

DOWNTOWN WATERLOO

**ROUND 7 DRI & ROUND 2
NY FORWARD APPLICATION**

**FINGER LAKES REGIONAL ECONOMIC
DEVELOPMENT COUNCIL**

VILLAGE OF WATERLOO,
SENECA COUNTY

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A NOTE FROM WATERLOO’S MAYOR

Although I am new to the role of Mayor this year, Waterloo is no stranger to the Downtown Revitalization Initiative application. Over the years, the Village has actively strived to generate continued momentum toward our goals of revitalizing this historic, charming, and beautiful village that many of us call home. Each year, we have refined and refreshed our project proposals while adding new ideas as conversations evolved, projects went ahead, and new partnerships have been formed. “Team Waterloo” has only gotten stronger and more steadfast in our willingness to work together to affect positive change in our small corner of the world.

The public improvements we highlighted in this year’s application are the next step in enhancing community pride and the first impression visitors see from the main roadways or the canal. The municipal parking area to the southwest side of our downtown that encompasses the municipal building and backside of the Velte Block is truly our gateway for tourism. As visitors come up from the canal in the south or walk in from the docks on Oak Island, the municipal parking area is the first thing they see and current conditions are not inviting from a tourism perspective.

Over the last several years Waterloo’s top economic priority – both with these applications and in moving ahead without funding – has been reaching critical mass in downtown with both housing and business development activities. Since our application in 2022, we have found operators for three empty storefronts, added 35 affordable senior apartments, upgraded 15 upper-floor market rate apartments, and are expecting at least another 25 units to come online in downtown by 2024. Now, we turn our focus to the public improvements that will enhance the downtown experience and create a welcoming environment for more retail businesses, tourism and visitors, and recreational activities on the canal, trails, and in the parks right here in Waterloo’s walkable backyard.

Through our continued relationship with our NYPA Reimagine the Canals program manager and the National Park Service that runs a museum in the heart of downtown, we are working to expand the identity of downtown as a destination that encourages residents and visitors to walk, bike, run, or boat along the scenic canal and visit the parks and museums in our Historic Square.

Team Waterloo is confident in our ability to reach our goals – what we need most is the funding to kick into high gear.

The time for Waterloo is now. We’re ready!

Walter Bennett, Mayor



- Proposed Projects**
- 1 - Oak Island Canal Park
 - 2 - Historic Waterloo Square
 - 3 - Building Improvement Fund
 - 4 - Southside Canal Development
 - 5 - Street of Shoppes
 - 6 - Waterloo Arts Center
 - 7 - Velte Block
 - 8 - Complete Main Street
 - 9 - Canal Corridor Ped-Bike Zone
 - 10 - Washington Street Gateway
 - 11 - Multi-Modal Community Space
 - 12 - Branding & Marketing

-  Proposed Projects
-  NY Forward Boundary
-  DRI Boundary
-  Parcels

**Boundaries & Projects DRI
& NY Forward Application
Village of Waterloo**

GEOGRAPHIC AREA & JUSTIFICATION

DESCRIPTION OF THE DRI & NY FORWARD BOUNDARIES

The Village of Waterloo is applying to the Downtown Revitalization Initiative (DRI) and the NY Forward tracks of funding. Consequently, the Village is proposing two geographies for each track, with the NY Forward geographic area consisting of a smaller subset within the DRI geography.

The NY Forward geographic area is a compact, walkable 39 acres and includes most of the historic commercial and mixed-use downtown neighborhood. The spine of the NY Forward area is Main Street (State Routes 5 & 20), which includes multi-story historic buildings along one block each of both East and West Main Streets. Virginia Street (State Route 96) is the primary north-south corridor that crosses Main Street, and the Main Street/Virginia Street intersection is the center of Downtown Waterloo.

The DRI area is slightly larger at 91 acres and includes Oak Island Park and the south side of the Canal. A larger area for the DRI is necessary to advance projects that are complementary or build upon the Reimagine the Canals initiative sponsored by the New York Power Authority.

JUSTIFICATION

While there are many reasons the Village of Waterloo is more than qualified and ready for an infusion of DRI/NY Forward funding to accelerate its revitalization, some key reasons include:

- **The Village and its historic downtown have been recognized nationally** as a special place that has and continues to contribute to our New York State heritage, which can be recognized and bolstered by implementing transformative projects with a DRI/NY Forward award:
 - Recognized as an American Planning Association Great Place
 - Waterloo was added to the National Registry of Historic Places in late 2017
 - The Village is the official birthplace of Memorial Day
 - Main Street is just a quick walk from the beautiful Cayuga-Seneca Canal Trail
 - The Village of Waterloo is a part of the Women's Rights National Historic Park
- The Village has a **stellar record of developing, obtaining, administering, and implementing state and federal-funded community and economic development grant awards.**
- **The Village has been pro-active in planning for its future** by developing plans, projects, and policies to improve the economy, quality of life, housing, culture, recreational opportunities, and sense of place to benefit its citizens, businesses, and visitors.
- The **community and stakeholders enthusiastically supported the DRI/NY Forward application** via participation in a robust, comprehensive community engagement process.
- There is a need in the community to improve economic development conditions, as more than 53% of students in the schools receive free or reduced lunches.
- **Twelve transformative projects** have been identified that include a healthy mix of public and private projects providing **long-term downtown revitalization benefits** for the Village, region, and state.
- **A highly qualified Village team of staff and community stakeholders** have the capacity, passion, and track record to shepherd the transformative projects to completion.

VISION STATEMENT

The Village of Waterloo will capitalize on its **ideal location** as a primary gateway to the Finger Lakes region along the **Cayuga-Seneca Canal** and the Route 5, 20 & 96 corridors, to propel the catalytic revitalization of its **historic and walkable Downtown** into a vital, vibrant urban center that attracts **residents, businesses, and visitors** by leveraging robust public-private partnerships and a passionate and productive **spirit of collaboration**.



PAST INVESTMENT AND FUTURE POTENTIAL

The Village of Waterloo has been **pro-active and aggressive in obtaining grant funding and attracting developers to propel both private and public investment** within the proposed DRI & NY Forward boundaries. Many of the grants have been obtained through the Regional Economic Development Councils' Consolidated Funding Application (CFA) process due to their alignment with the Finger Lakes REDC's Strategic Plan goals. Within the last six years the Village has successfully secured over **\$9.3 million in funding for a variety of infrastructure, building renovation, housing, planning, and transportation projects.**



Brand new Waterloo storage tower, which supplies water to the majority of Seneca County.

Building Renovations

- The Village obtained two **NY Main Street grants** totaling **\$1 million** to support downtown building renovations, ranging from façade improvements to new construction of upper floor housing units – a **total of 50 new apartments** were made available in 2022-23 and another 24 on the horizon.
- A **private developer has invested approximately \$200,000 to renovate three contiguous buildings** and will take advantage of the NY Main Street and Restore NY grants for additional investment.
- Downtown Waterloo was recently designated a **National Trust Historic District**, positioning it for future investments as developers take advantage of tax credits.
- **Three historic buildings** on Virginia Street were renovated with **\$1.9 million of Restore NY funds**
- The Village partnered with the Cayuga-Seneca Community Action Program to invest more than **\$1 million** to renovate a vacant building into nine units of housing for a **Women's Shelter** in 2020.
- **Childcare** in the Village was recently bolstered by the infusion of **\$811,000 from CDBG Cares Act funding** for the House of Concern.

Housing

- Waterloo has obtained **CDBG, HOME and AHC** grants totaling more than **\$1 million to improve its housing stock** through rehabilitation and homeownership opportunities.
- The **historic Main Street School** – now Lafayette Apartments – was renovated and converted into **35 affordable senior housing units, with six reserved for supportive services, as well as a public event space and community theatre** in the heart of Waterloo. Made possible with HTFC funding.
- Additional downtown apartment renovations in 2023 by private developers have added **upper floor units to the Velte Block, Moore's Furniture, and Waterloo Shoppe Center buildings on Main Street.**

Parks & Trails

- The Village recently invested **\$300,000 to extend a trail** connecting its Canal Port to downtown.
- **NYS Canals** has awarded the Village **\$85,000 to install floating docks** at Oak Island Park.
- The Village worked with the County to connect the **Cayuga-Seneca trail to Seneca Lake State Park and the City of Geneva** with the recent construction of a connection under NYS Route 414 for a **total cost of \$225,000.**

Business Assistance

- **CDBG Micro-enterprise funding totaling \$434,000** was obtained by the Village to assist small businesses with equipment and working capital grants.
- **ESD funding of \$500,000** was secured to support renovations at the **Street of Shops (9-27 E Main)**



Lafayette Apartments is now home to 35 senior housing units for households earning 60% AMI or below.

PAST INVESTMENT AND FUTURE POTENTIAL

Outside of Downtown Waterloo, local and regional businesses have made significant investments:

MANUFACTURING & PRODUCTION

- **BonaDent Laboratories**, a provider of dental lab services and high-tech producer of dentures, implants, and other dental restorations located in nearby Seneca Falls, **has invested more than \$11 million** at its headquarters and production facilities.
- **Deep Dairy**, a subsidiary of Deep Foods, a leader in the production of Indian Food in the U.S. with global operations in India and Australia, has expanded operations with **an investment of \$1.9 million**, the creation of 40+ new jobs, and set the stage for a second larger investment anticipated within the next two years.
- **Finger Lakes Textiles**, a division of Mozaic and fully inclusive employer with 50+ employees, **invested \$2.1 million** to become the sole provider of “Arctic Gear” hats for the US military.

INDUSTRIAL MIXED-USE

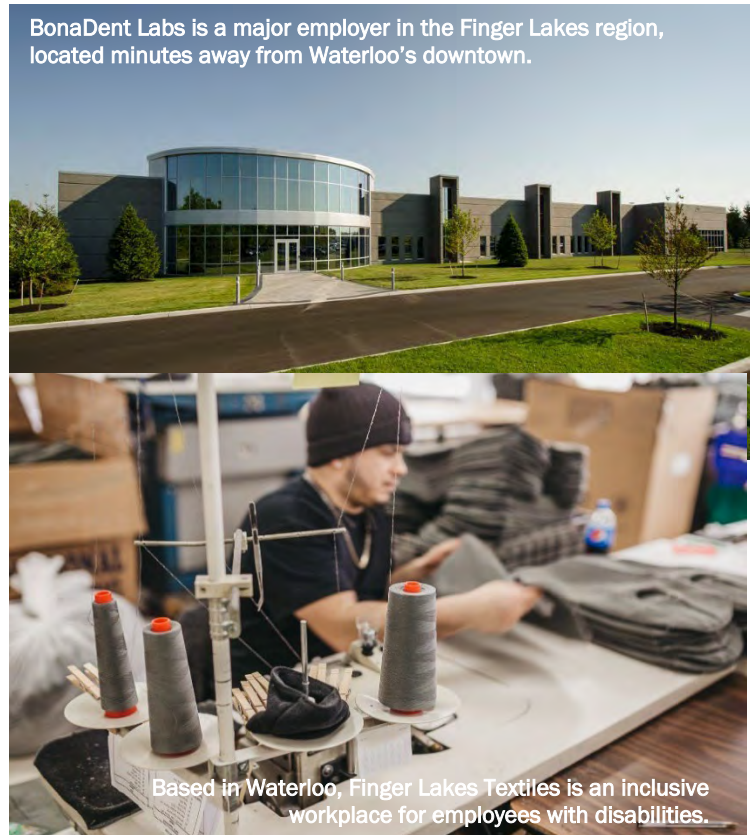
- **Seneca Army Depot Redevelopment**, a former U.S. Army munitions storage facility, less than 20 minutes south of Waterloo has experienced **investment of more than \$25 million** including the Five Points Correctional Facility, First Light Fiber, and Seneca Dairy Systems.

ENTERTAINMENT

- **Del Lago Resort and Casino** has invested **\$440 million** at its location 10 minutes from downtown.
- Several new retail, food service, and social service organizations have relocated to downtown Waterloo since last year, including a

There are also many other future public and private investment commitments currently moving forward or on the near horizon, including the following highlights:

- | | |
|--|--|
| <ul style="list-style-type: none"> • East Main Parking Enhancements • Locust Street Streetscape Upgrades • Sculpture Trail • Fatzinger Hall Renovations • Alternate Energy Program • Downtown WiFi • Electric Vehicle Charging Stations • Public Sewer Engineering Study • LED Lighting • Cayuga-Seneca Canalway Trail | <ul style="list-style-type: none"> • Water System Upgrades • Waterloo Eats • Shoppe Center (13 Upper Floor Units) • Moore’s Furniture (11 Upper Floor Units) • ADA Accessibility (1-9 West Main Street) • Community Bank Restoration • Deep Dairy Plant Upgrades • Seneca Dairy Systems Upgrades |
|--|--|



BonaDent Labs is a major employer in the Finger Lakes region, located minutes away from Waterloo’s downtown.

Based in Waterloo, Finger Lakes Textiles is an inclusive workplace for employees with disabilities.

RECENT AND IMPENDING JOB GROWTH

With substantial growth in and around Waterloo in recent years, industry professionals are attracted to downtown Waterloo as a **hub for regional development and innovation**. This steady movement has positioned Waterloo as a home base for long-term regional economic success and a place where individuals with a **diverse spectrum of skills, experiences, and abilities can live, work, and play**.

Waterloo and the surrounding area serve as an employment engine to the region. For example, the **\$440,000,000 development at del Lago Resort and Casino created 1,500 permanent jobs within a 10-minute drive of downtown**. The resort offers employment opportunities for residents in and around the Waterloo area, bringing both employees as well as visitors to the region.

Diverse job growth and large-scale anchor companies such as BonaDent, ITT Goulds Pumps, Bruno Brock (formerly Evans) Chemetics, del Lago Casino, Deep Dairy Products, and growing ventures at the former Seneca Army Depot, make Downtown Waterloo an attractive place to live for young professionals and families of all ages, abilities, and income levels, with over 2,000 new jobs recently created. Expansions at ITT Goulds and BonaDent have created approximately 100 new jobs collectively.

The Seneca Army Depot has also been a source of job creation and economic expansion since it has transitioned from an active army depot to a 10,000- acre commercial and industrial facility. In particular, employers that are located within the facility, such as the Five Points Correctional Facility, FirstLight Fiber, and the State Police and Fire training facility, have created over 600 jobs in recent years.

Moving forward at the Depot, **Seneca Dairy Systems, a company which fabricates steel for dairy facilities is planning a major expansion. The company recently purchased 7,000 acres for its industrial manufacturing facility. This will be a \$20,000,000 development project that will create over 125 jobs.**

At the local grassroots level, the Village of Waterloo's Microenterprise Assistance Program has assisted nearly a dozen new and existing local businesses with new ventures and expansion projects totaling around \$475,000 in MAP grant funding. This includes expansion projects and new businesses such as an alternative health facility, a brewery and agricultural products retail establishment, a deli and bakery, a new diner, an acupuncture facility, restaurant, and a hair salon.



Located in the former Waterloo Woolen Mill, Bruno Brock (formerly Evans) Chemetics employs more than 50 workers at 228 E Main St.

QUALITY OF LIFE

Maintaining and improving the quality of life in the Village of Waterloo and the historic downtown has been the foundation of community revitalization efforts. **The Village's efforts to focus on quality-of-life improvements have been recognized by the American Planning Association with its Main Street named as one of the Great Places in America!** The award "recognizes the neighborhoods, streets, and public spaces that make communities stronger and bring people together through good planning". Some of the quality-of-life characteristics that helped Waterloo win the award included:



- In recognition of its historic importance, Waterloo was added to the National Registry of Historic Places in late 2017.
- The Village of Waterloo has effectively leveraged several state funding programs to improve the village's character and infrastructure, by participating in CDBG programs (Microenterprise and Housing), as well as New York Main Street programs.
- Waterloo is the official birthplace of the national Memorial Day holiday, which has become a mainstay for Main Street. Thousands of visitors come to the village annually on the day of remembrance.
- Main Street is just a quick walk from the beautiful Cayuga-Seneca Canal Trail and is considered the heart of the Finger Lakes region.
- Waterloo's Lafayette Park and its American Civil War Memorial allow visitors a place to reflect.
- The Village of Waterloo is a part of the Women's Rights National Historic Park for its role in the drafting of the Declaration of Sentiments for the first Woman's Rights Convention in 1848.

- **Housing**

- The Village worked with a housing developer who received funding from the NYS HTFC to **repurpose the Main Street School into 35 affordable senior housing and supportive services units.**
- Multiple downtown buildings with upper levels are being renovated to add **approximately 25 more affordable housing units by 2024.**

- **Commercial & Main Street Businesses**

- Many historic downtown buildings in Waterloo have street-level floors lined with restaurants, retail, and service-oriented businesses, all within walking distance of adjacent Village neighborhoods.
- There are also several opportunities for new retail and restaurants to open in Waterloo, which the Village is actively working to support and advance through DRI/NY Forward-funded renovations.



The Waterloo Rotary Farmers Market at Lafayette Park features local farmers and artisans.

QUALITY OF LIFE

- **Food choices**
 - The Waterloo Rotary Farmers Market is held weekly throughout the spring, summer and fall at Lafayette Park in Downtown Waterloo offering locally grown produce, baked goods, and handmade artisan products.
 - Two nearby full-service supermarkets serve the downtown neighborhood.
- **Multi-modal transportation including walking, biking, and boating amenities**
 - RTS Seneca County provides bus service along Rtes. 5 & 20 (Main Street) and dial-a-ride on-demand service for Waterloo residents. A new RTS stop/shelter is planned for the Village.
 - The Village recently completed a Circulation, Access & Parking (CAP) study supported by the Genesee Transportation Council (GTC), which provided recommendations to improve pedestrian and bike access between Downtown and the Canal.
 - GTC also completed a study for the Cayuga-Seneca Canal Trail, which recommended connections between the Waterloo and Seneca Falls communities.
- **Recreational Amenities**
 - Downtown Waterloo is bordered by the Cayuga-Seneca Canal, one of New York's excellent outdoor recreational resources for boating, kayaking, and walking.
 - The Village received a grant to install additional boat and kayak docks at Oak Island Canal Park and improve towpath amenities.
 - Waterloo's Memorial Youth & Community Center is within the proposed DRI boundary and located adjacent to the Canal and Oak Island Park.
 - Lafayette Park, home to the Rotary Farmers Market, also provides passive recreational opportunities in the heart of downtown.



SUPPORTIVE LOCAL POLICIES

The Village has adopted a proactive “Team Waterloo” approach to forward thinking by developing collective plans, projects, and policies that increase livability and improve quality of life:

- **Comprehensive Plan** – the Village completed a Comprehensive Plan in 2017 with the following focus areas:
 - Energy Conservation & Renewable Energy
 - Environmental and Water Conservation
 - Waste Reduction and Reuse
 - Food Production and Nutrition
 - Community Health and Safety
 - Mobility and Connectivity
 - Housing Diversity
 - Urban Forestry



- **A Vision for Downtown Waterloo & Downtown Market Analysis** – Completed in 2018 to identify feasible uses and industry sectors that would thrive in downtown along with conceptual renderings of potential downtown improvements.
- **Complete Streets Ordinance** – Waterloo adopted a Complete Streets Ordinance to “provide guidance and direction to current and future development - ensuring above all else that municipal infrastructure is multi-modal, safe, and reflective of the abilities of all citizens to travel through its public rights-of-way.”
- **Clean Energy Communities** – Waterloo is committed to energy efficiency with all new projects and developments. As an active member of the Clean Energy Communities Leadership Round, Waterloo has continued to achieve high impact milestones, including:
 - Benchmarking
 - Unified Solar Permits
 - LED Street Light Plan
 - Electric Vehicle Charging Station strategy

A VISION FOR DOWNTOWN WATERLOO
The Grange Block

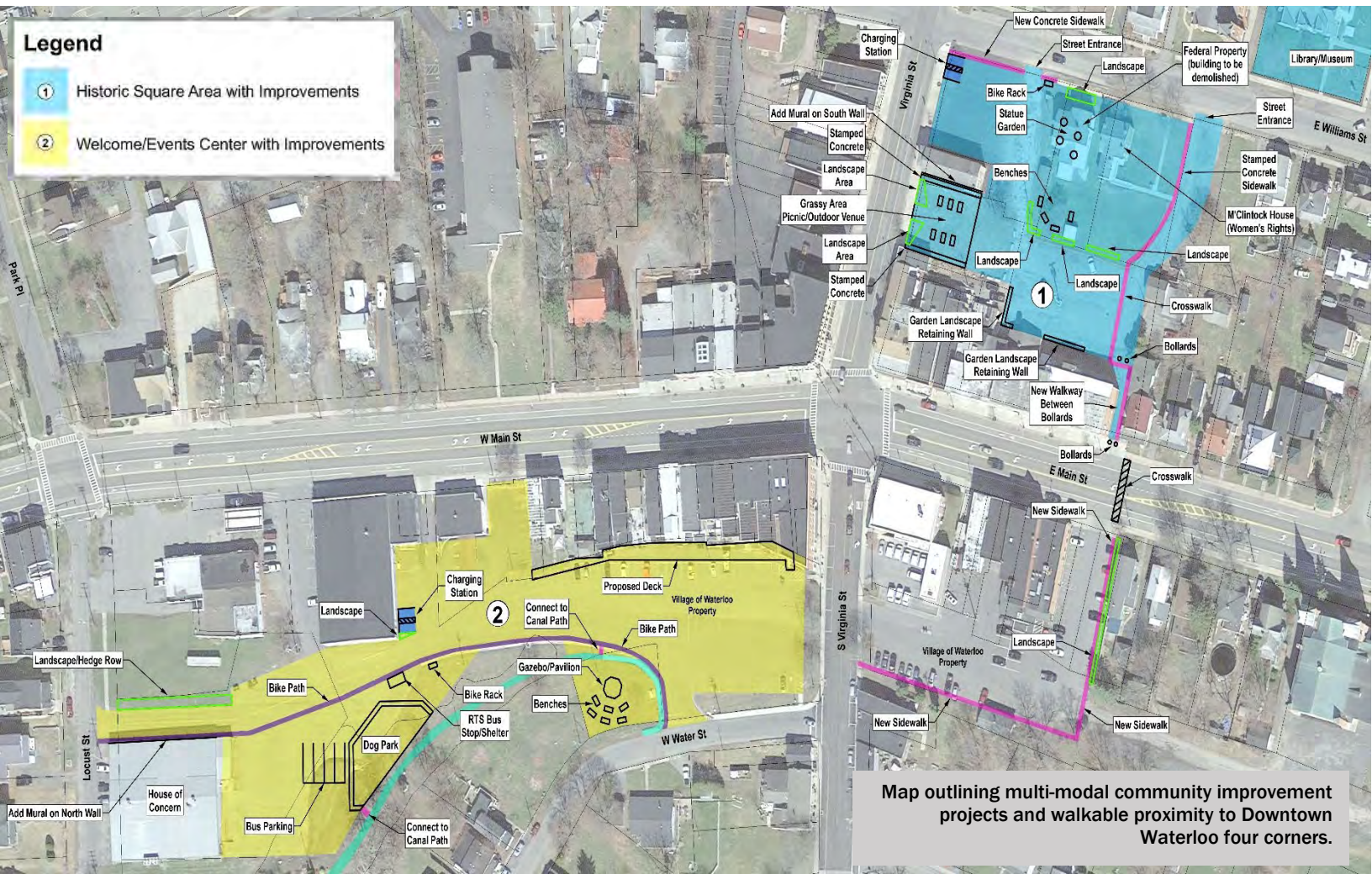


Renderings from the Circulation, Access & Parking Study showing the proposed canal-side Ped-Bike Zone

SUPPORTIVE LOCAL POLICIES

- **Circulation, Access & Parking Study** – outlined multi-modal strategies to improve downtown Waterloo’s pedestrian and bike access and safety, including connections to the Cayuga-Seneca Canal, converting Main Street to a Complete Street, and development of a multi-modal hub.
- **Waterloo Commercial Historic District** – listed on the National Register of Historic Places.
- **AARP Age Friendly Certification** – Waterloo is a candidate for AARP designation as an age-friendly community that “encourage[s] and benefit[s] from diverse citizen engagement by including residents in a process to identify the community’s needs and develop and implement an action plan to address those needs.” This concept has been directly supported by Waterloo’s walkability study (curb cutouts / paved trails) which ensures access for all ages throughout the Village.
- **Finger Lakes Regional Land Bank** - Former NYS Governor Cuomo, along with the Empire State Development Corporation, designated Seneca County as the 11th area in the State in which to create a Land Bank. In Waterloo, there is proactive and regular collaboration with the Finger Lakes Regional Land Bank Corporation, with Village representatives serving on its Board of Directors, yet another example of success through connections.

A current example of a downtown project is the rehabilitation of 101 Virginia Street which is a severely distressed but unique historic home. The Land Bank lowered the assessment to \$25,100 and sold the property at a nominal price to a local qualified developer in November 2022. The property is being rehabilitated into a single-family owner-occupied home.



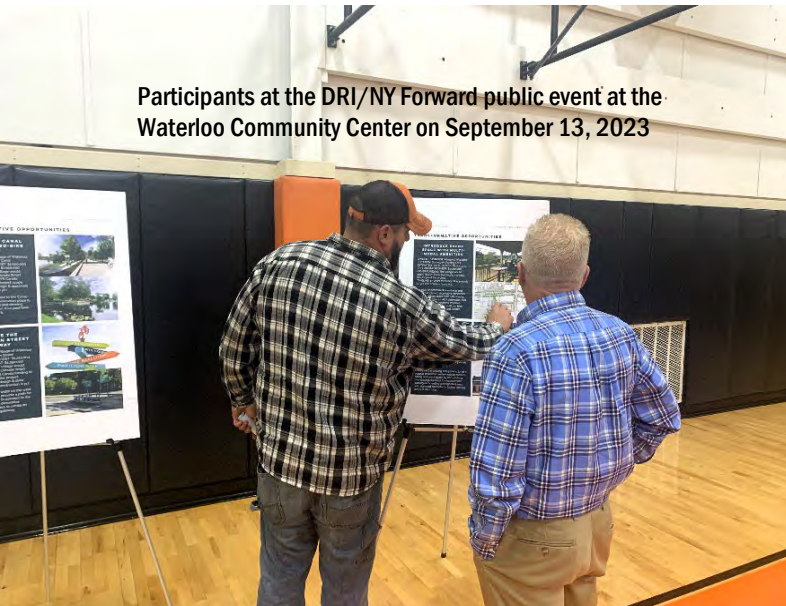
Map outlining multi-modal community improvement projects and walkable proximity to Downtown Waterloo four corners.

PUBLIC SUPPORT

The Village of Waterloo and its partners worked collaboratively to conduct a broad-based, comprehensive community engagement strategy for the DRI & NY Forward programs, including:

- **DRI/NY Forward Committee** – The Waterloo Economic Development Committee (WEDC) acted as the local committee to help develop proposed transformative projects and the DRI/NY Forward application. Multiple meetings were held during August and September to coordinate and strategize.
- **Public Survey** – A SurveyMonkey survey was developed and used by the Village in September 2022 to obtain resident input on potential projects. Images of each project were provided and complemented by project descriptions, total project costs, and DRI funding requests. Generally, participants were in favor of the projects, but also provided comments on ways to improve each project. These efforts laid the groundwork and informed the projects proposed in Waterloo’s 2023 DRI/NY Forward application.
- **9/13/2023 Public Event** – The Village hosted a DRI/NY Forward public hearing at Waterloo Community Center. Boards with the project images were displayed and complemented by project descriptions, total project costs, and DRI funding requests. Participants were able to provide comments on post-it notes that could be attached to the boards. Like the public survey comments, participants liked the projects but also offered suggestions for improvements.
- **Local media coverage** – Press releases on the public event were sent to local media outlets. The Finger Lakes Times published an article on the DRI/NY Forward application because of the press notices.

Participants at the DRI/NY Forward public event at the Waterloo Community Center on September 13, 2023



Additional input was obtained during previous DRI rounds, including:

- Presentations to service clubs (Lions & Rotary)
- Developer and real estate roundtables

Over a dozen support letters from partners and community stakeholders are also attached.

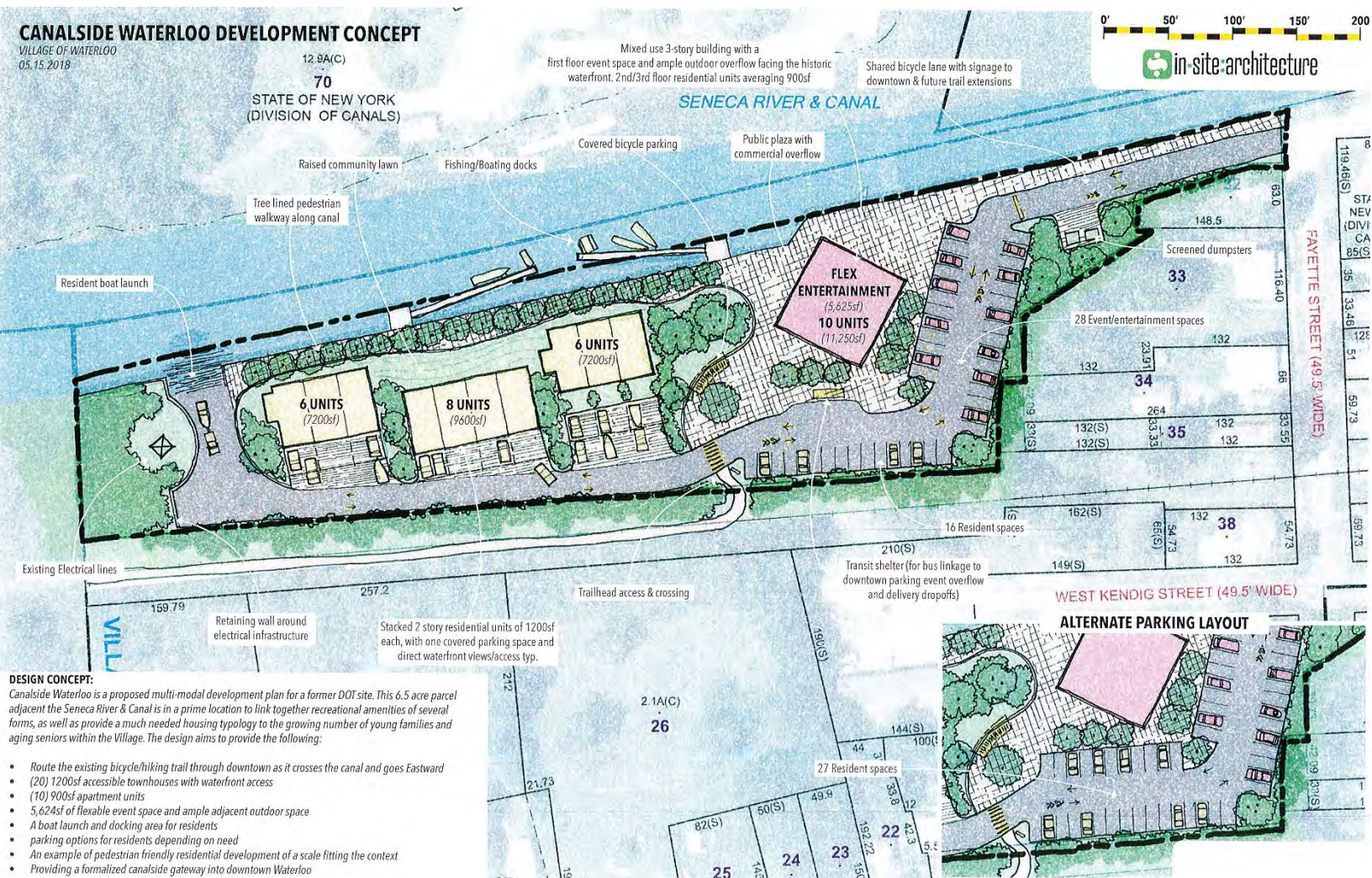
PUBLIC SUPPORT

Outside of the DRI meetings, several of the proposed transformative project opportunities provided in Section 9 were developed through other public processes:

- The **Waterloo Circulation Access & Parking Study** was completed last year and included several public meetings, community surveys, and advisory committee input. Four projects emerged from the study including:
 - Develop Main Street Complete Street
 - Canal Corridor Ped-Bike Zone
 - Washington Street Corridor
 - Multi-Modal Hub

- Consultants for the **Reimagine the Canals** initiative of NY Power Authority/NYS Canals worked with the Village to develop concepts for the “Canal District” including developing underutilized parcels on the south side of the canal and converting a former vehicular bridge over the canal into a ped/bike bridge (which is part of the Ped-Bike zone project).

- The **Cornell Design Connect Program** worked with the Village, community, and other partners to develop concepts for the Waterloo Arts Center project.



TRANSFORMATIVE PROJECT OPPORTUNITIES

With this application, the Village of Waterloo stands before a pivotal opportunity to **catalyze transformational progress** and manifest a future of **community vitality for generations of residents to come**. The projects listed on the following pages represent the dedication behind **“Team Waterloo”** and an **engaged community willing to make big changes for great reward**. Progress in Waterloo does not happen in a silo – each of the potential projects has evolved through thoughtful consideration and emphasis on how they will connect and complement one another to **maximize accessibility and walkability in the downtown core**.

As residents and visitors explore the Village’s offerings, along the canal or sidewalks, they will find themselves within reach of **welcoming open spaces, historic and recreational activities, locally crafted food and drinks, pedestrian-safe and bike-friendly roadways, and a Finger Lakes gateway town worth exploring off the beaten path**. While growth in tourism and economic activity is a priority for the Village, planning conversations for the proposed projects demonstrate a true commitment to improving Waterloo’s year-round offerings for its residents – **whether through new and improved downtown housing, regional transit accommodations, and flexible community spaces providing entertainment, recreation, and wellness** – not just the summer months when tourists are most commonly traveling through.

Finally, nearly all of Waterloo’s proposed projects are shovel-ready with active, engaged project sponsors. **The Village has been moving steadily toward progress for many years and is now ready to take off running with an unprecedented injection of state funding**. There is an energy among the movers and shakers of Waterloo that shows a willingness to work together and get things done by building public-private partnerships. As Starr Andrews, a local proprietor opening her own downtown restaurant, wrote in her letter of support: *“Waterloo is in a prime potential location for activity and tourism...It’s a matter of making it a destination to draw people in. Some have grazed the surface...but I’d like to dive into it.”*

	Project Name	DRI Request	NY Forward Request	Project Cost Estimate	Category
1	Oak Island Park	\$ 665,000.00		\$ 750,000.00	Public
2	Historic Waterloo Square	\$ 1,500,000.00	\$ 1,500,000.00	\$ 5,000,000.00	Nonprofit
3	Building Improvement Fund	\$ 600,000.00	\$ 600,000.00	\$ 1,000,000.00	Fund
4	Canalside Development	\$ 1,500,000.00		\$ 3,500,000.00	Private
5	Street of Shoppes	\$ 1,000,000.00	\$ 1,000,000.00	\$ 2,000,000.00	Private
6	Waterloo Arts Center	\$ 1,500,000.00	\$ 1,500,000.00	\$ 3,000,000.00	Private
7	Velte Block	\$ 1,500,000.00	\$ 1,500,000.00	\$ 3,000,000.00	Private
8	Complete Main Street	\$ 2,500,000.00		\$ 2,500,000.00	Public
9	Canal Corridor Ped-Bike Zone	\$ 1,500,000.00		\$ 1,500,000.00	Public
10	Washington Street Gateway	\$ 1,250,000.00	\$ 1,250,000.00	\$ 1,250,000.00	Public
12	Multi-Modal Community Spaces	\$ 1,000,000.00	\$ 1,000,000.00	\$ 1,000,000.00	Public
13	Branding & Marketing	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	Public
	TOTAL	\$ 14,665,000.00	\$ 8,500,000.00	\$ 24,650,000.00	

TRANSFORMATIVE PROJECT OPPORTUNITIES

IMPROVE OAK ISLAND CANAL PARK

OWNER / SPONSOR: Village of Waterloo
 LOCATION: Oak Island
 ESTIMATED PROJECT COST: \$750,000
 FUNDING REQUEST: \$665,000
 OTHER FUNDING: \$85,000 NYS Canals grant for floating docks - secured
 TIMELINE: 1 year for construction and dock installation

Improve access and usage of Oak Island Canal Park by adding ADA kayak launch, docking sites, electric/water connections to support overnight boating, and towpath connections to downtown. Upgrades to landscaping and green space with native species, lighting, signage, and trails with the goal of reducing paved areas.



CREATE HISTORIC WATERLOO SQUARE

OWNER / SPONSOR: Waterloo Historical Society
 LOCATION: 31 E. Williams Street
 ESTIMATED PROJECT COST: \$5,000,000
 FUNDING REQUEST: \$1,500,000
 OTHER FUNDING: Potential additional funding includes Restore NY (\$2m), ESD Market NY (\$1M) & fundraising (\$500K).
 TIMELINE: 2 years for design & approvals (1 yr.) and construction (1 yr.).

Relocate and expand the National Memorial Day Museum from its current location to the Waterloo Library & Historical Society with the construction of a modern-day, state-of-the-art gallery space and new outdoor community and event space featuring a gazebo, historic design elements, and recreation.



TRANSFORMATIVE PROJECT OPPORTUNITIES

ESTABLISH A BUILDING IMPROVEMENT FUND

OWNER / SPONSOR: Village of Waterloo
LOCATION: Downtown
ESTIMATED PROJECT COST: \$1,000,000
FUNDING REQUEST: \$600,000
OTHER FUNDING: Building Owners would be required to contribute a minimum of 25% of total project
TIMELINE: 3 years for overlapping design, approvals, and construction for individual properties.

The Village of Waterloo will offer grant funding of up to 75% of project costs for downtown building owners to improve the exterior & interior of their buildings. Property owners will submit applications for funding and a local committee will be tasked with selecting feasible projects.



ADVANCE CANALSIDE DEVELOPMENT

OWNER / SPONSOR: NYPA and designated developer
LOCATION: South Side of Canal
ESTIMATED PROJECT COST: \$3,500,000
FUNDING REQUEST: \$1,500,000
OTHER FUNDING: The potential match would come from a combination of funding from NYPA, ESD Capital funding, and, if needed, tax credits.
TIMELINE: 3 years for design & approvals (1.5 yr.), and construction (1.5 yr.).

NYPA will issue an RFP for development of a 6.5-acre vacant parcel for residential units complemented by canalside amenities. DRI funding would provide match funding to advance the project.



TRANSFORMATIVE PROJECT OPPORTUNITIES

REPURPOSE THE STREET OF SHOPPES

OWNER / SPONSOR: Waterloo Downtown Properties
LOCATION: 9-27 E. Main Street
ESTIMATED PROJECT COST: \$2,000,000
FUNDING REQUEST: \$1,000,000
OTHER FUNDING: The owner would provide matching funds from a \$500K ESD grant and his own resources.
TIMELINE: 2 years for design & approvals (1 yr.), and construction (1 yr.).

Adaptive reuse of this historic Downtown landmark block to provide upgraded commercial space, a new shared-work space, and approximately 20 residential units on the upper floors. ESD funds have already been secured for the project.



DEVELOP THE WATERLOO ARTS CENTER

OWNER / SPONSOR: Saint Nick Inc.
LOCATION: 38 Washington Street
ESTIMATED PROJECT COST: \$3,000,000
FUNDING REQUEST: \$1,500,000
OTHER FUNDING: The owner would provide matching funds from his resources or via grants like Restore NY.
TIMELINE: 2 years for design & approvals (1 yr.), and construction (1 yr.).

Adaptive reuse of the former Moore's Furniture Store near the Cayuga-Seneca Canal and Washington Street gateway as an Arts Center with ground-floor arts space and upper-floor affordable artist studios or short-term vacation rentals.



TRANSFORMATIVE PROJECT OPPORTUNITIES

REDEVELOP THE VELTE BLOCK

OWNER / SPONSOR: Madison NHJ Development
 LOCATION: 1-13 W. Main
 ESTIMATED PROJECT COST: \$3,000,000
 FUNDING REQUEST: \$1,500,000
 OTHER FUNDING: The owner would provide matching funds from his resources and a recent \$500,000 awarded NY Main Street grant.
 TIMELINE: 2 years for design & approvals (1 yr.), and construction (1 yr.).

Redevelopment of the historic Velte Block at the Main Street (Rtes. 5 & 20) and Virginia Street (Rte. 96) intersection into a mix of uses including residential units, commercial units, Waterloo's first microbrewery and a regional dance studio.



COMPLETE MAIN STREET

OWNER / SPONSOR: Village of Waterloo
 LOCATION: Main Street
 ESTIMATED PROJECT COST: \$2,500,000
 FUNDING REQUEST: \$2,500,000
 OTHER FUNDING: The Village would apply for TAP and Climate Smart Communities funding to increase scope.
 TIMELINE: 4 years for design & state approvals (2 yr.), and construction (2 yrs.).

Improvements to East and West Main Streets including bike lanes, upgraded landscaping, attractive streetlighting, and critical green infrastructure to combat climate change impacts and build resiliency. A CAP study has been completed for this project.



TRANSFORMATIVE PROJECT OPPORTUNITIES

CREATE THE CANAL CORRIDOR PED-BIKE ZONE

OWNER / SPONSOR: Village of Waterloo
 LOCATION: North Side of Canal
 ESTIMATED PROJECT COST: \$1,500,000
 FUNDING REQUEST: \$1,500,000
 OTHER FUNDING: The Village would apply for TAP funding, Climate Smart Communities, EPF and NYS Canals Funding to increase the project scope.
 TIMELINE: 2 years for design & approvals (1 yr.), and construction (1 yr.).

Create a car-free zone next to the Canal by developing an ADA pedestrian plaza & walkway, canal overlook and viewing platform, and installing an ADA ped/bike bridge to Oak Island Park.



ENHANCE THE WASHINGTON STREET GATEWAY

OWNER / SPONSOR: Village of Waterloo
 LOCATION: Washington Street
 ESTIMATED PROJECT COST: \$1,250,000
 FUNDING REQUEST: \$1,250,000
 OTHER FUNDING: The Village would apply for TAP funding, Climate Smart Communities, and NYS Canals funding to increase the scope of the project.
 TIMELINE: 3 years for design & state approvals (2 yr.), and construction (1 yr.).

Increase the sidewalk width on the west side of Washington to provide a path for pedestrians and bikes to connect to the Canal trail. Install decorative wayfinding and streetlights with banners to create an attractive Downtown gateway.

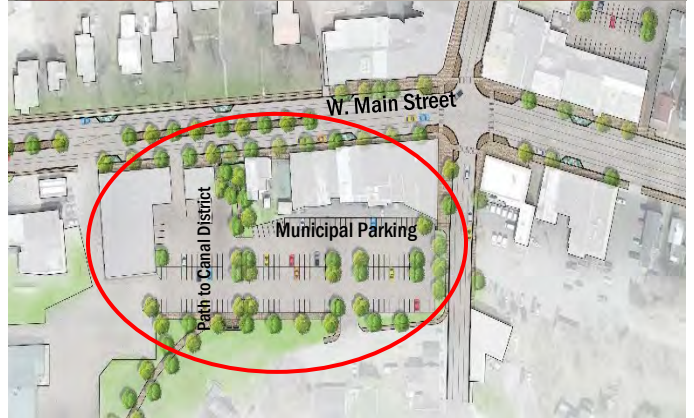


TRANSFORMATIVE PROJECT OPPORTUNITIES

INTRODUCE MULTI-MODAL COMMUNITY SPACES

OWNER / SPONSOR: Village of Waterloo
 LOCATION: Downtown Parking Lots
 ESTIMATED PROJECT COST: \$1,000,000
 FUNDING REQUEST: \$1,000,000
 OTHER FUNDING: The Village would apply for EPF Parks funding to increase the scope of the project.
 TIMELINE: 1.5 years for design & approvals (.5 yr.), and construction (1 yr.).

Develop underutilized downtown and municipal lots into a cohesive, functional, attractive event space with green space and recreation elements, ADA sidewalks, and transportation connections. Improve capacity for EV charging stations, bike racks, new RTS regional bus stop, and flexible parking accommodations.



BRANDING AND MARKETING

OWNER / SPONSOR: Village of Waterloo
 LOCATION: Downtown Waterloo
 ESTIMATED PROJECT COST: \$250,000
 FUNDING REQUEST: \$250,000
 OTHER FUNDING: The Village would apply for Market NY funds.
 TIMELINE: 1 year for design & approvals

Design and install attractive Village marketing and wayfinding tools that encourage residents and visitors to spend time in downtown Waterloo, learn about the town's vibrant history, and enjoy communal spaces like historic sites, nature trails, and the canal. Future projects may include public murals, historic markers, and interactive mapping tools for navigating downtown points of interest.



ADMINISTRATIVE CAPACITY

If awarded, the Village of Waterloo is well-positioned to manage and lead the DRI/NY Forward planning process and subsequent implementation. The Village is staffed by an engaged Village Administrator with years of experience administering multiple programs and projects. Other team members that will support the Village Administrator include the Mayor, Deputy Mayor, Public Works director, and professional consultants. A preliminary Local Planning Committee has been established and includes members of the Waterloo Economic Development Committee, local business owners, and other community representatives:

Name	Affiliation
Joe Sposato	Retired WCSD Athletic Director
Alexis Hobart	VP Community Bank - Waterloo Branch
Howard Strader	Former Business Owner/Town Board
Jack O'Connor	Former Waterloo Mayor
Patricia Morrin	Community Member
Tim Lincoln	WCSD - Technology
Salvatore Franzone	Business Owner/Operator
Bob Stivers	Business Owner/Local Developer
Lee Boise	Rotary/Town Board

The Village of Waterloo, and its consultant partners, also have extensive experience in administering and implementing state- and federal-funded grant programs for infrastructure, building improvements, parks, and streets. **The Village has obtained more than \$9.3 million in state and federal grants since 2017.**

WIIA Grant for the Wastewater Treatment Plant	\$1,180,000
Engineering Planning Grant for WWTP Study	\$50,000
CDBG Housing Rehabilitation Grant	\$500,000
CDBG-CV House of Concern	\$578,000
CDBG-CV Healthy Kids	\$811,000
Walkability Action Institute-CDC (Walkability Action Plan)	\$15,000
CDBG Community Planning (Public Sewer Engineering Study–Washington St)	\$27,500
CVAP -EFC Grant (Oak Island Pump-Out and Floating Dock Upgrade)	\$35,000
“Bullet” Award from Assemblyman Gallahan for the Library	\$25,000
NYSERDA Comprehensive Plan	\$68,000
NY MAIN Street Grant	\$300,000
CDBG Women’s Facility	\$400,000
NYS Canal Improvements	\$145,000
DOS LWRP Downtown to Canal Improvements	\$145,000
DEC EPG I & I Study	\$125,000
CDBG Microenterprise grant	\$475,000
CDBG Pump Station Upgrade	\$600,000
CDBG Deep Dairy Products, LLC	\$640,000
CDBG Market Planning	\$50,000
CDBG Housing Rehabilitation	\$500,000
Restore NY – 3 Virginia Street Buildings	\$485,000
JCAP Court Room	\$12,500



JEFF GALLAHAN
 Assemblyman, 131st District

THE ASSEMBLY
 STATE OF NEW YORK
 ALBANY

RANKING MINORITY MEMBER
 Racing and Wagering
 Committee

COMMITTEES
 Aging
 Housing
 Local Governments
 Tourism, Parks, Arts and
 Sports Development

September 18, 2023

Robert J. Rodriguez
 Secretary of State
 New York Department of State
 99 Washington Ave.
 Albany, NY 12231

Dear Secretary Rodriguez,

I am writing to express my support for the Village of Waterloo’s applications to the Downtown Revitalization Initiative grant program and the New York Forward Program through the Department of State. Revitalizing our downtown’s and growing small business plays an invaluable role in growing the economy and improving quality of life in our communities.

Incorporated in 1824, the Village of Waterloo is located on the western end of Seneca County along the Cayuga-Seneca Canal which links the region to the Erie Canal system. Situated within New York’s Finger Lakes region, the Village contains a rich history and is surrounded by natural beauty. There are a total of nine buildings within the Village on the National Register of Historic Places. Waterloo is also home to the Memorial Day Museum and was officially designated as the birthplace of Memorial Day in 1966 by President Lyndon B. Johnson.

The Village’s goal is to continue its mission of crafting a downtown core that honors its history while promoting a strong economy, and sense of place that is firmly planted in the modern era. Village leaders intend to grow the local economy and foster new investment by embracing a number of strategies. Among them are creating greater connectivity between their downtown and the Cayuga-Seneca Canal as well as supporting small businesses in the dining, beverage, recreation, housing, and entertainment sectors. By embracing a comprehensive revitalization plan, the Village of Waterloo hopes to enjoy long-term success and vitality well into the future.

For these reasons, I ask that full consideration is given to this application in accordance with all applicable rules and regulations. If I may provide further information, please do not hesitate to contact my office via email; gallahanj@nyassembly.gov or by phone; 315-781-2030.

Sincerely,

Jeff Gallahan
 Member of Assembly
 131st District

RANKING MINORITY MEMBER
FINANCE
INVESTIGATIONS AND GOVERNMENT
OPERATIONS

COMMITTEES
RULES
CODES
JUDICIARY
INSURANCE
ENERGY AND TELECOMMUNICATIONS

THE SENATE
STATE OF NEW YORK



THOMAS F. O'MARA
SENATOR
58TH DISTRICT

ROOM 706 LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
(518) 455-2091
FAX: (518) 426-6976
100 W. CHURCH STREET, SUITE 103
ELMIRA, NEW YORK 14901
(607) 735-9671
FAX: (607) 735-9675
E-MAIL: omara@nysenate.gov

September 25, 2023

Robert J. Rodriguez
Secretary of State
New York Department of State
99 Washington Avenue
Albany, NY 12231

Dear Secretary Rodriguez:

I write to express my strong support for the Village of Waterloo's NY Forward and Downtown Revitalization Initiative funding requests for revitalization of its downtown.

The Village of Waterloo, incorporated in 1824, is a beautiful and historic community located along the Cayuga-Seneca Canal, which links the Finger Lakes region to the Erie Canal. The Village has nine buildings on the National Register of Historic Places, is home to the Memorial Day Museum, and was officially designated as the birthplace of Memorial Day 1966 by President Lyndon Johnson.

The Village's seeks to continue its mission of crafting a downtown core that honors its history while bolstering a strong economy. Village leaders are invested in the continued growth of the economy through creating greater connectivity between downtown and the Cayuga-Seneca Canal while supporting small businesses in the dining, beverage, recreation, housing, and entertainment sectors. This thoughtful comprehensive revitalization plan is the roadmap to long-term economic growth and stability.

As the New York State Senator for the 58th Senate District, I know this project is important for my constituents in the Village of Waterloo. Should you have any questions, I invite you to contact my office directly.

Respectfully,

A handwritten signature in black ink that reads "Tom F. O'Mara". The signature is written in a cursive, slightly slanted style.

Thomas F. O'Mara
NYS Senator, 58th District



**NY Power
Authority**

**Canal
Corporation**

KATHY HOCHUL
Governor

JOHN R. KOELMEL
Chairman

JUSTIN E. DRISCOLL
Interim President and Chief Executive Officer

BRIAN U. STRATTON
Director, Canal Corporation

September 11, 2023

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

Re: Letter of Support for the Village of Waterloo's DRI application

Dear Director Sullivan,

On behalf of the New York State Canal Corporation, please accept this letter of support for the Village of Waterloo's Downtown Revitalization (DRI) grant application. Building upon Waterloo's progress, the awarding of a DRI grant is essential in preserving the historical significance of Waterloo as the recognized "Birthplace of Memorial Day" while cultivating economic development and enhancing the quality of life for residents and tourists.

Situated on the Cayuga-Seneca Canal and along the State Route 5 & 20 corridor with substantial traffic flow, the Village of Waterloo is in a prime location for economic expansion. In addition to the recreational opportunities along the Canal, the Cayuga-Seneca Canal Trail currently extends from Geneva to Waterloo providing a 6.7-mile pathway for biking, walking, bird watching, and snow-shoeing activities for all abilities.

The New York State Canal Corporation has partnered with the Village of Waterloo for a *Reimagine the Canals* project, and we are excited to work collaboratively to contribute to the Village's future growth and development. Recognizing the importance of creating spaces that reflect the community's identity, we will host a workshop in the Fall of 2023 that focuses on determining the key elements of a new, innovative waterfront. This workshop will serve as a platform to explore and envision a waterfront that not only supports Waterloo's overall vision, but also acts as a catalyst for economic development, while enhancing the quality of life for residents and tourists.

We believe the Village of Waterloo to be a great fit for Downtown Revitalization Initiative designation, and we sincerely hope you will consider adding Waterloo to Round 7 of DRI funding.

Sincerely,

Brian U. Stratton
Director



Date: September 28, 2023
To: Mayor Walter Bennett, Village of Waterloo
From: Angelyn Chandler, Vice President for Planning, Reimagine the Canals
Subject: Waterloo Waterfront Development Project

Under the *Reimagine the Canals* initiative, the New York Power Authority (NYPA), the New York Canal Corporation, and the Village of Waterloo will reinvigorate the Village’s waterfront with a Canal-centric project benefitting the community and its visitors and stimulating additional economic development.

Through early *Reimagine the Canals* projects like the Brockport Bridge and Guy Park Manor, issues of maintenance, cost, and execution of capital projects have arisen. Responding to these challenges, *Reimagine* is preparing to launch a user-friendly manual with design guidelines and a kit of amenities for municipalities to improve their Canal-side public spaces using grant funds. The concept is to support communities across the State to expand recreation while advancing a cohesive identity for the Canal. This process should be more agile, reduce internal costs, and improve execution timelines.

The manual development is viewed as a multi-stage process. At Stage 1 there is a need to create a taxonomy of amenities with types, sizes, and costs, along with a list of landscape elements with materials and plants, uses and maintenance requirements.

At stage 2, the desire is to design each equipment/amenity in a way that brands *Reimagine the Canals*. The outcome would be a reference document that communities can use when applying for grants for waterfront improvements.

The idea would be for Waterloo to be the test site for this new grant process.

NYPA/Canals will guide the process by planning principles specific to the site and that all entities agree upon for the waterfront improvements, such as:

- Creating a local attraction with amenities that do not exist in the adjacent communities of Seneca Falls or Geneva.
- Working on improvements on Oak Island and the guard gate to build upon existing uses and users, and the historical recognition of the site.

- Defining signage elements needed to connect the waterfront to downtown in support of Waterloo's DRI application and Comprehensive Plan.
- Providing infrastructure for future development of the south side of the lock to make it more attractive for private developers.
- Looking at amenities that can provide outdoor recreational support for families in alignment with the elected mayor's goal of attracting younger people and supporting the school system.

The Waterfront amenities planning process began in September, and a community workshop will be held in the Fall of 2023 to focus on determining the key elements of a new, innovative waterfront. This workshop will allow our team to fully appreciate Waterloo's objectives and vision for their future, so we can begin designing concept plans to present to the Village and its residents.

We look forward to partnering with the Village of Waterloo to develop a waterfront project that not only supports Waterloo's overall vision, but also stimulates additional economic development, while enhancing the quality of life for residents and tourists.



Seneca County

1 DI PRONIO DRIVE
WATERLOO, NEW YORK 13165

Kyle Lovell
County Manager

Tel (315)-539-1781
Fax (315)-539-0207
klovell@co.seneca.ny.us

September 19, 2023

Robert Duffy and Dr. Denise Battles
Regional Co-Chairs
Finger Lakes REDC
400 Andrew Street
Suite 300
Rochester, NY 14604

Re: Village of Waterloo, NY, 2023 DRI Grant Application

Dear Mr. Duffy and Dr. Battles,

I am writing to voice my strong support for the Village of Waterloo's application to the Downtown Revitalization Initiative grant program. The Village is deliberately working to improve its downtown for the 21st century. An investment made through the DRI program would catalyze these efforts.

The County intends to continue in partnership with the Village to meet the challenges necessary to build resilience in the 21st century. A DRI investment would provide an all-important first source of funding for the Village that will be leveraged to attract further infrastructure investments from State and Federal resources. This work must be completed to ensure the Village's future viability.

Seneca County is a major stakeholder in the Village, which serves as the County Seat. The Village's resilience and success is vital to the broad success of the County. Downtown Waterloo is home to the historic County Courthouse and neighboring Lafayette Park, which is county owned and maintained. The Finger Lakes Regional Land Bank Corporation, operating from the County Planning Department, also controls a prominent vacant space downtown.

A DRI investment in the Village of Waterloo would infuse the Village with the momentum and capital investments necessary to fully realize projects involving storm-sewer and other vital infrastructure; downtown parking, pedestrian, bicycling, and public amenities; upgrades to the transportation system for the 21st century including electric vehicle charging and public transportation access; and preserving the historic building stock of mixed-use buildings for modern businesses. Taken together, these investments will make the Village a more resilient community while improving quality of life for residents.

Once again, I fully support the Village's grant application and commitment to improving the quality of life for residents of Seneca County.

Sincerely,

Kyle Lovell
County Manager

September 15, 2023

Mayor Walter Bennett
Village of Waterloo
41 West Main Street
Waterloo, NY 13165

Dear Mayor Bennett,

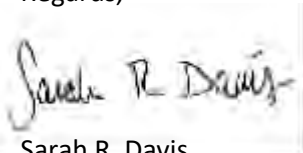
On behalf of the Seneca County Industrial Development Agency (IDA), I am pleased to write this letter of support for the Village of Waterloo's Downtown Revitalization Initiative (DRI)/NY Forward application.

The Village has made great strides forward in recent years toward revitalization of its downtown area, and the IDA has been proud to support those efforts by providing financial assistance to several projects, including the adaptive reuse of nine downtown buildings where we provided sales, mortgage, and property tax exemptions to help leverage several million dollars of private investment. We have also worked closely with the Village on funding and support for vital water system improvements.

It is my understanding that the Village of Waterloo plans to continue these efforts by seeking DRI/NY Forward funding to support further redevelopment of several mixed-use buildings downtown and improvements to the Cayuga-Seneca Canal area, including several connectivity projects and a pedestrian-bike zone. These projects would greatly contribute to the revitalization efforts already underway in the Village, improving the quality of life for those in the community.

On behalf of the Seneca County IDA, I look forward to our continued partnership with the Village of Waterloo as we take steps to build a more vibrant community and support the Village's Downtown Revitalization Initiative/NY Forward application.

Regards,

A handwritten signature in black ink that reads "Sarah R. Davis".

Sarah R. Davis
Executive Director
Seneca County Industrial Development Agency

September 29, 2023

Mayor Walter Bennett
Village of Waterloo
41 West Main Street
Waterloo, NY 13165

Dear Mayor Bennett:

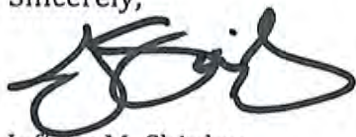
As President of the Seneca County Chamber of Commerce, I am writing to convey my support for the Downtown Revitalization Initiative (DRI) application by the Village of Waterloo. Over the past few years, the Village has made great strides forward and we are proud to be a part of this ongoing renaissance.

On behalf of the Chamber's 500 member businesses/tourism partners and their thousands of employees, we stand ready to help mobilize the type of community assistance that is required for successful implementation of this program.

As you know, the Chamber is a champion of the local community and all efforts designed to help improve its economy. Given the significant contributions that Waterloo has made to both our county and nation, we are excited by the momentum that the DRI could have in our collective revitalization efforts. In addition, the Chamber has helped coordinate a community-wide group known as One Seneca to advocate for projects such as water and sewer infrastructure to spur economic development. This project would be consistent with our joint mission.

We look forward to working with the Village of Waterloo and local leaders to help unlock the tremendous potential that exists in Waterloo.

Sincerely,



Jeffrey M. Shipley
President & CEO
Seneca County Chamber of Commerce



WATERLOO LIBRARY & HISTORICAL SOCIETY

Waterloo Library • Fatzinger Hall • Terwilliger Hall • National Memorial Day Museum

31 East Williams Street
Waterloo, New York 13165
315-539-3313

Mayor Walter Bennett
Village of Waterloo
41 W. Main Street
Waterloo, NY 13165

Dear Mayor,

The Waterloo Library & Historical Society sends this letter in full support of the 2023 DRI/NY Forward Grant application.

The Waterloo Library & Historical Society (WLHS) was built in 1883 and exists as one of the oldest libraries & historical society's in its original structure. The Queen Anne Style building is referenced as one of the most architecturally significant buildings in Waterloo and sits within a block of the Main Street business corridor. The building also sits near Dempsey Park and across from the McClintock house, creating a block of history that adds to the richness of the Waterloo community.

In May of 2023 the WLHS finished renovations of its second floor, 100 seat theatre costing \$400,000. The renovations included new air conditioning, sound system, lighting, projector and screen. The rebuilding of the risers with new seating, carpeting plus handrails make for an inviting and comfortable space. These renovations created an increase in patronage to the library and events so much so that we are booked with events through the end of the year with a waiting list. Our new teen program has blossomed to be a local drama club which does more than just produce a show at the end of the summer. Kids learn budgeting, technology, costuming, makeup, stage managing and so much more. Besides hosting concerts, movie nights, author discussions and history lectures, two local theatre groups utilize the space for productions. The theatre has developed into a beautiful space of creation and entertainment that the community had lost for years.

Within the last 5 years, the WLHS has pursued architectural designs for a new expansion of the building. The back half of the building is a concrete and steel addition built in the 1960's that is deteriorating rapidly. The space contains exhibits on the history of Waterloo as well as the historic wagons, furniture and collections on inventions patented in Waterloo, NY. The expansion plans will rebuild the back addition to combine the library and the historical society into a discovery center where every turn of a book shelf can also contain interactive exhibits and displays of our community's rich history. This expansion will also move our archives to a safe, temperature and humidity controlled space preserving the collection for centuries to come. This addition will bring the story of the founding of Memorial Day to a front carriage house which will be handicap accessible and open year round. These opportunities do not currently exist in the separate museum building we operate.

This opportunity for the Village of Waterloo to receive the DRI/NY Forward funds will allow our community to grow, prosper and truly serve all of our residents and visitors. Our downtown is a true crossroads of the Finger Lakes, crossing routes 96 and 5 & 20 while easily taking you within a short distance to Rochester, Syracuse and multiple lakes. Waterloo is a gateway of tourism to wineries, breweries, food trails and history. This is a place to stop and enjoy, and no longer drive through. This funding is vital to making Waterloo an enticing and engaging destination.

Sincerely,

Cynthia Park-Sheils
Executive Director



**Deep Dairy
Products, L.L.C.**

61 Swift Street
Waterloo, NY 13165
Tel: (315) 220-8013
Fax: (315) 651-4187

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

Dear Director Sullivan,

Deep Dairy Products, LLC is a division of Deep Foods, Inc., the largest domestic supplier of Indian ethnic food products. We have developed retail distribution channels including specialty grocery, Big Box stores and hypermarket. The location in the Village of Waterloo is an important part of our food manufacturing operations by supplying products such as Indian Cottage cheese (Paneer), Clarified butter (Ghee) and Smoothie's (lassi), Yogurt (Dahi) and spiced Indian yogurt (raita). We began from humble beginnings into the global presence we have today.

The Village of Waterloo has supported the development of our local manufacturing facility by being available to discuss our needs and providing grant opportunities where available. We have now invested capital of about \$ 5 Million into this facility with increased production around the corner. We plan to continue to be a large contributor to the Finger Lakes Region's agricultural growth and appreciate the Finger Lakes Regional Economic Development Council's recognition and support of this important business segment in its strategic plan for future growth opportunities.

We believe that a strong community is important for all of us, and the DRI/NY Forward Programs would certainly help the Village of Waterloo accelerate its momentum in providing an attractive quality of life for all who live, work, and play here, and this will only help the business climate as well. Therefore, we ask for your support of the 2023 DRI/NY Forward Programs application from the Village of Waterloo.

Sincerely,

Deepak Amin

CEO



2 West Main Street
Waterloo, NY 13165
Phone (315) 539-9261

September 22, 2023

Mayor Walter Bennett
Village Office
41 West Main Street
Waterloo, NY 13165

RE: Letter of Support

Dear Mayor,

It is my pleasure to express my strong support for the continued development in the Village of Waterloo. The Waterloo Economic Development Committee has demonstrated exceptional commitment and dedication in preparing for the upcoming application for the DRI/NY Forward Grants. As a member of the WEDC and Vice President/District Manager of Community Bank, I have had the privilege of witnessing firsthand the outstanding work and positive impact brought about by this committee. Many vacant buildings located in the Village of Waterloo are now occupied by successful businesses!

Community Bank, NA is an established, long time business located in the Village of Waterloo. I would like to say on behalf of Community Bank, NA we support development and improvement in the Village of Waterloo.

Sincerely,

A handwritten signature in black ink that reads 'Alexis Hobart'.

Alexis Hobart
Vice President/District Manager



9/11/2023



Mayor Walter Bennett
Village of Waterloo
41 W. Main St.
Waterloo, NY 13165

Re: Village of Waterloo 2023 DRI/NY Forward

Dear Mr. Bennett:

Please let this letter serve as a letter of support for the Village's DRI/NY Forward grant application. Lakewood Development has found that the Village is an enthusiastic partner in its Downtown revitalization and has the proof to back it up. Our redevelopment of the Waterloo Main St. School into LaFayette Apartments is a product of this intense partnership with the Village and their Downtown Revitalization initiatives.

In addition to the generation of 35 age-restricted apartments, the auditorium was preserved and rented to a local playgroup, Seneca Community Players, allowing them to have a home theater that not only is more of a traditional theater but is also within the downtown area of Waterloo, allowing patrons to be able to patronize the local establishments before and possibly after the performances. The village was very helpful in making sure the connection was made between us and SCP, allowing for a great partnership to develop.

The care the village has taken with its efforts to revitalize its Downtown lead me to believe that any money that is given to them will be spent and administered in the best way possible. Awarding of these grant funds will lead to more projects like the Waterloo School Project that will be transformative for the community.

Sincerely,

A handwritten signature in blue ink, appearing to read "DK Kimmel", written over a white background.

David K. Kimmel

Lakewood Development II, LLC

dkimmel@twoplusfour.com

Phone: 315-437-1808 ext. 205

Fax: 315-437-0484



Waterloo Downtown Properties LLC

Bob and Donna Stivers

PO Box 1036

Geneva NY 14456

Bstivers1@hotmail.com

8/29/2023

Mayor Walter Bennett
Village of Waterloo
41 W. Main Street
Waterloo, NY 13165

RE: Village of Waterloo – Progressive

Subject: Accomplishments- Developer and Village

Dear Sirs,

Waterloo Downtown Properties (WDTP) and Stivers Enterprises have been successful in completing renovation projects to deteriorated historic buildings due to the progressive thinking at all levels in the Village of Waterloo. It would not be possible to accomplish this without the support they give.

Don Northrup, Village Administrator, has advised the Village Board that in order to revitalize their Village, all levels of the community need to be positive and progressive. And that is what they did. The first step he took was to create the Waterloo Economic Development Council (WEDC), spear headed by Joe Sposato, a lifetime resident with high energy and well connected to the community. The council is comprised of a mixture of business owners, property owner and residence. The WEDC reaches out and gets input from the community. I would consider the WEDC as the lead agency. He hired consultants to solidify the plans created by the community. As a result of this enthusiasm the local merchants created a Merchants Association. These groups, by working with the Developers, the County, Code Enforcement, DPW, Fire and Police has created an atmosphere with excitement for development.

We are Stivers Enterprises owned by Bob and Donna Stivers and assisted by our marketing director Casey Fick Pebbles. We believe it takes an entire community to be committed to being successful in the revitalization of Downtowns in our low-income area. Our experience comes from Geneva NY where we have lived through this process and were successful. The Village has seen this revitalization and is excited to move forward in Waterloo. The Village of Waterloo is committed. In our opinion the recipe for success is to create a critical mass of people to live downtown, open a store, have events, and maintain a beautiful place to live, work and play. We see this happening.

Our initial success in Waterloo was the renovation of 5 historic buildings on Virginia St in Waterloo. They now have residents on the upper floors and storefronts and offices on the first. The apartments

filled up immediately, and a couple existing businesses filled a couple first floor spaces. Our next project is the renovation of the upper floors of 9-27 Main St which are now comprised of businesses which will be relocated in the newly renovated spaces on Virginia. The upper floors will be 20 market rate housing units. We just found a tenant for the restaurant at 7 E Main. They would not have opened if apartments were not being created.

Other developers are following suit and doing the same thing on West main St. There is also a Senior housing project underway with 36 units. More people, more shops – all part of a good plan.

The Village has committed to attracting visitors using the Canal and Canal nature trail for things to do along the water and the historic Mc Clintock House and museum for land lovers. This has increased the opportunity for biking along the trail and boat tours stopping in Waterloo. They have some great events with Celebrate Commemorate and several others.

We are honored to be part of the Waterloo Community and want to assist in the success. Should you have any questions please contact our office.

Thank you.

A handwritten signature in cursive script, appearing to read "Bob Stivers".

Bob Stivers

Madison HNJ LLC

942 Lafayette Ave

Brooklyn NY 11221

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

Dear Director Sullivan,

My name is Howard Friedman, and I am the CEO of AF Supply, a heating & cooling company with several retail locations in downstate New York. I became involved with the Village of Waterloo when I acquired properties from a business acquaintance. I purchased several buildings within the Village, the concentration of which is referred to as the Velte Block.

I'm smitten by the charm of the Finger Lakes. I'm a city guy but love the quality of life and relaxed atmosphere I've come to enjoy during my frequent trips to Waterloo. I've invested in these buildings, but to truly transform downtown, I believe the Village needs some support from the DRI/NY Forward Programs. It's all waiting to be transformed, and I'm in to do my part.

The Village of Waterloo's 2023 DRI/NY Forward includes priority projects for my buildings that are all designed to significantly improve the aesthetics and features of downtown. A microbrewery is all set to go with an operator standing by. I also have two retail spaces remaining in the Velte Block which is planned for a "Waterloo Eats" concept. Again, ready to go. I believe transforming the historic Moore's Furniture building to an art center, with rental housing upstairs that have a view of the canal, would help enhance downtown Waterloo.

I've traveled extensively and I see great opportunity for economic development in the Village of Waterloo and as a businessman I'm all in to a public-private partnership approach to transforming Downtown Waterloo into its true economic reality as the heart of the Finger Lakes.

Sincerely,

Howard Friedman

Howard Friedman



Administrative Offices
565 Union Avenue
New Windsor, NY 12553
(845) 568-6100

September 21st, 2023

Mayor Walter Bennett
Village of Waterloo
41 W. Main Street
Waterloo, NY 13165

RE: Village of Waterloo DRI/NY Forward application

Dear Mayor Bennett:

I'm writing to express my strong and enthusiastic support for the Village of Waterloo's DRI/NY Forward application. We see the transformational effect of the Village's revitalization strategy and efforts all the time. Healthy Kids Daycare was the recipient of one of the Village's revitalization initiatives when the Village took the lead in securing \$811,000 in CDBG funding to renovate a vacant building into a sparkling state of the art Healthy Kids Daycare Center right on Main Street in one of the driest Childcare deserts in NY. Ours has been just one of the initiatives of the visionary Village leadership who have created a momentum of hope in Waterloo.

The Village of Waterloo has already done so much to renovate, re-open and re-populate one of the most charming downtowns in New York. They spearheaded the House of Concern project, have overseen the renovation of several key downtown anchors and seen an upsurge in overall downtown activity. A DRI/NY Forward award will leverage all the initiatives already underway and will propel the Village of Waterloo into a regional business and tourist hub. Already so much has been done, but there is still more to do. A DRI/NY Forward award will bring the second level of revitalization now that the Village has our new daycare as well as new stores, increased downtown traffic and a sense of pride in how far the Village has come.

A DRI/NY Forward award, when combined with all the revitalization initiatives this Village has already undertaken, will make the Village of Waterloo a case study in small town revitalization which has grown the population and job base while keeping the wonderful small town feel that everyone loves about Waterloo.

Thank you for your consideration of funding this important project.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Steve Dwek", is written over a light blue circular stamp.

Steve Dwek, CEO

September 12, 2023

Steven Brusso
9 West Street
Waterloo, NY 13165

Mayor Walter Bennett
Waterloo Village Office
41 W Main Street
Waterloo, NY 13165

RE: 2023 DRI/NY Forward Grant Letter of Support

Dear Mayor Bennett,

I am writing this Letter of Support for the DRI/NY Forward Grant as a 43 year resident of the Village, the former Site Manager of a major employer located in the Village (Evans Chemetics / Bruno Bock), and as the Chair of multiple Seneca County economic development agencies (SC Industrial Development Agency, SC Economic Development Corp, and SC Funding Corp).

Waterloo, like many other small towns in New York, has felt the affects of competition from larger cities and other States. There has been a slow deterioration of Village identity and the central business district, along with the loss of young graduates looking for areas with greater cultural, recreational, and employment opportunities. The lack of housing also forces people who would prefer to settle in Waterloo to look elsewhere. Most degreed professionals employed at Evans Chemetics / Bruno Bock live in outlying communities with better housing and amenities (Canandaigua, Farmington, Pittsford), but would be drawn to live locally with the revitalized Waterloo envisioned in the DRI application.

Obviously, the transformative projects planned for Waterloo will not solve all these problems and address all the needs within the community, but they will help provide that critical mass to bring in additional private investment and reverse the slow deterioration. The Village is already blessed with a strong historical identity, close access to the canal system, a central location for tourism, a strong transportation network, and the utility infrastructure any business would require. Private investors are already working on business district improvement projects, and I see more excitement and support to revitalize the Village now than I have seen in decades. I truly believe the creative and transformative projects planned for Waterloo will be the catalyst to rebuild the Village and attract both the businesses and people to Waterloo to ensure long term vitality.

Respectfully submitted,



Steven Brusso

Starr Andrews

2373 New York 14
Geneva, NY 14564
(315) 521-9182
info@starsrestaurant.com

17th September 2023

Mayor Walter M. Bennett

41 West Main Street
Waterloo, NY 13165

Dear Mayor Bennett,

Having grown up in Waterloo and now returning to town to start my business, Starr's Restaurant, I am enthusiastic about the current and potential growth of the area. I think ours is a town that would align with the vision of the thriving, walkable downtowns as detailed by the DRI.

When driving through Waterloo, New York the first few words that might cross your mind are *historic*, *quaint*, and *cozy*. Waterloo is home to less than 5,000 people. Take a quick drive down routes 5 & 20 through the center of town and you will find a main street studded with Mom n' Pop businesses and a Welcome to Waterloo sign boasting the title "Birthplace of Memorial Day." Rich with history, Waterloo was established on the Seneca River which connects two of the eleven Finger Lakes: Seneca (Geneva, NY) to Cayuga (Seneca Falls, NY). Over the last few decades, the Finger Lakes Region has grown to be the home of over 130 wineries as well as dozens of breweries, new restaurants, and places to stay. The towns at the ends of both Seneca and Cayuga lakes are little hubs for tourists seeking quick getaways with great views and fine dining. Growing up in Waterloo, I've witnessed many of the surrounding towns boom from this increase in tourism. Almost overnight, Geneva went from a town you'd pass through to a city that would be the first to welcome you to the Finger Lakes region. As a result of this growth, and partially through funds received via the DRI, the lakefront and many downtown businesses received a facelift which truly brought the area to life. Once Geneva took off, Seneca Falls was quick to follow. But laying just a bit off the well-beaten paths around Seneca and Cayuga lakes, Waterloo has not received quite the same amount of tourist traffic. As a result, it reads as a town perhaps a bit stuck in time, but with loads of untapped potential.

Tucked between the main routes to get from Geneva to Seneca Falls and the larger cities beyond, Waterloo is often the town passed through on the way elsewhere. Waterloo is where I was raised, but I too felt it was little more than a bump on the road in my journey. In my younger years, there were a couple of things to do and places to eat around town. A bowling alley. The Mini-Mall had a place to play pool. There was a McDonalds. Or you could grab a slice of pizza. It was a nice, quiet place to grow up, but not much in terms of a "destination." Through those years I did not see exactly what Waterloo had to offer, and thoughts of the town were quickly overshadowed by everything happening around me as I left my childhood home and launched into my career in local fine dining.

Over the years, I gained a taste for some of the finer aspects of life. Nature walks. A fine steak. And a perfect cocktail. A benefit to the slow-to-develop village of Waterloo is the ease of access to nature. Oak Island takes you down to the canal system on the Seneca River. There you'll find the Cayuga-Seneca Canal Trail, Bishop Nature Preserve, and Seneca Lake State Park; these natural spaces are local treasures that have been lost elsewhere to development over time. And of course, you can get a good steak and a nice cocktail in the area, but you'll find yourself just down the road, and out of town.

After leaving the restaurant industry and taking time in a different field, I was able to recalibrate. Thinking about my hometown now, the words that come to mind are more positive and forward-thinking. Waterloo represents hospitality and potential.

Hospitable [hos-pi-tuh-buhl, ho-spit-uh-buhl]

adjective

1. receiving or treating guests or strangers warmly and generously:
2. characterized by or betokening warmth and generosity toward guests or strangers:

I come from a large family— filled with all the highs and lows you would expect— but in every conversation, before parting, you will hear “Let me know if you need anything”. Not in the ‘I’m just being friendly’ way, but in the *‘I will drop everything for you, just say the word’* type of way. I was recently presented with an opportunity to get back to my roots in the kitchen and open up a restaurant in downtown Waterloo. Through each step in the process, from paperwork to inspections, everyone in the town I’ve encountered has had the same response: in the most genuine way, “I can help with that. Just let me know if you need anything.” So much so that it almost feels like I didn’t pick Waterloo, Waterloo picked me. This is exactly the feeling I want every person who walks through the doors of Starr’s Restaurant to feel. Like they belong, and like we’ve been waiting for them.

Potential [puh-ten-shuhl]

adjective

1. possible, as opposed to actual
2. capable of being or becoming

noun

3. possibility; potentiality
4. a latent excellence or ability that may or may not be developed.

7 East Main Street, Waterloo was a small restaurant developed by a gentleman from New York City. Stan’s (named after his father) was open for two years before closing their doors. For the last few years I’ve found myself driving by the building and reminiscing on the times I was able to enjoy a meal and appreciate the beauty of the space. It was different from any other place in town. Exposed brick walls, slate floor tiles, an industrial-style bar top, and black ceilings. Every element was like I picked it myself.

My time in other restaurants was spent making connections in the area: wineries, breweries, local produce and meat farmers. They are the backbone of what makes a small town great. Cultivating those relationships brought so much business to the restaurants I was a part of and I can’t wait to showcase these vendors on this new adventure in Waterloo. Waterloo is in a prime potential location for activity and tourism- being accessible by both larger Finger Lakes, and all three major surrounding cities. It’s a matter

of making it a destination to draw people in. Some have grazed the surface of potential but I'd like to dive into it. My goal with the restaurant is to create a gathering place with good food, drinks, and company and help be a little piece of what Waterloo can be. I would love to see that vision paired with support from the Downtown Revitalization Initiative as we all work together to cultivate Waterloo's potential from a sleepy village to a stand-alone destination for the Finger Lakes.

Most Sincerely,

Starr Andrews

Starr Andrews

September 12, 2023

Guy Mosher
1048 State Route 96
Waterloo, New York 13165

Mayor Walt Bennett
Village of Waterloo
41 W. Main Street
Waterloo, NY 13165

Dear Mayor Bennett:

I am writing this letter in support of the Village of Waterloo's Downtown Revitalization and Initiative (DRI)/NY Forward application.

I am a lifelong (born and raised) resident of Waterloo, NY. My business partner and I are in the finishing phase of drafting our business plan to open a NY State Farm and Microbrewery in the beautiful NY Finger Lakes Region. We have seen steady progress and the great strides being made to move downtown Waterloo forward.

Our vision for Gem Creek Brewing Co. is to craft highly sought-after traditional and emerging new styles of beer, with the goal of creating a comfortable and inviting atmosphere in a downtown setting. Our focus will be on driving people to our location (and surrounding businesses) with a strong presence on social media and other platforms. We have won multiple brewing competitions, and feel confident that what we produce will draw people into the downtown area.

We continue to collaborate with developer and building owner Howard Friedman on the 7 West Main location in downtown Waterloo. We look forward to the potential of calling Waterloo the home of Gem Creek Brewing Company.

Sincerely,

Guy Mosher

A handwritten signature in black ink, appearing to read "Guy Mosher", written in a cursive style.



Waterloo Central School District

109 Washington Street, Waterloo, NY 13165

www.waterloocsd.org

Terri Bavis

Superintendent of Schools

315-539-1501

Terri.Bavis@waterloocsd.org

September 28, 2023

Mayor Walter Bennett
Village of Waterloo
41 West Main Street
Waterloo, NY 13165

Dear Mayor Bennett,

As the Superintendent of Waterloo Central Schools, the revitalization of the Waterloo Community is very important to the health and prosperity of the school district. A strong, vibrant community assists in the support of a strong school system. The Waterloo Central School District has been fortunate to work with our Village Trustee Don Northrup, to bring the school and the community together. In the past, our Waterloo High School Students worked with UpRoar Gaming in downtown Waterloo, to paint a mural for their space, where our students enjoy occasional free time. This mutually beneficial project was enjoyed by our students as an artistic outlet, and in turn, will be appreciated by our community in this business, for years to come.

Our district is interested in securing a space downtown to create a student art gallery. We have discussed this with the Village Officials over the past two years and are hoping to make this dream a reality. Securing a revitalization grant, such as this, would certainly bring this wish to fruition.

Students who feel connected to their hometown tend to return there to raise a family; buying a home, shopping, and occasionally even starting a business in the community they loved as a child. We are hopeful that the collaborative activities the Village and School continue to foster through our students will have a lasting impact on them and bring them back to Waterloo as adults. A vibrant downtown which attracts the best and brightest to Waterloo will continue to strengthen our schools and our community. We, at Waterloo Central School District, look forward to working with the Village and the community to fully realize Waterloo's potential.

Sincerely,

Terri Bavis

All Students. All Staff. One Family.

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

Dear Director Sullivan,

The Seneca County House of Concern is writing this letter of support for the Village of Waterloo's 2023 DRI/NY Forward application. We recently relocated to the Village of Waterloo into a vacant building behind the Village Office. This relocation was made possible in large part by a CDBG-CV Grant which the Village of Waterloo applied for and was awarded on our behalf in the original amount of \$500,000 and subsequently applied for and received an additional \$78,000. This relocation allowed us to move into a larger space, consolidating our operations. The welcome from the Waterloo community has been overwhelming, including assistance with our food link program by the Waterloo Volunteer Fire Department allowing us to use their facilities for food drop off and pick up.

Our ability to help those in need has grown three-fold since the consolidation of our operations. This location is well-known throughout Seneca County and allows for easy access. The grant enabled us to add a small kitchen for food preparation as well. If helping those in need matters, the Village of Waterloo has certainly demonstrated that this empathy is part of its DNA. We have already served 23,000 people since we started operations at this location on 10/18/22. Our view of the community spirit of downtown Waterloo is a combination of services like childcare, dance studio, wellness, pharmacy, as well as our own that demonstrate a caring for all age groups in this community.

We believe this community understands that quality of life matters to all its residents regardless of their current circumstances. A helping hand can make a huge difference to a family that just needs some assistance getting back on their feet or a war veteran with some disabilities. We are also amazed at the number of donations we are receiving from members of the community to help those in need.

We encourage you to consider the Village of Waterloo's commitment to all members of its community when you determine those deserving of the 2023 DRI/NY Forward Program awards.

Sincerely,
Executive Director
Delores Morgan
House of Concern



The American Legion

Department of New York

1304 Park Boulevard, Troy, New York 12180

W. Michael Bowen

National Exec. Comm.

2121-2023

James W. Casey

Department Adjutant

To whom it may concern:

Re: Letter of Support for the Village of Waterloo, New York

I am W. Michael Bowen a proud Navy Veteran and have been a resident and supportive citizen of the Village of Waterloo. (The Birthplace of Memorial Day). I am a Fifty-Five year + member of the Warner-Van Riper American Legion post # 435. I served as the Department (State) Commander of the Department Of New York American Legion In 2011-2012. I presently have just completed a 4-year term on the National Executive committee. I am a Life member numerous veteran's organization which include the VFW post 6433, American Veterans of American (Am Vets), DAV, Marine Core league, Seneca co. Voiture # 1220 of the Forty and Eight Society of Veteran's and Past Sate Commander and other significant Veteran's Organizations. I have been a member of the Veterans council of Waterloo, which includes members from all representing Veterans organizations and member of the village board and other concern citizens of the great Village of Waterloo, New York.

I have resided in the Village of Waterloo for over 73-years. In which time I have witnessed and been apart of many remembrances & solemn occasions reflecting on the sacrifices that have been made by our men and women who have severed our county in war & peace. Our village representatives and concerned citizens have always supported our Veterans and our remembrance ceremonies and have been intricately involved in ensuring that our veterans would always be honored in the proper reflection Of their service.

Waterloo, N.Y., in 1966, was officially declared by congress and President Lyndon Johnson to be the Birthplace of Memorial Day, and we have honored our war dead by placing flowers and the American flag on their graves since May 5, 1866.

The Village of Waterloo has continually been a community dedicated to the principals of our Constitution and our Men & Women who have fought and died for our freedoms. My hometown the Village of Waterloo, N.Y. continue to serve and honor our men & women keeping us free today by their service in our military.

I strongly encourage the support for the Village of Waterloo, N.Y. as being a place of distinct historical significance worthy of our Nations recognition for a place to visit and reflect on our heritage as a Nation of the people, for the people, so help me God.

Sincerely, W. Michael Bowen

National Executive Member of the American Legion

2021- 2023

3253 Demont Road

Seneca Falls, NY 13148

315-345-3034, mickbow2949@gmail.com