

## **NYS Consolidated Funding Application (CFA) Proposal Ideas Information Sheet for City Council Consideration**

**Project Name: Lake Street Festival Commons**

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<b>Total Amount to be Requested:</b>	\$300,000 for Phase 1 Funding
<b>Other Funding Sources:</b>	City of Geneva

### **Project Description:**

While the new Visitor's Center is being constructed on the lakefront and many Genevians are pleased to see the City's many lakefront activities generating significant income for the area we are still wondering how to bring more visitors into our downtown on a regular basis. Mega events on the lakefront while periodically benefitting the region with large infusions of cash, do not provide enough sustaining downtown visits and activity that foster more regular commercial activity for downtown businesses.

My candidate for a Consolidated Funding Application (CFA) would address the above issue and re-purpose the seriously underutilized Bicentennial Park and two adjacent parcels of land along State Rtes 5 & 20 while fulfilling an important recommendation from the 2008 Bergmann Associates study of downtown Geneva. While the location was not specified, the need was. I paraphrase the Bergmann recommendation: in addition to the area across from the Smith Opera House, the City of Geneva's downtown needs a second area of focus (a "commons" area) that can support additional activities and events that draw visitors into downtown. For the purposes of this application, we can call it the "Geneva or Lake Street Festival Commons."

This proposal entails a multi-phased approach that requires an initial funding boost by the state and then can be further developed and enhanced using City and local funding sources.

### **Purpose of the Festival Commons**

In thousands of Europe cities there are plazas or commons areas in central business districts that are used for outdoor markets and events. Often, a "marche" sets up every weekend and other events and presentations are supported by these paved commons at other times. Similarly, the Lake Street Festival Commons could be used to support a myriad of small events whose benefits to downtown would be significantly diminished if placed in the Lakefront Park and far away from the downtown. A flexible commons on the downtown side of 5&20 would allow many different kinds of events to both contribute to and feed off of the downtown business district. Types of events would include:

- Fiber festivals
- Wine tastings
- Food festivals
- Organizational events and barbeques
- Small car shows
- Farmers markets
- Merchandize sales and shows

In addition to the above, it is strongly suggested the Geneva Farmers Market be moved to this new location and using this attraction, combined with others, to draw people from the approximately 10,000 cars per day that travel on Rtes 5& 20 past Geneva. A side benefit of this move would be to free up the congestion and impact on local merchants every Thursday morning during the summer season when half of the Exchange St. parking lot is taken up by the Farmers Market.

Programmatically, the City of Geneva's Recreation Department would schedule 15-20 additional events for weekends throughout the late spring, summer, and early fall. With events of unique interest on the downtown side of 5 & 20 people will pour into Geneva via Lake and Castle Sts., conveniently circle into the parking lot along 5 & 20 (with overflow parking available in the Exchange St. Parking lot), and, not only enjoy the Festival event, but also choose to take a look at what our other downtown businesses have to offer.

### **Multi-phase Development Approach**

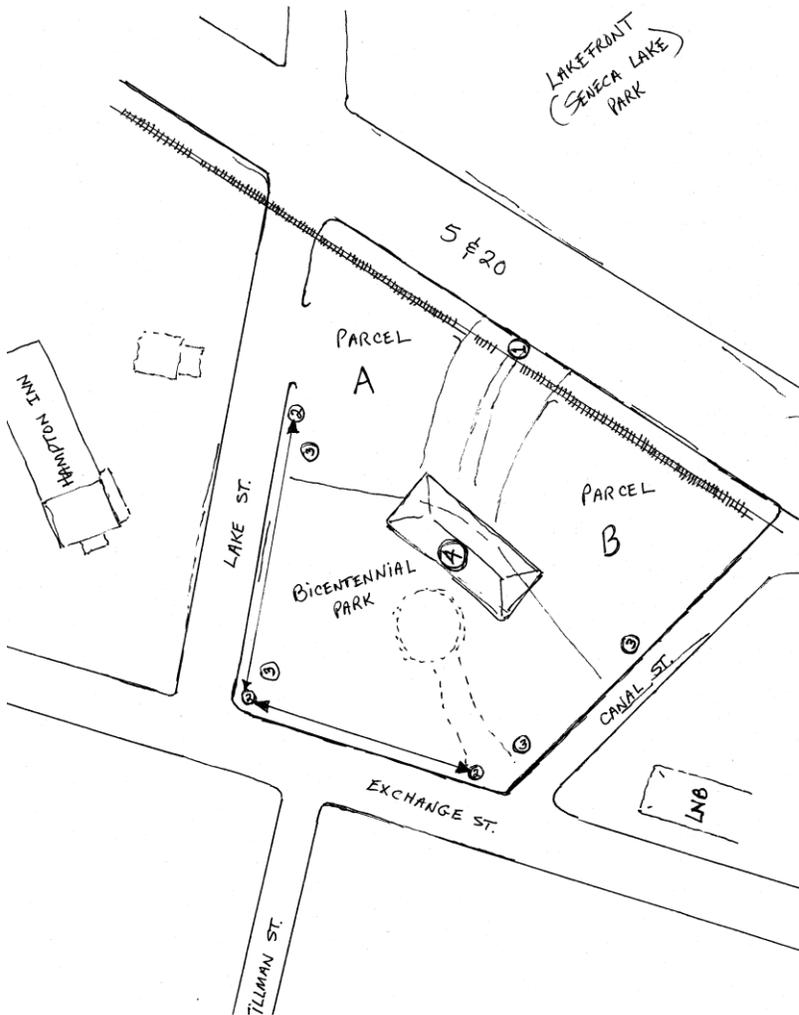
Here is a list of the phases and physical steps in the reconfiguration and repurposing process:

#### **Phase 1:**

1. Using a pre-fabricated culvert/bridge system, cover 2/3 of the open section of Castle Creek between the adjoining Parcels along Routes 5&20 (see Parcels A and B in the site plan) and merge them into the Bicentennial Park and rename the location the "Lake Street Festival Commons." See Exhibit 1.
2. Removal of the central rise and fountain structure in the middle of Bicentennial Park and leveling of the site and surfacing with a combination of pea stone and paving materials (salvaged from the existing fountain and wall structures) in a defined layout and leaving the perimeter sodded areas and trees in their current locations.

3. Preservation and proper termination of the water and power services so that they are accessible to Festival Commons users.

### Exhibit 1. Lake Street Festival Commons - Proposed Site Plan



#### Phase 2:

1. Install appointments in wine and agricultural motifs that boldly suggest Geneva is the "Head" of the Seneca Lake wine trail including:

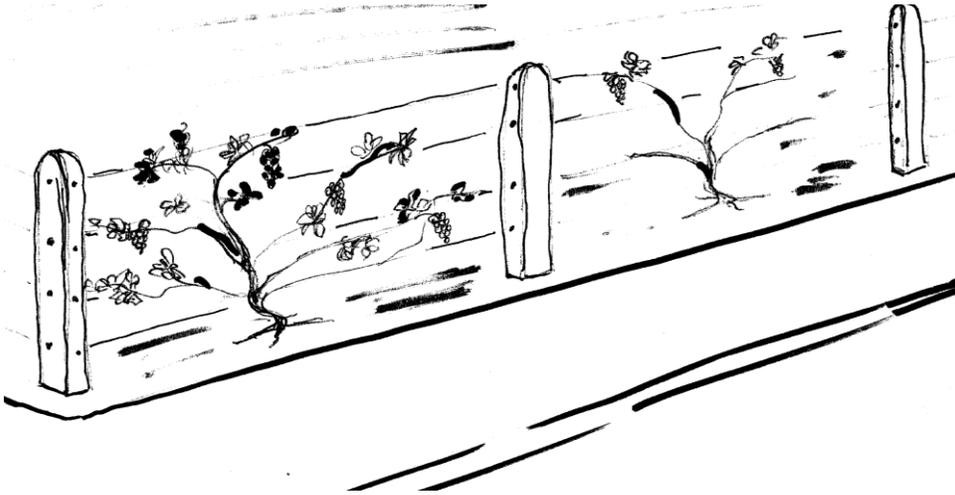
- Erect a large Welcome Sign (25-30 feet high) on 5 & 20 with both semi-permanent and remotely changeable electronic signage that can announce all festival commons events in addition to the weekly Farmers' Market. **See Exhibit 2.**

**Exhibit 2.**



- **Exhibit 3.** shows lining the Lake and Exchange street sides of the Commons with a grapevine & trellis system typically found in our local vineyards.

**Exhibit 3.**



- **Exhibit 4** Shows placing 4-6 semi-permanent, sidewalk kiosks that wineries and other seasonal businesses can rent to advertise their products and businesses.

**Exhibit 4.**

SIDEWALK  
VINEYARD  
INFO  
KIOSK



**Phase 3:**

- **Exhibit 5.** While, event sponsors would be free to erect tents and other temporary structures for their events starting in Phase 1, after the Lake Street Commons proves its success, the City could seek funding for a permanent all-purpose outdoor Market and Festival Pavilion in the center of the Commons.

The addition of the permanent structure would provide additional revenue by allowing a significant extension of the season.



### Direct Income Generation from Festival Commons Activity

For purposes of discussion, following are estimates of the direct potential income Lake Street Commons could provide. This would be enough to pay for annual maintenance and upkeep.

Lake Steet Festival Commons				City of Geneva				
Financial Pro Forma				4/21/2013				
Income Potential Estimates				rkc				
Item	Event	Numbers		Season				
		/season	Rate	1	2	3	4	5
1	Weekends rentals	13	\$250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250
2	Farmers Market	15	\$300	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
3	Kiosk Rentals	4	\$1,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
<b>Total Revenue</b>				<b>\$11,751</b>	<b>\$11,752</b>	<b>\$11,753</b>	<b>\$ 11,754</b>	<b>\$11,755</b>

## **Heritage and Pride of Place**

This Festival Commons, with the Farmers Market as its anchor event, brings us back to our roots as a community - the commercial hub for sustainable agriculture (as we once were over 100 years ago). With this project we will become an integral part of the Finger Lakes "wine and ag" movement and a place known for sustainable energy production and stewardship of our beautiful lake. Finally, by design, this project distributes its bounties to most of our citizens because it is accessible to all our citizens. Along with our visitors/guests, it invites your support and patronage and will greatly express our pride in Geneva's unique location and history.

**Direct Jobs Created:** Unquantified but likely to a positive number in that this venue will stimulate more business activity in downtown either preserving some existing jobs or creating additional employment.

**Construction Jobs Created:** Phase 1 would create 5-10 jobs for one spring/summer season.

**Anticipated Project Schedule:** Fall 2013 through Spring 2014.

**List any adopted City Plans the Project Supports:** Bergmann Associates, Geneva City's Strategic Imperatives.

### **Describe How Project Aligns with Council's Economic Development Strategic Imperative:**

Below are listed Geneva City Council's Four Strategic Imperatives. While the CFA is interested in alignment with the Economic Imperative, it is interesting to note that the Lake Street Festival Commons addresses much more. The areas where alignment occurs are delineated by the placement of a check mark after the statements below.

- **Economic Development:** Private investment and job creation contribute to community success through diversification of the tax

base and enhancement of quality of life for our residents. City Council will continue to make investments in well thought out economic development efforts that attract high-quality commercial activity. ☑ Our efforts will be focused on those investments that enhance our posture as a regional tourism center, a haven for small, independent businesses ☑, and promote an industrial sector that provides high-skilled, high paying jobs, while respecting our sensitive watershed environment.

- **Talent Capitalization:** Vast community resources exist in our active residents and engaged civic, business, and not-for profit partners. City Council will invest time, effort, and resources in cultivating relationships--with existing and potential partners, in an effort to leverage public resources, community effort, and expertise. Infrastructure will be developed and utilized to seek out, evaluate, cultivate, and implement innovative programs and services to increase value to residents, visitors, and businesses. ☑
- **Asset Promotion:** Active promotion of regional and community assets are critical to the development of a sound economic and community development program. ☑ In order to maintain and advance our position as a community of choice for residents, businesses, and visitors, City Council will invest resources to elevate our visibility among target audiences through effective and efficient brand distribution strategies, leveraging the resources of economic development and other community partners. ☑
- **Pride of Place:** Promoting our community as a destination for discerning households, visitors, and businesses begins with intrinsic pride of place. Council will invest resources in efforts that engender neighborhood and community pride through programs and services that enhance the aesthetics, functionality, and safety of public spaces, and that showcase Geneva as a model community.

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