



CANASTOTA

NY FORWARD

Village of Canastota

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NY Forward Round 2
Central New York Region
Village of Canastota, Madison County

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INTRODUCTION

The Village of Canastota was first inhabited by the Oneida Indian Nation, which is where the name “Canastota” originates. First known by its Haudenosaunee name, Kniste Stota means “cluster of pines near still water.” The village to this day can still be referenced by its pine trees and swampland, and reflects this reference in its present-day village seal consisting of three pine trees and the Erie Canal.

Canastota was founded in 1810 by Captain Reuben Perkins, who settled on Quality Hill near the present-day Seneca Turnpike. Perkins purchased 329 acres from the Oneida Nation and later contracted to complete the work on the two-mile section of Erie Canal that bisects the village. Construction of the Canal began in Canastota in 1817, causing the village to grow and flourish. Schools, churches, stores and other commerce soon followed as people flocked to the area. As a result of the Canal’s construction, regular trips between Rome and Syracuse began and this trade route made Canastota a bustling village. The Canal was officially completed in 1825, and in 2025 the State of New York will celebrate the 200th anniversary of one of the most famous canals in the world.

After being confronted by angry mobs in Utica on October 22, 1835, 104 abolitionists boarded canal boats and made their way to Canastota in an effort to end slavery. At the invitation of Gerrit Smith they walked nine miles south to the Hamlet of Peterboro in the hills of Madison County. History was made that day and the New York State Antislavery Society movement was born as a result of their inaugural meeting, attended by more than 600 people including statesman Frederick Douglass.

Canastota was incorporated in 1835 in the Town of Lenox, but was reorganized in 1870. Once known as a center for commerce, the village is proud of its rich agricultural, industrial, transportation, and social justice history. In 1852 the Liberty Party held its National Presidential Convention in Canastota, where notable names such as Frederick Douglass and Gerrit Smith were in attendance.

The Great Fire of 1873 began in a hay barn on Spencer Street on Sunday, October 26th, near the current location of the village’s municipal pool. More than 35 buildings spanning several blocks were destroyed and much of downtown was lost. Canastota residents are a strong and resilient people, so rebuilding was not a question. Much of the reconstruction that followed in 1874 is still seen today and there are 64 structures on South Peterboro St. alone listed on the National Register of Historic Places.

At the turn of the century, Canastota became a place where immigrants flocked, and today it continues to be inhabited by people of diverse backgrounds all co-existing in harmony. Many who came to Canastota worked the fertile mucklands where onions and potatoes are still grown.

It was in those mucklands that a legendary boxer planted not only onions, but his own roots. Native son Carmen Basilio went on to become world champion in both the welterweight and middleweight divisions, and several years later his nephew Billy Backus followed in his footsteps, becoming world welterweight champion in his own right. These two local legends are primarily why Canastota is the home of the International Boxing Hall of Fame and is fondly known as “Title Town.” On the second weekend of every June famous boxers and their fans come from all over the world to Canastota for induction weekend and the “Parade of Champions” - an hour and a half long parade that is held on historic Peterboro Street. The event attracts tens of thousands of spectators to Canastota each year.

Canastota is also known for the invention of the microscope, motion picture innovations and products such as Canastota Cut Glass, Sherwood Sleds and Watson Wagons, which are prized as antiques.

GEOGRAPHIC AREA AND JUSTIFICATION

Canastota is a small 3.34 square mile village in the Town of Lenox, Madison County, with a population of nearly 5,000 residents and a density of 1,364 people per square mile. It is conveniently located in the center of the state at Exit 34 of the New York State Thruway. Canastota is the only village in Madison County to host a Thruway exit, providing easy access to Syracuse, Utica, Hamilton, Morrisville, Oneida, Chittenango, Sylvan Beach, Verona and the surrounding areas.

The village is only a few miles from SUNY Morrisville, Syracuse University, Utica University, Hamilton College and Colgate University. Canastota is only six miles south of Oneida Lake and Sylvan Beach, which with the assistance of the Oneida Indian Nation has seen a resurgence in economic growth. This investment in the area has spurred growth for Sylvan Beach and the Town of Lenox. This investment in the area has spurred growth for Sylvan Beach and the Town of Lenox and makes Canastota a place ready for economic growth.

Recreational opportunities within the village include a vast trail system, which adds to the uniqueness of the village as the Empire State Trail, North Country Scenic Trail, Historic Old Erie Canal, OPRHP State Funded Snowmobile Trail, Lenox Rail Trail, and Link Trail all transverse the village through or near downtown. This helps make our village one of the most walkable and recreationally-friendly communities in Central New York.

Located on the southern end of the village is the municipal industrial park, which is home to 13 businesses and several incubator spaces for startup companies. The village is actively marketing the remaining vacant lots to provide more jobs and move those municipally-owned properties onto the tax rolls where they can best benefit the taxpayers.



VISION STATEMENT

“The Village of Canastota seeks to create a better community for our residents and provide opportunities to ensure the continued growth and prosperity of the village for generations to come.”

COMMUNITY ENGAGEMENT AND SUPPORT OF LOCAL POLICIES

Canastota has been actively working on a comprehensive plan where members of the community provide input and guidance for future direction of the village. We have already begun engagement of the community and businesses to gain support for the NY Forward application. Public information sessions were held and surveys were completed by members of the public. An informational meeting with local business owners was held in September 2023 where information packets were distributed to businesses interested in investing in their properties, and an overview of the NY Forward program was given. Additional community engagement will be held throughout the process to ensure that the needs and recommendations of the community are obtained and clean energy efforts are a priority.

JOB GROWTH

For many years there was little to no other substantial job growth in the village, and it became a depressed area with the loss of manufacturing and agricultural production in the late 1990s and early 2000s. Many village residents travel outside of the county for work in health care, education and construction. Some of the industries located in the village who have expanded our job market include the Oneida Indian Nation, Clark Equipment Rental, Owl Wire, Canastota Construction, Dutchland Plastics and Canastota Dairy Producers. The village is excited by the announcement that Tesla will be constructing a sales and service facility in Canastota, the Oneida Indian Nation will be updating their service station into a full-scale travel plaza near the Thruway, and there are plans for industrial and residential development as a result of the Micron project which will be located just a short distance down the Thruway. We firmly believe the village will continue to see job growth in the very near future as a result of these companies and projects.

QUALITY OF LIFE

The village is committed to prioritizing diversity, equity, inclusion, justice and accessibility in all public engagement processes. The village will continue to engage the public throughout the project to ensure that the project aligns with the priorities of all residents. The intent of the public outreach is to involve the community so all residents feel a sense of ownership of these projects and will assist with its implementation. All NY Forward project information will be available at numerous of public venues, including the village hall, library, village website and community events. The Village of Canastota is an attractive area because of the closeknit community and small-town feel.

HOUSING AFFORDABILITY AND AVAILABILITY

The Village of Canastota consists of residential neighborhoods that include single and multi-family dwellings. Out downtown properties contain first floor retail/services with many of the building possessing second and third floor residential space. Home sales within the village continue to see prices below the market value seen in other locations which makes our housing market very desirable. The presence of multiple apartment and townhouse complexes within the village also provides a variety of residential dwellings that help support low to moderate income families as well as senior living which all qualify for rent assistance through the Canastota Housing Authority.

PAST INVESTMENT and FUTURE POTENTIAL

Date	Source	Purpose	Amount
2014	DEC	Hose	\$1,000
2015	FEMA Assistance to Firefighters	Ladder Truck	\$868,143
2016	TEP/TAP	Downtown Enhancement Project	\$770,481
2017	Erie Canalway Grant	Tour the Towpath	\$3,000
2017	Department of State	Fire Equipment	\$15,000
2017	Restore NY	Barlow Street Redevelopment	\$1,685,000
2018	CDBG	Dutchland Plastics	\$750,000
2019	NYSERDA	Street Lights	\$18,750
2020	NYSERDA	Charging Stations	\$8,000
2020	DOS	Canal Revitalization	\$60,000
2020	DEC	UV Disinfection	\$413,347
2021	NYSERDA	Lighting	\$56,250
2021	FEMA Assistance to Firefighters	Quick Attack Pumper	\$419,633
2022	CSX	Community Grant	\$5,000
2022	DCJS	Live Scan Finger Printing	\$20,000
2023	Axon	Police Body Cams & Tazers	\$20,000
2023	EPA	Sewer Separation Project	\$1,510,000
2023	FEMA Assistance to Firefighters	Airpacks (Joint w/Lincoln & Wampsville)	\$679,800
			\$7,303,404

The Village of Canastota has great potential to increase its economic vitality in the Central New York Region. We are located at the only thruway exit in Madison County and the village possess great access to markets in both Syracuse and Utica. We have convenient access to major highways including State Routes 5, 31, 13, 365, 481 and 81 making us the perfect location for commercial and industrial expansion as well as residential.

The largest employer in Madison and Oneida counties and the fourth largest in the Central New York region continues to be the Oneida Indian Nation who employs over 4,500 people, many of whom live in Canastota.

With the introduction of Tesla to the village as well as expected expansion of the Nation's enterprises coupled with the possibilities for Micron, they village is in the perfect place for an economic boom.

Tourism and recreational opportunities are abundant in the area and we have room for potential growth. Due to our ability to provide services including sewer, and water Canastota can be considered a relatively safe community and employs a fulltime police force who cover our community 24-hours a day, 365 days a year.

With her charm and character, Canastota is ready for and welcomes growth to our community.

PRIVATE ECONOMIC DEVELOPMENT OPPORTUNITIES

Project #1

Canastota Dairy Products Store

The century-old milk processing plant formerly known as Queensboro Farm Products is a well-known agriculture business rich in history of producing dairy products that included butter and ice cream mix. The facility, which is vital to the village economy, has recently been purchased by Lowville Dairy Cooperative, a co-op from Lewis County that had 156 members before extending membership to the 64 farms that previously shipped their milk to Queensboro. Together, these 220 producers and their families are ready to breathe some fresh life into the milk plant. The first initiative is to give the corner of S. Main Street and Rasbach Street a captivating new look inspired by the region's agricultural heritage. A new cheese store will offer 100 flavors of New York cheese, meats, maple products and holiday gift boxes. The store's design will feature reclaimed rustic elements, antique dairy equipment, shelves of cheese boxes and vintage milk bottles. This project will create jobs and invite the public into an interactive educational opportunity where participants can learn how to churn butter, pair New York cheeses with wine, as well as provide an overall education of the milk and agricultural industry.

Project Sponsor: Lowville Producers Dairy Cooperative, Inc.

Project Location: 4 Rasbach Street, Canastota

Timeline: 1-2 years

Cost: \$500,000

Funding Sources: NY Forward, Private Funding



Canastota Dairy Producers

Project #2

Theodore's Restaurant & Banquet Facility

Located on State Route 5, Theodore's Restaurant is a 20,000 square foot banquet facility with ample parking that has been a staple of the Canastota community for decades. Once known as the go-to spot for all banquets in Central New York, Theodore's has served countless patrons over the years including boxing greats such as Muhammad Ali, Joe Frazier, and George Foreman, but it's in need of renovations to maintain marketability and increase staffing. One of the largest banquet facilities in Madison County, it regularly hosts private and municipal groups for dinners, weddings, seminars and meetings. This location also hosts events such as craft fairs, school events, and dances. Theodore's

began renovations several years ago but would like to continue upgrading the building to increase sales and staffing. The owner proposes removing an unsafe patio and reconstructing a fresh new outdoor seating space as well as additional exterior updates. Replacement of outdated windows and doors and renovation of banquet and meeting spaces is also planned. Bringing the building up to energy code as well as ADA compliance is a vital portion of this project as well. The project will finish repairs to the aging roof as well as update lighting to increase energy efficiency and reduce costs.

Project Sponsor: Theodore's Restaurant

Project Location: 3231 Seneca Turnpike, Canastota

Timeline: 1-2 years

Cost: \$200,000

Funding Sources: NY Forward, Cash Equity, Bank Financing



Theodore's Restaurant

Project #3

International Boxing Hall of Fame

The International Boxing Hall of Fame is a local anchor institution for the Village of Canastota, located at Exit 34 of the New York State Thruway. The Hall of Fame hosts a world-class museum that includes the original boxing ring from Madison Square Garden. The hall sits at the gateway to the village and provides opportunities for arts and local entertainment to the community while also providing a sought-after point of interest for tourists from all over the world. The Boxing Hall of Fame proposes to install additional display cases within the event pavilion to showcase artifacts that have largely gone unseen by the public. Keeping the museum updated with new items increases the opportunity for attracting both new and return visitors. The hall would also like to replace the air conditioning system with an updated energy-efficient unit as well as install modern, tinted, easy-to-open windows. An updated sign visible from adjacent highways will provide the Hall with more visibility.

Project Sponsor: International Boxing Hall of Fame

Project Location: 1 Hall of Fame Drive, Canastota

Timeline: 1 year

Cost: \$75,000

Funding Sources: NY Forward, Donations, Bank Financing



International Boxing Hall of Fame

Project #4

ZEMs Ice Cream

ZEMs Ice Cream is a landmark business in the Village of Canastota, and its owners, Rick and Penny Stevens, want to make their property a showpiece gathering place for the community to spend a lovely summer evening. ZEMs proposes to build a pavilion to host bands and other musical acts, renovate the existing building to shore up the west wall and encompass a year-round breakfast/lunch café, build a new sidewalk and street lights along Main Street, and remodel their existing miniature golf course. These additions will create jobs, enhance pedestrian safety, and provide the community with another location to gather and socialize.

Project Sponsor: Penrick Enterprises

Project Location: 124 Hickory Street, Canastota

Timeline: 1-2 years

Cost: \$30,000

Funding Sources: NY Forward, Owner Equity, Bank Financing



ZEMs Ice Cream

Project #5

Erie Canal Craft Brewery (Proposal #1) Production Facility, Industry Education and Tourism Attraction
The Erie Canal Brewing Company, one of the first NYS Farm breweries, has been operating out of a leased building in the village since 2016. The brewery has outgrown its current facility, which cannot accommodate tourist activities, industry education programs, or packaging and storage requirements needed to expand. A new facility that can meet the needs for expansion will create new employment opportunities, increase tourism in the village and encourage new housing projects. The company's current location several blocks away from the downtown is not conducive to exposure from the Erie Canal, Madison County's "Reimagine the Canal" housing project, the village's redesigned Canal Street project or the Canal Town Museum's activities. The brewery proposes upgrades to its brewing equipment by adding fermenters and replacing the malt barley mill as well as upgrades for packaging equipment. The building will be outfitted with an additional cooler to support increased inventory for off premise expansion and add a new delivery vehicle. Improvements will be made to the loading dock and ingredient storage room to facilitate sanitary and temperature controls. The building will be outfitted with ADA compliant bathrooms, entrances and visitor areas. To boost brand identification and off premise market expansion, brewery tours will be conducted as will industry educational seminars, tasting events and local activities. The brewery works in conjunction with the Abolitionist Hall of Fame each fall to bring to the public "Abolition Ale" which is served at the annual abolition Freedom Walk.

Project Sponsor: Everland Holding Company LLC & Erie Canal Brewing Company, LLC

Project Location: 213/215 S. Canal Street, Canastota

Timeline: June 2024 - June 2025

Cost: \$282,000

Funding Sources: NY Forward, Owner Equity, Bank Financing, Other



Erie Canal Brewery

Project #6

Erie Canal Craft Brewery (Proposal #2) Tap Room, Welcome Center and Event Facility

This is a "sister" project to the above-mentioned production craft brewery (Project #1) and is located next to the Historic Old Erie Canal. The owners are already established in the village and are proposing to continue restoration and redevelop the famed "Farr Bros. Building" which is listed on the State Historic Preservation Office's list of historic places. The building is currently under Phase I of renovations of the exterior and first floor and when completed will house a tap room, welcome center

and event room. Considered an anchor building downtown and revered for its longevity, it once housed the Farr Brothers Hardware Store and serviced travelers on the Erie Canal as well as residents of the village. The tap room will feature NYS beer, wine and distillery products along with locally-sourced food options. Phase 2 renovations will include a rooftop seating and viewing area, a converted basement for additional events, a new storefront and affordable apartments. This expansion will create additional jobs and help support transformational projects in the village. The project sponsor owns the building and is working in concert with the village to convert an unoccupied historic building on the Erie Canal into an economic asset which is in concert with the planning goals of the village. This brick building has already seen 55% of its brickwork repointed along with other repairs to ensure its structural integrity.

Project Sponsor: Everland Holding Company LLC & Erie Canal Brewing Company, LLC

Project Location: 102 S. Peterboro Street, Canastota

Timeline: November 2024 - February 2026

Cost: \$164,000

Funding Sources: NY Forward, Owner Equity, Bank Financing, Other



Erie Canal Brewery

Project #7

Karl's Custom Framing Building Renovations

The existing roof of this retail space needs replacement and modifications. The addition of insulation and solar panels would convert this property to all-green energy usage. In addition, the cost savings to the business would afford the possibility of adding an employee and expanding the cultural art program provided to the community. The storefront is in dire need of renovation from its original construction in 1967. Ms. Gerard is proposing the installation of new windows, lighting and an awning to improve energy efficiency and curb appeal. The owner of the building commissioned an energy audit which provided recommendations to improve energy usage and proficiency. Modern improvements to the façade of the building will help this business stand out while still maintaining the traditional appearance of the surrounding downtown area. In 2019, Madison County administered a downtown grant that property owners participated in to make updates to their building facades. The past owner of this building did not participate in that grant project leaving this façade unrenovated and dated. Karl's Custom Framing hosts several of the village's recreational events including art classes for all ages, art displays by local artists including high school senior pursuing art education each year.

Project Sponsor: Danielle J. Gerard, owner

Project Location: 134 S. Peterboro St., Canastota, NY

Timeline: 1 year

Cost: \$10,000

Funding Sources: NY Forward, Cash Investment, Bank Financing



Karl's Custom Framing

Project #8

Renovation of Textures Hair Salon

Textures Hair Salon is located in the heart of the historic downtown and provides services to both residents of the village as well as visitors who travel to Canastota for quality service. The business is a long-standing full-service salon located in the heart of the downtown. The owners propose to replace the inefficient glass entrance doors which are original to the retail space with new energy efficient doors and windows to reduce costs and their carbon footprint. This project will also repair the rear exterior of the brick building with stucco to sustain the integrity of the structure and provide for a more cohesive look to the surrounding downtown buildings.

Project Sponsor: Textures (Deanna Domenicone)

Project Location: 140 S. Peterboro Street, Canastota

Timeline: 6 months

Cost: \$10,000

Funding Sources: NY Forward, Cash Investment, Bank Financing



Texture's Hair Salon

Project #9

3329 S. Main Street Building Expansion

Local NAPA Auto Parts franchise owner Mike McGrath has owned and operated a business in the village for more than 20 years. Mr. McGrath replace the aging loading dock and expand the building for additional inventory space. External storage near a residential neighborhood would be eliminated to assist with revitalizing the neighborhood and the property values of those around the adjacent commercial zone. This investment will promote sales growth as well as increase the overall taxable value of the village. A larger stockroom would allow for better inventory management and create additional employment. The new stockroom would also allow space to be freed up on the north side of the building, creating new rental space which will provide a startup location for a new business.

Project Sponsor: MGM Auto Parts (Mike McGrath)

Project Location: 3329 Seneca Turnpike, Canastota

Timeline: 3-6 months

Cost: \$300,000

Funding Sources: NY Forward, M&T Bank Financing



MGM Auto Parts (Napa)

Project #10

Renovations of The Magical Muse

The Magical Muse is in a historic building located at 103 N. Peterboro Street, which is the main route through the village and sees up to 13,000 vehicles per day. The Magical Muse is a quaint retail store that offers a unique shopping experience while drawing visitors for its life enhancing qualities, workshops, classes, products and culture. People who have frequented the shop often find curiosity in the village's other downtown establishments resulting in increased foot traffic and sales. The owner, Shelby LaLonde, is proposing to replace the flat roof and add exterior lighting. This project will ensure the sustainability of a vital commercial retail space and enhance the visibility of the location. There is great public support for the retail stores on the main streets, which provide a benefit to the community as well as create local jobs. Replacing the roof and adding lighting will assure that the commercial life of this building continues while providing illumination at night to maintain safety for the public.

Project Sponsor: Magical Muse (owner Shelby LaLonde)

Project Location: 103 N. Peterboro Street, Canastota

Timeline: 1 year

Cost: \$13,000

Funding Sources: NY Forward, Cash Investment



The Magical Muse

Project # 11

Clark Equipment Rental LLC Addition

The proposed improvement of commercial/retail space represents a significant opportunity for revitalizing our community's industrial district. This project aims to enhance existing commercial properties and create new retail spaces, fostering economic growth and improving the overall vibrancy of the village. The addition of a new mechanic shop will create more space to conduct repair work and repair equipment for surrounding vendors as well as members of the community. Key improvements would include renovations to create attractive, well-maintained spaces that are appealing to customers, construction of a new retail space and upgrades to utilities, parking and transportation access which will improve the functionality of the industrial park and accommodate the needs of various businesses in the surrounding community. This project will generate a sizable number of jobs, both during construction and retail when the project is complete. Local employment opportunities are expected in construction, retail management, sales and customer service with priority being given to

hiring residents for various positions to maintain employment opportunities within the community. Throughout the planning and development stages of this project Clark Equipment Rental has actively engaged with the community and their enthusiastic endorsement has been instrumental in shaping the project's direction. Some keyways in which this project will benefit the community are economic stimulus, job creation, increased property values, expanded construction/repair/retail jobs, increased tax revenue, enhancements to infrastructure and community pride.

Project Sponsor: Clark Equipment Rental (owner Adam Clark)

Project Location: 4 Technology Boulevard, Canastota

Timeline: 6 months

Cost: \$2,700,000

Funding Sources: NY Forward, Private Funding, Bank Financing, Commercial Financing



Clark Equipment Rental

Project #12

Renovation of 113 S. Peterboro Street for Mixed-Use Development

The proposed project aims to revitalize an existing building located at 113 S. Peterboro Street in the Village of Canastota, which currently stands as an underutilized structure in need of renovation and repurposing. The vision is to transform this building into a vibrant mixed-use space that will contribute to the local community and economy. The project will include the addition of a retail space in the front of the building, a coffee shop with outdoor seating overlooking the canal in the rear of the building, and the construction of second and third floors for residential units. Additionally, the basement will be renovated to house a commercial kitchen, enabling culinary entrepreneurs to thrive in this picturesque setting. This redevelopment aligns with the broader urban development goals of enhancing community engagement and the overall appeal of the canal front area. The property will undergo extensive renovations to ensure it meets safety and regulatory standards which include structural enhancements, electrical and plumbing upgrades as well as accessibility improvements. This project is expected to significantly contribute to the economic, social, and aesthetic improvement of the community which will create a vibrant, thriving destination for all to enjoy.

Project Sponsor: Rachel Russo, owner

Project Location: 113 S. Peterboro Street, Canastota

Timeline: 3 years

Cost: \$625,000

Funding Sources: NY Forward, Private Investment, Community Partnerships



113 S. Peterboro Street - Rachel Russo

PUBLIC PROJECTS

Project #1

North Canal Street Enhancements

The Old Erie Canal, once the backbone of New York State's economy, runs through the center of Canastota. The village intends to revitalize the Canal district and turn it into a village green where residents and visitors alike can relax, enjoy the outdoors, and frequent local businesses. Plans include a new walking and biking path, enhanced lighting, a boat launch, a pavilion, public restrooms, new signage, updated building facades, and enhanced water quality - all in an effort to return this historic landmark to its rightful place as the heart of the village in time for its 200th anniversary in 2025.

Project Sponsor: Village of Canastota

Project Location: Canal Street, Canastota

Timeline: 2-3 years

Cost: \$1,000,000

Funding Sources: NY Forward, Village in-kind, historical grants



North Canal Street Enhancements

Project #2

Canastota Fire House Enhancements

The landmark Canastota Fire House, located on E. Center Street in the heart of downtown, in need of significant upgrades. The meeting hall, kitchen, and primary restrooms are on the second floor, but the building is currently uncompliant with the Americans with Disabilities Act. The village plans to install an elevator and renovate the restrooms to bring the 93-year-old structure into ADA compliance. In addition, many of the exterior windows require replacement with more energy-efficient models, and the stucco on the east and south sides of the building require maintenance. Finally, the surrounding parking lot and driveway, worn down by decades of heavy use, need a complete milling and repaving.

Project Sponsor: Village of Canastota

Project Location: E. Center Street, Canastota

Timeline: 1-2 years

Cost: \$400,000

Funding Sources: NY Forward, Village in-kind, historical grants



Canastota Fire House Enhancements

Project #3

Canastota Recreation Park

The Recreation Park is the primary athletic venue in the village. Unfortunately, the facilities have started to show age from years of use and weathering. The village plans to refurbish the basketball and tennis courts, renovate the restrooms, replace broken fences and backstops, rebuild dugouts, construct a pickleball court, and add parking space. The village believes sports are an important part of the fabric of the community, and wishes to provide better facilities for residents and visitors alike.

Project Sponsor: Village of Canastota

Project Location: Joseph Stagnitti Lane, Canastota

Timeline: 6-12 months

Cost: \$200,000

Funding Sources: Local youth sports organizations, village in-kind, Town of Lenox



Canastota Recreation Park

Project #4

Community Park and Pond Enhancements

The Village of Canastota is in dire need of new facilities to support its growing sports and recreation scene. The village has identified a plot of village-owned property on Dominic Bruno Blvd. and has commissioned renderings of a new park which would feature athletic fields, a walking/biking path, a fishing pond, pavilions, restrooms, and an amphitheater. This park, in conjunction with the existing Recreation Park on Main Street, would provide residents with numerous opportunities to pursue the outdoor sports and hobbies that they enjoy.

Project Sponsor: Village of Canastota

Project Location: Dominic Bruno Boulevard, Canastota

Timeline: 2-3 years

Cost: \$500,000

Funding Sources: Local sports organizations, private donations, corporate sponsorships



Community Park and Pond Enhancements

Project #5

Erie Canal History Station at Canastota

The Village of Canastota will use tactical urbanism to create “The History Station,” a customized pop-up, seasonal, outdoor exhibit along the Old Erie Canal in the heart of the village. The history station will provide bicyclists and tourists information about the history of the Erie Canal, village events and points of interest around the community. The project would include bike racks, a repair station, phone charging station, AV system for special events, and covered space to present local canal history and educate tourists. The village has reviewed the “Tactical Urbanist’s Guide to Materials and Design,” created by the Street Plans Collaborative, and will encourage resident participation by placing case studies on the village’s website. This project is consistent with local, regional, state and federal plans to facilitate tourism, enhance visitor amenities and attract a diverse audience to the Erie Canal.

Project Sponsor: Village of Canastota

Project Location: North Canal Street & Commerce Street, Canastota

Timeline: 6 months

Cost: \$24,000

Funding Sources: NY Forward, Municipal Funding



Project #6

Marketing, Branding and Signage

It is fair to say that Canastota’s assets are not being utilized to their fullest potential, and the village believes a concentrated marketing and branding campaign would help to spread the word about what Canastota has to offer. The Village plans to purchase and install a digital monument sign on Route 13 at Thruway Exit 34, near the future site of the aforementioned Tesla facility, to welcome visitors to town and inform them of what Canastota has to offer. The Village also plans to enhance its social media presence with targeted promotional campaigns, print brochures to distribute at village events, and install signage along the Erie Canalway Trail to cater to bicycle tourists who enter the village looking for places to rest, eat and purchase supplies.

Project Sponsor: Village of Canastota

Project Location: State Route 13, Canastota and Canal Street, Canastota

Timeline: 3-6 months

Cost: \$75,000

Funding Sources: Village in-kind, sponsorships/advertisements

ADMINISTRATIVE ABILITIES

The Village of Canastota administrative office is well-suited to implement and execute a NY Forward award, should the village be so fortunate. Mayor Rosanne Warner has been in office since 2020 and has more than two decades of prior experience in municipal government, including eight years as a Canastota Village Trustee, six years as Lincoln Town Clerk and eight years as Wampsville Village Clerk/Treasurer. She has extensive experience in planning and zoning as well as managing grant programs.

Village Clerk/Treasurer Catherine Williams has been in office for 22 years and has extensive experience with the village's zoning board, and planning board.

Village Administrator Jeremy Ryan has a lengthy resume of management experience in the private sector before joining the village office in 2022.

The village is confident, based on significant collective past experience administering public works projects, that it has the knowledge and experience to properly and efficiently implement the initiatives described herein.

The village will be supported in part by the Canastota Chamber of Commerce, the Town of Lenox, Madison County, and the neighboring Oneida Indian Nation. The village is working with EDR on the designs for the Revitalize the Canal project, and has the support of several private entrepreneurs with decades of experience at its disposal.

The Village of Canastota would like to wish good luck to all of the communities who take on the endeavor of applying for the NY Forward / DRI programs and commend the elected official for their perseverance and tireless work for the betterment of their communities.

**SUPERVISOR:
JOSEPH "JOHN" PINARD**



**OFFICE OF THE SUPERVISOR
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September 27th, 2023

RE: Village of Canastota NY Forward application

To whom it may concern,

I submit this letter in enthusiastic support of the Village of Canastota's 2023 NY Forward application.

The list of projects the Village is planning will be truly transformative, particularly in and around the historic Old Erie Canal corridor. By reimagining the Canal Street district, improving the village's parks and recreation facilities, and supporting local businesses in their efforts to stimulate job growth, I believe the Village is primed for a revival that will spur expansion for generations.

Canastota's location in the center of New York State, with the only Thruway exit in Madison County, makes the Village a premier location for economic revitalization. Canastota is 30 minutes by car from Syracuse and Utica, 30 minutes from the forthcoming Micron site in Clay, and 10 minutes from the Oneida Indian Nation's Turning Stone Resort Casino in Verona. By harnessing the Village's centralized position and capitalizing on the momentum created by exciting projects such as Central New York's first Tesla sales and service center, I strongly believe a NY Forward award would be a massive benefit to residents, businesses, and visitors across all of New York State.

It is because of my strong belief in the future potential of Canastota that I want to offer my eager support once again to the Village in their efforts to obtain NY Forward program funding.

Thank you for your consideration.

Sincerely,

Joseph J. Pinard
Town of Lenox Supervisor
supervisor@lenoxny.gov
315-697-9291



MADISON COUNTY BOARD OF SUPERVISORS

JOHN M. BECKER
Chairman
MARK SCIMONE
County Administrator
EMILY C. BURNS
Clerk

138 N. Court St., PO Box 635
Wampsville, NY 13163
Phone: 315/366-2201
Fax: 315/366-2502

September 27, 2023

RE: Village of Canastota NY Forward application

To whom it may concern,

I submit this letter in enthusiastic support of the Village of Canastota's 2023 NY Forward application.

The list of projects the Village is planning will be truly transformative, particularly in and around the historic Old Erie Canal corridor. By reimagining the Canal Street district, improving the village's parks and recreation facilities, and supporting local businesses in their efforts to stimulate job growth, I believe the Village is primed for a revival that will spur expansion for generations.

Canastota's location in the center of New York State, with the only Thruway exit in Madison County, makes the Village a premier location for economic revitalization. Canastota is 30 minutes by car from Syracuse and Utica, 30 minutes from the forthcoming Micron site in Clay, and 10 minutes from the Oneida Indian Nation's Turning Stone Resort Casino in Verona. By harnessing the Village's centralized position and capitalizing on the momentum created by exciting projects such as Central New York's first Tesla sales and service center, I strongly believe a NY Forward award would be a massive benefit to residents, businesses, and visitors across all of New York State.

It is because of my strong belief in the future potential of Canastota that I want to once again offer my eager support to the Village in their efforts to obtain NY Forward program funding.

Thank you for your consideration.

Sincerely,

Mark Scimone
County Administrator



Office of Assemblyman
BRIAN D. MILLER
122nd Assembly District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Real Property Taxation Committee

Vice-Chair of Steering Committee

COMMITTEES:
Agriculture
Consumer Affairs and Protection
Higher Education
Transportation

September 27th, 2023

RE: Village of Canastota NY Forward application

To whom it may concern,

I am writing this letter in enthusiastic support of the Village of Canastota's application to the New York Forward/Downtown Revitalization Initiative program.

The list of projects the Village of Canastota is planning will be truly transformative, particularly in and around the historic Old Erie Canal corridor. By reimagining the Canal Street district, improving the village's parks and recreation facilities, and supporting local businesses in their efforts to stimulate job growth, I believe the Village is primed for a revival that will spur expansion for generations.

The Village of Canastota has strategic geographic positioning being at the heart of New York State, boasting the sole Thruway exit in Madison County, which makes it a premier location for economic revitalization. The Village of Canastota is conveniently situated just 30 minutes by car from Syracuse and Utica, 30 minutes from the forthcoming Micron site in Clay, and a mere 10 minutes from the Oneida Indian Nation's Turning Stone Resort Casino in Verona. Harnessing the Village of Canastota's central location and leveraging the momentum generated by noteworthy projects such as Central New York's inaugural Tesla sales and service center, I firmly believe that a NY Forward award would yield substantial benefits for residents, businesses, and visitors spanning the entirety of New York State.

The Downtown Revitalization Initiative has proven to be an effective tool in fostering economic growth, improving infrastructure, and enhancing the quality of life in communities across our state. It is my belief that obtaining the NY Forward/Downtown Revitalization Initiative program funding, that the Village of Canastota can unlock its full potential and create a more prosperous future for its residents.

Thank you for your thoughtful consideration.

Sincerely,

Assemblyman Brian Miller

**VILLAGE OF CANASTOTA BOARD OF TRUSTEES
RESOLUTION**

WHEREAS, the Village of Canastota Board of Trustees, after due consideration, has determined that it is desirable and in the public interest to undertake the necessary activities for the submission of an application to the State of New York for funding from the NY Forward downtown revitalization program; and

WHEREAS, the Village Board is hereby committed to supporting the Mayor and village administration in their efforts to write and submit an application on behalf of Canastota's residents and businesses; and

WHEREAS, the application deadline is September 29, 2023; and

NOW THEREFORE BE IT RESOLVED, to the extent all or any actions hereby authorized have been executed and/or performed by the Mayor all are hereby ratified and confirmed and this Resolution take effect immediately; and

BE IT FURTHER RESOLVED, that on motion of Trustee Gustin, seconded by Trustee Haddad, the Village of Canastota Board of Trustees hereby deems it to be in the public interest of the residents of the Village of Canastota to authorize Mayor Warner to submit an application to the New York State Department of State on behalf of the Board and the constituents it represents.

The question of the foregoing Resolution was duly put to a vote and, upon roll call, the vote was as follows:

Hon. Doug Gustin	Deputy Mayor	Voted:	Yes
Hon. Bill Haddad	Trustee	Voted:	Yes
Hon. Jeff Watkins	Trustee	Voted:	Yes
Hon. Lori Torrey	Trustee	Voted:	Yes
Hon. Rosanne Warner	Mayor	Voted:	Yes

The foregoing Resolution was thereupon declared duly adopted.

DATED: September 18, 2023



Rosanne Warner

Mayor, Village of Canastota