



Potsdam Downtown Revitalization Initiative DRAFT Project Applications Received for DRI Consideration



Last Revised: 2/18/2020

#	Sponsor	Project Name	Address	Description	Total Cost	DRI Funding Request	% DRI Ask
PUBLIC IMPROVEMENT PROJECTS							
A01	Village of Potsdam	Downtown Riverwalk Trail	Along river	Construction of a multi-modal trail along the Raquette River including lighting, bike racks, benches, exercise stations, public art and wayfinding.	\$1,668,500	\$1,668,500	100%
A02	Village of Potsdam	The Downtown Streetscape Enhancement Project	Market Street National Historic Register District	Streetscape improvements in Market Street Historic District including intersection & safety improvements, streetlighting, trees, wayfinding and bioretention.	\$2,969,675	\$2,969,675	100%
A03	Village of Potsdam	Potsdam Public Museum Window Replacement and Restoration	2 Park Street	Replacement of original windows and restoration of historically significant stained glass window in exhibition space.	\$288,775	\$213,775	74%
A04	Village of Potsdam	St. Lawrence Whitewater Park	Raquette River	Construction of a whitewater canoe/kayak park on the Raquette River below the East Hydro-Station	\$2,543,863	\$2,543,863	100%
A05	Nicole Ouellette/Anchorspace Potsdam	Outdoor Lunch Room At Anchorspace Potsdam	71 Market Street	Public downtown eating area outside of Anchorspace including picnic tables, bike racks	\$11,840	\$5,250	44%
A06	Kevin Neumaier	Swift Rails Downtown Potsdam Transportation Assessment	*Along Market/Maple/Main ROW	Planning study on implementing Swift Rails personal transportation system to connect campuses with downtown.	\$49,126	\$49,126	100%
A07	North Country Skateboarders	Fall Island Skatepark & Outdoor Art Gallery	*Fall Island Park - 17 Maple Street	Construct skatepark on Fall Island Park including outdoor art gallery	\$337,800	\$257,800	76%
*Project sponsor is not property owner							
PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS							
B01	Tom Holsen	DMAX Plasma Expansion	*65 Main Street, Peyton Hall	Business expansion for company that manufactures electrical discharge plasma reactors used to trap and eliminate specific water pollutants.	\$200,000	\$100,000	50%
B02	Nancy Orologio	Elevator/Carpet project for Midtown Apartments	*28 Munson street	Interior renovation and upgrade of elevators (access improvements) to senior/subsidized apartments.	\$355,000	\$325,000	92%

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B03	Sharon Vegh Williams	North Country Children's Museum 2nd Floor Expansion (Phase III)	10 Raymond Street	Business expansion of Children's museum into second floor	\$1,855,000	\$1,355,000	73%
B04	Gabe Ockrin, Park Bros	Manufacturing Expansion at 43 Maple Street	43 Maple Street	Store expansion including building addition, purchase of manufacturing equipment.	\$220,300	\$179,400	81%
B05	Gabe Ockrin, Bagelry	Revitalize 9 Market Street	9 Market Street	Interior/exterior renovations of Bagelry commercial space	\$238,500	\$178,500	75%
B06	Gabe Ockrin, Fifty Two Capital Group LLC	Revitalize the IGA Grocery Store Building and Parking Lot	25 Elm Street	Interior/exterior renovations of IGA including parking lot, façade, windows	\$482,000	\$336,000	70%
B07	Frank Sergi	Pert Building Renovation	34-36 Market Street	Interior renovation and upgrade of commercial and residential units including roof. Converting student apartments to luxury apartments.	\$396,591	\$198,296	50%
B08	SSGA, LLC (Simon Greer)	Rehabilitation of Warehouse at 50 Market Street	50 Market Street	Rehab of vacant warehouse into commercial space. New roof, utility upgrades, solar panels	\$93,910	\$46,955	50%
B09	Peter C. Barstow	22-24 Market St DRI Repairs and Alterations	22-24 Market Street	Exterior renovation including façade, roof, windows, scupper system.	\$133,777	\$66,889	50%
B10	Erica LaFountain	Potsdam Food Co-op Relocation and Expansion	*63 Market Street	Business expansion of Food Co-op including acquisition of new property, renovation, equipment and marketing.	\$2,807,188	\$1,398,050	50%
B11	Trezza Realty LLC / Larry Hazen	Lee's Hawaiian Grill DRI Alterations and Repairs	3 Market Street	Interior/Exterior renovations including window replacement, foundation repairs, HVAC, Electric	\$72,002	\$36,001	50%
B12	Duane Pelkey	The Sandstone	22 Main Street	Business expansion of Scoops ice cream to include indoor breakfast/lunch dinner, additional products	\$250,000	\$117,500	47%
B13	Lisa Sergi and Frank Spagnolo	Town House Renovation Project	38 Market	Interior/exterior renovation including façade, conversion of existing 2nd/3rd floor vacant commercial space into 5 high-end apartments	\$493,421	\$246,711	50%
B14	Trezza Realty LLC / Larry Hazen	Isle of You DRI Alterations and Repairs	17 Market Street	Interior/exterior renovation including façade, roofing, windows, utilities, and conversion of existing 2nd floor commercial space into 3 apartments.	\$438,928	\$219,464	50%

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B15	Trezza Realty LLC / Larry Hazen	Hazen Enterprises DRI Alterations and Repairs	25 Market Street	Interior/exterior renovation including windows, doors, security system upgrades for 2nd/3rd floor containing 8 apartments	\$80,652	\$40,326	50%
B16	Swan Landing Associates, LP / Bryan Wolofsky	Swan Landing DRI Alterations and Repairs	101 - 608 Swan Street	Deck repairs, new shed, stonework and signage for a 44 unit rental housing community	\$286,532	\$143,266	50%
B17	Trezza Realty LLC / Larry Hazen	Hazen Enterprises DRI Alterations and Repairs	29 Market Street	Primarily interior improvements including division of first and second floor commercial space into 4 smaller commercial spaces, new doors and security system for 3rd floor apartments	\$132,878	\$66,439	50%
B18	Trezza Realty LLC / Larry Hazen	Brick and Mortar Music Tenancy DRI Alterations and Repairs	15 Market Street	Interior/exterior improvements including roof, windows, fixture, and delivery door for existing commercial tenant	\$143,874	\$71,937	50%
B19	Trezza Realty LLC / Larry Hazen	Arlington Building DRI Alterations and Repairs	4 Market Street	Interior/exterior renovation including roof, windows, masonry repairs, fire escape repairs, new storefront	\$626,900	\$313,450	50%
B20	Trezza Realty LLC / Larry Hazen	Mama Lucia's Restaurant DRI Alterations and Repairs	1 Constitution Street	Utility replacement of sewer/water and addition of fire sprinklers	\$185,496	\$92,748	50%
B21	Trezza Realty LLC / Larry Hazen	Cactus Grill and Cantina DRI Alterations and Repairs	11 Raymond Street	Exterior improvement including windows, masonry repairs	\$125,518	\$62,759	50%
B22	Trezza Realty LLC / Larry Hazen	Maxfield's Restaurant DRI Alterations and Repairs	5, 7 Market Street	Interior/exterior improvements including foundation, sump pump, masonry repairs, ADA compliant access improvements to restaurant	\$156,626	\$78,313	50%
B23	Josh McGrath & Ben Hull	Eat Shawarma Restaurant	*TBD	Business expansion from food truck to brick and mortar restaurant serving Lebanese cuisine. Expenses include interior renovation of TBD space, commercial kitchen equipment, POS, furniture, fixtures.	\$172,658	\$85,958	50%
B24	Ed Murphy, Benjamin Murphy Associates	Market Square Mall DRI Alterations and Repairs	20, 22 Depot Street	Primarily exterior renovation including new EPDM roof, insulation, siding, canopy, masonry repairs. Interior renovation of 2 bathrooms	\$656,200	\$328,100	50%
B25	Jeffry Szot	Roxy Theater DRI Alterations and Repairs	20 Main Street	Exterior renovation of Roxy Theatre façade	\$114,558	\$57,279	50%

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B26	Nicolas Zirn / Alice McClure (El Caballo Negro, LLC)	59 Market St	59 Market Street	Exterior/interior improvements including ADA entrance, windows, stairs, roof, basement renovation, creation of multimedia space	\$404,816	\$202,408	50%
B27	Ed Murphy, Benjamin Murphy Associates	Market Square Apartments	20, 22 Depot Street	Construction of 8 apartments and covered parking in Market Square Mall	\$2,962,186	\$1,481,093	50%
B28	The Farrago, Inc. / Mary Hilton	49 Market Street Renovation and Creation of Basement Work Space	49 Market Street	Exterior/Interior renovation including roof, masonry repairs, renovate basement for commercial space (Maple Run Emporium)	\$83,845	\$41,923	50%
B29	Clarkson University or its Designated Lessee / Robert Cree, CFO	Upgrades to The Clarkson Inn	1 Main Street	Building expansion of Clarkson Inn to add 20 rooms, meeting space, fitness room, renovate furniture and fixtures.	\$2,500,000	\$600,000	24%
B30	Clarkson University or its Designated Lessee / Robert Cree, CFO	The Transformation of Snell Theater	41 Elm Street	Transformation of a vacant building and construction of a theatre, 59 apartments as well as incubation and office space.	\$4,842,125	\$2,201,250	45%
B31	Dana Wakefield	17 Maple Street DRI Alterations and Repairs	17 Maple Street	Exterior upgrades including roof and windows.	\$53,282	\$26,641	50%
B32	LCDrives Corp / Devon Sutton	Congdon Hall Material Handling Equipment	*56 Main Street, Congdon Hall	Creation of Material management/ manufacturing space in Congdon Hall, including installation of heavy equipment for existing and future companies utilizing incubator space	\$5,116,656	\$1,016,656	20%
B33	Breaking Even Communications, Leaping Logic, Anchorspace Potsdam	Where To Buy Potsdam App	N/A	Creation of an interactive app connecting potential customers with downtown businesses. Would allow business to provide information on current inventory which would be searchable to potential customers.	\$82,388	\$35,400	43%
B34	St. Lawrence County Arts Council - Maggie McKenna, Executive Director	North Country Arts Center	6-8 Raymond St	Acquisition and exterior/interior renovation for new North Country Arts Center including windows, floors, restrooms, walls, elevator and equipment for printmaking studio	\$1,609,350	\$978,100	61%
B35	Scott Carroll	Project Vu/Blu Dodo	*65 Main Street, Peyton Hall	Business expansion for company that produces mixed reality/ virtual reality global climate product. Salary for 3 FT, 3 PT positions, cloud services, exhibition space	\$626,000	\$176,000	28%
B36	Clarkson University / Robert Cree, CFO	The Renovation of Damon Hall into an Advanced Manufacturing Incubator	67 Main Street, Damon Hall	Creation of advanced manufacturing incubator through exterior/Interior renovation of Damon Hall including elevator, windows, utility improvements, parking.	\$3,293,500	\$1,655,000	50%

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B37	Clarkson University / Robert Cree, CFO	The Restoration of Congdon Hall	56 Main Street, Congdon Hall	Exterior/interior renovation of vacant space including roof, windows, interior construction, dock door, utility upgrades to provide additional incubator space	\$2,842,125	\$2,201,250	77%
B38	Clarkson University / Robert Cree, CFO	The Renovation of the Liberal Studies Building	10 Pierrepont Avenue	Exterior/interior renovation of vacant space into 22 offices, classrooms and meeting rooms.	\$2,072,250	\$1,042,500	50%
REVOLVING GRANT & LOAN							
C01	Village of Potsdam	Rebuild Downtown Potsdam	N/A	Revolving grant and loan fund including rent assistance, main street renovation, and a quick-start grant program	\$1,087,915	\$600,000	55%
BRANDING & MARKETING							
D01	Village of Potsdam	Downtown Branding Campaign	N/A	Branding and Marketing initiative for Downtown Potsdam including branding development, standards, wayfinding, banners and implementation	\$131,000	\$125,000	95%
		Number of DRI Projects:	47	TOTALS:	\$46,295,526	\$26,235,551	57%