



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 #12 - November 2020

From the Board

As everything moves towards a new normal, the vision of Ti-Alliance remains the unchanged – that Ticonderoga and the surrounding towns will provide our residents with a vibrant and resilient local economy, and our visitors with an exciting place to visit.

Our plan for 2021 includes growth in both capacity and programs. Our 2021 Ti-Alliance Goals and Objectives and 2021 Operational Budget are now posted on the Finance Page of our website and articulate the details of [our plan](#).

This year we're taking things to a new level. We'll be highly focused on business development, housing, job creation and workforce preparedness (see [Connecting the Dots](#)).

COVID will have an impact on public funding for the foreseeable future as state and federal funding for economic development have been put on hold. While we've always focused on public-private investment partnerships, we'll be relying even more heavily on private investment until the public monies become available again.

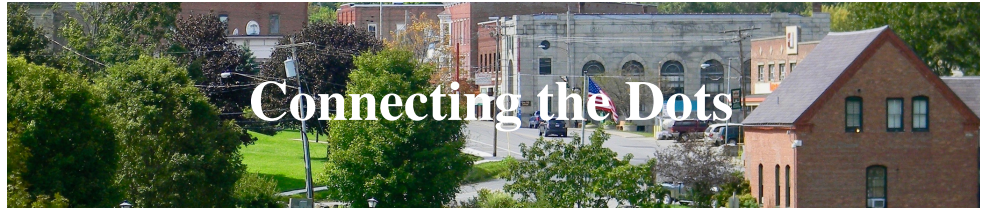
So we need your help. Our goal is to raise \$40,000 by the end of the year to bridge the gap and keep our programs growing. And we can do it.

On Giving Tuesday, December 1, give the gift that keeps on giving. Give a little or make a larger matching donation to drive other donors. Every bit is an investment in your community. Please donate to Ti-Alliance.

GIVING TUESDAY

The Ti-Alliance Board of Directors

| | |
|----------------|---------------------------|
| Nancy Archer | Lance Clark |
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For the past two years Ti-Alliance has been focused on building a more robust and stable foundation for our local economy. With a clear picture of our markets and some challenges hindering our growth, we are ready to begin *connecting the dots*.

In 2021 we will be concentrating on four aspects of our economy.

- Finding new owners for **existing businesses** that are looking for “succession” as owners retire. We want to be sure that these businesses stay vibrant and pass into the hands of ambitious new owners that see their potential.
- Building new year-round businesses missing from our market that are needed to support both our residents and visitors.
- Building middle-income housing for young professionals. Our largest employers report that more than 60% of the people that work in Ti live elsewhere. This is largely due to the lack of appropriate housing. That's something that we can fix.
- Training a **skilled workforce**. We need workers in nearly every category of services and skilled workers, from construction to medical, IT and restaurant workers. We have jobs waiting. Let's get our young people excited about them and trained to be the best.



All of this comes at a time when many people are making quality-of-life and career decisions in the wake of COVID disruption. We hope that some of these people will decide to live here. We are currently building “Opportunity Pages” for our website highlighting entrepreneurial opportunities, professional jobs, and affordable housing in our area. If you know someone considering a move – or a move back – to the Ticonderoga area, have them get in touch with us. Let's explore how we can help realize their dreams.

Glenn & Carol Pearsall
Adirondack Foundation

**Pearsall Foundation Recognizes
Ti-Alliance with \$5,000 Grant!**

The Ticonderoga Revitalization Alliance is excited to announce that it has received a \$5,000 grant from Glenn & Carol Pearsall Adirondack Foundation.

The donation will be used to underwrite the costs of the Ti-Works co-working space for 2021. The grant will also provide funding for the Trade Education Access Program, and living-wage salaries for Ti-Alliance support employees.

Ti-Alliance would like to extend our gratitude to the Pearsall Foundation for recognizing our work in our community and for the incredible work they do improving the quality of life for year-round residents of the Adirondack Park.

To learn more about the Glenn & Carol Pearsall Adirondack Foundation and their charitable work throughout Adirondack communities, visit www.pearsallfoundation.org.

The Passing of a Visionary

We are saddened by the passing of Alex Levitch, the founder and man whose vision created the Ticonderoga Revitalization Alliance. Alex was the amazing owner, director, counselor, and coach to so many young people that had the good fortune to spend their summers at Adirondack Camp in Putnam. He was as passionate about the Ticonderoga community as he was about the Camp, and his business pursuits.

Alex was not only a man of great ideas, imagination, and intellect, but was a man of action. And it was this quality that drove him to convince a diverse group of friends and business people to invest in the founding of an organization that could help to rebuild the economy of Ticonderoga.

It is his vision, his joy, his leadership, his imagination, and his passion that we try to embody every day at Ti-Alliance. From all of us at Ti-Alliance, we extend our deepest sympathies to his wife Linda, their family, and the entire Adirondack Camp community. We have lost an amazing, generous, kind, brilliant, and courageous friend.



When Ti-Works opened at the end of July, we weren't quite sure what to expect. But we have definitely found our clientele of remote workers in the North Country.

People from Ti, Hague, Putnam, Crown Point, Schroon Lake and Brant Lake have become our customers. Those that have limited or no Internet service at their homes have become weekly "regulars". Others that are on vacation, or visiting friends and family come for a day or a week. They span ages from 20-somethings to 60-somethings. Their occupations include teachers, sales representatives, artists, engineers, consultants, advertising executives, and lawyers.

One thing they all have in common is their appreciation of a fun but quiet place to work where they can get a great Internet connection and solid phone signal - not always easy in the North Country - and some office camaraderie.

We're so excited that the Glenn & Carol Pearsall Adirondack Foundation will be underwriting Ti-Works for 2021 so that we can keep this great support facility open for our community. For more information or to book your desk, visit www.ticonderoga-alliance.org/ti-works.

Ti-Alliance Receives Stewart's Grant

It takes a community to build a community. And Stewart's has been supporting our community in a myriad of ways for decades. They have done it again by stepping up with a \$2,000 donation to Ti-Alliance's 2021 operations fund. This funding will help Ti-Alliance bring some new business and downtown development programs to our area this year, and we are so grateful to Stewart's Shops for their partnership.



Stay & Play Paddle Camps at NLG Paddle & Pickleball



Paddle pro Patty Hogan hosted 24 women from New Jersey clubs for 4-day clinics this fall. The group stayed at Trout House Village Resort in Hague, and were treated to boat rides on Lake George, golf at Ti Golf Club, a visit to fabulous Fort Ticonderoga, and coaching by two of America's best paddle coaches. Plans are underway for their 2021 return!



Ti-Alliance Welcomes Claire Burns!

Ti-Alliance is pleased to announce that Claire Burns has joined our team as our communications associate. Claire graduated with honors from the State University of New York at Potsdam in 2019 with a degree in Communications and Business Administration. She excelled in writing, was managing editor of the school magazine, coached students in public speaking and presentations, and lead award-winning teams of business students in statewide business plan competitions. She's a star!

Claire spent her childhood in Ticonderoga and feels a close connection with our community. She will be working remotely through the holidays from her family's current home outside Anchorage, Alaska before relocating to Ti in January. She's excited about returning to her roots and helping Ti-Alliance build an exciting place for her and her peers to live and work.

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Donate on Giving Tuesday

GIVINGTUESDAY

December 1, 2020

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