



ANNUAL REPORT 2020-2021

Enhancing sustainable economic opportunity and community vitality in the village and town of Hamilton and the surrounding areas.



Partnership
for Community
Development



LETTER FROM THE BOARD PRESIDENT

Dear Community Members, Donors and Friends,

With nearly every aspect of daily life affected, during this past year the pandemic also presented a unique opportunity to the Hamilton business community. Demonstrating resilience and adaptation, business owners rapidly developed new products and services to meet a dynamic, and unpredictable, set of circumstances. The Hamilton community energetically pulled together to support each other despite the array of restrictions and uncertainty.

Throughout the year, Partnership for Community Development staff worked tirelessly in administering grants, communicating with business owners, and navigating the complexities of various federal relief initiatives. And exceptional progress was made in advancing several long-term initiatives. This annual report highlights many of the pursuits and achievements, all of which are enabled by the leadership exhibited by our community Partners--the Village of Hamilton, the Town of Hamilton, and Colgate University.

As we enjoy the long summer days, highlighted by the return of popular events, please consider your part in making Hamilton thrive--patron the farmers market, downtown eateries, and the wide variety of shops that offer abundant opportunities to buy local and to support our neighbors.

The Partnership for Community Development remains central to facilitating funding, planning, and an overall framework for economic vibrancy in and around Hamilton. Thank you for your support.

PETER J. RADOSTA
PRESIDENT, BOARD OF DIRECTORS

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Our Partners

Village of Hamilton (RuthAnn Loveless, Mayor)
Town of Hamilton (Eve Ann Schwartz, Supervisor)
Colgate University (Brian Casey, President)



Mission:

We will enhance sustainable economic opportunity and community vitality in the village and town of Hamilton and the surrounding areas.

Specifically, we help:

- Existing businesses and farms thrive.
- Attract and support new community-minded businesses and talent to our area.
- Develop attractive, inviting and commercially viable downtown area.
- Preserve and enhance the small town, rural character of our community, staying authentic to who we are.
- Foster widespread civic involvement in community development initiatives.
- Research, solicit, and administer grants and gifts to serve these purposes and leverage the community resources of our Partner organizations.

A few key impacts this year:

- Over **\$3 MILLION IN ACTIVE FUNDING**
- Over **250 ATTENDEES** at professional training workshops and networking events
- Over **500 ACRES** of farmland preserved
- **1 MILE** of trail improvements
- Over **30 BUSINESSES** provided direct financial assistance through the Small Business Fund

Active Grants 2020-2021:

\$131,088 through the Small Business Fund
\$300,000 for the Rural Business Transitions Program
\$350,000 awarded for area homebuyers to provide purchase and rehabilitation assistance
\$54,700 to improve a one-mile section of the Chenango Canal Towpath Trail
\$100,000 in business expansion funding
\$186,000 to assist Ray Brothers Barbeque with their expansion project
\$625,000 in collaboration with Thought into Action for downtown incubator and co-working expansion
\$650,000 in collaboration with Thought into Action for a new building at 18-22 Utica Street that will include new incubator facilities
\$13,300 from the CNY Community Foundation to install new signage along the Chenango Canal Towpath Trail
\$10,000 in collaboration with the Hamilton Dog Park Committee to create a dog park in the Village of Hamilton
\$825,528 Farmland Protection Implementation Grant in collaboration with Southern Madison Heritage Trust

TOTAL: \$3,245,616

COVID-19 Response and Small Business Fund

Since the pandemic started in March 2020, PCD has been working tirelessly to ensure our business community remained vibrant. With over \$130,000 raised for our **Small Business Fund (SBF)**, we were able to provide funding to businesses in need and initiate a number of community-wide efforts.

The **Stay Safe, Stay Local** campaign focused on making Hamilton's downtown as safe and accessible as possible. Sandwich boards, banners, and other signage were paired with a digital campaign to encourage mask wearing, social distancing, and other protocols to keep workers and patrons safe.

The SBF also supported a holiday program for the **Hamilton Food Cupboard**. The program began with the delivery of Thanksgiving dinners from a local restaurant to residents of Madison Lane apartments who otherwise would have gone without a holiday meal. Those meals were paid for with some of the remaining monies from the Small Business Fund as a way to support a local restaurant. The idea grew from there - the PCD purchased food from area restaurants and donated it to the Food Cupboard. This was a positive arrangement for all parties - restaurants received business and the Food Cupboard received delicious, prepared foods that could be frozen until distributed.

To reinvigorate shopping for our retail establishments, PCD began **new initiatives for retail**. A coupon book was developed for retail and service totaling \$105 in value.

A **series of events** were also planned to support retail establishments, including a children's event with a Charlie and Chocolate Factory theme. Chocolate bars were distributed to area retailers and two had golden tickets to allow for a private screening at the Hamilton Movie Theater, where the event was kicked off with a screening of Charlie and Chocolate Factory.

"The Hamilton Food Cupboard is very grateful for a unique partnership opportunity with the PCD. This partnership allows us to pass along to our patrons gift certificates to area restaurants, prepared meals from a variety of eateries, and even bags of freshly ground coffee. This partnership is a win-win for local restaurants and food cupboard patrons."

- Suzanne Collins, Food Cupboard Director

Earlville for Earlville

The Earlville for Earlville (E4E) committee was founded in 2020 to undertake community-based projects in the Village of Earlville. E4E is a partnership that includes the Village of Earlville, the Town of Hamilton, Town of Sherburne, the Earlville Free Library, the Partnership for Community Development, the Upstate Institute at Colgate University, and others. This year, the group focused on a new design for Fayette Street Park. With the help of Cornell's Design Connect program, a new design was created for the park that includes an updated skatepark, an expanded and interactive playground, and a one mile ADA accessible trail loop. The group is now working to finalize the park design and pursue funding.

Dairy Initiative

This year, PCD continued our dairy initiative with a partnership with the Upstate Institute. The first phase of a market study was completed to understand the feasibility of a regionally-based dairy processing and distribution enterprise. A dairy farmer-led committee worked with a Vermont-based firm to gain a basic understanding of the idea's viability.

18-22 Utica Street

PCD worked with Colgate University to secure \$650,000 of Empire State Development (ESD) funding to support the mixed-use project at 18-22 Utica St. The multi-million dollar investment in Hamilton's downtown will include apartments, commercial space, and the new PCD incubator and offices. This project is still in development and a date to break ground is to be determined.

Purchase-Rehab Grants

PCD and the Utica Homeownership Center (UNHS) began accepting applications for the \$350,000 grant awarded to assist first time low and moderate income homebuyers with purchasing and improving a home. Grants of up to \$35,000 are being awarded to qualified buyers.

Incubator

The incubator programming schedule was abruptly cut short due to COVID-19 in March of 2020. The focus was immediately shifted to working with businesses to provide direct assistance with navigating the federal CARES Act including the PPP, EIDL and unemployment assistance. We also began sending our newsletter out 1-3 times a week to keep businesses informed of constantly changing events at the federal and state level. The limited mobility of Colgate students and residents in Hamilton created a void in the vibrancy and commerce that are the lifeblood of our local businesses at a time of the year that provides almost 50% of annual profits for most of these businesses. The federal and state programs were vital to keeping our businesses afloat during this very difficult time.

Over the summer months we worked with businesses on their reopening plans that would adhere to the governor's guidelines for different industries and levels for opening. We also worked on securing PPE for those businesses. With the passage of the American Rescue plan in early March of 2021, we again worked with businesses to understand and take advantage of any new programs or aid that it contained.

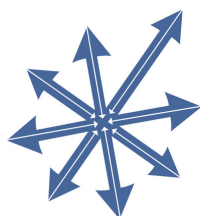
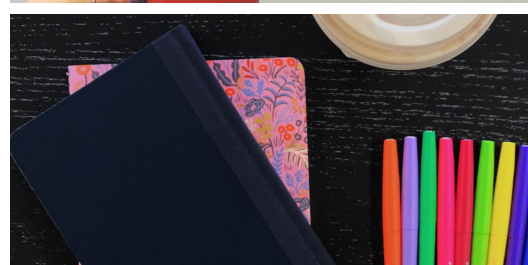
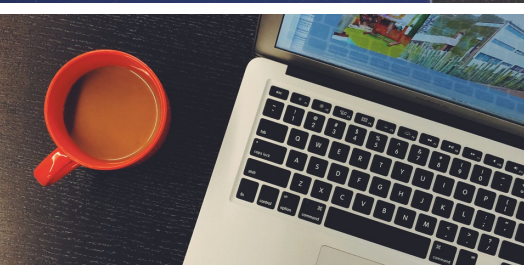
We continue to work with local businesses on creative ways to iterate their business and ensure they can stay viable and not quite as dependent on a transient college community. These efforts include creating a stronger online presence with ecommerce options; ensuring that brick and mortar establishments follow all safety protocols; creating additional outdoor dining opportunities; and a strong marketing campaign to let people know Hamilton is a safe place to shop and eat.

In January, we began a new [virtual] monthly series - "Coffee Chat". Many business owners have felt isolated and overwhelmed during the pandemic and these chats offer the opportunity to meet with and learn from each other during these challenging times. Each month we feature a relevant topic, often with a guest presenter with plenty of time after for open discussion.



Some metrics on our programming:

- Over **250 attendees** at professional training workshops and networking events
- Over **410 recipients** of our weekly incubator newsletter



TheHub

Fueling Regional Business Growth

Incubator Becomes 'The Hub'

The Partnership for Community Development (PCD) and Colgate University's Thought Into Action Entrepreneurship Program (TIA) are excited to announce the renaming and branding of the Incubator at 20 Utica Street in the Village of Hamilton. Going forward the incubator will be called "The Hub" with a tagline of "Fueling regional business growth."

"We wanted the name to represent both the physical space at 20 Utica as well as the programming, coworking, and other events that take place in this entrepreneurial hub created with the partnership between the PCD and TIA," said Mary Galvez, incubator director. "We're excited to work with new and existing entrepreneurs as together we grow our local business community. This will be especially meaningful in the post-COVID era."

This partnership was solidified two years ago with a 5-year \$625,000 grant from the Empire State Development New York State Business Incubator Program. This major funding enabled the PCD to hire a full-time staff member to support improving coworking strategies, networking events, and an expanded offering of workshops and training programs.

Representatives from the village and town of Hamilton, Colgate University and PCD staff worked with Romanelli Communications from Clinton, NY to develop the new brand.

The Hub has also brought together the merger of the Hamilton Business Alliance (HBA) and the PCD. To better serve our business community, the organizations combined and the HBA is now a marketing and tourism sub-committee within The Hub. Businesses now join The Hub and receive a wide range of benefits, including those of the former HBA and many more.



TIA Incubator Program

In 2020-2021, 123 entrepreneurs participated in the TIA Incubator, with 42 ventures showcased during Entrepreneur Weekend, the program's year-end culminating event, held virtually this year.

Rural Business Transitions Grant Program

PCD was awarded \$350,000 from the Alliance for Economic Inclusion, a program that awards grants to fight poverty in the Central New York region. With the funding, PCD launched our Rural Business Transitions Program to assist local businesses, including farms, undergoing a transitional phase in their business growth. This program is intended to stabilize and improve business conditions for the region by keeping long-time businesses in operation and assisting those that would like to grow.

Rural Business Technology Grant Program

PCD was awarded \$70,000 from the USDA Rural Business Development Grant program to help farm- and forestry-based businesses in southern Madison County incorporate technology into their business models. So far, we have awarded funding to businesses for website and e-commerce development, digital marketing, dairy management systems, and more.

Farmland Preservation

Southern Madison Heritage Trust (SMHT) was awarded \$825,528 through the New York Farmland Protection Implementation Grants Program to purchase a conservation easement on a dairy farm in southern Madison County. PCD will assist SMHT in administering the grant funds. Once the project is complete, over 500 acres of working farmland will be permanently preserved.

Chenango Canal Towpath Trail

The Chenango Canal Association and PCD are administering \$54,704 through the Recreational Trails Program to resurface a one-mile section of the Chenango Canal Towpath Trail in the Town of Eaton. This winter PCD and the Chenango Canal Association completed the bidding process for the resurfacing work and are working with the NYS Canal Corporation to schedule the project for 2021.

New Towpath Trail Signage

PCD received \$13,300 from the CNY Community Foundation for the purchase and installation of new signage along the Chenango Canal Towpath Trail. The new signage system will include mile markers, maps, and information about the history and wildlife of the trail, including QR links to the Chenango Canal Association's "History Happened Here" audio tour. This year the signage project will be completed in conjunction with the Towpath Trail resurfacing.

Launch Grants

PCD and the Village of Hamilton are managing the second round of our Launch Grant Program. The program provides \$100,000 in microenterprise funds to local businesses through a competitive application process. Businesses were awarded up to \$20,000 each to start or grow their enterprise. This year, we closed out the grant with our final business.

The Wild Seed PB Co.

The Wild Seed PB Co. is a woman-owned enterprise that produces all-natural peanut and nut butters. Their Launch Grant award funded the purchase of new equipment and inventory to facilitate the business's continuing expansion.

PCD Small Business Fund Contributions

Up to \$99

Colette Abissi
Grace Aldrich
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Rita Armideo
Alexandra Balasanov
Emily Ball
Ellie Barton
Lauren Bisceglia
William Blumenberg
Ben Brown
Abigail Burden
Hannah Casey
Elizabeth Casey
Phoebe Casey
Sarah Casey
Emily Clark
Maura Craig
Melanie Crawford
Sarah Davis
Abigail Deery
Tucker DePaola
Felicia DePaola
Lindsey Derbyshire
Nicole Dienst
Philip Dontino
Ryan Dorian
Elizabeth Elder
Edward Fogarty
Marjorie Foley
Matthew Fox
Margery Gardner
Casey Horey
Michael Ippolito
Robert Israel
Jason Kawai
Logan King
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Deborah Kliman
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Joseph & Kerry Koen
Elizabeth Kucera
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Allison Laurion
Caroline Leeber
Lorinda Leeber
Wendy Ilorente
Paige Lord
Campbell Matheis
Sophie Miles
Pamela Miles
Elisabeth Morin
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Claudia O'Connor
Samantha Pacilo
Charlotte Pratt
Paulina Prosnitz
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Suzanne Rowland
Sydney Hvidsten Schultz
Thomas Seasholtz
William Sidari
Caroline Simon
Wendy Simon
Megan Smith
Ellen Sojka
Samuel Soucy
Jeffrey Spires
Lucy Stenovet
Logan Sundberg
Christene Telesco
Gloria Vanderneut
Lindsey Wiley
Mary Williams
Henry Wilson
Chrystian Zegarra
Anika Zetterberg
Caden Zimmerman
Michelle Zusi

\$100-\$199

Anonymous
Constance Byrne
Cynthia Elder
Kate Levine-Freedman
Valerie Herzog
Janet Little
Charles & Susan Naef
Kenneth & Valerie Roffe
Lisa Simek
Stephen Solomon

\$200-\$499

Kathleen Dill
Susan Herzog
Alexandra Kaminski
Merrill L. Miller, M.D.

\$500-\$999

John Birk
Margaret Currier
Peter Darby
Amy Eustance
Jim Fitzpatrick
David T Hopper
Helen Kebabian
Dennis Kiely
M.C. Martin
Robert & Amy Schutt
Thomas Simons
Bruce Ward

\$1,000-\$9,999

Gregory & Melissa Fleming Family Fund
Selina Luger Hoessly & Michel Hoessly
Marcelle & Robert Tyburski-The M. & R. Tyburski Family Fund

\$10,000+

Anonymous

