



## Potsdam Downtown Revitalization Initiative Recommended Projects for DRI - Updated 9/9/2020



#	Sponsor	Project Name	Address	Description	Total Cost	DRI Funding Request	DRI Ask %
<b>PUBLIC IMPROVEMENT PROJECTS</b>							
A01	Village of Potsdam	Downtown Riverwalk Trail	Along Raquette River	Construction of a looped multi-modal trail along the Raquette River including a pocket park, shared use path, mural walk and new bike lanes on Maple Street.. The trail will connect to existing multi-modal connections in the Downtown.	\$2,481,000	\$2,481,000	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.	\$2,780,000	\$2,780,000	100%
A07	Village of Potsdam / North Country Skateboarders	Fall Island Skatepark & Outdoor Art Gallery	Fall Island Park - 17 Maple Street	Construction of a skatepark on Fall Island including an outdoor art gallery	\$348,000	\$258,000	74%
<b>PROPOSED NEW DEVELOPMENT &amp; REHABILITATION OF DOWNTOWN BUILDINGS</b>							
B03	North Country Children's Museum (Sharon Williams, Exec. Dir.)	North Country Children's Museum Expansion (Phase III)	10 Raymond Street	Business expansion of Children's museum into second floor, including basement and first floor renovations to accommodate an elevator.	\$1,900,000	\$1,400,000	74%
B10	Potsdam Food Co-Op (Erica LaFountain, President)	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.	\$2,966,000	\$1,659,000	56%
B12	Duane Pelkey	The Sandstone	22 Main Street	Business expansion of Scoops ice cream into 1940s/50s themed seasonal diner serving breakfast/lunch with outdoor seating.	\$257,000	\$118,000	46%
B24	Brooks Washburn	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	\$666,000	\$311,000	47%
B25	Jeffry Szot	Roxy Theater DRI Alterations and Repairs	20 Main Street	Exterior renovation of Roxy Theatre façade, signage and main entrance.	\$115,000	\$58,000	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	\$405,000	\$203,000	50%
B29	Visions Hotels	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%
B34	St. Lawrence County Arts Council (Maggie McKenna, Exec. Dir.)	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	\$1,287,000	\$578,000	45%
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.	\$2,516,000	\$900,000	36%
<b>REVOLVING GRANT &amp; LOAN</b>							
C01	Village of Potsdam	Rebuild Downtown Potsdam	N/A	Revolving grant and loan fund including rent assistance, main street renovation, a quick-start grant program, and COVID-19 related capital improvements.	\$1,388,000	\$750,000	54%
<b>BRANDING &amp; MARKETING</b>							
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%
		<b>Number of DRI Projects:</b>	<b>14</b>	<b>TOTALS:</b>	<b>\$19,740,000</b>	<b>\$12,221,000</b>	<b>62%</b>



## Potsdam Downtown Revitalization Initiative Projects for the Strategic Investment Plan - Updated 9/9/2020



#	Sponsor	Project Name	Address	Description
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
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.
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
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.
B32	LC Drives 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
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. Project cost includes building renovation, exhibit fixtures and lighting.
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