

# FRANKLIN COUNTY

ECONOMIC DEVELOPMENT  CORP.

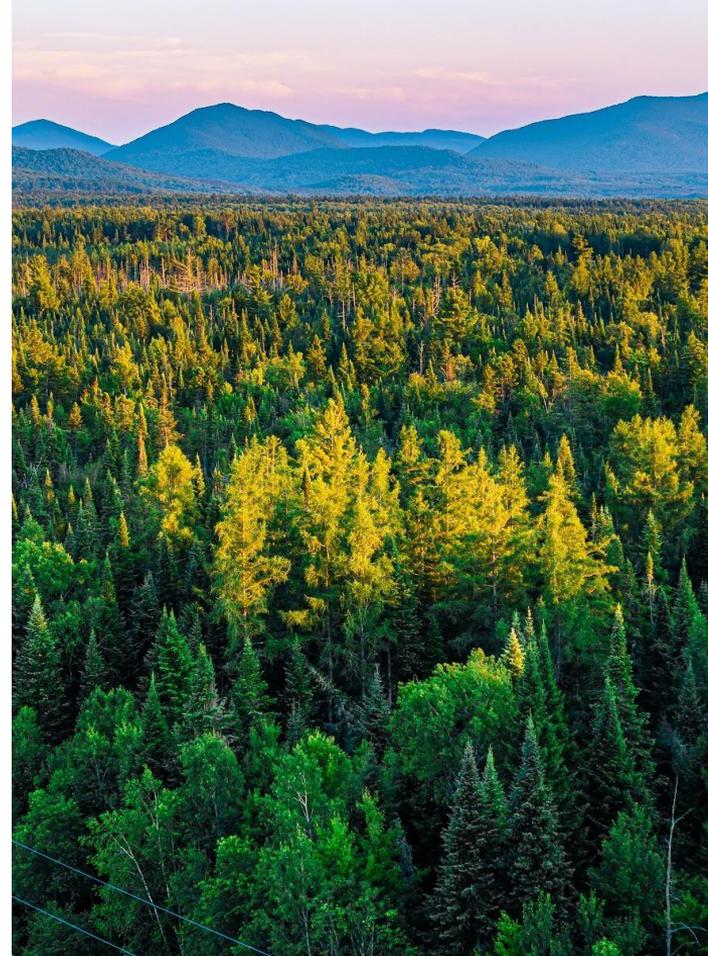
Downtown: An Economic Engine

September 2022

# WHO WE ARE

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“We are a unifying economic development organization that helps entrepreneurs start and grow businesses, fosters a shop-local, community-first culture, and works to attract visitors with the hope they’ll become locals.”



# ADIRONDACK FRONTIER

A region of diverse landscapes that is populated by a variety of communities and people. The lower 68% of the county is in the Adirondack Park, while the northern border is shared with Canada.

The three largest communities—Malone, Saranac Lake, and Tupper Lake—offer **robust downtowns that serve as hubs for the surrounding waterways and forests.**



# WHAT WE DO

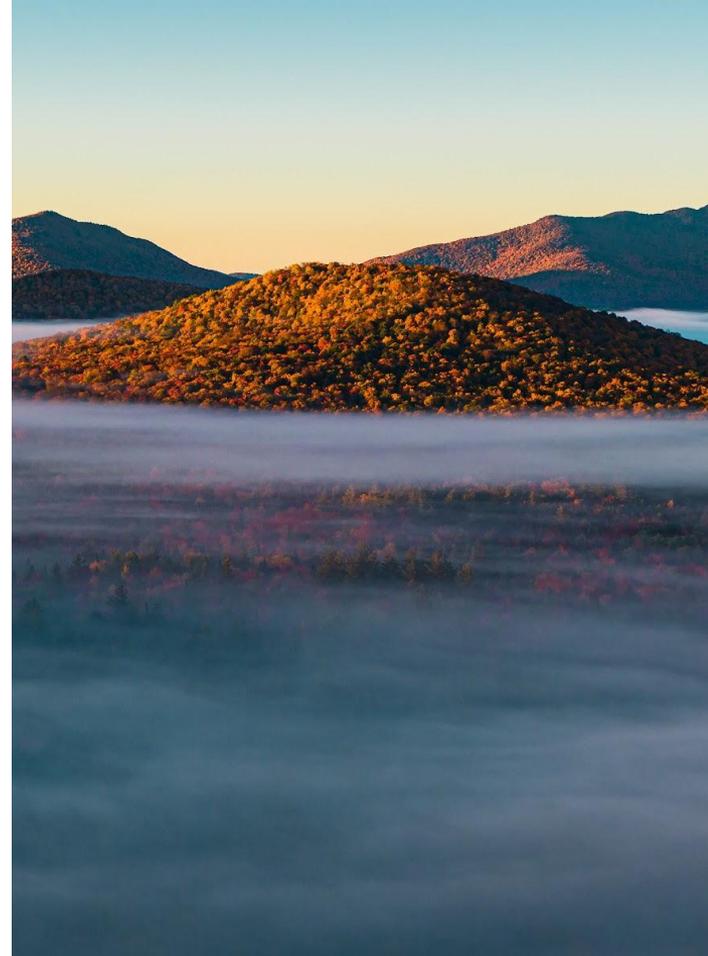
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Strong Economic Development Climate

Vibrant Entrepreneurial Culture

Resilient Industries

Flourishing Downtowns



# WHY DOWNTOWN MATTERS

A Strong Downtown...

- is the living room of the community
- supports one of our largest industries (tourism)
- retains and attracts people to live in the community
- supports small locally-owned businesses
- is home to the most financially productive properties in the village

DOWNTOWN REVITALIZATION IS ECONOMIC DEVELOPMENT

MAIN  
STREET IS:

#WEAREMAINSTREET

MAIN STREET IS:

*A Movement of Changemakers*

#WEAREMAINSTREET

# FLOURISHING DOWNTOWNS

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## Operate and Expand Adirondack Frontier Main Street Program

- Saranac Lake, and Tupper Lake Building Renovation Program (\$500,000)
- Saranac Lake Energize Downtown Fund (\$600,000)
- Tupper Lake Renovation Program (\$100,000)
- Downtown Malone Building Renovation Program (\$400,000)

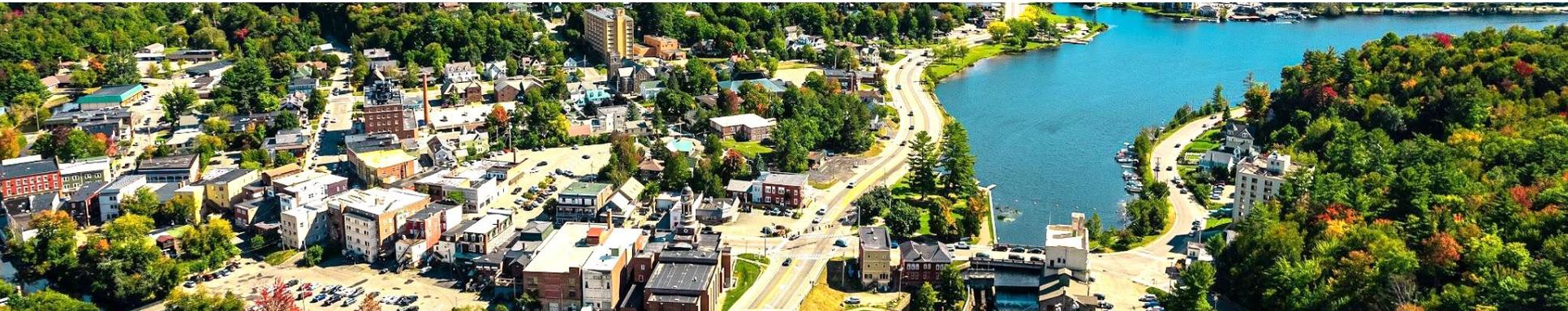


# FLOURISHING DOWNTOWNS

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## Promote Downtowns as Entrepreneur & Talent Attraction Hubs

- The Carry
- Promote the availability of technical and funding assistance for business and property development in downtowns



# FLOURISHING DOWNTOWNS

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## Support Development & Implementation of Downtown Planning Initiatives

- Saranac Lake DRI Strategic Plan
- Tupper Lake DRI Strategic Plan
- Malone Physical Enhancement Plan
- Malone Revitalization Strategy
- Malone DRI Application
- Tupper Lake NY Forward Application



# CHALLENGES

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Let's be real. It's hard work and it requires patience.

- Construction Costs
- Contractor Availability
- Capital
- Capacity



# WHAT'S NEXT

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## Keep the Momentum

- Additional co-working spaces
- Assist our smaller communities
- Diversify funding sources
- Administer additional grants



# KEY TAKEAWAYS

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1. It's all about partnerships
2. Must be locally driven
3. It takes more than concerts in the park
4. It takes time to undo decades of disinvestment
5. It's **TOTALLY** worth it!



# REACH OUT

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