



PHILMONT BEAUTIFICATION INC

Achieving revitalization through four integrated programs

Main St. Program

Revitalization through Placemaking

Community-based Arts

Small Business Development

A \$2.5 million public/private investment since 2007



Photos – Steve Benson

A position paper for an RFP to be issued in 2012 for the Summit Reservoir Area
Brownfield Opportunity Area (BOA) to commission a Market & Trends Analysis

PHILMONT BEAUTIFICATION INC

113 Main Street, PO Box 1072, Philmont, NY 12565

518 697 0038

www.pbinc.org

Summary

Philmont Beautification, Inc., (PBINC) a grass-roots non-profit community driven development organization has a mission of developing a revitalization strategy within the tradition of a barn raising. PBINC, using a portfolio of community-driven, regenerative, placemaking, and sustainable strategies in partnership with local, state, federal, and private funding agencies, is currently developing a 2012-2014 Brownfield Opportunity Area in program partnership with the local municipality of the Village of Philmont.

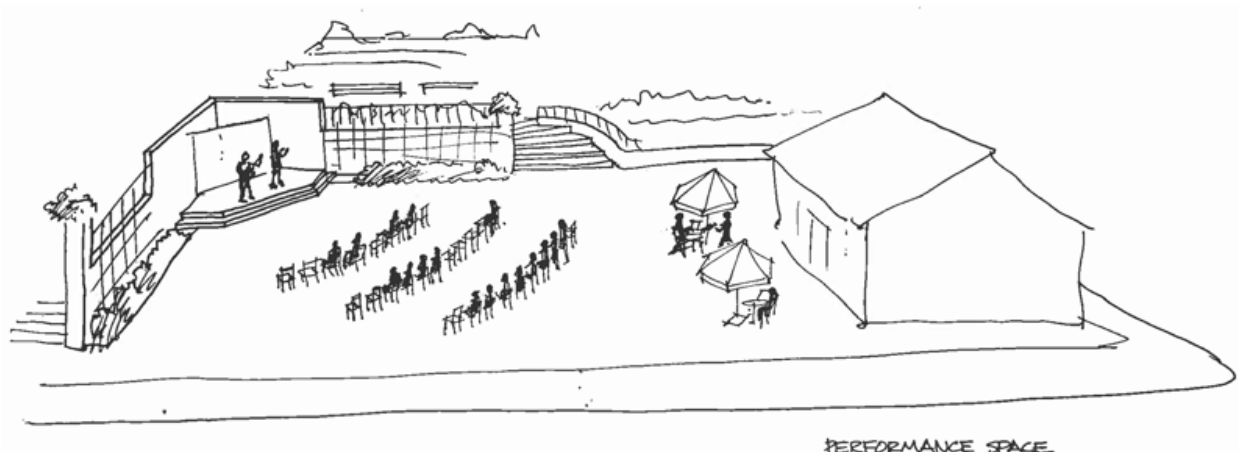
The planning objective is aimed at returning the Summit Reservoir area for active community use and enjoyment by creating a community-based revitalization strategy with an emphasis on the reuse potential of strategic sites for new uses such as housing, retail, commercial, and public amenities like lake-side parks, and open trails.

The project objective is to achieve connecting the area's potential to an on-going downtown revitalization reversing a sustained 50 year disinvestment following the final closure of the last of 17 manufacturing mills in the early 70's combined with the rise of big box stores, shopping strips, and relocating the K-12 school to areas beyond 10 miles from the village center resulting in the economic devastation of Main St, the downtown, and with it, employment opportunities, and destination placemaking.

To directly address the devastating impact on the downtown, PBINC initiated a New York State funded Main St. program in 2007 with the objective of reversing conditions within the community by using a strategy outlined in *Cities Back from the Edge*, co-authored by Norman Mintz, and developing a project selection criteria based on the Placemaking strategies developed by Project for Public Spaces.



Photo – Steve Benson



Pocket Park, Philmont, schematic by Norman Mintz

Renovations funded in part by the PBINC New York Main St. Program as a Streetscape project 2010-2011

Within a short amount of time, PBINC has assisted over 25 projects in a portfolio of integrated creative strategies consisting of over a \$2.5 million public/private investment in selected projects using a criteria deeply rooted in placemaking to achieve a more sustainable community. Completed projects include: storefront restorations, commercial re-adapts, affordable housing renovations, streetscape gateway projects, park restorations, four restaurants, an 8-room hotel, a resource center, a seasonal Main St. farmers' market. PBINC is currently developing a farm-to-store venture in collaboration with a start-up direct market cooperative for a 1.1 acre Main St. location to serve local farmers and consumers coming together to address food security through an innovative local model.

Over 80% of completed projects include at least one, if not two, opportunities for staging placemaking activities. Whether it is a restaurant with streetcurb café seating, or a hotel with lake side dining, or a public house willing to construct a streetscape façade for increased seating and music events, or a seasonal farmers' market including an outdoor café area, or affordable housing projects which have restored traditional Main St. porches encouraging spontaneous community gatherings, our focus has been driven by Project for Public Spaces initiative to re-create people habitats which can strengthen the beauty of our neighborhoods, our public spaces, and encourage people to recognize community extends beyond their front doors to spill outwards engaging in activities in public spaces which physically knot our communities together. PBINC'S strategy recognizes that to achieve a sustainable community it needs to include homes, workplaces, shops, schools, streets, factories, warehouses, parks, trails, mobility, and diversity.



These are our objectives; sources for revitalization that will ensure sustenance and commerce; food security and connection to farmland; localized economy to foster ownership of place and encourage community making; and a strategy of making this as sustainable as possible.

According to indicators evaluating revitalization efforts required to turn around a devastated downtown business corridor, the current level of public/private reinvestment realized by Philmont Beautification, Inc. is now generating approximately 35 full-time equivalent jobs in Philmont and surrounding areas. As the Main Street in Philmont is



beginning to show signs of a turn around, the projects completed have attracted further investment into the village.

Positioning information to inform a BOA funded Market and Trends Analysis

“Recovering our past to reinvent our future”

To expand the community discussion on the ideas to restore and conserve the abundance of natural resources in Philmont, including land conservation, water restoration at Summit Reservoir, protecting the watershed, enjoying wildlife habitats, creating habitats, creating natural trails, growing village gardens and parks, supporting local farming, gaining food security, and developing renewable energy resource opportunities.



To see full BOA presentation – access

<http://pbinc.org/storage/Summit%20Reservoir%20Presentation%2009-10-12-revised.pdf>

Community Overview

The Village of Philmont, NY is located at the geographic center of Columbia County’s rolling hills of pastoral farmland, 30 miles south of Albany, the State Capital. The village has convenient access (2.1 miles) to the Taconic State Parkway. To the west is the City of Hudson (11 miles) and to the east the foothills of the Berkshire mountains (15 miles).

Columbia County draws many visitors from the metro-New York City market, which is approximately 2 ½ hours south of the county, and has a proximity to the Berkshire Mountain area which is 30 minutes from the western part of the county.

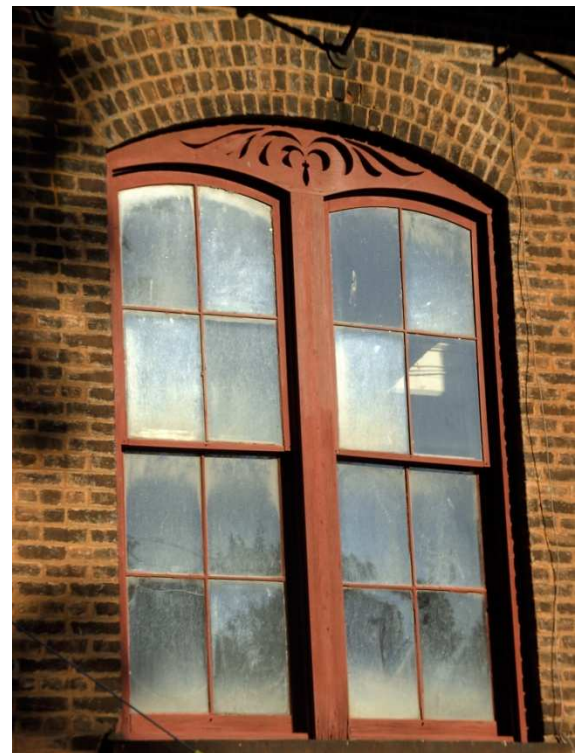


Philmont Village, with a 2010 population of 1,204, is typical of many small low-moderate income upstate New York industrial mill communities which experienced sustained disinvestment resulting from mill closures dating back to the early 60's combined with the rise of big-box stores located in the Town of Greenport (10 miles to the West). Both factors contributed to the slow erosion of Main St. retail stretching over a period of 50 years, resulting in high percentages of local economy "leakage" across several business categories which ultimately contributed to the closure of the last frontier in the food chain with the closing of the supermarket in 2008 creating the village as a food desert.



The Village of Philmont is now re-emerging from the 50 year sustained neglect of its small village downtown. Significant turn-around changes are being achieved through a 10 year sustained community driven grass-roots downtown revitalization effort directed at bringing the Main St. and heart of the community back from the edge.

Revitalization projects have attracted six new storefront businesses to open since 2007, including, a Zagat rated farm-to-table restaurant (2007), a small eight bedroom hotel with dining and a bar (2010), a local pizzeria (2007), a small local public house serving artisanal beers on tap and locally sourced pub fare (2008), a seasonal downtown farmers' market (June-Oct 2009), and a large discount store (40,000 sq ft 2010) adjacent to a small (10,000 sq ft) gas/convenience store in operation for over 25 years.



By and large the village is pedestrian-friendly, has a small post office, local govt' buildings, a fire station, a 24 unit assisted living senior complex located on the Main St with community-based porches renovated and opened in 2001, a medium sized 96 bed nursing facility located on the outskirts of the village, a 5 star Public Library with an adjoining small cultural center for meetings and exhibitions opened in 2010, and a senior local nutritional center run by the County located in the heart of the downtown.

Preliminary market data research completed in 2011 is indicating the community is experiencing a slight growth of 2nd home owners and first time home buyers mostly due to lower than average Columbia County property values.

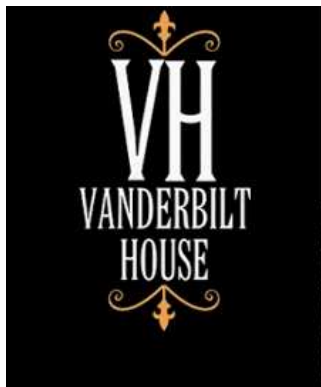
Excerpts from the Local Business Environment Analysis

The village of Philmont has the following retailers and service providers: post office, library, bank, gas station/convenience store, hair salon, four restaurants, car wash, auto repair/inspection station, primary care physician's office, chiropractor's office, dental office, chain discount store and numerous other independent, locally owned businesses. Philmont offers several recreational attractions such as a reservoir with a boat ramp; playground and picnic area, waterfall with nature trails managed by the Columbia County Land Conservancy, and proposed rail trail access. Philmont has its own baseball field. Village residents can walk or get to any of these places within a few minutes. The village residents elect a mayor and four trustees every two years.

The strongest business sectors of the community remain historically in the home-based construction trades with a strong presence of hand-crafted stonemasonry. Other employment data show Philmont residents are employed by County operated facilities, such as the local school district, social services, and nursing homes.

Other occupations recorded in the 2003 Philmont Comprehensive Plan show a high number of home-based businesses (96) involved in alternative life-style services, the creative arts, local farming, health-care, and artisan trades.

Excerpts from independent Market Study Columbia County New York Lodging Market Study 2010 by Williams Consulting - Small Business Consulting and Strategic Planning.
Commissioned by PBINC in connection to NYMS funding of the Vanderbilt House Hotel – anchor project.



161 Main St, Philmont, NY opened in 2011.

An 8 room hotel offering a bar, full restaurant, and dining on the lake side



Columbia County New York Lodging Market

The Columbia County lodging industry generated approximately \$15 million in revenue in 2008. Total visitor spending in Columbia County was \$105 million in 2008, which represented a 2% increase from 2007. The Hudson Valley Region visitor spending experienced a negative growth rate of .8% from 2007 to 2008. Compared to surrounding counties, Columbia County has significantly fewer rooms.

County	Population	Rooms	Square Miles - Land
Columbia	63,904	400 ¹	636
Dutchess	292,706	2000+	802
Berkshire	134,953	2000+	931
Greene	48,195	2700 ²	648

There are approximately forty lodging establishments in Columbia County with approximately 400 rooms. The majority of the facilities are bed & breakfasts with ten rooms or less. There are no national lodging properties in the county. The vast majority of room revenue is generated from tourism (as opposed to business travelers). The high season runs from mid-May through mid-October. Furthermore, tourism travel is primarily comprised of weekend visits.

Consequently, high season occupancy runs in the 70% to 80% range. The overall consensus is that properties are fully booked on the weekends. According to the Columbia County Tourism Bureau annual occupancy is roughly 30%, which represents the strong high-season, weekend occupancy offset by very low weekday and low-season occupancy.

The lodging industry in Columbia County can be viewed as two distinct markets - the Town of Hudson market and the Country/Small Town market. In the last few years, Hudson has become a destination for people who have opened new businesses, moved here from larger urban areas, and who have been in the forefront of the restoration of many of the city's historic houses. There are 5 inns and bed & breakfasts in the town of Hudson. The antique stores, art galleries, shopping and dining attractions mean that Hudson experiences less seasonality and a bit more weekday visitors than the Country/Small Town properties. These properties also receive higher room rates.

While Philmont is just 10 miles from Hudson, the Vanderbilt House Hotel would fall into the Country/Small Town market category. The Country/Small Town properties appeal to visitors looking for a county weekend get-away and the charm of historic small towns. Attractions fall into three categories - Agri-tourism (farms markets, Columbia County Fair, pick-your-own),

¹ Columbia, Dutchess & Berkshire room number estimates from Columbia County Tourism

² Greene County Tourism Board

cultural attractions (art, theatre, music and historic sites) and outdoors (state parks, hiking, boating.)

Sample of lodging rates for high-season weekends

Property	Rate Range
Hudson Area	
Mount Merino Manor	\$175-\$350
Croft House	\$235
Union Street Guest House	\$150-\$375
Inn At Hudson	\$200
Country/Small Town	
Sylvanus Lodge	\$110-\$155
The Bell House B&B	\$150-\$295
The Peter VanSchaak House	\$150-\$210
Angel Wing Hollow	\$120-\$135
Inn at Chatham	\$120-\$150
Inn at Green River	\$159-\$289
Chatham B&B	\$120-\$150

Opportunities for the Vanderbilt House Hotel, Village of Philmont

Within a five-mile radius of the town of Philmont there are two bed & breakfast properties and an exit off the Taconic Parkway. The Vanderbilt Inn may benefit from its proximity to the Pine Haven Nursing Home, a 136 residential center and 71-bed nursing home in Philmont and the Hawthorne Valley Farm, a 400-acre biodynamic farm with a farm store, Steiner School, and Visiting Student Program. Furthermore, the Vanderbilt's event space may fill a market need. While there are some group and wedding/event bookings in a handful of properties such as Inn at Silver Maple, there are only a half-dozen public space options for events in the county. In addition, given the predominance of bed & breakfasts, there are few properties that are oriented towards families with children.



History of the Vanderbilt House Hotel

"People love this old place. So do I," So says Bob Mansfield, the third generation Mansfield to own and operate the Vanderbilt House Hotel & Restaurant. Built in 1860 by the Vanderbilts to serve their railroad employees and upstate travelers, Bob's great-grandfather Leverett bought the property in 1890. The train station was across the street, and guests could step off the train and onto the hotel porch thanks to the spur the Vanderbilts added to the main line. In time, Bob's grandfather Douglas became the innkeeper, and Bob's father Leverett and his aunt Madalyn were both born in Room 12.

Harlem Valley Rail Trail will enter into Philmont at the Harlem Rail Bed at the Summit Reservoir

Excerpts from the HVRT

Welcome to the Harlem Valley Rail Trail, two sections totaling 15 paved miles through stunning rural Dutchess and Columbia County landscapes. Since the mid-1980's, the Harlem Valley Rail Trail Association has dreamed of a 46-mile rail trail in the Harlem Valley and Taconic Hills of eastern New York. The first segment of the trail opened in 1996. Since then, the trail has grown in 1997, 2000, and 2005. Another 13 miles of abandoned rail bed are in different development stages, and most of another 18 miles have been acquired to take the Trail north into the Village of Chatham.

Excerpts from Economic Benefits of Trails and Greenways

Rails to Trails Conservancy

"Americans living in rural, suburban, and urban communities are demanding that green places be protected as a way to maintain their quality of life. Local governments are finding they can no longer permit poorly planned development if they are to compete for residents and business and pay for infrastructure associated with sprawling growth. Many companies looking to relocate or establish headquarters have cited the availability of trails as a significant factor in their decision to choose one locale over another. Many communities find that



trails and greenways provide the tools to turn geographic resources into community trademarks that become focal points of civic pride and key attractors for new residents and businesses.”

Columbia Land Conservancy High Falls Philmont



FEATURES

- A stunning 150-foot waterfall, the tallest in Columbia County
- 47 acres
- Deciduous forest, access to Agawamuck creek, and an overlook
- Picnic bench

[Columbia County] is not a place to admire from afar, it is a place to be – to live and work and play – and the Columbia Land Conservancy (CLC) has played a critical role in forging that reality. Its relentless commitment to the preservation of farms, forests, wildlife and open space, agricultural development, trail building and restoration, and conservation education has been instrumental in ensuring that these communities retain their productivity, authenticity and vitality. . . I extend my deepest gratitude to the organization for having the foresight and dedication to ensure that this is not just our land to enjoy, but also our children’s.



SENATOR KIRSTEN GILLIBRAND, NEW YORK

Excerpts from the Economic Benefits of New York’s Environmental Protection Fund

Tourism and Outdoor Recreation Economies: Land conservation, critical maintenance, and trail construction projects funded by the EPF benefit the robust state and local tourism and recreation economies. In 2005, 18.4 million people participated in some form of nonmotorized outdoor recreation in New York. Active outdoor recreation produces \$11.3 billion annually in retail sales and services, generates nearly \$800 million in annual state tax revenue, and supports 130,000 jobs statewide. A study of three nature preserves in Ulster County found that visitors had a

total annual impact of \$12.3 million on local economies. These types of benefits are generated in local communities throughout the state because of the EPF.

Economic Impact of Arts in Columbia County

Returning the Canal St Warehouse through creating a performing arts center will be a collaboration with the **Walking the dog Theater** and the Village of Philmont, assisted by the Summit Reservoir Area Revitalization BOA program.

Excerpts from PerformColumbia

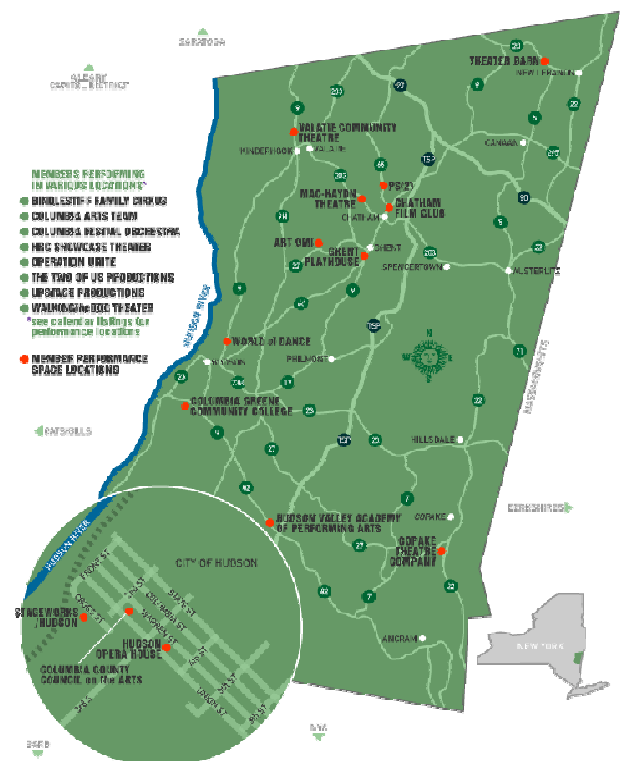
PerformColumbia is an association of twenty-four professional and community-based organizations. Our members have come together to promote and nurture the performing arts as essential to a healthy economy and cultural life in Columbia County.

Performing arts organizations who are members of PerformColumbia produce theater, music, opera, film, circus, variety and more. Performing arts is serious business in Columbia County, with an estimated annual economic impact of over \$8 million.

Walking the dog Theater is spearheading a creative performing arts center at the invitation of the Mayor of Philmont to turn a vacant industrial 3200 sq ft space into a community-driven performing arts center in the heart of the Philmont downtown. Estimated costs for creating a new place for the performing arts in Columbia County is \$450,000 which is inclusive of creating an outdoor public park adjacent to the center with an overlook of the Columbia Land Conservancy High Falls inviting community use and interaction through a programmatic



Canal St. Warehouse, Philmont



park. This project is conceived as an economic driver to the on-going Main St and downtown revitalization in Philmont.

In 2007, Americans for the Arts, working with several partners, developed an **Arts and Economic Prosperity Calculator**. This factors in total annual expenditures, total audience, and community size, in order to calculate first, annual economic data for the arts organization and secondly, the economic impact that that organization will have on the local economy.

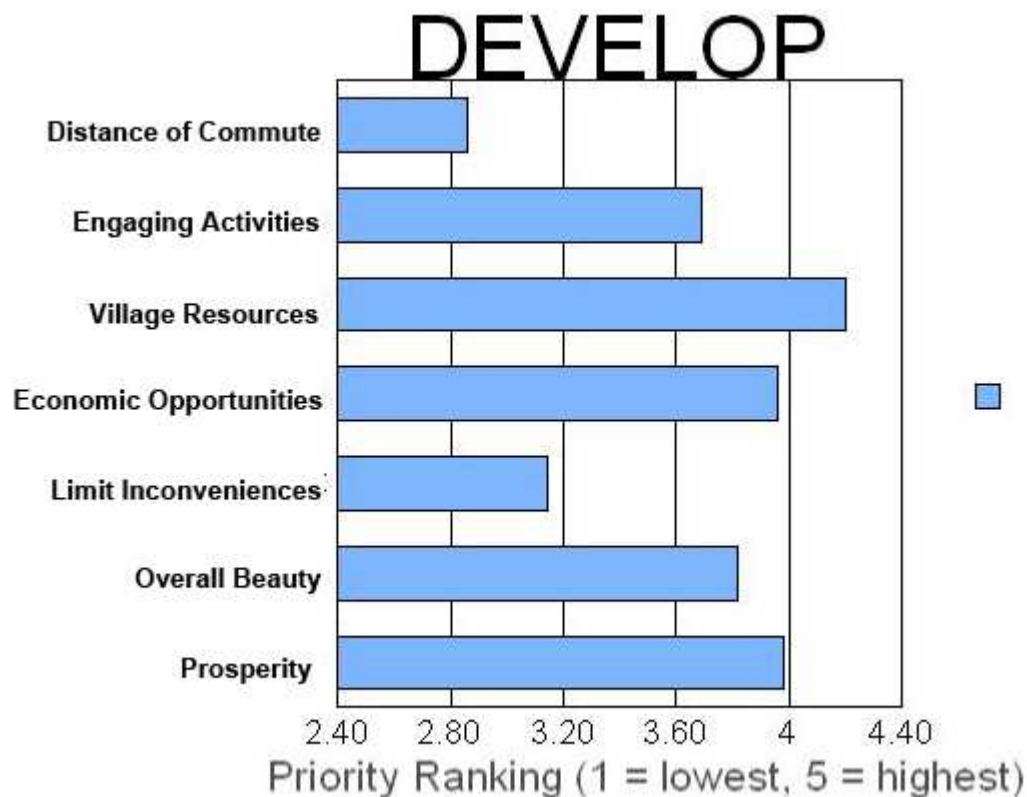
Using this calculator and study, the **Walking the dog Theater** with an annual expenditure of \$171,000, an annual audience of 20,000 will have the following economic impact on Philmont's downtown:

	<u>Total Expenditures</u>	<u>FTE Jobs</u>	<u>Household Income</u>	<u>Local Government Revenue</u>	<u>State Government Revenue</u>
Impact of WTD:	177,000	5.5	125,218	6,048	7,326
Impact of WTD Audiences:	449,400	11.2	225,248	2,367	21,737
Impact of WTD and Audiences	620,400	16.8	350,466	28,415	29,063

In an economic impact report, the Hudson Opera House details the impact that it has on the local economy of the City of Hudson (10 miles from Philmont). In the report, it also cites the **2007 Economic Impact of Nonprofit Arts and Their Audiences** study produced by Americans for the Arts organization which amplifies the impact of the arts on local economies. Additionally, it cites a report published by McKinsey and Company in 1997 titled **You Gotta Have Art!** The study specifically examined the low risk and high return of public investment in the arts. Another report of interest, published by The Alliance for the Arts, is The Economic Impact of the Arts on New York City and New York State. In 2001, AMS Planning and Research along with the Central New York Community Arts Council issued a study titled **The Arts in the Mohawk Valley**, covering Oneida, Kerkimer and Madison Counties.

In addition to citing the studies above, PBINC has conducted several community surveys over the twelve years of the organization in relation to the findings of the 2003 Philmont Comprehensive Plan. The most recent community survey conducted from March-July 2012 **DEVELOP Sustainability** captured 89 responses to five questions asking residents, business

owners, and local elected officials in Philmont to identify, score, and rank using a 1-5 scale what the participants believed to be significant for Philmont’s continuing revitalization. The following results from the survey identify increased Village Resources as being the most significant to the participants. These results mirror the findings of the **2003 Philmont Comprehensive Plan**, indicating perceptions and vision for community development remains unchanged in 2012. To see more details for this survey please visit www.pbinc.org.

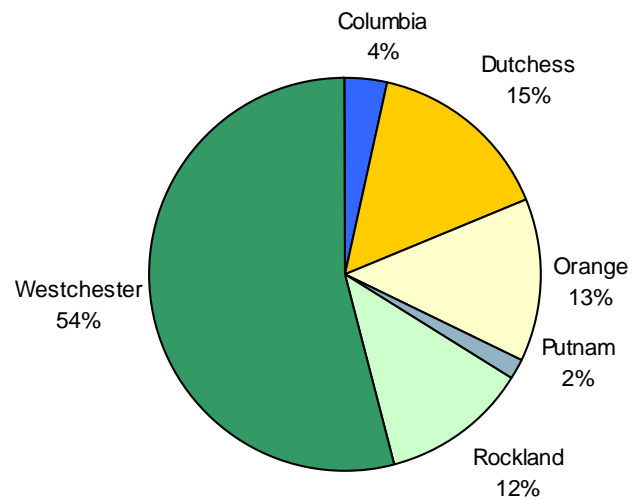


Tourism in Columbia County

Although tourism in Columbia County is not considered by PBINC as the **primary** driver for continued revitalization efforts in Philmont, a recent report conducted by the Columbia County Department of Tourism titled **Tourism Economics** sheds light on the economic impact of tourism in Columbia County. This indicates that Philmont is on the right track to continue its revitalization plan. This plan supports serving community needs while at the same time fostering new businesses as destination venues for Main St., increasing events within the community, supporting initiatives that increase village resources, and continuing a placemaking strategy. These findings support the 2003 Philmont Comprehensive Plan for fostering the creative arts, amplifying Philmont’s strengths in crafts, handmade trades, alternative life styles, and affordable historic housing stock indentified as community assets for increasing revitalization in the Historic Mill District, connecting it to downtown Main Street.

Hudson Valley, county distribution

- Tourism in the Hudson Valley region is a \$3 billion industry, supporting 52,575 jobs.
- Westchester County represents 54% of the region's tourism sales with \$1.7 billion in traveler spending.
- Traveler spending in the region increased 7.1% in 2011 after an identical 7.1% gain in 2010.

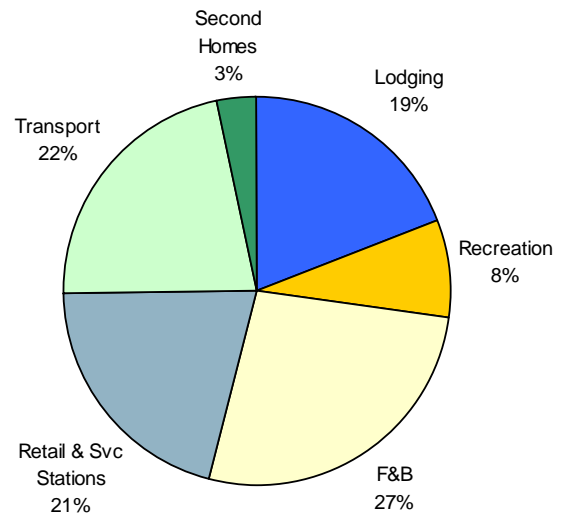


Hudson Valley, total tourism impact

Total Tourism Impact, 2011	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Columbia	\$108,142	\$49,578	1,410	\$6,368	\$6,590
Dutchess	\$467,223	\$245,660	8,757	\$30,408	\$28,470
Orange	\$409,286	\$227,994	8,866	\$25,316	\$24,940
Putnam	\$54,805	\$26,195	1,233	\$3,498	\$3,339
Rockland	\$369,866	\$201,235	8,358	\$21,651	\$22,538
Westchester	\$1,656,983	\$961,100	23,951	\$97,432	\$100,967
TOTAL	\$3,066,304	\$1,711,762	52,575	\$184,674	\$186,843

Hudson Valley, traveler spending

- Travelers spent \$3 billion in the Hudson Valley region in 2011 across a diverse range of sectors.
- Spending on food & beverages and transportation services comprised 27% and 22% of the total, respectively.



2011 Traveler Spending

2011 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Columbia	\$16,975	\$7,944	\$20,088	\$15,539	\$20,083	\$27,512	\$108,142
Dutchess	\$86,513	\$31,266	\$106,040	\$84,154	\$133,468	\$25,781	\$467,223
Orange	\$60,813	\$19,241	\$113,500	\$73,650	\$130,362	\$11,721	\$409,286
Putnam	\$4,671	\$7,068	\$18,516	\$11,387	\$2,996	\$10,167	\$54,805
Rockland	\$70,303	\$39,044	\$124,355	\$91,165	\$41,707	\$3,293	\$369,866
Westchester	\$344,706	\$143,727	\$436,934	\$359,466	\$344,720	\$27,431	\$1,656,983
TOTAL	\$583,981	\$248,290	\$819,432	\$635,360	\$673,335	\$105,906	\$3,066,304