



PART 1 - APPLICATION COVER PAGE

NYF Round 4 Application for:

Historic Ellenville Downtown Business District

Submitted by:

Village of Ellenville, NY (Ulster County)

Submitted to:

Mid-Hudson Regional Economic Development Council

Contact: Mayor Evan Trent

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Pro-Housing Certification Completed October 8, 2025

PART 2 - GEOGRAPHIC AREA & JUSTIFICATION

Because it lies on the edge of the region, far from its main population centers, Ellenville sometimes gets overlooked. When you visit and get to know this small village of 4,500 residents, however, you start to see why its location makes it so special.



Nestled in the upper Rondout Valley, where the Shawangunk Ridge rises steeply to the south and the deep forests and rolling foothills of the Catskills stretch north, geography has shaped more than just its compact footprint of buildings and neighborhoods. Somewhat removed from the hustle and bustle of the Hudson Valley, the greater Ellenville area's economy has always had a certain autonomy and independence that is both a source of pride and a challenge.

As a community whose industry flourished with the completion of the D&H canal, and whose tourism history was linked to the Catskills' Borscht Belt, Ellenville has always been a blue-collar, working class town. Now, with growing interest in its historic buildings, its burgeoning art scene, and its unparalleled access to

nature, Ellenville is being reborn for the 21st century.

It is time to Elevate Ellenville.

I. Defining the Proposed NY Forward Downtown Area

The proposed NYF downtown area is the **Historic Ellenville Downtown Business District**. It encompasses the historic core of the Village of Ellenville, designed to focus investment on the most **densely-built**,



walkable parts of the municipality, covering approximately **0.25 square miles** or 160 acres. This area captures the **Canal, Center, and Market Street corridors**, which serve as the traditional Central Business District and contain the Village's key municipality buildings, landmark properties, and popular businesses.

The boundaries encompass the Downtown Historic District and portions of the three **Downtown Catalytic Zones** established in the 2009 Comprehensive Plan:

Civic Square, Market Place, and Mountain Gateway. By targeting this concentrated area, the Village ensures that investments adhere to NYF guidelines, which favor small, compact areas that serve the surrounding neighborhoods and market area and feature a distinct sense of place.

II. Readiness for NYF Investment

Ellenville's downtown area is exceptionally ready for NYF investment due to prior planning, demonstrated policy commitment, and significant project momentum poised for leverage.

- **Policy Alignment and Walkability:** The concentrated area is highly **walkable**. The Village has demonstrably advanced supportive local policies, including achieving **Pro-Housing Community certification** and a long-standing commitment to **Complete Streets principles**, ensuring future density and housing development will be supported by safe pedestrian infrastructure.
- **Historic Assets and Character:** The core is rich in historical assets, including the **Ellenville Downtown Historic District**, which offers state and federal historic preservation tax credits. The community actively seeks to protect and preserve its **architectural features and historic character**, making targeted renovation projects highly catalytic.
- **Job Growth and Private Leverage:** The NYF investment is intended to capitalize on **impending private investments** planned for sites adjacent to the downtown area. Key job-creating projects, such as the **\$380 million Nevele resort redevelopment**, along with a diversified small business sector comprising **health care, education, social services and the trades** create an immediate demand for a vibrant, thriving downtown to house, serve and entertain our workforce.
- **Addressing Core Challenges:** Readiness stems from the clear identification of specific challenges, such as blight, vacancies, and poor aesthetics on key streets like Center Street. Investing state funds here is necessary to **address the aesthetic and infrastructure hurdles** that deter larger private development and to support a **diversity of smaller projects** that are important to a rural, blue-collar community's rebirth.

III. NYF Investment as a Catalyst for Revitalization

The focused NYF investment of **\$4.5 million** in the Historic Ellenville Downtown Business District is anticipated to leverage **over \$30 million** in synergistic projects, serving as a powerful catalyst for transformation.

- **Catalyzing Density:** Funds will target infill development at key sites like **60 Center St** ([Transformative Project #1](#)) and **11 Market St** ([#2](#)), where Village land or underutilized parcels will be converted into **4+ story mixed-use structures** featuring commercial space below and

mixed-income housing above, supporting high-density downtown activity as called for in the Comprehensive Plan.

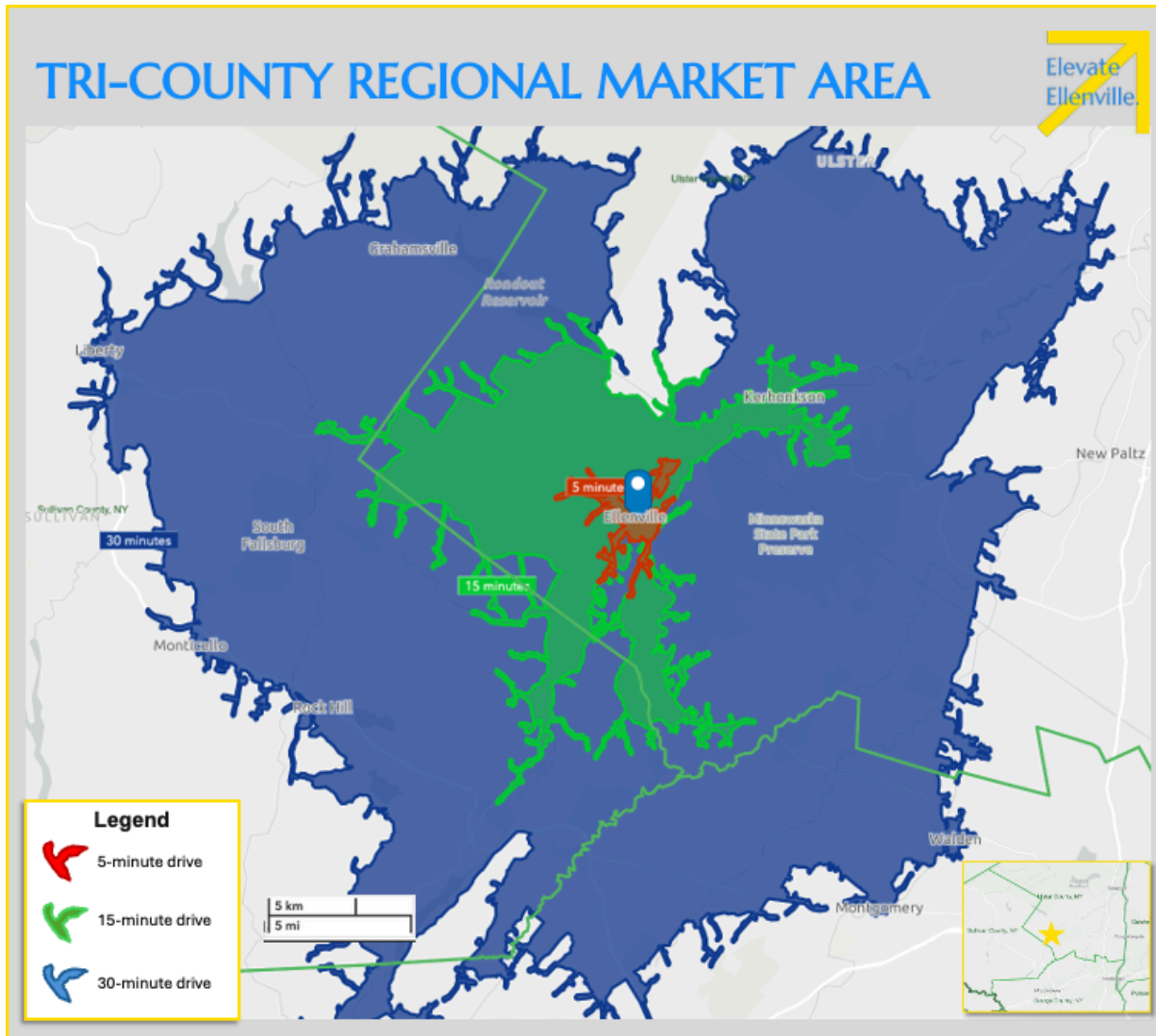
- **Enhancing Connectivity:** NYF projects will fund public improvements like the **Smiley Carriage Road (#9)** connection and the **D&H Canal Trail (#4)** and **O&W Rail Trail Extension (#10)** projects. This connectivity ensures safe pedestrian routes and physically links the downtown core to regional tourism and outdoor recreation destinations.
- **Attracting Private Capital:** Targeted funds for a **Facade & Small Business Fund (#7)** up to **\$600,000** of the award) will incentivize private property owners to renovate historic buildings, activating vacant upper stories for residential or lodging use and improving curb appeal, thus reducing blight and attracting further private capital. We have established a substantial list of existing businesses who would seek to utilize such a fund.

PART 3 - VISION & STRATEGIC GOALS

I. Vision Statement

The **Elevate Ellenville Vision Statement** emphasizes the unique local context, aligning with the NYF criteria for being compelling, cohesive, inclusive, and locally specific:

Cradled between the Catskills and the Shawangunks, Ellenville is a compact, historic village that is bursting at the seams with diverse people and cultural offerings. We envision a thriving, equitable, and walkable downtown that fully embraces its role as the commercial hub for the rural tri-county region of south-western Ulster, eastern Sullivan and northern Orange counties. Our economy is diversified across arts and culture, niche and specialty manufacturing and outdoor recreation, attracting visitors from near and far and creating sustainable, family-supporting local jobs. We prioritize investment to revitalize historic buildings, activate vacant properties, promote density and quality housing at all price points, and protect affordability for all people while enhancing multi-modal connectivity and climate resilience.



II. Strategic Goals

Five working draft goals, derived from extensive community input, clearly support the vision and address NYF core priorities (housing, quality of life, economic growth, sustainability).

- **Goal 1:** Expand housing, lodging, and hospitality offerings to accommodate growth.
- **Goal 2:** Center the arts, culture, and outdoor recreation as the village's key attractions.
- **Goal 3:** Invest to improve infrastructure, public spaces, historic buildings and overall aesthetic appeal.
- **Goal 4:** Support education, healthcare, community services; niche manufacturing; and the trades as economic engines.
- **Goal 5:** Preserve Ellenville's essential character by protecting affordability, density, and diversity.

PART 4 – PAST INVESTMENT, FUTURE POTENTIAL

The Village's application is built upon decades of **coordinated public and private planning and investment**, confirming its readiness to administer and leverage NYF funds.

I. Advancing Long Range Plans

Recent and ongoing planning efforts that support public and private investment include:

- **2009 Village of Ellenville Comprehensive Plan:** Established the framework for revitalization, creating **three Downtown Catalytic Zones** (Civic Square, Market Place, and Mountain Gateway) and recommending a **Parks plan** and expansion of **bike paths** and **sidewalk systems**.
- **2015 Draft Ellenville–Wawarsing Complete Streets Strategy & Plan:** Outlined an action plan for **active transport**, complementing the goals of NYF's mobility and quality-of-life criteria.
- **2020 Strategic Revitalization Action Plan:** Provided a contemporary framework for current priorities, including supporting arts/culture and re-establishing the Central Business District.
- **Brownfield Opportunity Area (BOA) Grant Program:** Ulster County is utilizing BOA funds to evaluate opportunities in two areas—**Ellenville South** and **Ellenville North**—aiming to attract state funding and revitalize underutilized sites.

II. Quantified Large-Scale Public Investments (Past 10 Years)

The Village demonstrates strong administrative capacity through the successful management and completion of multi-million dollar capital projects:

- **Infrastructure:** Completed major projects include Sewer Plant construction (**\$13.4 million**) and Water System Improvements (**\$3.45 million**), ensuring the Village's underlying physical capacity to support future residential and commercial growth catalyzed by NYF.

- **The Ellenville Million:** In 2015, a **\$1 million** grant from Ulster County seeded initial investments, funding **façade improvements** and **sidewalk enhancements**. NYF funds are intended to **recapitalize** these existing revolving loan and facade grant programs.
- **Cultural Anchors:** Public investment has secured key cultural draws: **Shadowland Stages** received **\$200,000** in prior funding. The exciting new **Borscht Belt Museum** has secured **\$650,000** in state funding toward a **\$4.5 million** total project cost.

PART 5 - RECENT AND IMPENDING JOB GROWTH

The Ellenville area is experiencing a surge of new residents and jobs, which provides a logical basis for the proposed downtown investments and ensures long-term sustainability.

I. Impending Job Growth

Major private investments located in or immediately near the NYF area have the potential to dramatically increase Ellenville's economic base, which would in turn drive an expanding local workforce:



Architectural Rendering of Nevele Redevelopment

- **Somerset Partners (Nevele Redevelopment):** A **\$380 million to \$400 million investment** is planned to redevelop the Nevele Resort, projected to create **200 to 300 livable-wage jobs** in hospitality and services.
- **Ellenville Regional Hospital:** One of the region's largest employers, ERH is undertaking a **major facility renovation** in the coming years, which will generate dozens of new **construction and permanent jobs**.



- **Niche Manufacturers:** From **R Vinyl** and **ZSD Inc** to **Optimum Windows**, the area continues to attract manufacturers whose growth will drive **steady job growth** in the coming years.

While these projects are major boons to the region's economy, Ellenville has seen large project proposals come and go over the years. Instead of waiting for mega-projects to drive revitalization, our community is focused on its **existing businesses and institutions** as engines of our future growth. Service-sector jobs in **healthcare, education, hospitality/retail and construction** comprise the largest share of employment in the greater Ellenville area. Our goal is to invest in the community infrastructure that makes Ellenville **a great place to live** for the workers who fill those jobs in the future, as well as the people who already live here.

II. Attracting a Diverse Workforce and Sustainability

Future job growth in these sectors will continue to drive interest in Ellenville as a place to live. The NYF investment is necessary to **translate this employment demand into sustainable downtown growth** by:

- **Maintaining Diversity:** Ellenville's workforce is already diverse, with varying salaries and skill sets. NYF investments will strengthen the amenities and attractions that **support retention and attraction** of workers in key sectors.
- **Supporting Redevelopment:** Retention and attraction of new workers creates an **additional, immediate demand for local affordable housing**. NYF funding will directly support **mixed-use structures with housing above commercial space** (e.g., at 60 Center St [#1](#) and 11 Market St [#2](#)) to meet the new population's needs.



- **Sustainability through Diversification:** The long-term economic strategy focuses on **tourism, niche manufacturing, specialty retail, services, and the arts**. By supporting **cultural destinations** (Borscht Belt Museum [#12](#) [#15](#), Shadowland Stages [#13](#)), **connecting recreation assets** (D&H Canal Trail [#4](#), Wayfinding & Signage [#5](#), O&W Rail Trail [#10](#), Smiley Carriage Road [#9](#)), and unlocking opportunity for new **visitor accommodations**, the NYF investment ensures the Village is a **year-round destination**, mitigating risk from over-reliance on any single sector.

PART 6 - QUALITY OF LIFE

The NYF area is desirable due to key attributes that contribute to its attractiveness and livability for a diverse population of varying ages, income, ability, mobility, and cultural backgrounds.

- **Walkability and Accessibility:** The downtown is a **compact, walkable area** and a **central hub for transportation connections**. Public transit (UCAT, Short Line) is available, reducing automobile dependency. The Village prioritizes ensuring that streets and downtown areas have appropriate infrastructure to promote **pedestrian mobility for an elderly population**.
- **Cultural Heritage and Adventure Tourism:** Ellenville features **historic architecture** and a rich history, serving as the setting for the nationally recognized **Shadowland Stages**, which draws three quarters of its visitors from out-of-town, and the recently-opened **Borscht Belt Museum**. Our strategy centers **arts, culture, and outdoor recreation** as key attractions, capitalizing on location and its role as the area's **commercial hub**.
- **Recreational Assets and Open Space:** The Village is **cradled between the Catskills and the Shawangunks**, offering unparalleled access to nature. Key amenities include **Berne Road Park** (a



Artistic rendering of Liberty Square Expansion (Project #3)

gateway to the Shawangunk Ridge) and the planned **trail connections**, which improve **equitable access to parks and public space** and promote **healthy active lifestyles**.

- **Development Opportunities and Housing Diversity:** The core contains **developable vacant and/or underutilized spaces** (e.g., vacant urban renewal parcels at 11 Market St [#2](#), the former bank, the Norbury Theater [#19](#)). The Village actively pursues **opportunities for upper-story activation** to provide new housing at a **mixed range of housing prices and types**, as well as small-scale lodging for visitors.
- **Diversity and Affordability:** The community is proud of its existing **cultural and economic diversity**. A primary goal of the revitalization is to **protect affordability for all families** and strengthen its **ethnic and economic diversity**.

PART 7 – SUPPORTIVE LOCAL POLICIES

The municipality has enacted and is advancing crucial policies that increase livability and quality of life, aligning with state goals for sustainability and housing.

- **Complete Streets Policy:** Both the Village and Town **adopted Complete Streets resolutions in 2014**, recognizing the need to safely accommodate pedestrians and bicyclists in all local projects. This policy is monitored by the inter-municipal **Complete Street Advisory Committee (CSAC)**.

- **Age-Friendly Policies:** The Comprehensive Plan makes specific recommendations for ensuring village neighborhoods are **elder friendly**, including ensuring that streets have traffic signals, sidewalks, and speed limits that **promote pedestrian mobility for an elderly population**.
- **Modern Zoning and Housing:** The Village has achieved **Pro-Housing Community certification**, demonstrating its commitment to increasing housing stock. It is actively exploring updates to its zoning, potentially adopting an overlay district or **Form Based Code**, and utilizing **incentive zoning** to promote density and meet community goals.
- **Decarbonization and Sustainability:** Near-term efforts include pursuing **Climate Smart Community (CSC) certification** and integrating **green infrastructure and Low Impact Design (LID) initiatives** into streetscape and capital projects to reduce stormwater runoff and greenhouse gas emissions. The Village is also planning projects to add **EV fast charging stations** throughout the village, often ready for private co-contribution.
- **Addressing Blight:** The Village is actively exploring local policies, such as implementing a **vacancy fee program** (modeled after successes in Kingston), to address blighted and vacant storefronts.

PART 8 – PUBLIC SUPPORT

The application is supported by an **open and robust community engagement process** that directly shaped the revitalization vision and project list.

I. Public Participation in Developing the Application (Fall 2025)

The Village, in partnership with its grant-writing consultants, implemented a targeted strategy to solicit input from stakeholders, local leaders, and the general public during the application development phase (September–November 2025).

<i>Engagement Method</i>	<i>Date(s)</i>	<i>Participation</i>	<i>Results</i>
Application Steering Committee (ASC) Meetings	Sept 24, Oct 22, and Nov 5, 2025	Core group of a dozen community leaders participated in 3 working meetings.	Used structured visioning exercises (protect/change/envision) to inform the initial draft vision statement and project list. Reviewed drafts and provided feedback.
Public Input Meeting	Oct 22, 2025 (7:00 PM)	Nearly 60 people were in attendance at the meeting.	Event was published on Village website, social media and covered in the local newspaper . 100 flyers were distributed throughout the downtown area. Participants used small groups and maps to share input, resulting in a strong desire for a youth center, age-friendly places , and specific aesthetic improvements .
Online Engagement (Website/ Surveys)	Launched October 9, 2025	Over 100 responses received on the general input form; seven project nominations received.	Online input confirmed the need for facade improvements and business support and incentives (70% response rate for both), shaping the inclusion of the Facade & Small Business Fund .
Individual Interviews and Local Outreach	Ongoing Sept – Nov 2025	Over two dozen interviews conducted with project sponsors and local businesses.	Ensured project readiness and coordination with property and business owners, which revealed a high level of demand for facade improvement funds and targeted opportunities for small business capital investment .
Presentations to Community Groups	Ongoing Sept – Nov 2025	Ellenville Wawarsing Chamber of Commerce (6 people), Coalition of Forward Facing Ellenville (25 people in August, 15 people in October), and Noonday Club (20 people)	Brought our engagement efforts to existing audiences to ensure maximum participation. As a result, received positive feedback and constructive input in the formulation of the vision statement and project list.

II. Shaping the Downtown Vision Statement and Project List

The engagement process directly determined the focus of the application:

- **Vision Statement:** Feedback prioritizing "arts, culture," "walkability," and the need to protect **affordability** directly led to the inclusion of these concepts in the **Working Draft Vision Statement**.
- **Project List:** The public mapping exercises and surveys identified core needs that drove the project selection: the high demand for a youth facility resulted in the **Ellenville Youth Center** (20 Berme Rd,

[#17](#)) project. The need to utilize vacant or underused properties and enhance arts led to the inclusion of capital improvements for the **Borscht Belt Museum** (ADA/elevator/flooring, [#12](#)) and the **Norbury Theater** (live music venue conversion, [#19](#)).

PART 9 - TRANSFORMATIVE PROJECT OPPORTUNITIES

The following [proposed projects \(click for map\)](#) are a complementary set of transformative opportunities totaling over

\$30 million in requests that are **supported by the community and poised for implementation** within the mandated timeframe. Input received during the preparation of this application includes nearly twenty additional project ideas, which will be evaluated further during preparation of the downtown area Strategic Investment Plan.



Artistic Rendering of Resnick Gateway Park (Project #13)

<i>Project Name (Location)</i>	<i>#</i>	<i>Category</i>	<i>Status</i>	<i>Scale</i>	<i>Transformative / Catalytic Impact</i>
60 Center Mixed-Use Redevelopment (60 Center St)	1	Housing/ Mixed-Use	Owner/Developer Interest	Large (>\$10 million)	Demolishes existing structure to construct 4+ story new structure. Commercial space at street-level will house community services, such as day care, population health programs, or medical offices, with affordable/workforce apartments above commercial space.
11 Market Mixed-Use Infill Development (11 Market St)	2	Housing/ Mixed-Use	Developer Interest (Kearney , RUPCO)	Large (>\$10 million)	Aggregates several village-owned parcels acquired during urban renewal to accommodate infill development in the heart of the downtown area. The project would involve a new multi-story (4+ floor) building or buildings with street-level retail/office space. The village is aware of developer interest and intends to select a development partner through a Request for Expressions of Interest in 2026.
Hunt Memorial Building Weatherization (2 Liberty St)	3	Community Facilities	Ready to Launch	Small (<\$1 million)	Installs heating/AC for year-round operation as a visitor center and community event space, providing a crucial amenity and supporting the tourism economy. Bids/quotes have been secured, and system designs are completed.
D&H Canal Trail (5 Berme Rd)	4	Parks, Trails & Open Space	Ready to Launch	Small (<\$1 million)	Creates a 1,250 feet (0.25 mile) long, eight foot wide section of pedestrian trail in the Village of Ellenville that is part of a larger 35 mile long plan for the Delaware and Hudson (D&H) Canal Corridor in Ulster County extending from Spring Glen to Kingston. The project begins at the intersection of Canal Street (S.R. 52) near the old Canal Ticket Office and terminates at an athletic field owned by the Ellenville School District.
Wayfinding & Signage System Implementation	5	Economic Development	Ready to Launch	Small (<\$1 million)	Implements the plans and detailed designs for a wayfinding signage program in the downtown area, which were developed with funding provided by the Ulster County Transportation Council in 2020/2021.
Co-work and Incubator Space (2	6	Economic Development	Ready to Launch	Small (<\$1 million)	Establishes a coworking space and incubator program in the Village-owned offices on the 5th floor of the government center. The

<i>Project Name (Location)</i>	<i>#</i>	<i>Category</i>	<i>Status</i>	<i>Scale</i>	<i>Transformative / Catalytic Impact</i>
Elting Ct)					village is in discussion with potential operators and is seeking funding for necessary interior renovations/fitout.
Facade & Small Business Fund (41.715351)	7	Economic Development	Ready to Launch	Small (<\$1 million)	Incentivizes private renovation (Facade Program up to \$350K; Capital Loans up to \$250K) to address blight, replace aging capital equipment, and fill vacant upper stories for housing/accomodations, leveraging private capital across dozens of properties. Interviews conducted in fall 2025 with downtown-area businesses identified at least 13 businesses/property owners interested in these programs.
Destination Ellenville Marketing Campaign	8	Economic Development	Ready to Launch	Small (<\$1 million)	Re-establishes a signature project of the Ellenville Million program by reactivating the Destination Ellenville brand, an omni-channel marketing campaign generating excitement, platform and messaging continuity, and content creation surrounding the idea of visiting and living in Ellenville. Instagram.com/destinationellenville, destinationellenville.com, village website, digital and print media features (edible, chronogram, nyt, etc), influencer channels, physical advertisements (billboard & transportation locations signage).
Smiley Carriage Road (Western Section) (98 Mine Ln)	9	Parks, Trails & Open Space	Design	Medium (\$1-10 million)	Builds on long-term investments by Open Space Institute (OSI), with past REDC funding (Round 5, CFA# 51812) by funding the design and engineering for restoration of the final, western-most section of the Smiley Carriage Road, which connects from Berme Road Park in the village to Napanoch Point and the High Point Carriage Road via Witch's Hole State Forest.
O&W Rail Trail Extension to Berme Road Park	10	Parks, Trails & Open Space	Design	Medium (\$1-10 million)	Extends the Ellenville/Wawarsing section of the O&W Rail Trail from its current terminus at 72 Sewer Plant Rd across the adjacent sports fields and former D&H canal alignment to Berme Rd and Berme Road Park. This critical link will complement the Village's D&H Canal Trail project (see Project #9) and OSI's Smiley Carriage Road project (see Project #14) to create a unified bike/ped connection between the downtown area and an expansive network of trails and outdoor recreation

<i>Project Name (Location)</i>	<i>#</i>	<i>Category</i>	<i>Status</i>	<i>Scale</i>	<i>Transformative / Catalytic Impact</i>
					attractions just outside the village and leading visitors into the commercial businesses of the downtown area.
Liberty Square Expansion	11	Parks, Trails & Open Space	Design	Medium (\$1-10 million)	Reconfigures this intersection, in the heart of the downtown area, to close one side of the fountain to vehicle traffic and connect to Hunt building lawn for large public square, suitable to host festivals and events such as the farmer's market.
Borscht Belt Museum Capital Plan - Phase 3 (90 Canal St)	12	Arts & Culture	Design	Medium (\$1-10 million)	Adds a new ADA-compliant bathroom on 1st floor, an elevator (for lower-level access), electrical upgrades and flooring to activate additional finished space for the museum's expanding programs. This project builds on previous REDC investment (Round 12, CFA# 12561) that helped establish the Borscht Belt Museum's new location.
Shadowland Stages Artist Housing (157 Canal St)	13	Arts & Culture	Design	Medium (\$1-10 million)	Renovates upper floors to create two 2-bedroom units of housing for visiting artists, which supports continued growth and helps attract talent to this important anchor institution. This project builds on previous REDC investments (Round 4, CFA# 43082 and Round 5, CFA# 56870), which funded interior renovations/upgrades to the theatre's facilities.
Resnick Gateway Park Improvements	14	Parks, Trails & Open Space	Design	Small (<\$1 million)	Renovates and improves small pocket park to create highly-visible gateway to the historic business district. Project involves excavation and deconstruction of existing improvements (relocation of gazebo), landscaping/hardscaping (including park benches along Main St and paved access to rear of buildings along Canal to Town parking area behind Town Hall, plus utilities and one or more commissioned sculptures/signage intended to signify the entrance to the business district.
Borscht Belt Museum - Exterior Improvements (90	15	Arts & Culture	Design	Small (<\$1 million)	Improves the outdoor area NW of building to accommodate public events and programming, such as pop-up shows and performances, vendors/concessions for festivals, etc. Project involves excavation of

<i>Project Name (Location)</i>	<i>#</i>	<i>Category</i>	<i>Status</i>	<i>Scale</i>	<i>Transformative / Catalytic Impact</i>
Canal St)					existing concrete/blacktop pad, landscaping/hardscaping and utilities/lighting.
51 Center Housing Project (51 Center St)	16	Housing/ Mixed-Use	Design	Medium (\$1-10 million)	Creates several new owner-occupied or rental residential units at 51 Center Street site to serve low- and moderate-income residents. The County Housing Development Corporation has issued a request for Statements of Qualification and is in the process of reviewing and selecting a partner to develop the site.
Ellenville Youth Center (20 Berme Rd)	17	Community Facilities	Design	Medium (\$1-10 million)	Finalizes the design, acquires the site, and completes renovation/expansion of former Kimble Hose Co building at Berme Rd Park to house a 15,000 SF center for youth programming, including an indoor multi-sports court, large event space, and cafeteria/kitchen. Also provides public restrooms to support activities at the park.
Mill St Park Improvements and Creek Access	18	Parks, Trails & Open Space	Concept	Small (<\$1 million)	Re-establishes access to the Sandburg Creek at this pocket park that lies between the commercial core of the downtown area and the former warehouse district east of the creek.
Norbury Theatre Restoration (73 Center St)	19	Economic Development	Owner Interest	Medium (\$1-10 million)	Renovates and converts this historic theater to accommodate a return of live performances. The building is recognized as one of the key anchors on the Center Street corridor within the downtown area, and is in need of facade improvements to address blighted conditions in this area.

TRANSFORMATIVE PROJECT OPPORTUNITIES

Elevate
Ellenville



PART 10 – ADMINISTRATIVE CAPACITY

The Village of Ellenville is a small municipality, and we understand that a NYF award requires significant administrative, planning, engineering and public engagement effort. The Village has a history of successfully overseeing complex, large-scale public projects, and we are prepared to provide the necessary **administrative capacity** to manage the NYF planning and implementation through existing staff, county and state support and contracted resources.

1. **Demonstrated Capacity:** The Village successfully implemented the **\$1 million Ellenville Million** initiative, managed a **\$1.2 million NY Rising Program** grant for the Hunt Memorial Building, and oversees ongoing complex infrastructure projects, including sewer and water upgrades (totaling over **\$19.4 million** in completed projects). In 2024, the Village completed a **\$400,000 restoration of the Berme Road Park playground**, funded in part by Ulster County. This year, the Village completed designs for a **\$8.5 million water improvement project**.
2. **Implementation Structure:** The **Village Manager, Treasurer, municipal departments, and administrative staff** will manage implementation, coordinate contracts and provide progress updates and reports. Oversight will be provided by the **Mayor and Board of Trustees**. Where additional capacity is needed (e.g. the Facade & Small Business Fund and the Wayfinding & Signage program) the Village expects to **procure contracted services** to augment its existing staff.
3. **Long-Term Project Success:** The Village Department of Public Works (DPW) is responsible for the **long-term maintenance of municipal assets**. The Village has committed general fund resources to cover the routine maintenance of newly created assets like the D&H Canal Trail, absorbing costs into the existing buildings and grounds budget.
4. **Public Engagement:** Building on the energy and excitement that was evident in preparing this application, the Village intends to launch **Elevate Ellenville** as an ongoing downtown revitalization program. By continuing to engage community leaders and groups, and by building momentum toward **shovel-ready status for transformative projects**, we expect to be ready if awarded.

PART II – LETTERS OF SUPPORT & INTEREST

While Letters of Support are often a perfunctory afterthought, as burdensome to review as they are to gather, the following are offered to demonstrate the **incredibly broad public support** for Ellenville's NYF application. Many of the letters come from **anchor institutions**, whose projects would be catalyzed by the state's investment. Others, such as those from Kevin O'Connor and Ken Kearney speak to **developer interest** for housing/mixed-use projects in the downtown area.

Click each entry to view/download a PDF version of the letter, or access the full [Google Drive folder here](#).

1. [NY State Senator Peter Oberacker](#)
2. [NY State Assemblymember Brian Maher](#)
3. [Ulster County Executive Jen Metzger](#)
4. [Ulster County Director of Economic Development Kevin Lynch](#)
5. [Town of Wawarsing Supervisor Terry Houck](#)
6. [Ellenville Central School District Superintendent Lisa Wiles](#)
7. [Ellenville Regional Hospital CEO Steve Kelley](#)
8. [NAACP Ellenville Chapter President Maude Bruce](#)
9. [Shadowland Stages Artistic Director Brendan Burke](#)
10. [Borscht Belt Museum President Andrew Jacobs](#)
11. [Ellenville-Wawarsing Chamber of Commerce President Joseph Stoeckeler, III](#)
12. [Coalition of Forward Facing Ellenville President Victoria Messner](#)
13. [Kearney Realty & Development Group President Ken Kearney](#)
14. [RUPCO Inc. CEO Kevin O'Connor](#)
15. [Open Space Institute Senior Vice President Robert K. Anderberg](#)