

Clayton Local Development Corporation Annual Report 2021

CLDC Mission Statement:

The Clayton Local Development Corporation seeks to promote, provide and enhance employment opportunities and business development in the Town and Village of Clayton; and act in the public interest to improve the area's quality of life, to lessen the burdens of government, and to improve the economic welfare and prosperity of all residents.



CLDC Board Members 2021

Officers

Chairman

Jamie Ganter, Retired Director of Media Operations Knowlton Technologies LCC

Vice-Chairman

Bobby Cantwell, Jefferson County Legislature, District #1

Treasurer

John Cooper, Territory Sales Manager, Reeb

Secretary

Kylie Peck, President & CEO Greater Watertown North Country Chamber of Commerce

Assistant Secretary

Christopher Bogenschutz, President of the Clayton Chamber of Commerce, Ex-Officio Member

Ex-Officio Members

Doug Rogers, Chairman of the Clayton Joint Planning Board, Ex-Officio Member

Norma Zimmer, Village of Clayton Mayor

Michael Bashaw, Superintendent of Schools, Thousand Islands School District

Lance Peterson, Town of Clayton Supervisor

Community Members

Dennis Weller, retired President and Chief Executive Officer Structural Associates Inc.

Christine Powers, VP/Commercial Loan Officer, Watertown Savings Bank

Jack Stopper, owner Weather Stopper

Tom LaRochelle, retired

Executive Director

Kristi Dippel

2021 Highlights & Project Updates

Historic District Infrastructure Improvement Project

The Clayton Local Development Corporation (CLDC) continued to work with all stakeholders to move this project to completion during 2021. Construction continued throughout the year, resulting in the project being ahead of schedule. The CLDC supported the Village by administering a portion of the grant funding. The project was completed in the Fall of 2021, with only the funding closeout remaining for 2022. The project has enhanced the Village's main corridor and allowed businesses to improve their properties without the burden of high-powered energy lines. The project has improved the aesthetics and will have a positive impact on tourism.



Downtown Revitalization Initiative Application

A committee was originally formed in 2019 as part of the Strategic Plan to apply for the 2020 NYS Downtown Revitalization Initiative (DRI). However, the program was delayed by NYS due to the pandemic and NYS's financial state. The state did solicit applicants to apply on a short timeframe for the 2021 DRI program. The committee worked with local stakeholders, including local businesses, not for profits and the Town and Village boards, to gather potential projects and develop the basis for a strong application. The CLDC held a public session to hear from the



local community. The CLDC developed an application for the \$10 million DRI program and had a great response from all stakeholders, totaling over \$27 million in potential projects. Based on that application Clayton would have capitalized on this investment to continue the transformation of its downtown corridor into a premiere community in which to live, do business, and visit. Even

though Clayton’s application was not chosen in 2021, the community will continue to apply in the future.

Resiliency and Economic Development Initiative (REDI)

The CLDC provided support to the Village of Clayton as the Village moved forward with their REDI projects. In 2021, CLDC worked with the municipality and their consultant to complete permitting and engineering. Bids for the initial projects were obtained in 2021, with the other projects expected in 2022. The CLDC also partnered with the Town of Clayton to provide support for a Town REDI project in 2022.



Strategic Planning

The current Strategic Plan was developed in 2018 and revised again in 2021. It was approved as a five-year strategic plan. The organization’s plan remains the same, which is to promote, provide, and enhance employment opportunities and business development in the Town and Village of Clayton. Also, to act in the public interest to improve the area’s quality of life, to lessen the burdens of government, and to improve the economic welfare and prosperity of all residents. The plan will continue to be utilized in 2022 to generate measurables and guide the CLDC.

ARPA Small Business Relief

The Town of Clayton partnered with the CLDC to provide funding to local small businesses who sustained prolonged negative impacts from the Covid pandemic. The funds were provided by the Town of Clayton through the Federal ARPA program. The Clayton LDC worked in 2021 to establish the framework for the program, with the implementation planned for 2022.

CLDC GOALS FOR 2022

1. Develop and implement a small business grant program based on the Town of Clayton and federal guidelines for the American Rescue Plan Act (ARPA).
2. Work with the Village of Clayton, the Town of Clayton and local businesses to submit viable applications to appropriate NYS and federal funding opportunities, to include the 2022 NYS Downtown Revitalization Initiative (DRI) program if available.
3. Continue to collaborate with the Village of Clayton, and granting agencies to closeout the funding programs for the downtown underground utility project.
4. Continuing to work with local agencies and municipalities to expand and connect the local trail and walkway system, to include the Sissy Danforth Trail and Clayton Riverwalk.
5. Explore additional revenue generating activities to ensure the future sustainability of the CLDC.
6. Continue to update the Strategic Plan to accurately reflect the needs of the community and organization and generate measurable action items
7. Support the Village and Town of Clayton in the implementation of the Resiliency Economic Development Initiative (REDI) program and FEMA funds that impact the shoreline.
8. Work with the Town and Village of Clayton, as well as the Joint Planning board towards revising and updating the 2013 Joint Local Waterfront Revitalization Plan.
9. Explore the need for and the feasibility of a community Housing Needs Assessment.
10. Evaluate the feasibility of relocating the Village Water/Waste Water Treatment facility.