



2019-2020 Annual Report



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.



Letter from the Board President



Dear Community Members, Donors and Friends,

Just a few months ago, we had no idea how suddenly daily life in and around rural Hamilton would change as a result of the pandemic. Business closures, suspensions on the Colgate campus, families managing home-schooling, and other interruptions have affected everyone in unforeseen ways. But these struggles have highlighted what Hamilton exemplifies—a sense of community. Through the Partnership for Community Development, resources were quickly made available to local businesses, including the establishment of the PCD Small Business Fund. Donors from near and far, including Colgate-related groups and parents, combined to raise over \$110,000 which was distributed through the Fund. While many businesses continue to be economically stressed, these grants and other funding sources have provided interim relief.

We deeply understand how individuals, businesses, and nonprofit organizations are so vital to the quality of life in the Hamilton area. With its principal partners—Colgate, the Village, and the Town of Hamilton—PCD is working in new and adapted ways to offer best-in-class services to local business owners. PCD staff is in continuous communication with stakeholders, elected officials, government agencies and private-sector resources to make available all possible measures to restore and maximize opportunity for existing and new businesses.

We care deeply about the prosperity of the Hamilton area. With spirit, so many individuals and organizations in the region have demonstrated resilience in these challenging times. PCD and its partners are determined to foster economic vibrancy as we work together to meet the needs of this community.

The Board of Directors remains grateful for the opportunity to serve. Thank you for your support.

A handwritten signature in black ink that reads "PJ Radosta".

Peter J. Radosta
President, Board of Directors

Thank you to Dave Buran

Dave Buran has been serving on the PCD board since 2014, with the last three years as our vice president. Dave's leadership has been integral to PCD's development, serving on the executive and finance committees during times of high organizational growth, providing a steady hand all the way. Dave's years of fundraising experience have helped lead PCD's annual fund drive, advising staff throughout the process. We are endlessly thankful for Dave's years of service to PCD and the community and wish him a continued happy retirement with his family and friends.

Profile of Dave Buran

Early career:

- 23 years in education – final stop as Headmaster of Hebron Academy in Maine.
- His education career was followed by a career in healthcare fundraising including capital campaigns at Massachusetts General Hospital and Albany Medical Center. Dave retired to Hamilton in 2006 and became involved in Madison County Reads Ahead literacy training for adults, serving as a tutor and coordinator of the Hamilton Library branch.

Other community involvement:

- In 2009, became Director of Development for Community Memorial Hospital and continued this work through 2016.
- In 2013, became a member of the Crouse Community Center Board.
- In 2014, became a member of the Morrisville College Foundation Board – serving as Chair of the Board for three years.
- 2017-2019, was a member of Hamilton Club serving as President.

“ My experience with the Partnership for Community Development has been most rewarding. I have witnessed tremendous growth over the past 6 years in the services offered to our local businesses and in the financial resources provided for community growth. The hiring of Jennifer Marotto Lutter was one of our best decisions. The partners supporting the PCD (Colgate University, the Village of Hamilton and the Town of Hamilton) have allowed this community to grow economically and to encourage new business growth. It has been a big reason for Hamilton's successes and making it a great place to live.”

Active Grants 2019-2020

\$100,000

to area businesses through the Launch Grant program

\$300,000

awarded to create the Rural Transitions Program

\$350,000

to area homeowners for exterior improvements

\$186,000

to assist Ray Brothers Barbeque with their expansion project

\$54,700

to improve a one-mile section of the Chenango Canal Towpath Trail

\$300,000

in business expansion funding

\$350,000

awarded for area homebuyers to provide purchase and rehabilitation assistance

\$650,000

in collaboration with Thought into Action for a new building at 18-22 Utica Street that will include new incubator facilities

\$20,000

in collaboration with the Poolville Community Center for building improvements

\$625,000

in collaboration with Thought into Action for downtown incubator and coworking expansion

\$10,000

in collaboration with the Hamilton Dog Park Committee to create a dog park in the Village of Hamilton

\$70,000

to support businesses with their online presence and marketing.

\$13,300

to install new signage along the Chenango Canal Towpath Trail.

Total: \$3,029,000

2019-2020 Accomplishments



COVID-19 Response and Small Business Fund

In March, Hamilton and the rest of the world were hit by the coronavirus pandemic. The closures of schools, universities, and non-essential businesses along with the cancellation of all public gatherings impacted the community in an unprecedented way. The most profitable time of year for our small businesses suddenly vanished with limited information on what the future would bring.

PCD's staff immediately took action to support our small businesses. We launched the effort with a late night zoom call with business owners to share strategies and ideas to support each other. A number of businesses were able to help each other through resource and skill sharing.

PCD's first program was to fund marketing grants up to \$500 to adapt to the online demands presented by COVID-19. PCD awarded over \$5,000 in a short time period to help set-up online stores and delivery services, launch new websites, and improve other digital services.

Our next step was to begin fundraising for our Small Business Fund with the goal of providing grants to Hamilton businesses to support them during the pandemic. We successfully raised over \$110,000, a large portion of which came from Colgate University parents and alumni through Colgate's outreach. We were then able to subsidize the fund with \$55,000 of CDBG microenterprise funding we had available. With these monies, we worked with over 30 businesses to assist them in not only surviving the economic downturn, but adapting their business model to the ongoing demands the crisis will present.

We also worked closely with Congressman Anthony Brindisi's office to ensure our businesses' concerns were heard regarding federal funding. Congressman Brindisi hosted a Zoom call with PCD and over 50 attendees were able to directly interact with the Congressman to have their questions answered and concerns heard.

All of this ran congruent with PCD's non-stop outreach to the community on programs and opportunities at the state and federal level, as well as one-on-one services to businesses in need.

Earlville for Earlville

The Earlville for Earlville community-based planning project started in 2020 as a way for the residents of Earlville to define and describe their needs and goals, and to use those needs and goals to develop an action plan. Surveys, interviews, focus groups and public meetings will all be part of the public process and help determine what services currently exist in the community, and what are the challenges and hopes for the future of Earlville. The project is led by 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.



Dairy Initiative

In October, PCD co-hosted a dinner with the Upstate Institute for area dairy farmers. Hudson Valley Fresh founder, Sam Simon, visited us to explain the HVF model and facilitate a conversation about the idea. We had 42 farmers attend the meeting and a great deal of enthusiasm grew for the project. From this event, a committee of farmers has been formed to explore the idea of a farmer-owned, regionally-branded dairy processing and distribution venture with the goal of preserving dairy farming in CNY and making the farms more financially viable.



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, to be shared with Thought into Action. Design of the space will take place in late 2020 with the project breaking ground in spring 2021.



Incubator

This was the first full year that PCD oversaw operation of the incubator at 20 Utica St., in partnership with Colgate's Thought Into Action Entrepreneurship program. Our first step was to meet with many of the local businesses to determine what types of assistance they needed. Armed with that information as well as surveys previously distributed by the PCD, we put together a full schedule of programs for the year.

It quickly became apparent as we started planning the programming that a "one size fits all" style of workshops and trainings would not work. We work with businesses that range from beginning stage (many TIA students) to well established businesses that have many processes in place. We came up with the idea for "office hours" – one-on-one appointments with experts in their respective fields. Some examples include a financial planner, a tax expert, and an insurance consultant. In addition, we offered workshops, trainings, and monthly networking events. We partnered with local businesses (Crush Bottle Shop for wine tasting after work; FoJo Beans for morning coffee) that allowed us to showcase these businesses while providing networking opportunities for local business owners. Throughout the year, the incubator was open for co-working to paying members.

We also began a weekly newsletter that is sent out to over 375 local recipients with up-to-date information on our programming as well as news pertinent to small businesses.



Our programming was abruptly cut short due to COVID-19 in mid-March. We immediately shifted our focus to working with businesses providing direct assistance with navigating the federal CARES Act as well as providing other support as outlined above. 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.

Metrics on Programming

Over 30

attendees for a Community Open House

Over 43

hours of free office hours appointments with subject matter experts

210

attendees at professional training workshops

Over 50

businesses at our networking events

Over 375

recipients of our weekly incubator newsletter



TIA Incubator Program

This year's cohort for the TIA Incubator was the largest to-date, with 91 students participating: 71 students in their first year of the program and 19 students returning for a subsequent year. Fifteen incoming teams participated in a three-day accelerator pilot program based on design thinking principles. Throughout the year, 35 mentors donated a total of 2,132 hours in-person and remotely. The Incubator concluded with the Virtual Venture Showcase—in place of the typical on-campus Entrepreneur Weekend—which received 1,500 visits on launch day. The showcase featured 31 teams: 13 businesses, 11 socially-focused ventures, 3 campus services, and 3 arts-focused ventures.

Purchase-Rehab Grants

PCD and the Utica Homeownership Center (UNHS) were awarded \$350,000 to assist first time low and moderate income home buyers with purchasing and improving a home. Grants of up to \$30,000 will be distributed starting in 2020.

Ray Brothers BBQ Expansion

Ray Brothers BBQ (RBB) is a southern Madison County staple with a dedicated following. Their success brought the need for expansion, including a new cooking facility and larger dining area. The project will bring 14 new jobs to the area and grow RBB's capacity to serve patrons, including during their ever-growing concert series.



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. We will use the funding for our Rural Business Transitions Program, a micro-grant program that will award funding to local businesses, including farms, undergoing a transitional phase in their business growth. This program will allow us to provide grant funding to many of the unique businesses in our rural community.

Farmland Preservation

PCD began working with Southern Madison Heritage Trust to apply for funding from the NYS Dairy Transitions Program. If awarded, SMHT will use the grant to purchase conservation easements on two dairy farms in southern Madison County, permanently protecting them from development and preserving them as working farmland.

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. PCD continued work on the project this year with the Town of Eaton, Chenango Canal Association, and Madison County Soil & Water Conservation District.

Harriet Tubman Event

In November, PCD co-hosted a celebration of abolition in CNY with the National Abolitionist Hall of Fame, the Upstate Institute, Hamilton Public library, and the Hamilton Theater. We invited Dr. Kate Clifford-Larson, Harriet Tubman's official biographer, to speak about Tubman's extraordinary life. This was followed by a packed house at the Hamilton Theater to watch Harriet, the 2019 film biopic of Tubman.

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 can be awarded up to \$20,000 each to start or grow their enterprise. During this round, we funded six businesses in the Village.



Jill Nelson, creator of **Natural Beauty Prosthesis**, is a licensed massage therapist who specializes in orthopedic injury work and oncology massage. Inspired by her work with former breast cancer patients looking for a more natural alternative to plastic breast forms, Jill began developing all-natural breast forms made with organic fibers and materials. With her second round of Microenterprise funding, she expanded production and marketing of her products.

Crush Bottle Shop - Alice Virden-Speer opened her new wine shop on Broad Street this year. Alice's goal was to create a space where people from all backgrounds would feel encouraged to stop in and learn about wine. Her microenterprise grant helped her purchase equipment and inventory to open her new store. In addition to a wide selection of wine and liquor, before the pandemic the shop also offered wine tastings, classes, and other social events.

The Rye Berry Bakery & Cafe is a newer edition to Hamilton's downtown that has quickly established itself as a cornerstone of the community. Rye Berry's commitment to locally-sourced and high-quality food benefits residents and area farmers. They

were able to use grant funds to address some of the issues presented by COVID-19, including improving their online sales capability, and to purchase equipment to improve their operations.

Scrap Paper Social is Hamilton's women-owned social media marketing company. In 2020, they have grown by improving the marketing services they offer clients and expanding into merchandise development. They used grant funds to improve their equipment and software, to pursue professional development, and to launch their merchandise store.

Julie's Shear Perfection hair salon has been operating in downtown Hamilton for over thirty years. Julie used her grant funding to reopen with all the new COVID-19 safety equipment recommended by the CDC.

The Zen Den, owned and managed by Kriss Young, is a yoga and Pilates studio in downtown Hamilton. The Zen Den opened in 2014 with just two instructors on staff. Now, it has expanded to include up to seven instructors on its monthly rotation. Kriss used her grant funds to update her business model to offer virtual classes and other online capabilities.

Thank you
*to the individuals,
 businesses and organi-
 zations that support the
 PCD in so many ways
 throughout the year.*

PCD ANNUAL FUND CONTRIBUTIONS 2019 - 2020



UP TO \$99

Irene Brown
 Cindy Carter
 John & Jennifer Douchinsky
 Barbara Holmes
 R. Braden & Judith Houston
 Lorraine & J.C. Kaimal
 Joseph & Kerry Koen
 Jane Loop
 M. Burton & Megan Marshall
 Matthew & Kelly Norris
 David & Barb Rebuck
 Lynn Staley
 Christopher Warren
 Elinor Wilson

\$100 - \$199

Linck Johnson & Susan Belasco
 Wanda Warren Berry

Richard & Roberta Cheshire
 Friends at Den Kelly Chevrolet
 Buick GMC, Inc.
 Sean & Stephanie Fadale
 Charles & Maureen Fox
 Mary Galvez
 Friends at Golden Artist Colors, Inc.
 Susan & Robert Gustafson
 Gary & Amy Richardson Hurta, Jr.
 The Imaginary Farmer
 James & Linda Leach
 Janet Little
 RuthAnn & James Loveless
 Liam McDevitt
 David & Beverly McKay
 Charles & Susan Naef
 Alexander Nakhimovsky
 John Knecht & Lynn Schwarzer
 Michael Sciola

Richard & Marilyn Upton
 Sarah Wider & Bruce Ward

\$200 - \$499

Hamilton Rotary Club
 David & Clara Lantz
 Merrill Miller, MD
 Evelyn Hart & E. Adger Williams

\$500 - \$999

David & Delores Buran
 Matthew J. Conti

\$1,000+

John & Suzanne Golden
 Peter Radosta & Karen Storne

PCD SMALL BUSINESS FUND CONTRIBUTIONS



UP TO \$99

Colette Abissi
 Grace Aldrich
 Ciara Alfaro
 Nina Armideo
 Paul Aviles
 Karyn Belanger
 Lucy Bischof
 Sophie Boyd
 Christina Brandt
 Zoe Brodtkin
 Tiffany Brouwers
 Meghan Byrnes

Henry Claudy
 Mary Coogan Kate
 Chloe Coster
 George Crawford
 Sandra Crumb
 Robert Davis
 Tenzin Dickyi
 Ann Doyle
 Heather Elia
 Richard Falvo, Jr
 Lucy Feidelson
 Susan Fleming
 Austin Franklin

Mary Galvez
 Emma Goldstein
 Oliver Green
 Valerie Hartman
 Ashley de Hechavarri
 Jack Heinberg
 Abigail Henrich
 Claudia Hensley
 Benjamin Heverly
 Robert Holcomb
 Jerome Housewright
 Jayds Hull
 Carol Iannitti

Jason Kawall
 Katherine Kelly
 Maureen Kiely
 Ruth Kissel
 Meagan Klebanoff
 Alyssa Knobel
 Jordan Levine
 Jesse Levinson
 Jared Lipman
 Rebecca Loomis
 Darcie & David Lovel
 Mallory Lynch
 Casey Malone

Willis Manelski
 Richard D Marotto
 Stephanie McClintick
 Liam McDevitt
 Kimberly McGrath
 Thirza Morreale
 Bruce Moseley
 Stephen Paul
 Kate Pinchiaroli
 John Pumilio
 Brynn Ressa
 Suzanne Rowland
 Kathryn Sabino
 Molly Shapiro
 Mark Sibold
 Harrison Snider
 Rob Sobelman
 Melanie Stensrud
 Haley Taylor
 Sophia Thompson
 Gloria Vanderneut
 Mary Vandevander
 Ferdinand von Muench
 Attabelle Wasniewski
 Alexa Werner
 Linda Werner
 Mary Williams
 Ellen Winter
 John Wontrobski
 Emily Zetterberg
 Carlen Zhu

\$100- \$199

Kirsten Aldrich
 Joanne Borfitz
 Grant Breneman
 William & Mary Butler
 Constance Byrne
 Wendy J. Chapura
 Community Benevolent
 Foundation, Inc.
 Daniel Davis
 Steven Davis
 Lynne Dembner

Erin Dinneen
 John Douchinsky
 Wynn Egginton
 Alexandra Erath
 Carolyn Fessler
 Gina Fortuna
 Jennifer Harris
 Richard Mancke &
 Barbara Hobbie
 Robin Hultenius
 Jason Kawall
 Kristin Kwasnik
 Jen & Stefan
 Marotto Lutter
 M. Burton Marshall
 Alissa Masini
 Rob McKechney
 Lisa Oristian
 Jody Palmer
 Hank Parker
 Angelina Parrizzi
 Timothy Petras
 Heidi Pokorny
 Robert Schutt
 Morgan Seely
 Danielle Serdachny
 Brynn Shaner
 Stephen Solomon
 David Targan
 Thomas Tucker
 Bruce Ward
 Mathilda Zartman

\$200 - \$499

Divya Atluri
 Susan Belasco
 Bonte Family
 Bilal Boussayoud
 Gordon Brott
 Abigail Burden
 Frank Campana
 Carey Family Fund-Mr.
 & Mrs. Geoffrey Carey
 Louis Citron

Colgate Challah for
 Hunger Fundraiser
 Michael Connolly
 Kathleen Dill
 Emily Gember-Jacobson
 Lisa Genier
 Tara Grunde-McLaughlin
 Jacob Harris
 Christopher Henke
 David T. Hopper
 Todd Howard
 David Lantz
 Kate Levine-Freedman
 Eugene Lynch
 Mark Martis
 Sarah McGrath
 Valerie Morkevicius
 Susan Oakes
 Nancy Ries
 Anne-Marie Santoro
 Lynn Schwarzer
 Michele Shanus
 Samuel Stuttard
 Kimberly Veber

\$500 - \$999

Anonymous
 Nathan Belzer
 John Birk
 Elizabeth Buchbinder
 Valerie Cleland
 Margaret Currier
 Jonny Feldman
 David T. Hopper
 Dennis Kiely
 James & Linda Leach
 Rebecca Liberman
 Ellen McGinnis
 Susan Peck
 Peter Radosta
 Thomas Simons
 Amy Swanson
 Christine Thompson
 Crickett Woloson

\$1,000-\$9,000

Anonymous
 Sydney Bard
 Carolyn Brook
 Carrie Clifford
 James M. Curley
 Peter Darby
 Delta Upsilon Chapter
 of Colgate University
 Pamela Hirsch
 Selina Luger Hoessly
 & Michel Hoessly
 Charles Neal Maglaque
 Joseph & Christine Mc-
 Grath Charitable Fund
 Independent Order
 of Oddfellows
 Linda Ogden
 Ann Palmiter
 Ted Schadler
 Bruce & Roni Schwartz
 Charles Spain
 Marcelle & Robert
 Tyburski
 Mary Younger
 Jonathan Waite
 E. Adger Williams
 Zeta Rho Chapter of
 Kappa Kappa Gamma
 at Colgate University
 Zeta Rho House
 Corporation

\$10,000+

Anonymous
 Anonymous



Staff

Jennifer Marotto Lutter, AICP, Executive Director
 jmlutter@hamiltonpcd.org

Laura Caughlan, AICP, Economic Development Specialist
 lcaughlan@hamiltonpcd.org

Mary Galvez, Incubator Director
 mgalvez@hamiltonpcd.org

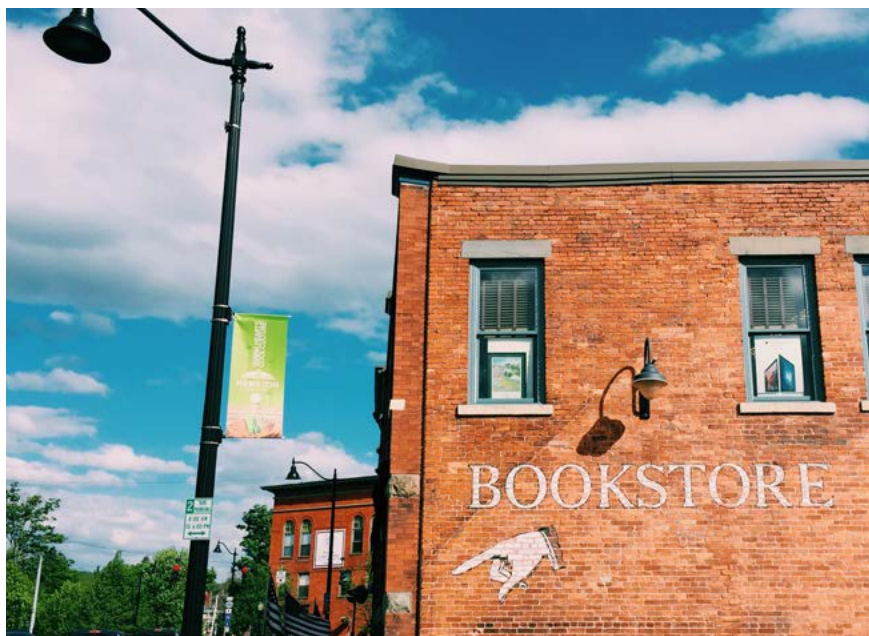
Brigitte Barker, Administrator
 bbarker@hamiltonpcd.org

Board of Directors

Peter Radosta, President
 Dave Buran, Vice President
 Sean Fadale, Treasurer
 Joanne Borfitz, Matt Crumb, Peter Darby, Lindsay LaRuffa, Russ Lura,
 Liam McDevitt, Jody Palmer, Mike Sciola, Clay Skinner

Our Partners

Village of Hamilton – RuthAnn Loveless, Mayor
 Town of Hamilton – Eve Ann Shwartz, Supervisor
 Colgate University – Brian Casey, President



Partnership
for Community
Development

11 Payne Street • Hamilton, NY 13346 • (315) 825-3537

www.hamiltonpcd.org

