

**Chautauqua County
Partnership for
Economic Growth**

2021 Annual Report



Mission

The Chautauqua County Partnership for Economic Growth brings together public and private leaders to focus on county-wide and regional economic development projects. It also serves as the catalyst and broker of resources for advancing economic prosperity efforts and is the central coordinating entity for the formation, retention, development, and attraction of sustainable jobs and advancements to quality of life in Chautauqua County.

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The Chautauqua County Partnership for Economic Growth (CCPEG) had a standout year in 2021. Bringing together public and private sector leaders to focus on county-wide and regional economic development is a pillar of our mission, and we did just that with game-changing impact at a most critical juncture.

Through the diligence of our organization's leadership, staff, and partners, we secured crucial financial resources for the region, and brought well-honed plans into reality.

Whether it was submitting seven Consolidated Funding Applications to New York State and putting forth the second largest number of grant submissions of any county in Western New York (even though our resources pale in comparison to other areas), or creating a comprehensive work plan containing 16 priority projects – including the advancement of two major waterfront initiatives and analysis of more than 30 sites for development – this team brought its A-Game.

The result? Grant awards totaling \$3.75 million to fuel our work, our vision, and ultimately our County's citizens.

The staff of the Chautauqua County Partnership for Economic Growth worked with 30 different partners this year – bringing them to the table to advise, collaborate, and lend valuable expertise to this work.

We want to express our sincere gratitude to all who participated – thought-leaders representing non-profits, associations, clubs, and businesses, as well as government entities including municipalities, Chautauqua County, and NY State.

In particular, we would like to thank County Executive PJ Wendel for his productive and steadfast leadership.

We know Chautauqua County is a unique and wonderful place to live, work, play, and conduct business. We also know that place-making success does not happen without all of the hard work described herein.

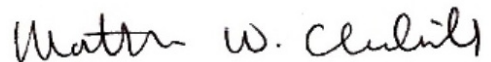
This story needs to be told! To continue to succeed, and to continue to attract community support and funding, a strategic approach to marketing and communicating to the public about the work of the CCPEG needs to be ratcheted up, and this will occur in the coming year. Our team has grown in size and capacity in order to do the necessary work, and to communicate this success narrative to the broader community and region.

Please join us in celebrating the Partnership's 2021 accomplishments, and stay tuned for a dynamic 2022.

Together, we will all realize the tremendous potential of Chautauqua County.



Mark Geise
Partnership Co-Chair



Matt Churchill
Partnership Co-Chair and
Advisory Council Member



CCPEG 2021 Organizational Updates

- Transitioned from planning to implementation stage in the Economic Development Strategic Plan
- Developed comprehensive work plan of 16 priority projects and initiatives in alignment with the Economic Development Strategy
- Expanded staff capacity, including:
 - CCPEG Project Coordinator Rebecca Wurster in a dual position for CCPEG and Chautauqua County Department of Planning and Development (CCPD)
 - CCPEG Economic Development Specialist Kristy Kathman
 - Director of Marketing & Communications (CCIDA & CCPEG) Jason Toczydlowski
- Created network of consultants and experts to assist with grants in our county
- Convened regular and productive meetings with CCPEG Board, Advisory Council and five Work groups: Business Development, Workforce Readiness & Development, Community Development, Housing Development, and Tourism & Destination Development
- Unveiled CCPEG Projects Leveraging Initiative, which includes funding consideration and/or technical assistance for 2022 projects that seek to support economic revitalization and long-term strategic investment throughout Chautauqua County

CCPEG 2021 Grant Funding Updates & Submissions

- Ralph C. Wilson, Jr. Foundation award of \$1,005,000, including \$250,000 for project leveraging fund and \$100,000 for administrative support, each for three years
- Submitted seven Consolidated Funding Applications and provided high level assistance for several more
- Awarded \$200,000 through the Office of Community Renewal (OCR) Grant to establish the Microenterprise Assistance Program in partnership with Chautauqua Opportunities for Development, Inc.
- Applied for Appalachian Regional Commission (ARC) POWER Initiative funding (unsuccessful)
- Applied for EDA Build Back Better Regional Challenge Phase 1 Technical Assistance Program to support Chautauqua Regional Tourism Initiative (unsuccessful)

2021 By The Numbers


65
Partner Organizations Engaged



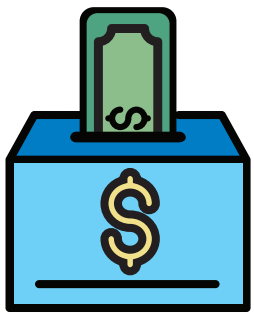
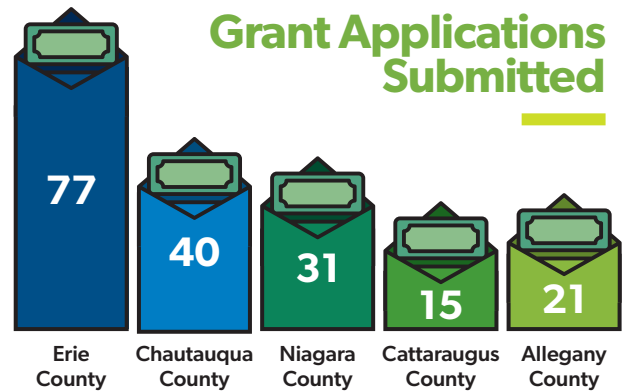
Grants Awarded
8 Projects



41
Projects Assisted



\$3,754,861
CCPEG Funding Secured

Public Space To Be Impacted



54 Acres
In addition to 49 Miles of Trails

191
Meetings with the Community



51
Partnership Meetings





Priority Project

Site and Infrastructure Development Program

Work group:  BUSINESS DEVELOPMENT

Lead: County of Chautauqua Industrial Development Agency

Additional: Chautauqua County Government; Municipalities; Chadwick Bay Regional Development Corporation; Northern Chautauqua Community Foundation (NCCF)

2021 Accomplishments

Over 30 potential sites for development in Northern Chautauqua County were analyzed by Clark Patterson Lee, and narrowed down to the top three parcels. Conversations with landowners are ongoing, and appraisals for these sites will be conducted. In addition, \$2,800,000 in American Rescue Plan Act funding has been allocated for land purchase and preparation.

2021 Secured Funds

- \$9,500 from Northern Chautauqua Community Foundation's Local Economic Development Initiative and Chadwick Bay Regional Commission to cover the initial site analysis in Northern Chautauqua County
- \$2,800,000 in American Rescue Plan Act funding

2022 Projections

A similar process involving identification and analysis of sites in Southern Chautauqua County is planned for 2022 using County capital project funding. In addition, CCPEG will work to acquire at least 80 acres of developable land.

This project seeks to improve the inventory of sites for development as well as prepare critical infrastructure for economic development purposes. It includes the identification and analysis of known or suspected brownfields, and the development of tools necessary to remediate, market, and redevelop them into economically productive uses. In addition to brownfield redevelopment, the strategy includes efforts to prioritize investment in strategic greenfield sites to enhance the County's ability to market them to businesses looking to locate or expand within the region.

Market Ready

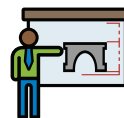
The site is ready to market externally to attract projects & private investment



site evaluation & control



environmental permit



infrastructure design complete

Shovel Ready Lite

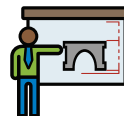
The site is more competitive to attract projects & private investment



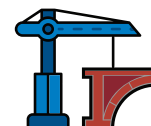
site evaluation & control



environmental permit



infrastructure design complete



infrastructure partially complete

Shovel Ready (Ready to Go)

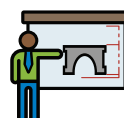
The site is in the most competitive position to attract projects and private investment



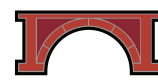
site evaluation & control



environmental permit



infrastructure design complete



infrastructure complete

Priority Project

Chadakoin River Activation and Development Initiative



Lead: Chautauqua Region Economic Development Corporation (CREDC) ; Chautauqua County Partnership for Economic Growth (CCPEG)

Additional: City of Jamestown; Gebbie Foundation; Roger Tory Peterson Institute (RTPI); Jamestown Board of Public Utilities (BPU)

The goal of this effort is to attract additional tourists and visitors with disposable income to spend additional time in downtown Jamestown, and improve the economic mobility of the waterfront for commercial development. The Chadakoin River Strategic Business Plan is designed to be the mechanism in which specific, actionable, and incremental steps can be identified, prioritized, developed, funded, and implemented. This will lead to the completion of the requisite infrastructure, safety measures, programming, marketing, and other related improvements resulting in the achievement of the goal.



2021 Accomplishments

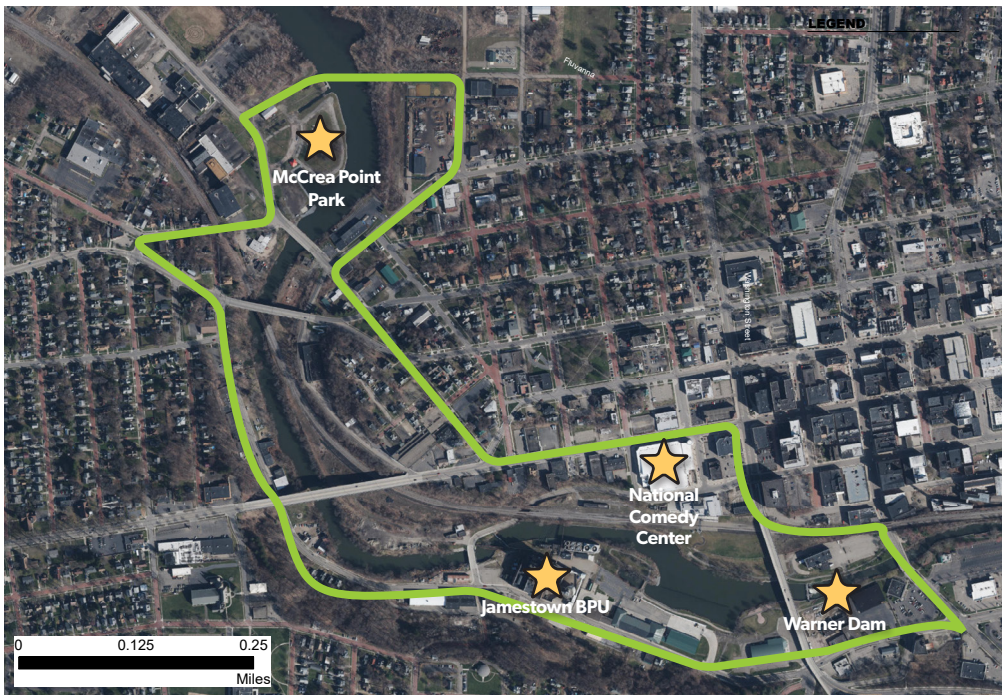
The Chadakoin River Strategic Business Plan was created, and will be considered by the Jamestown Planning Commission and Jamestown City Council for adoption. A Consolidated Funding Application (CFA) project was awarded funding by the New York Department of State Local Waterfront Revitalization Program (LWRP). Enhancements will take place primarily in the basin area for this project.

2021 Funds Secured

- \$1,280,661 awarded by New York Department of State Local Waterfront Revitalization Program
- \$225,998 in matching funds committed by City of Jamestown for CFA project

2022 Projections

The multi-year CFA project will begin in 2022, and plans include a signature garden, mural, tiered seating space, placemaking items, a kayak launch, dock, and welcome center for visitors. To improve navigation on the water, obstacles will be removed and navigation aids will be installed.



12 Acres

PUBLIC SPACE TO BE IMPACTED

- North Basin - 3.25 acres
- South Basin - 4.25 acres
- River Corridor and other areas - 4 acres



Priority Project

NRG Reuse Alternatives and Feasibility Study

Work group:



**BUSINESS
DEVELOPMENT**

Lead: Chautauqua County Department of Planning and Development; County of Chautauqua Industrial Development Agency (CCIDA); City of Dunkirk

Additional: NRG; Local Elected Officials; National Grid; Town of Pomfret; NYSERDA; ESD; ARC; and Other State Agencies

The County, County of Chautauqua Industrial Development Agency (CCIDA), and the City of Dunkirk are collaborating to advance a study to investigate the site's current conditions and options for the re-use of the NRG power plant in the City of Dunkirk. This study is intended to identify viable alternatives for the site to leverage its geographic location on the shore of Lake Erie and recent revitalization efforts within the City of Dunkirk.

2021 Accomplishments

A review of existing conditions, analysis of regional market trends, evaluation of potential reuse options, and creation of an implementation strategy to provide reasonable alternatives that will advance economic development objectives in the Chautauqua County region was done, completing Phase I of this project. In addition, Dunkirk was selected as the first community to participate in the New York State Research and Development Authority's (NYSERDA) Just Transition Site Reuse Planning Program, receiving \$160,000 to conduct a Phase II study, which will build on the accomplishments of Phase I.

2021 Funds Secured

- \$160,000 through the NYSERDA Just Transition Site Reuse Planning Program

2022 Projections

A Phase II study will provide a more detailed look into pre-development activities, including facility conditions, utilities, interconnection costs, workforce development strategies, marketing the site, and community development connections.



Priority Project

Online Business Academy

Work group:  BUSINESS DEVELOPMENT

Lead: Small Business Development Center at Jamestown Community College (SBDC at JCC)

Additional: Chautauqua County Partnership for Economic Growth (CCPEG); Ralph C. Wilson Jr. Foundation

The Small Business Development Center is including an entrepreneur certification program as part of their Online Academy. The program will include 6 modules based on lifestyle skills, market research, product and service design, legal basics, management, and basic financials.



2021 Accomplishments

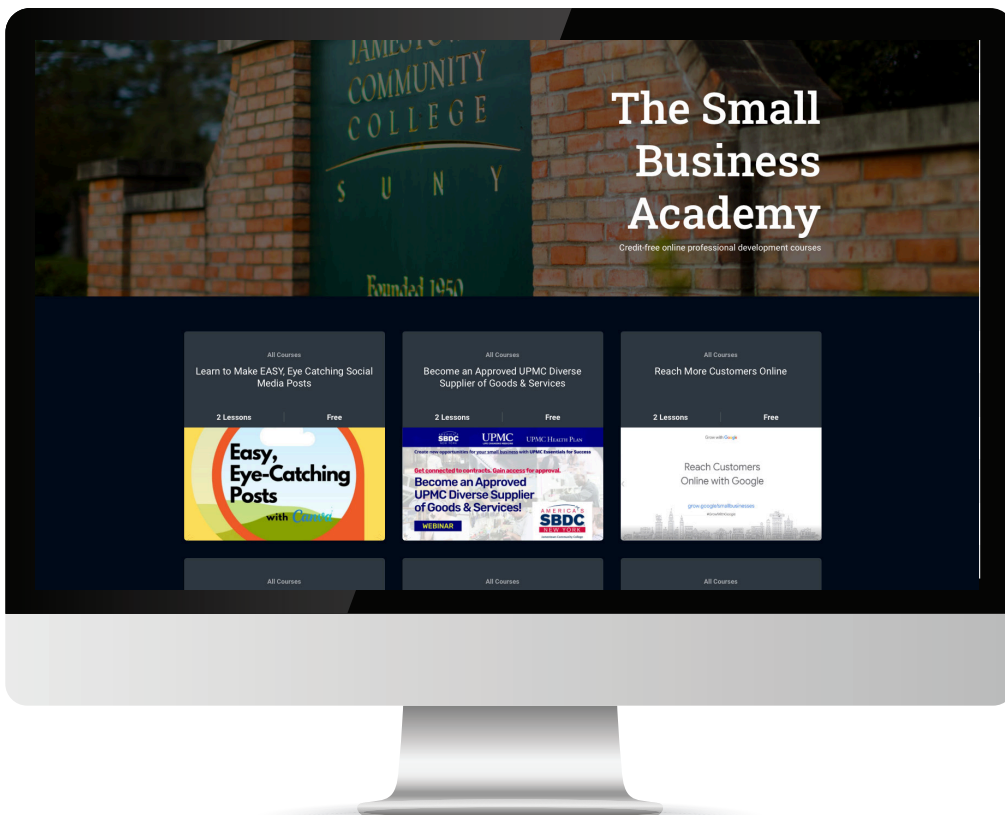
CCPEG provided a connection between the Small Business Development Center (SBDC) at JCC and the Ralph C. Wilson, Jr. Foundation. The Ralph C. Wilson, Jr. Foundation awarded the SBDC \$50,000 to create an entrepreneurial certification program.

2021 Funds Secured

- \$50,000 awarded to SBDC from Ralph C. Wilson, Jr. Foundation

2022 Projections

The SBDC is planning to roll out this program in the spring of 2022. The courses will be marketed to local and statewide entrepreneurs, small business owners, and educational institutions.





Priority Project

Agricultural Development and Enhancement Strategy

Work group:



**BUSINESS
DEVELOPMENT**

Lead: Chautauqua County Department of Planning and Development

Additional: Chautauqua County Farmland Protection Board, Chautauqua County Partnership for Economic Growth (CCPEG); Farmers; Municipalities; Chautauqua Region Community Foundation (CRCF)

2021 Accomplishments

Comprehensive stakeholder engagement including one-on-one meetings, farm tours, surveys, focus groups, roundtable meetings, etc. has been completed. The consultants have developed a draft plan for review by the steering committee and Farmland Protection Board, after which the plan will be submitted to the Legislature, and followed by a public presentation.

Funds Secured

- \$50,000 from New York State Department of Agriculture and Markets in 2020
- \$30,000 from Chautauqua Region Community Foundation in 2020

2022 Projections

The plan will be reviewed, completed and adopted in the first quarter of 2022.

As an update to the County's 2001 Farmland Protection Plan, the strategy will provide an accurate reflection of the current agricultural conditions in Chautauqua County and devise strategies to increase the economic viability of the agricultural industry, encourage farmland protection, and increase public interest and awareness of local agriculture. The planning process will focus on county-wide agricultural issues and resources in relation to regional, national, and international markets.



Priority Project

Talent Attraction and Retention Initiative



Lead: Chautauqua County Partnership for Economic Growth (CCPEG)
Additional: Chautauqua County Government; County of Chautauqua Industrial Development Agency (CCIDA); Jamestown BPU; Jamestown Community College (JCC); Chautauqua Workforce Development Board

This project seeks to develop and implement a cohesive recruitment and retention branding and marketing initiative to tout Chautauqua County’s excellent quality of life and low cost of living. The initiative will be aimed primarily at young people, to entice them to live and/or work in Chautauqua County. The marketing campaign will be consistent and align with Invest Buffalo Niagara’s “Be In Buffalo” campaign, while drawing prominence to Chautauqua County and its unique quality of life attributes, training, and job opportunities.



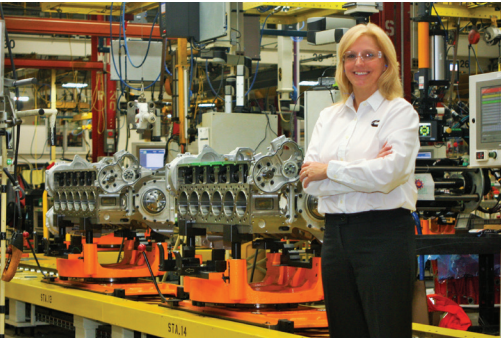
2021 Accomplishments

A shared CCPEG/CCIDA Director of Marketing & Communications has been hired, and will be focusing on developing and implementing the recruitment and retention branding and marketing initiative, including a new website, brand strategy, and social media components. The planned project will identify target audiences and messaging, and suggest specific tactics to attract and retain residents.

2022 Projections

The recruitment and retention branding and marketing initiative will be developed and implemented utilizing several forms of electronic and print media to tout Chautauqua County’s excellent quality of life and low cost of living.





Priority Project

Workplace Culture Improvement as a Recruitment/Retention Strategy



Lead: Chautauqua County Industrial Development Agency (CCIDA); Chautauqua County Partnership for Economic Growth (CCPEG)

Additional: Chautauqua County Workforce Development Board; Small Business Development Center at Jamestown Community College (SBDC at JCC); Manufacturers Association of the Southern Tier (MAST)

2021 Accomplishments

Insyte Consulting is developing a template for businesses to increase workplace retention and improve overall company culture. The focus is to assist select companies with evaluation of their workplace culture and comprehension of Environmental, Social, and Governance (ESG) to improve employee engagement, innovation, and productivity, while driving business success. As part of the Business Assistance Program, the CCIDA, in partnership with the Chautauqua County Chamber of Commerce and Small Business Development Center, is offering grants for the marketing upgrades components of this program, with additional funding available for companies to consult directly with Insyte Consulting.

2021 Funds Secured

- \$400,000 of the County American Rescue Plan Act (ARPA) funding has been allocated for the Business Assistance program

2022 Projections

The Business Assistance Program will kick off in the first quarter of 2022. Grants of up to \$10,000 will be available for the marketing upgrades aspects of this program, with another \$5,000 available for companies to consult directly with Insyte to address some of the easier-to-achieve ESG aspects.

This initiative is designed to assist select companies with evaluation of their workplace culture and comprehension of specific and actionable steps to improve employee morale and attract and retain qualified and skilled workers. Businesses in Chautauqua County need to step up their game to compete for talent locally, regionally, and beyond. This can be accomplished by being more responsive to the changing needs and desires of the talent they are seeking to attract and rethinking their workplace culture so that talent will covet the opportunity to work for them.



Priority Project

Housing Market Toolkit

Work group:  **HOUSING DEVELOPMENT**

Lead: Chautauqua County Government

Additional: Chautauqua County Land Bank; Municipalities; Various Housing Agencies; Real Estate Professionals

A county-wide housing market study has been identified as a priority project in part due to anticipated long-term impacts from the COVID-19 pandemic. These include the potential increase of remote work and desire for residents to live in more rural settings. The study would be designed as a tool to attract investment and development of certain housing types in targeted areas of the county. This effort will involve two phases; an inventory and analysis of county-wide housing, and an analysis of future housing needs. Ultimately, this study is intended to develop strategies that will result in the attraction of developers engaged in county-wide housing projects.



2021 Accomplishments

CREDC submitted a Consolidated Funding Application to Empire State Development’s Strategic Planning and Feasibility Studies Program to create a plan to enable the County, housing agencies, municipalities, and housing developers to better understand the county’s current housing market, and develop specific housing projects that offer new housing options meant to strengthen communities and lead to further economic development. The application was not successful.

2022 Projections

CCPEG will continue to seek additional funding sources to move this planning effort forward.





Priority Project

Consolidated Code Administration and Enforcement Feasibility Study

Work group:



HOUSING DEVELOPMENT

Lead: Chautauqua County Partnership for Economic Growth (CCPEG); Chautauqua County Government

Additional: Municipalities

2021 Accomplishments

CCPEG and the County conducted a preliminary survey of code enforcement officers and county and municipal officials to gauge the current state of service delivery, cost, and interest in development of a menu of potential shared service options among individual municipalities and potentially the County itself. The County was awarded Consolidated Funding Application funding through the Department of State Local Government Efficiencies Program, which will explore specific actions necessary to study and implement consolidation, shared services, and efficiencies associated with zoning and building code administration and enforcement across Chautauqua County’s 42 municipalities. In addition, the County’s Shared Services Panel has identified this as a top priority project.

2021 Funds Secured

- \$32,500 from CFA Empire State Development’s Strategic Planning and Feasibility Studies Program
- \$32,500 from the County as matching funds

2022 Projections

The County’s Shared Services Panel will convene quarterly and contract with experts to complete the feasibility study.

This project will explore the practicality of, and specific action steps necessary to, consolidate and/or provide more efficient zoning and building code administration and enforcement. As accomplished in other counties in New York State, this could result in efficiency and sharing of services (economies of scale), as well as the effectiveness of a single approach. Additionally, an analysis of a consolidated housing court may also be explored, depending on available resources and municipal interest.



Priority Project

Dunkirk Downtown Revitalization Initiative

Work group:  PLACEMAKING

Lead: Chautauqua County Partnership for Economic Growth (CCPEG); Chautauqua Region Economic Development Corporation (CREDC); City of Dunkirk
Additional: Northern Chautauqua Community Foundation

The City of Dunkirk is positioned strongly to compete regionally in the State’s \$10 million Downtown Revitalization Initiative (DRI) competition. CCPEG, CCIDA, and the City of Dunkirk are partnering with H. Sichertman/The Harrison Studio to identify, develop, gauge feasibility, package, and present a series of projects in a future call for proposals. This initiative involves the preparation of a compelling package of well-vetted and achievable, yet ambitious, public and private projects. Based on the uncertainty in this particular grant program, projects will be designed to align with other state and federal funding sources. Projects will also be aligned to existing City plans, leverage recent investments, be designed to advance waterfront and downtown development, and promote cultural diversity.



2021 Accomplishments

A 2021 Downtown Revitalization Initiative application was submitted, but was not funded this round. CCPEG will continue to support Dunkirk as they work to implement any inner components and projects that are part of the plan to advance waterfront and downtown development and promote cultural diversity, and seek other funding sources for standalone projects when possible.

2022 Projections

CCPEG will continue to support the City of Dunkirk through their efforts to implement projects within the DRI and if available, will support the City in submitting a 2022 DRI application.



15 Acres
PUBLIC SPACE TO BE IMPACTED
 including Memorial Park, Dunkirk Pier/
 Breakwater, Waterfront Trails, Public
 Streetscape



Priority Project

Trail Maintenance, Marketing, and Development

Work group:



PLACEMAKING

Lead: Chautauqua County Department of Planning and Development

Additional: Chautauqua County Department of Public Facilities (DPF); Chautauqua County Parks Commission; Municipalities; Rails to Trails

2021 Accomplishments

New York State Parks gave approval to start construction on the Welch Trail, and the team is currently in the process of acquiring easements for a segment of the B2CI Trail. In addition, an application to the Sheldon Foundation will be submitted to determine how to establish a sustainable organizational structure in which all the trail groups can work together to implement projects and secure funding.

2021 Funds Secured

- \$125,000 in American Rescue Plan Act (ARPA) funding

2022 Projections

The County's ARPA funding will be used to improve existing trails throughout Chautauqua County.

Consistent with the Chautauqua County Greenway Plan, individual trail development projects will be prioritized and considered in stages, dependent on available resources. Current priority trail development projects include the completion of the Welch Trail in Westfield and the Barcelona to Chautauqua Institution Trail (B2CI) which roughly follows the old "Portage Trail". Both are well underway but will need additional funding to reach completion. A variety of other potential trail projects, as outlined in the County's Greenway Plan, will be identified and explored for feasibility and cost.



48.15 Miles

PUBLIC SPACE TO BE IMPACTED

- Welch Trail - 1.75 miles
- B2CI Segment 3 - 3.4 miles
- Overland Trails - 43 miles



Priority Project

Village of Mayville Strategic Waterfront Activation Master Plan

Work group:  **PLACEMAKING**

Lead: Chautauqua Region Economic Development Corporation (CREDC); Chautauqua County Partnership for Economic Growth (CCPEG); Village of Mayville
Additional: County of Chautauqua Industrial Development Agency (CCIDA)

The idea of a Village of Mayville Strategic Waterfront Activation Master Plan was developed in conjunction with Village leadership around opportunities for Lakeside Park and Mayville’s Chautauqua Lake shoreline in general, based on the development of the Lodge at Chautauqua Lake and the relocation of the Chautauqua Lake Pops to the area. The framework will be developed to analyze opportunities, facilitate community and stakeholder engagement, and develop a series of individual public and private projects that will lead to the realization of a thriving waterfront community.



2021 Accomplishments

The Mayville Village Board approved a contract for CREDC to act as project manager on the creation of a strategic waterfront activation framework. The steering committee met with consultants to begin the project, and an inventory of current opportunities is being taken. Public input is being sought through an interactive map and survey, which are being distributed to the community via website, flyers, press releases, and social media.
















2021 Funds Secured

- \$30,000 secured from Village of Mayville for CREDC to manage the strategic waterfront activation

2022 Projections

Projects that are identified through the public input period and a public workshop will be included in the Master Plan, slated to be completed by the second quarter of 2022. CCPEG will work with the Village of Mayville to apply for funding through a 2022 Consolidated Funding Application to implement projects within the Plan.



 Existing Sidewalks/Pathways	 Chautauqua Rails-To-Trails Year-round use, enhance connections to and from trail	 Enhance Connectivity Between Parks	 Enhance + Improve Park Entrances
 Potential Interpretive + Wayfinding Signage	 Potential Waterfront Trail Connections With Seating + Interpretive Signage	 Enhance Connectivity Between Residential Areas + Parks	 Improve + Provide New Crosswalks
 Potential Blue Way with Improvements to Existing Lake + Boat Access Along the Shoreline	 Potential Boat Launch + Lake Access	 Potential Connection from The Lodge at Chautauqua Lake to the Waterfront	 Potential Complete Streets Retrofit for Water Street
 Improve Parking Areas Sustainably designed areas, focusing on green infrastructure, native plantings	 Enhance + Improve Existing Boat Launch Area	 Maintain Ice Fishing Access	 Proposed Performing Arts Area
 Potential Pedestrian Pier With Water/Boat Access + Vendors	 Nationally Historic Site Pennsylvania Railroad Station		



18 Acres
PUBLIC SPACE TO BE IMPACTED
 including public streetscape improvements.



Priority Project

Fredonia Downtown Revitalization and Infrastructure Improvement

Work group:



PLACEMAKING

Lead: Village of Fredonia

Additional: Chautauqua County Partnership for Economic Growth (CCPEG)

2021 Accomplishments

CCPEG provided high level support to the Village on grant applications to the Community Development Block Grant Program for water infrastructure related projects and the Department of Environmental Conservation for studying dam/spillway repairs and improvement. In addition, CCPEG assisted with the effort to recruit a developer for the White Inn and the implementation of projects involved in their 2019 NYS Smart Growth Award.

2022 Projections

CCPEG will continue to work with the Village of Fredonia to prioritize infrastructure projects and seek federal and state resources.

The Village of Fredonia has benefited from several recent awards including a Smart Growth grant from WNYREDC, New York Main Street Anchor grant, a NYS Office of Parks, Recreation and Historic Preservation grant, and was the 2020 winner of the Small Business Revolution Competition by Deluxe. In the interest of building off of these achievements, CCPEG is assisting the Village with a series of subsequent downtown revitalization efforts. One of the priorities is the implementation of facade improvements, as recommended in a 2018 Technical Assistance process.



5 Acres

PUBLIC SPACE TO BE IMPACTED

- Barker Commons - 3 acres
- Streetscape improvements around Main Street and Temple - 2 acres

Priority Project

Lakewood Hartley Park Improvements

Work group:  **PLACEMAKING**

Lead: Village of Lakewood; Lakewood Community Development Corporation
Additional: Chautauqua County Partnership for Economic Growth (CCPEG)

The Village of Lakewood and Lakewood Local Development Corporation are developing a multi-phase plan for improvements to an existing park to take advantage of its unique location on the shore of Chautauqua Lake, attract more users, and facilitate increased patronage of businesses along Chautauqua Avenue by boaters on Chautauqua Lake. The first phase includes new two-tiered playground equipment. Future phases may include walkways and other amenities to attract boaters from the lake and into the village.



2021 Accomplishments

Over \$512,200 of \$701,000 has been raised so far for the first phase of this project, along with the creation of a flyby video, design renderings, and fundraising materials. CCPEG provided consultant support to the Lakewood Local Development Corporation, who was awarded Consolidated Funding Application funding from the Department of State Local Waterfront Revitalization Program.

2021 Funds Secured

- \$256,000 from private community donations
- \$456,200 from the Department of State Local Waterfront Revitalization Program

2022 Projections

Construction on the first phase of projects will begin in the spring of 2022. Improvements include addressing outdated infrastructure at the park, installing rain gardens, shade trees, and landscaping with erosion control measures, and other amenities to provide an enhanced outdoor space for recreation.



4 Acres
PUBLIC SPACE TO BE IMPACTED



Priority Project

Tourism Transportation Shuttle

Work group:



PLACEMAKING

Lead: Chautauqua County Partnership for Economic Growth (CCPEG); Chautauqua Area Regional Transit System (CARTS)

Additional: Chautauqua Institution; Chautauqua County Visitors Bureau (CCVB)

2021 Accomplishments

The route-match software has been updated, and trolley buses are in the process of being ordered. In addition, KathodeRay Media, a NYS certified women-owned business enterprise, has been awarded the contract for the rebranding and marketing of the new tourism-oriented trolley buses.

2021 Funds Secured

- \$1,500,000 from the New York State Department of Transportation (NYS-DOT) grant

2022 Projections

The rebranding strategy, which includes renaming, logo and additional branding materials, will be completed. Once finalized, the three new trolleys will be wrapped with the new branding.

In 2019, Chautauqua Institution took the lead on convening partners to investigate the idea of creating a tourism shuttle transportation system to connect tourism destinations, tourism-related businesses, and traveler accommodations. A study was envisioned to lay the groundwork for the development of a comprehensive business plan, funding strategy, and related implementation strategies. Simultaneously, the Chautauqua Area Regional Transit System (CARTS), operated by the Chautauqua County Department of Public Facilities, was awarded a New York State Department of Transportation (NYS-DOT) grant in the amount of \$1,500,000 for the modernization and enhancement of the CARTS transportation fleet via the purchase of clean-fuel hybrid trolley buses and associated equipment.



Priority Project

Lake Erie Wine Trail and Craft Beverage Initiative

Work group:  **PLACEMAKING**

Lead: Chautauqua County Partnership for Economic Growth (CCPEG)

Additional: Chautauqua County Visitors Bureau (CCVB); Lake Erie Wine Country

Working with industry partners such as Lake Erie Wine Country, the Grape Discovery Center, the Chautauqua County Visitors Bureau, and others, CCPEG will encourage additional marketing partnerships, synergies, and connections among wine and craft beverage destinations throughout the county. With a growing wine and craft beverage scene, and the possibility of creating a tourism transportation shuttle with tourism destination routes, excursions, and tours, an opportunity exists to bolster this segment of the tourism/hospitality sector. Depending on interest and available resources, a branding and marketing campaign, potentially developed in partnership with Lake Erie Wine Country, will be developed and implemented to promote producers of craft beers and spirits, as well as connections with other tourism destinations and accommodations.

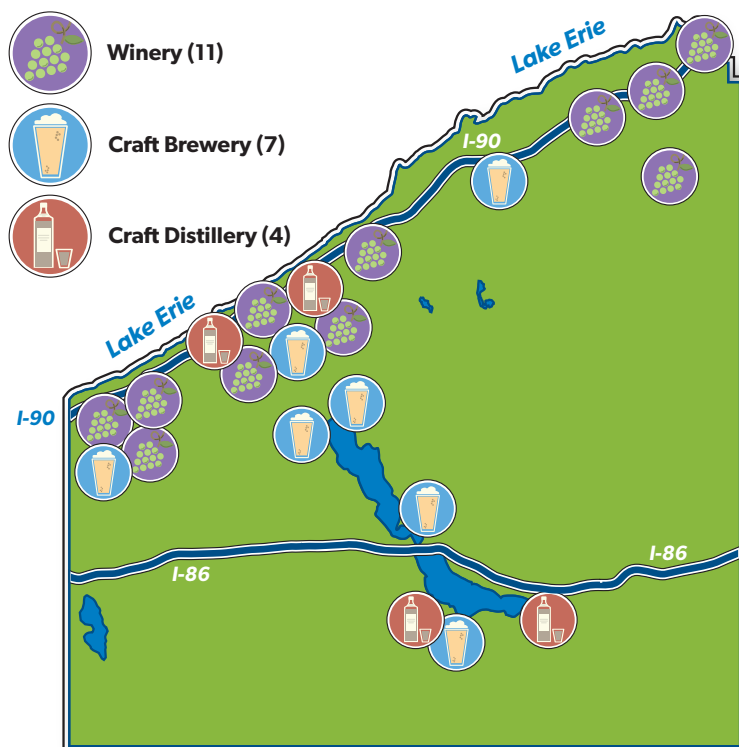


2021 Accomplishments

CREDC/CCPEG submitted a Consolidated Funding Application to the Empire State Development Market NY Regional Tourism Marketing Program to increase brand awareness of Chautauqua County as a tourism destination for craft beer, wine, cider, and distilled spirits through website development, social media campaign, print and radio advertising, and implementation of other tactical marketing strategies.

2022 Projections

CCPEG will convene industry partners to continue to seek funding in order to move the project forward.





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Clockwise: Artone, Gran Fondo, New Flyer, Great Blue Heron Festival, Wells Food, Chautauqua Lake, Dunkirk Lighthouse, National Comedy Center, 21 Brix



CHAUTAUQUA COUNTY
PARTNERSHIP
for Economic Growth

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