bike!Brockport! members. Thank you for your consideration of our Village's request for a NY Forward award.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bob LeSuer". The signature is fluid and cursive, with the first name "Bob" being more prominent than the last name "LeSuer".

Robert LeSuer  
Walk!Bike!Brockport! Committee Co-Chair





University at Buffalo

## Center for Inclusive Design and Environmental Access

School of Architecture and Planning

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

October 14, 2024

Dear Ms. Fox O'Sullivan:

I am writing to express my support for the Village of Brockport's NY Forward funding application. They shared with me that their core application message is that "It's All In Brockport," as the Village is home to an attractive historic downtown corridor, an active waterfront and trail system, several unique, locally owned shops and businesses, the Erie Canal, and SUNY Brockport.

I connected with Village representatives during their proposal development to offer actionable steps to integrate universal design principles into their NY Forward proposal to ensure that not only is it all in Brockport, but that Brockport is welcoming to all. Brockport's commitment to maximizing inclusivity in all aspects of their downtown revitalization plans is commendable, and will promote alignment with both NYS Pro-Housing standards, as well as quality of life guidelines from the AARP's Network of Age-Friendly Communities. The Village's interest in completing an accessibility audit of their Main Street and Clinton Street thoroughfares and implementing universal design strategies for all new projects will help them carry out their vision of building a better Brockport that works for residents and visitors of all abilities.

We at The Center for Inclusive Design and Environmental Access (IDEA) at the State University of New York at Buffalo look forward to working with the Village to maximize the community development and economic revitalization benefits that will result from implementing their slate of transformative downtown projects. We are sure that their projects will enhance quality of life for residents in Brockport, the Finger Lakes region, and NYS as a whole. Thank you very much for considering their proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Danise Levine'.

Danise Levine, AIA, CAPS  
Assistant Director, IDEA Center

Center for Inclusive Design and Environmental Access  
School of Architecture and Planning

309 Hayes Hall, Buffalo, NY 14214-8030  
716.829.5902 (F) 716.829.3861  
ap-idea@buffalo.edu

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**Rochester Accessible Adventures**  
1650 South Avenue, Ste 200  
Rochester, NY 14620  
585.491.6011  
[RochesterAccessibleAdventures.org](https://RochesterAccessibleAdventures.org)

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

October 10, 2024

Dear Ms. Fox O'Sullivan:

I am writing to underscore Rochester Accessible Adventures' support for the Village of Brockport's NY Forward proposal, as it will greatly benefit the ongoing development of our Erie Canal waterfront. We have collaborated with the Village to deliver inclusive experiences as part of their On The Canals excursions, which give residents and visitors the opportunity to kayak on the Erie Canal or bike on the Erie Canalway Trail in the summer and early fall.

To expand on this partnership, and to build on the Village's work with constructing a publicly accessible boathouse for rowing and kayaking at Commissary Park near SUNY Brockport, we will collaborate with the Village to promote their new development site at 85 Clinton Street. It is our understanding that this site will include a tasting room and a community gathering and socialization space, among other amenities. This redevelopment will provide an attractive stopping point for Canal users, and it is a short drive or walk away from the BoardSafe adaptive kayak launch at Brockport's Welcome Center. Therefore, we will publicize the availability of kayaking and rowing amenities in the Village at 85 Clinton, and will work with the Village to host inclusive recreational trips—either by bike or by kayak—along the Erie Canal and the Erie Canalway Trail. This project component will further enhance recreational tourism as an engine for economic growth and community development within Brockport.

Overall, securing NY Forward funds will help enhance Brockport's status as one of the premier Erie Canal communities in the Finger Lakes region, increase the accessibility of its historic downtown corridor, and demonstrate its standing as an inclusive community that is accessible to all residents and visitors. We greatly appreciate your consideration of the Village's application.

Sincerely,

Anita O'Brien, M.A., CTRS  
Executive Director, Rochester Accessible Adventures



Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

September 25, 2024

Dear Ms. Fox O'Sullivan:

I am writing as a member of the Brockport Merchants Association in support of our Village's NY Forward grant application. Our local entrepreneurs capitalize on the strong connections between the Village's canal front, Main Street, and downtown corridor. A NY Forward grant award will make our community even more attractive and provide the funds needed for increased business development within Brockport. Investing in our waterfront will further enhance our Village's standing as a must-see destination within the Finger Lakes and provide additional momentum for our existing economic revitalization efforts, such as our work to bring walking, rowing, biking, boating, and kayaking to the Canal as new recreation and travel options. Additionally, beautifying our downtown streetscapes and investing in local businesses will bring more families to the Village and encourage residents and visitors to spend more time in our historic downtown corridor before or after local cultural events like our Summer Serenades concerts, Brockport Arts Festival, Summer Sidewalk Sale, Halloween Midnight Madness Family Parade, Small Business Saturday, Festival of Lights Parade, and Winter Market . Lastly, supporting new affordable housing development will both keep residents in Brockport and attract new families to our community.

Given the slate of projects the Village has developed with input from residents, local businesses, and other stakeholders, I can confidently say that their NY Forward theme of "It's All In Brockport" is very fitting. We greatly appreciate your consideration of the Village's request.

Sincerely,



Judith A. Andrew  
Lightways, 7 Main St, Brockport, NY 14420  
Brockport Merchants Representative

## EXECUTIVE COMMITTEE

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Vice President,  
*Exempts*

**Melissa Beadle-  
Wencek**  
Treasurer, *Community*

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Past President

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*Merchants Association*

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*Community*



# BISCO

Brockport Integrated Service  
Clubs Organization  
PO Box 197  
Brockport, NY 14420  
BISCObrockport.org

To: Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

Subject: Support for Village of Brockport NY Forward Application

From: Randy Dumas, BISCO President

Please accept this letter as definitive indication of support from the Brockport Integrated Service Clubs Organization (BISCO) for our Village's NY Forward application. Our organization's mission is to bring local service organizations together to cooperatively and collectively contribute to the betterment and well-being of youth and individuals in the westernmost communities in Monroe County. Brockport's NY Forward proposal helps to push our shared goals forward through targeted investments in our historic downtown corridor that will create new affordable housing units, expand business opportunities to provide new amenities for residents and visitors, make our streets more attractive, accessible, and safer for people of all ages and abilities, including pedestrians and bicyclists, while bringing additional recreational opportunities to our vibrant waterfront.

We look forward to our continued partnership with the Village as they revitalize our downtown and strengthen our status as a community hub in the Finger Lakes with an infusion of funds from a NY Forward award. BISCO has always supported our parks and playgrounds for Brockport's kids. We for example have invested in Corbett Park, our largest community park, by donating ADA-accessible playground equipment. The Village then expanded on our investment by securing additional financial support to repave the park's paths, install a new fitness court, and renovate the park's basketball and tennis facilities. We stand fully ready to continue our collaboration with the Village of Brockport as they implement the projects within their proposal. Please give the Village's application a considered and favorable review.

Sincerely,

Randy Dumas  
BISCO President



**SWEDEN COMMUNITY RECREATION FOUNDATION**  
**18 STATE STREET**  
**BROCKPORT, NY 14420**

October 15, 2024

Margaret B. Blackman, Mayor  
Village of Brockport  
127 Main Street  
Brockport, NY 14420

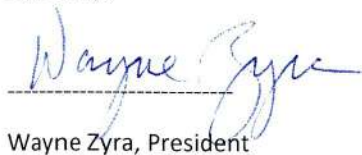
Re: Welcome Center Accessible Seating

Dear Mayor Blackman:

I am writing in support of the Village of Brockport's grant application for financial assistance to construct Terraced Seating at the Brockport Welcome center. The Village of Brockport's Welcome Center provides recreational activities for not only local residents but also for visitors throughout New York State who travel the Erie Canal. It is also important to recognize the Welcome Center's positive economic impact for local businesses. The addition of terraced seating at the Welcome Center will greatly enhance the ability of attendees, both youth and seniors, to enjoy the celebrations and concerts held at the Center.

The mission of the Sweden Community Recreation Foundation is to support the development and enhancement of recreation and fitness facilities and opportunities for individuals of all ages. The addition of terraced seating at the Village of Brockport's Welcome Center will greatly enhance the accessibility and the "quality of life" for those attendees who have a wide range of physical capabilities. It is for these reasons that the Sweden Community Recreation Foundation supports the Village of Brockport's grant application for Terraced Seating at its Welcome Center.

Sincerely,

A handwritten signature in blue ink, reading "Wayne Zyra", is written over a horizontal dashed line.

Wayne Zyra, President

Sweden Community Recreation Foundation



Maxwell Thaney, DDS  
and Associates

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

On behalf of Brockport Smiles Dental office, a state of the art Dental Facility serving Brockport residents, I am writing to support the Village of Brockport's request to be considered for the NY Forward grant. Brockport is an extraordinary community gathering place and hosts several events and festivals annually. This year, we were excited to be able to participate personally in the Brockport Art Festival which drew a considerable sized crowd!

The theme of the application "It's All In Brockport" really embodies the belief that Brockport residents can find all they need- and more right here in Brockport. We are so lucky to be able to share many amenities such as Brockport's historic downtown corridor which is home to many locally owned small businesses, shops and restaurants. We are also grateful to be connected so closely with the historic Erie Canal which provides many recreational opportunities such as biking, boating and walking along the canal path. Additionally, we feel grateful to have many medical offices, a qualified hospital, our dental facility and countless specialty offices available to provide care to our residents.

The proposed NY forward project will strengthen the Villages efforts to intentionally cultivate a community that is a desirable place to live, work and play. The grant will help to expand affordable housing choices for people of all ages and in different stages of life. It will create exciting opportunities for entrepreneurs to grow existing businesses or form new ones. It will also capitalize on the Villages ideal location on the Erie Canal enhancing recreational amenities both to benefit local residents and attract tourism opportunities to our area. The grant will also allow the Village to invest in infrastructure allowing village streets to remain user friendly for pedestrians and bicyclists.

The Village of Brockport has made considerable improvements and investments into its historic downtown to make this community a great place to work, live and play. Based on these efforts and abovementioned benefits, I am proud to offer our full support for Brockports Application. Thank you for your careful consideration!

Sincerely,

Maxwell Thaney D.D.S.





Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

September 27, 2024

Dear Ms. Fox O'Sullivan:

I am writing this letter in support of the Village of Brockport's NY Forward grant application. Shake on the Lake has consistently worked with the Village to put on fast, fun, and family-friendly theatrical productions every summer since 2017. Our cast and crew celebrates the works of Shakespeare with Brockport on the front lawn of the historic Morgan-Manning House, which showcases the area's unique architecture and takes visitors back to a bygone era in time.

The House is also a landmark leading into Brockport's historic downtown corridor—an iconic Main Street that connects to the Erie Canal for waterfront entertainment and travel by tourists, and offers residents and visitors a variety of shops, businesses, and restaurants to visit as they walk or bike along attractive, tree-lined streets. Based on communication with the Village, the proposed NY Forward investment will create new affordable housing units on Main Street and near the Canal for residents of all ages, launch new businesses to provide additional amenities for residents and visitors, beautify streets and improve infrastructure to increase safety and accessibility for all users, and further highlight the Erie Canal and waterfront as community meeting spaces and outdoor recreation destinations.

Upon reviewing the Village's slate of proposed NY Forward projects, I can safely say that an award will be instrumental in transforming the downtown area and demonstrating to residents and visitors from the Finger Lakes and beyond that "It's All In Brockport." Thank you for considering the Village's request.

Sincerely,

A handwritten signature in black ink, appearing to read "Josh Rice", written over a horizontal line.

Josh Rice, Co-Founder & Producing Artistic Director  
Shake on the Lake Theatre Company  
Ph: 501.350.6340  
Email: [shakeonthelake@gmail.com](mailto:shakeonthelake@gmail.com)

*Shake on the Lake, Inc is a New York State non-profit corporation created to engage in the arts and arts education as a tax-exempt organization within the prescribed limits of 501(c)(3) of the Internal Revenue Code. Upon request, you may obtain a copy of Shake on the Lake's 2024 financial report filed by Shake on the Lake by sending your request to:  
Shake on the Lake, PO Box 57, Silver Lake, NY 14549.*



Laura Fox O'Sullivan, Executive Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

October 4, 2024

Dear Ms. Fox O'Sullivan:

Please accept this letter of support for the Village of Brockport's NY Forward application, on behalf of the Brockport Symphony Orchestra.

We regularly collaborate with the Village to provide cultural, artistic, and entertainment options for residents and visitors through themed quarterly concerts. Some of the Village's NY Forward projects, such as investing in their waterfront spaces and the canalfront Welcome Center to create new, accessible recreation and socialization opportunities, will surely bring even more residents and visitors to our outdoor summertime concerts, which often feature Canal-themed tunes to celebrate our local history.

Other NY Forward investments, such as expanding our stock of affordable housing, investing in streetscape and infrastructure improvements that make the Village more accessible and attractive for pedestrians and bicyclists, and supporting local business growth, will further put Brockport's downtown on the map as a premier Finger Lakes destination—whether people want to visit for a weekend, or build a new life by settling in our Erie Canal community.

Part of our orchestra's mission, in addition to performing innovative, exciting orchestral music arrangements, is to celebrate our local heritage and culture. A NY Forward award will help the Village do this by building on its downtown corridor's historic, Victorian character while looking forward to the future of what can be offered to local residents, our neighbors in Monroe County, and tourists from the Finger Lakes region and beyond. Thank you for considering Brockport's request for NY Forward funding that will transform our historic downtown corridor.

Sincerely,

A handwritten signature in black ink, which appears to read "Jonathan Allentoff". The signature is fluid and cursive.

Jonathan Allentoff  
Brockport Symphony Orchestra Music Director



September 30<sup>th</sup>, 2024

Laura Fox O'Sullivan, Regional Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

## Letter of Support

NY Forward Project:  
**It's All In Brockport**

Driving down Main Street in Brockport never fails to put a smile on my face, just as it did 23 years ago when I first laid eyes on it. Not every small town possesses our Village's distinctive charm. Is it the close-knit community, the tranquil atmosphere complemented by energetic university students, our residents' family-friendly spirit, the tree-lined streets, or the iconic and historic Erie Canal and waterfront location? I cannot pinpoint why. All I can say is that Brockport assuredly has a special small-town allure.

The buildings that have survived from Brockport's past as a booming Erie Canal Town will both shape and influence the community's future. At one end of the spectrum is the majestic and awe-inspiring Morgan-Manning House. While it is grand, beautiful, and impeccably well-maintained, I would argue that it does not occupy the most prime real estate in Brockport. Instead, the most sought-after real estate backs up to the Erie Canal. This area, and our historic downtown corridor, has immense potential for revitalization as a long-term home, a hub for future business development, and a dynamic, inclusive waterfront destination. The community is ready to move forward and realize the greatness that is within our reach. We only require a small catalyst to initiate progress--and I hope to contribute to this growth.

"Making money is important. Making a difference is crucial." I have integrated this principle into both my life and business ethos. A few years after founding a business aimed at assisting students and teachers, I realized that the jobs and families created by the business were equally significant. Today, TeacherGeek stands as the last major U.S. manufacturer of STEM educational products. How can we inspire children to pursue future careers in the U.S. if we are not also working towards preserving and creating high-quality jobs in our own communities in America?

During my drives on the thruway, I used to stop at the “Taste NY Store” to acquire a product from another company I co-founded. It was gratifying to be acknowledged as a supporter of the larger New York State community. Yes, I could purchase the same product from Walmart or 7-Eleven, but that wouldn’t evoke the same feeling of community. Working with neighbors to create something exceptional is rewarding. That is what I’m aiming to achieve with my next major venture, DoodleFace.

If the assessment made by a certain yellow-and-green labeled art supply company is accurate, the DoodleFace product line will quickly exceed \$100,000,000 in gross sales per year. Check it out at DoodleFace.com. We have invested in high-tech manufacturing capabilities and developed intellectual property to meet these sales projections. We looked for a community capable and eager enough to collaborate with us and make it a reality, and choosing Brockport was the best decision we could have made.



I strongly believe that the Village of Brockport possesses the “It Factor.” With its tremendous potential, people-first thinking, and engaged, future-focused community members, Brockport is primed for extraordinary transformation. NY Forward investments in inclusive housing, streetscape improvements, business growth, and waterfront recreation will be the catalyst for that transformation. The Village’s slate of projects will create a better Brockport for everyone: new and established residents, business owners, growing families, visitors and tourists, and SUNY Brockport staff and students alike. In business, we’re always evaluating our investments based on their potential return. With a NY Forward award, Brockport will provide noteworthy ROI for our residents, our neighbors in nearby communities like Sweden, Clarkson, and Hamlin, and tourists from across the Finger Lakes region and New York State.

My hope is that the Finger Lakes Regional Economic Development Council recognizes the potential, the ROI, and the “It Factor” that is inherent to the Village of Brockport. I am excited to see, firsthand, the revival of Canal properties, the improvement of our Main Street and waterfront, and the development of new businesses for all residents and visitors. It will all be remarkable, and it will all be in Brockport. Thank you very much for considering our Village’s request for NY Forward funding.

Sincerely,



Darren Coon  
CEO, TeacherGeek Inc.





Laura Fox O'Sullivan, Executive Director  
Finger Lakes Regional Economic Development Council  
255 East Avenue, Suite 101  
Rochester, NY 14604

October 2, 2024

Dear Ms. Fox O'Sullivan:

Please accept this letter of support from It Begins in Brockport (IBiB), a local makerspace that aims to empower community innovation and learning through accessible digital fabrication, for the Village of Brockport's NY Forward grant application. This proposal will promote revitalization in the heart of our community, our historic downtown corridor, by:

- Increasing our stock of affordable, inclusive housing options to retain young professionals, help young families grow, and encourage older residents to age in place.
- Integrating universal design principles into our downtown streetscapes to make them more inclusive for users of all abilities.
- Making our section of the Erie Canal a first-class destination for inclusive waterfront recreation activities, such as rowing, kayaking, and canoeing.
- Creating new businesses and expanding existing ones to provide even more local amenities for residents, as well as tourists and neighbors from nearby municipalities who frequently visit the Village.
- Further cultivating our downtown's unique sense of place through public art and building facade enhancements that pay homage to our Victorian architecture.

IBiB's headquarters are located at 27 Market Street, which is just off of Main Street. Given our downtown location, as well as the Village's active communication in discussing their proposed slate of NY Forward projects, I can confirm that an award will make Brockport an ideal place to play and stay for visitors from around the Finger Lakes region and beyond. It will build on work the Village is already doing to promote such revitalization, like upgrading our multimodal transportation infrastructure to better serve pedestrians and bicyclists and developing inclusive, age-friendly outdoor recreation options at Corbett Park. Thus, I am proud to offer my support for Brockport's application. Thank you for considering our request to transform our historic downtown corridor.

Sincerely,

A handwritten signature in black ink, appearing to read 'Zak Robinson', is written over the printed name.

Zak Robinson

It Begins In Brockport Vice President



# VILLAGE OF BROCKPORT

127 Main Street · Brockport, New York 14420  
Telephone (585) 637-5300 · Fax (585) 637-1045  
Website: [www.brockportny.org](http://www.brockportny.org)

*The Victorian Village on the Erie Canal  
Preserve America Community  
Listed on the State and National Registers of Historic Places  
Certified Local Government  
Tree City USA Community  
Erie Canalway Heritage Award of Excellence  
NYS Climate Smart Community  
NYS Clean Energy Community*

## VILLAGE OF BROCKPORT RESOLUTION 10-7-2024

### Authorizing a NY Forward Grant Application

I, Erica Linden, Village Manager/Clerk of the Village of Brockport, 127 Main Street, Brockport, NY 14420, do hereby certify that the following resolution was adopted at a meeting of the Village Board held on October 7th, 2024, and is incorporated in the original minutes of said meeting, and that said resolution has not been altered, amended, or revoked and is in full force and effect.

WHEREAS, the Village of Brockport aims to revitalize its downtown area to provide enhanced services for residents and visitors;

And WHEREAS the Village has developed a slate of transformative projects that will help Brockport offer a high quality of life and promote business growth, job creation, and economic and housing diversity;

Now, therefore, be it RESOLVED that the Brockport Village Board does hereby authorize a NY Forward application for a grant award of \$4.5M in funding. This grant will enhance the Village's historic downtown corridor and canalfront by funding a variety of projects that align with the NY Department of State's NY Forward priorities, as well as priorities noted by the local Brockport community.

Erica L. Linden, Village Manager/Clerk



Mayor Margaret B. Blackman  
Trustee/Deputy Mayor Annette M. Crane  
Trustees Katherine J. Kristansen, Joanne M. Bocach, Ben Reed