



# Ticonderoga Revitalization Alliance

*A non-profit 501(c)3 Local Development Corporation whose mission is to restore economic prosperity in the Ticonderoga region by serving as a catalyst for innovative ideas and resources, and for public-private partnerships and investment opportunities.*

Issue #17 - February 2022

## From the Board

*There is an important project underway for 2022. It's called the DRI, the Downtown Revitalization Initiative, a state-run program that awards one community in the North Country a \$10,000,000 grant for major projects that will revitalize their downtown. Previous winners include Plattsburgh, Saranac, Lake Placid, Tupper Lake, Malone, and Watertown. We believe Ticonderoga is ready to be the next recipient of this transformative DRI grant.*

*It's a town project being led by our new supervisor, Mark Wright, and driven by a committee including Ti-Alliance, PRIDE of Ticonderoga, the Ti Area Chamber of Commerce, the Ti Montcalm Street Partnership, Essex County IDA, and several community-at-large members. We need input from the entire community for our application. This includes residents of Ti and the surrounding towns, year-round and seasonal, who use Ti as their "hub."*

*In the coming weeks, the DRI committee will host some community meetings and distribute surveys to explore ideas for projects and set priorities to include in our Downtown Revitalization proposal. Public participation in this process is essential to making the best plan and application possible. Please make your voice heard and help revitalize our community.*

### **The Ti-Alliance Board of Directors**

Nancy Archer	Lance Clark
Scott Hearburg	Pat Ida
Chris Mallon	Sandy Morhouse
Pam Nolan	Bobby Porter
Peter Reale	Mark Wright (Ex Officio)



## We Love You Guys!

We want to start this first newsletter of 2022 with an expression of deep gratitude to everyone who contributed to our Giving Tuesday and End-of-Year fundraising campaigns. Ti-Alliance relies on our community and private donors for over 80% of our annual operating funds. This year we doubled the number of donors to our campaign. Our organization is so humbled by your support and excited to be able to continue this work. Without you, there is no Ti-Alliance.

We are so grateful for your financial contributions, but we also love your participation in our work. Our social media following has grown by almost 50%, we have great new volunteers on our committees, and many people email or stop by our office to network and contribute great ideas. It takes a village to revitalize one. Thank you to everyone who contributes to making our work possible. We love you guys!

## Welcome to the Desert

Rural America is often called a childcare "desert." The childcare situation in the Ticonderoga Area makes the desert look good. A recent survey done by the Child Care Coordinating Council of the North Country identified more than six children for every one childcare slot in our community. Our employers, workforce, and families have all been directly impacted. Parents face decisions of whether to try to juggle work with childcare or quit their jobs. This is not sustainable. Our working families can not afford to quit their jobs as a childcare solution.

Last month this crisis came to a head at Ticonderoga Schools when several teachers lost their childcare provider for the 4th time in two years. Cynthia Ford-Johnston, our superintendent, contacted us to see if we wanted to partner with them to explore solutions.

It's time to solve this issue the way we know how; by coming together with a community-wide effort to figure it out. We're starting with a survey that will be distributed to area employers and online. It will help us establish our needs for "kid slots," age groups, convenience, scheduling, and more. If you have children ages infant - 17 years old in your household or have family members with children, please fill out the survey at [www.ticonderoga-alliance.org/challenge-of-childcare](http://www.ticonderoga-alliance.org/challenge-of-childcare). For people without access to the Internet, paper surveys are available at the Ti School offices, Town of Ti community building, Ticonderoga Area Chamber office, and Ti-Works.

We have a long way to go in exploring potential facilities, staffing requirements, training, funding, and many logistics, but we're starting now. If you have information, expertise, skills, and/or funding, and would like to participate in discussions, offer your ideas, or share your challenges, email Donna Wotton at [donna@ticonderoga-alliance.org](mailto:donna@ticonderoga-alliance.org).

## Why Ticonderoga?

*“The vitality of communities in the Adirondack Park — like many other places in the Northern Forest — is threatened by the impact of younger people leaving while the remaining population ages.”*

So reads the introduction to the coordinated strategic plan for attracting new residents to the Adirondacks from the Northern Forest Center and the Adirondack Common Ground Alliance.

Attracting new, younger residents and entrepreneurs to our community is a core activity of Ti-Alliance. Last year, we created the Opportunity Page to advertise business opportunities in the area. Our new “Why Ticonderoga?” page supplements the Opportunity Page with additional resources for prospective residents. It establishes our area as a place of unparalleled beauty, historical significance, fun, community, and economic opportunity.

Who better to answer the question of “Why Ticonderoga?” than the people who love living here? We want to hear from you. Whether you’re a year-round or seasonal resident, tell us your name and why you love the Ticonderoga Area. Send written testimony, photos, and/or videos to Claire at [claire@ticonderoga-alliance.org](mailto:claire@ticonderoga-alliance.org). This testimony is also invaluable as we contribute to a DRI Grant application (see *From the Board*).

Visit the updated Opportunity Page at [www.ticonderoga-alliance.org/opportunity](http://www.ticonderoga-alliance.org/opportunity).



Students explore career opportunities at Snug Harbor Marina North, including mid-winter engine repair and testing in the channel!

## The Workforce Pipeline

You can’t turn on the news today without hearing a story about the shortage of workers in every industry, and nearly every employer in our area is challenged. Maybe that’s why our workforce development programs are rocking! Students in the Field trips happen every week with more than 30 employers in various fields participating. The partnership with our school counselors is really helping students envision careers here in their hometown and changing how they think about skilled education. This small investment will continue to create huge returns for years to come. We’re building our own workforce pipeline.

The 2022 version of our Skilled Career Training Quick Reference Guide will be out in a few weeks to give students and families an easy way to find training programs for careers available in our community. Along with the guide, we’ll be opening up the 2022 Ti-Alliance Career Training Scholarship application cycle. Scholarships are available to any current or former Ti High graduate. We don’t want financial restraints to keep anyone in our community from pursuing their dreams. More information is available at [www.ticonderoga-alliance.org/career-training-scholarships](http://www.ticonderoga-alliance.org/career-training-scholarships). Please spread the word.

We’re also planning our spring job fair a little earlier this year. We invite all area employers from Ti, Crown Point, Hague, and Putnam to participate. Contact our Program Coordinator, Melinda Fuller, at [fuller.melinda@gmail.com](mailto:fuller.melinda@gmail.com) with a job description, requirements, and dates of employment, and we’ll do our best to fill the position. Part-time, seasonal, non-seasonal, and full-time positions can be included.

## Entrepreneurs Fund Makes First Loans

We are excited to announce our first two loans from the Ti-Alliance Entrepreneurs Fund. This fund was designed to help local start-ups or expanding businesses as they bring new economic capacity to our community. Mark, Debbie, and Don Barber, owners of the Burleigh Luncheonette, are expanding their restaurant to include a bigger kitchen and nearly twice the capacity. The Barbers will use an Entrepreneurs Fund loan to purchase the new restaurant seating. This anchor business in downtown Ticonderoga not only managed to survive the pandemic but has pivoted at every turn to grow its business year after year. Congratulations to the Barbers for all their hard work. We’re excited to partner with them on the next generation of the Burleigh Luncheonette!



Paul Budd, the new owner of the Silver Bay General Store in Hague, will be the first recipient of The Stuart Family Entrepreneurs Loan. A lifelong visitor to Silver Bay, Paul and his wife, Joanne, are excited to bring new ideas and new life to this business. They will use the funding to expand their inventory and offerings for the coming summer season, including locally-sourced merchandise and great fresh food items. They are open year-round offering groceries, household supplies, breakfast sandwiches, and lunch specials. It’s also the best place around for a cup of coffee. Ti-Alliance welcomes the Budd’s to our community and we look forward to great new things at the Silver Bay General Store!

The Entrepreneurs Fund is open for applications. Entrepreneurs and donors can learn more about the fund on our website at [www.ticonderoga-alliance.org/support-for-entrepreneurs](http://www.ticonderoga-alliance.org/support-for-entrepreneurs).

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## Donate to Ti-Alliance

### Share the Vision!

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