



Ticonderoga Revitalization Alliance

A non-profit 501c3 corporation whose mission it is to restore economic prosperity in the Ticonderoga region by serving as a clearinghouse for innovative ideas and resources, and a catalyst for public-private partnerships and investment opportunities.

Issue #3 December 2013

It's Official - 501c3

The Alliance has finally received it's 501c3 non-profit status! Your donation is now Tax Deductible. Page 1



Economic Development

TRA Partners get AARCH award and Ti welcomes several new businesses. Page 2

Downtown Gallery Thrives

Art, live performances, workshops, and fun at the busy Gallery Page 3



New Murals in Ti

The Alliance fosters two new Adirondack Murals at town entrances. Page 3

Workforce Readiness Course at Ti High

By 2014 all graduates of Ti High will have Workforce Readiness training. Page 4



Great News

Ti Revitalization Alliance Receives 501c3 Non-Profit Status

The Ticonderoga Revitalization Alliance is pleased to announce that we have received notification from the IRS that our long-awaited 501c3 non-profit status was finally approved. This means that we are now a tax-exempt public charity and all donations to the Alliance are tax deductible. In addition, we now become eligible to apply for both public and private funds that were previously unavailable to us.

The Alliance applied for the public charity status nearly two years ago, but due to a backlog of applications at the IRS, the application was not scheduled for review for quite some time. As a result of the efforts of Chattie Van Wert, Jim Beaty, other Alliance Board members, and Congressman



Our new home. We're sharing space with the Downtown Gallery

Bill Owen's office, the application was expedited this fall.

"We received notification recently that the application had been expedited, but we didn't really know what that meant in the timeline of the IRS", said Chattie. "Needless to say we were thrilled to get our approval on November 20th. We especially want to thank Jim Beaty, Bill Owens, and the congressman's staff for their help in this process. The Alliance has had a great year and this opens up new doors for what we can do in the future."

Be Part of the Solution

As you consider your year end giving options, please consider a donation to the Ti Alliance. Our goal is to raise enough money to have a full or part-time director again so that we can achieve so much more.

You can support the Alliance in many ways.

- DONATE online via PayPal at our website <http://ti-alliance.org/support/volunteer.html> or by check to the Ticonderoga Revitalization Alliance at P.O. Box 247, Ticonderoga, NY 12883. Tax receipts will be provided!
- OR.....
- Lend your professional skills to the Alliance
- Volunteer to help in the office or gallery.
- Become an investor in Ticonderoga. Talk to a Board Member

**MAKE YOUR
TAX DEDUCTIBLE
DONATION TODAY**

BE PART OF THE SOLUTION. Visit <http://ti-alliance.org/support/volunteer.html> and click the DONATE button to contribute online via PayPal.

FROM THE BOARD

To paraphrase Mark Twain, "Rumors of our demise are greatly exaggerated." It is true that with our limited funding this year we were no longer able to support a full time paid position for our Executive Director Chattie Van Wert. But Chattie remains as a volunteer director, as dedicated as ever, though able to spend less time as the Alliance's #1 champion.

Jim Beaty, Vincent Smith, and Mariann Rapple have joined our board of directors to lend their passions to the revitalization efforts. As a recently retired engineer, Jim's expertise is in all things computer and he has stepped up to manage our database and Constant Contact communications, as well as lending help in many planning projects with professional CAD drawing services. Vincent is heading up the Cultural Arts Initiative and is the liaison to the other arts organizations in town. Mariann manages the Downtown Gallery as well as lending her marketing expertise and creativity to many of our projects.

Jim Major has stepped down as Chairman of the Alliance due to the demands of his personal development projects, but continues as a passionate board member. Board members Jill Cunningham and Shana Macey have stepped down. Jill will be spending more time at her other home in Texas. Shana was not able to give the board as much time as she would like as she is the newly elected Chair of the Board of the New York State Telecommunications Assoc. Congratulations to Shana on this important appointment. Both Jill and Shana remain on our Steering Committee.

The remaining members of our very vibrant board continue to be active and enthusiastic in guiding the work of the Alliance. Without a full time director "in the chair" we have consolidated the number of programs we can work on, but those programs are strong, focused, and have the greatest potential for the revitalization process.

"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

Economic Development

The Alliance continues to work with the Chamber, local businesses, and new entrepreneurs to assist in the development of new endeavors in the Ti Area.

Libby's Bakery Cafe opened in the newly renovated Huestis building on Montcalm Street in June and has earned a strong following for their excellent baked goods and lunch menu. Check out their daily specials at <https://www.facebook.com/libbysbakerycafe>.

Local school teacher Jay Wells opened a new **Five Nations Driving Range** just north of the Ti Country Club and had an excellent first season. The Alliance assisted Jay in working with the APA to expedite his approvals so that he could open for the full summer season in 2013.

Keith & Louise Curcio of Putnam have purchased the former Two Brothers Meat Market on Montcalm Street and will operate it as **Keith's Market**. Keith has spent a career as a butcher and grocer in Yonkers, NY and will expand the butcher shop, deli, ready-made food, and specialty grocery offerings.



A large group attends the presentation by the manager of the Middlebury Co-op at the Downtown Gallery.

Natural Foods Co-op Coming to Ti

TRA Partner, PRIDE of Ticonderoga is leading the project to bring a food co-op to Ticonderoga. This year Sharon Reynolds, Exec Director of PRIDE administered a Town of Ticonderoga grant for a feasibility study that indicated a co-op could be successful in our area. A large team of local residents has consulted with other successful co-ops in the region and is now working on financial, operational and fundraising plans.

The new store will be called Ticonderoga Natural Foods Co-op and will be located in downtown Ticonderoga. Hopes are to open in time for the 2014 summer season. A core group of individuals has been meeting weekly since September to move this vision forward. The group communicates via email and Facebook to over 200 individuals and growing each day. Contact Sharon Reynolds at

sreynolds@prideofticonderoga.org, or <https://www.facebook.com/ticonderogacoop> to be placed on the TNFC email list or for more information.



JASAMA Wins Architectural Award

TRA partner JASAMA received the 2013 Stewardship Award from Adirondack Architectural Heritage for the renovation of the Huestis Building (next to Sunshine Laundry). AARCH is a non-profit historic preservation organization for New York State's Adirondack Park.

The building was built in 1874 by J. Wiley, a Ticonderoga merchant. The exterior of the building was restored in the original Italianate style to look as it did back then, but the building required a full gutting, with new steel beams, all new electrical, plumbing, and roof. The beautiful new structure now houses Libby's Bakery on the first floor and housing for 16 North Country Community College Students on the second floor.

This Huestis Building is an excellent example of the Alliance model for revitalization at the local level. The vision and project management was under the leadership of former TRA Chairman Jim Major. JASAMA Partners funded the project. A portion of the project was funded with a \$45,000 Main Street Grant secured by Alliance partner Sharon Reynolds, executive director of PRIDE, who also nominated the project for the award. Design required the participation of area historians, NCCC, Libby's owners, and the construction team. Joe Vilardo was the architect on the project, construction was done by Travis Whitford and all materials and furnishings were purchased locally.

"We had everything we needed for this project right here in Ticonderoga, and we're going to do more. Revitalizing the Ticonderoga Area is about everyone working together to restore and revitalize buildings like this, and building a sustainable future utilizing our local resources," said Jim Major.

It's happening.....Be part of it. Donate today to the Ticonderoga Revitalization Alliance.

Advancing the Arts

Visual, performance, craft, and literary arts are finding a strong audience in our community.



Artists explore the visual techniques of Georgia O'Keeffe in a workshop at the gallery led by the Hyde Museum.

The Downtown Gallery

The Alliance's Downtown Gallery continues to thrive. With a core group of 20+ contributing artists and volunteers, the Gallery is open all year (Thursday thru Saturday from 10am – 4pm).

In 2013 the Gallery hosted several special exhibits. The opening night of the MArts Madness exhibit, curated by artist Tavish Costello, drew more than 130 people out on a snowy night from as far away as Saratoga and Montreal. A special hanging in August featured the work of wood sculptor Craig Kuhn and painter Valerie Kleiner.

Through these successful shows and our relationship with the Hyde Museum (read on) the Downtown Gallery is gaining momentum in the North Country art community. This has led to our current hanging from the prominent Upper Hudson Valley Watercolor Society. Their wonderful works are currently on display and for sale in the gallery through January 2014.



This year the gallery really began to fulfill our vision as a community space. In addition to the wonderful artworks on display, we hosted many other activities and events.

This summer the Hyde Museum in Glens Falls organized a huge collection of Georgia O'Keeffe's Lake George paintings. As part of that program, June Leary, the curator, created two traveling events – a hands-on watercolor class in the style of Georgia O'Keeffe, and a lecture about the Lake George life of O'Keeffe and the paintings in the exhibition, both of which she brought to our Downtown Gallery. More than 25 people attended the workshop and a packed house of 65 people attended the lecture. These were the best turnouts that June received for all of her presentations.

Vincent Smith organized and performed two magnificent plays this summer – Love Letters and The Novelist. They played to packed houses for every performance and the Gallery was the perfect intimate space for these literary gems.



Local writer and naturalist Nancy Scarzello organized a spring writer's workshop that met in the gallery for six weeks. In May and June we hosted a Ti High student art show and reception. Local children painted an Adirondack chair during Streetfest 2013. The Ticonderoga Garden club utilized the space to host a holiday wreath making workshop open to the public. And we hosted a variety of other receptions and performances throughout the year.

Second Annual Sinfonetta

The Alliance, Festival Guild, and St. Mary's church hosted the Lake Placid Sinfonetta for the second time in July. Another great turnout reinforced our premise that this community can and will support a level of culture that can translate to a performing arts hub in Ticonderoga.

New Murals Welcome Ti Visitors

This year the Alliance coordinated two new murals in Ticonderoga transforming two unsightly blank walls into beautiful Adirondack scenes that now welcome visitors to our downtown area.

One mural is on the side of the Ti Barbershop building near Jay's Sunoco on Champlain Avenue. It was designed by Ti High arts teacher Britney McCarthy Shaw and her students, painted by Jim Beaty, Seddon Beaty, Patty Hogan, Keeley Andrushko, and Maryann Andrushko (owner of the



Maryann and Keeley Andrushko at the mural on the side of their Champlain Street building.

building), with support from Aubuchon Hardware, Bill Best, and Paul Connery.

The second mural can be seen on the retaining wall in front of Moses Ludington Hospital on Wicker Street. It was designed and painted by Maura Jebb, a Ticonderoga High School student, and her mom and friends, with mentoring from Joan Pulling, a local artist. Funding for the project was in part made possible by the Essex County Arts Council CAP Grant supported by public funds from Essex County.



Maura Jebb and friends paint the Wicker Street Mural

Something New – Ti'Coustic Cafe

Thanks to Alliance supporter Roberta Whiteley, there's a great new "coffeehouse" in Ticonderoga. A long time devotee to the Downtown Gallery, Roberta has turned her musical and organizational talents toward the Ti-Coustic Cafe. On the first and third Wednesday of each month, she has been gathering quite a crowd of musicians and fans at the Burleigh House (corner of Montcalm and Champlain) between 7 & 9 pm for a good old-fashioned musical sit-in.



Lance Clark and Mike Donahue perform at Ti 'Coustic Cafe

These talented musicians are having a great time meeting other music lovers and playing for the enthusiastic crowd that is relishing these midweek evening outings. It's also an excellent way to support a long time local business. There's no charge, but donations are accepted and benefit the Ti Alliance.

Special Thanks

We want to take this opportunity to thank the Reale Family for their generous loan of both Gallery spaces to us this past year and to Bridge Point Communication for our Internet service. The Gallery has become a fixture in downtown, and an anchor for cultural development in our area and we would not be able to accomplish all that we have without their exceptional generosity. Also, a very special thanks to Emily Sola for painting the beautiful new sign that hangs over our door.

The Cultural Arts Initiative

The Alliance Cultural Arts Initiative gained new momentum in 2013 under the leadership of Vincent Smith of Silver Bay. The goal of the Initiative has been to establish greater communication and partnering among the many cultural organizations in the Ticonderoga area in order to support one another, work together, and coordinate scheduling. Virtually every arts and cultural organization in the Ti Area is now represented in the Initiative group and the results are evident.

In the spring the Initiative organized a very successful MArts Madness program, a two-week period of cultural activities in March. Hundreds of people came out to support art exhibits and workshops, historic presentations, plays and readings, and musical performances. The second annual MArts Madness program is planned for this March.

TICONDEROGA AREA CULTURAL ARTS

A Summer of Fun

In July and August, the Cultural Arts Initiative partnered with the Ticonderoga Area Chamber of Commerce to help promote a full two-month program of cultural events called A Summer of Fun. The Initiative produced rack cards, organized newspaper publicity, and created Internet advertising for the many groups that participated in the festival. In addition, the Initiative co-produced live performances of two plays, Love Letters and The Novelist, which played to full houses for each performance at the Downtown Gallery.

A great new addition to our arts program was the Cultural Arts Map developed by the Initiative. The Map located the arts, cultural, and historical highlights in the Ticonderoga Area and was widely

distributed through the Chambers and all of the local galleries. In addition, special thanks go out to Scott Hearburg for printing and using the map as tray liners at McDonalds throughout the summer season.

We are so encouraged by the high level of community support for the activities of the Arts Initiative. Based on this momentum, the Initiative has begun brainstorming the concept of The Ticonderoga Area "Hub", a multi-purpose cultural complex in Ticonderoga that would be the center of the Cultural Arts in the eastern Adirondacks.

The Hub might contain an art gallery, artists' studio spaces, artist's lofts, a theater for movies and live performance, and a high-end restaurant. After two very successful programs at the Downtown Gallery this year, even The Hyde Museum has expressed interest in creating programming at the Hub, as has Fort Ticonderoga.

The Ticonderoga Arts Initiative meets once a month, and welcomes anyone in the area to attend the meetings and share your ideas on expanding the cultural life of the Ticonderoga area. Contact Vincent Smith at VMSdesign@pobox.com.

Education

Ready to Work

One of the Alliance's key goals is to help build infrastructure for our economy. An important part of that goal is building a customer service-based work force to support our area's tourist trade and primary employers. The Alliance Curriculum Task Force worked hard this past year to implement the National Work Readiness Credential program on two levels – an adult certification program and a student certification program.

Through the efforts of our partners at the North Country Workforce Investment Board, The Ti Area Chamber of Commerce, CV-Tec, North Country Community College, and Inter-Lakes Health the first NWRC certificates were earned in a spring session taught by CV-Tec at the NCCC campus. We're happy to report that as of September, six of the nine certificate earners are now gainfully employed as a result of the training.

Even more significant is the adoption of the NWRC program by Ticonderoga High School. Thanks to Superintendent John McDonald, Kim Powers, and the hard work of economics teacher Jay Wells, this curriculum has been incorporated into the senior economics course required for graduation. All students will take the course and sit for the NWRC test in February. This means that the majority of students graduating from Ticonderoga High will be ready to work and boasting an NWRC certificate on their resume.

The NWRC is a nationally recognized program used by employers to pre-qualify applicants for

employment. Graduates of the program are 60% more likely to be successful in their jobs over the long term, which makes them significantly more attractive to employers. Our high school program is featured in the national promotional campaign by Houghton Mifflin Publishers, the national implementer of the program, as a model adoption.

Special thanks to Inter-Lakes Health and International Paper for providing funding for this essential program.



Cody Henthorn presents his senior project on a performing arts amphitheater for Centennial Park

Senior Project Support

The Ti Alliance and PRIDE provided support for students Cody Henthorn and Steve Bussey on their senior project last spring. The Ti High seniors were very enthusiastic and produced a preliminary feasibility study for an outdoor amphitheater in Bicentennial Park in Downtown Ticonderoga.

Behind the Scenes

The Alliance continues to work with North Country Community College and other partners on plans to expand educational and economic opportunities in the Ticonderoga Area. Just this week we received word that NCCC received a NY State Consolidated Funding Grant to explore building a School of Applied Technology in Ticonderoga.

Several Alliance board members accompanied NCCC President Dr. Steve Tyrell to Alfred, NY this summer to tour the Applied Technology campus of SUNY Alfred in preparation for submitting the grant application. Potential sites are available in Ticonderoga for a technical college based on the Alfred model.

A school of applied technology could potentially attract several hundred students and foster many new businesses in Ticonderoga. It would also support a large need for alternative higher education options in eastern New York and Vermont.

Ticonderoga Revitalization Alliance

The Ticonderoga Revitalization Alliance plays a unique roll.

As an independent non-profit organization we are able to bring all of the relevant partners to the table for projects that vary from building renovation to job creation, the arts, and business incubation. Our mission is to restore economic prosperity in the Ticonderoga Region by serving as a clearinghouse for innovative ideas and resources, and a catalyst for public-private partnerships and investment opportunities. We find resources, help to overcome roadblocks, and keep projects moving through completion. Our board of directors, steering board, and partners include investors, businesses, government, and individuals that can make it happen. We believe that Ticonderoga and the surrounding area can be the economic and cultural hub of the Eastern Adirondacks and can take its place as a historic, cultural, and business leader in the Northeast.

Be part of something big. Donate and participate. The Ti-Alliance can coordinate this revitalization effort, but we need all of the citizens of Ticonderoga, Hague, Crown Point, and Putnam to participate. You can support the effort with a donation, an idea, your time on a committee or at the gallery, investment, or other creative contribution. It all works toward the goal. Contact the Director Chattie Van Wert to see how you can participate.

Receive TRA news via email. Visit our web page and click on CONTACT <http://ti-alliance.org/contact.html>.

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Chattie Van Wert

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