

GOOD NEWS WATERLOO

Lots of good things happened in 2016 & we'd like to share a few updates with you:

VILLAGE HALL



AFTER

Phase I Facade Improvements included masonry repairs & painting; new signage, including the Waterloo Memorial Day medallion; and a distinguished, civic, welcoming tone in time for Memorial Day's 150th anniversary celebrations.



BEFORE

WEST MAIN KITCHEN



BEFORE



AFTER

After the Green Apple's retirement, Waterloo Restoration & Redevelopment founded WMK & used local facade matching grant funds for transformational facade improvements. Co-founder, Laura Rodriguez shared: "This has been a challenging year, as can be expected with a small business. Our early successes include: 1) we've created new jobs to almost 100% residents of Waterloo and 2) we've started an important dialogue through the food we serve on why food and products made by hand and through local sources may cost more, yet the overall benefit to the community in both long and short term is tangible." That's 15 new jobs Laura's referring to!



THE GRIDLEY INN

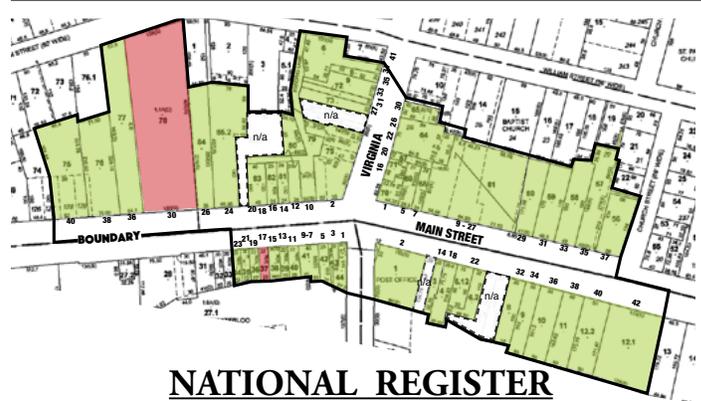
New owners, Steph & Maddie, have been welcoming guests since October. Beginning January 12, they will offer Acoustic Thursdays, FREE live local music and fine refreshments starting at 7pm - stop by to welcome them to Waterloo, or check out www.thegridleyinn.com/

520 years

WATERLOO LEGACY BUSINESSES

The Waterloo IIP team (learn more, opposite side) would like to send a shout-out to thank downtown's 4 oldest businesses: Coe-Genung Funeral Home (founded 1852), Becker McLean Insurance (founded 1840), Calabrese Cleaners (founded 1928), and De Sio's Barber Shop (founded 1924). That's 520 combined years of experience!

All businesses are encouraged to contact Dr. Frank Catalano dr.fcatalano@gmail.com or stop in to his office & share your founding year for future programs and awards!



NATIONAL REGISTER HISTORIC DISTRICT

The Village, In. Site: Architecture, and downtown property owners worked closely with the State Historic Preservation Office and Waterloo's Historic Downtown is now listed on the National Register! Property owners attended public meetings to discuss the potential benefits - to learn more, contact nicole@insitearch.com.

WATERLOO RESTORATION & REDEVELOPMENT

Mr. Lee Bieber's development company invested another \$0.5 million in Waterloo's downtown this year, including:

- Stabilization & urgent repairs at a number of properties,
- Construction drawings have been completed for the (4) downtown construction projects receiving NYMS & local facade grant funds,
- Master Planning & Grant Applications for all priorities,
- Canal Jam Festival, held September 10 with 1,000 in attendance!
- West Main Kitchen facade improvements, interior build-out and restaurant founding,
- 30 jobs created and 4 new businesses attracted to downtown!



VILLAGE PAINT PROGRAM

Inquire at the Village Hall to learn how you can receive up to \$350 (residential) or \$500 (commercial) in grant funds to cover the cost of paint for your facade! Many thanks to Nancy & Kirby Weimer for this beautiful project at historic 40 East Main Street!

MEMORIAL DAY

2016 was the 150th anniversary of Memorial Day and the community really came together: 90 students placed 1,350 roses on veterans' memorials. The Celebrate Commemorate Committee would like to share a special thanks to Rotary, American Legion, VFW, Boy & Girl Scouts, Waterloo in Bloom, and all the individual volunteers who made this a special year!



VILLAGE BOARD

Trustees & the Mayor, along with Village staff, have worked hard on a number of initiatives, including:

- the completion of the 5 & 20 traffic calming project,
- funding the National Register Historic District application,
- assisting in administering a number of grants,
- and completing village improvement projects such as the new holiday lights!

Dave Duprey shared, "The reinventing and revitalization of our Village is both challenging and exciting. Working with community organizations and individuals, particularly our High School faculty and students, has been very rewarding for me. We have a tremendous amount of knowledge and talent right here in our little village and tapping into that resource is a key to our future success."

GRANT FUNDING

In partnership with Thoma Development Consultants, the Village of Waterloo applied for and received more than \$1 million in the 2015-2016 CFA round. That includes:

- \$300,000 New York Main Street grant, allocated for 7 downtown building improvement projects,
- \$290,000 Canal Communities grant, for the rear parking lot (West Main Block & Virginia Street) improvements,
- \$200,000 Microenterprise Funds, to aid in 6 business development projects.

To learn more about funding that may apply to your project, contact the Village Hall today!

WATERLOO CENTRAL SCHOOLS

Teacher Kris McGuane, along with her colleagues and their students, have been getting the school more involved in the community and in downtown, from 1,350 roses on Memorial Day to special Clean Sweep days. The students have also been volunteering at the county level, helping extensively with the Seneca County Community Christmas Project. Students collected thousands of gifts, both practical and fun, as well as over \$4000 in cash!



WATERLOO'S DOWNTOWN TEAMS

In partnership with In. Site: Architecture, the Village Board has developed some targeted teams to tackle important projects in downtown. These include the reuse of the Main Street School, the formation of a Waterloo NY LLC to renovate an anchor building, and the Image Identity & Public Space (IIP) team responsible for bringing you this newsletter. We are working on parking and signage, and would love to have you join us - contact nicole@insitearch.com or 315.220.0225!

share YOUR good news! We'd love to feature new businesses, volunteer efforts and any pleasant shout-out. Send your info to Dr. Catalano: dr.fatalano@gmail.com or call Cyndi Park-Sheils at the Library, 315.539.0533.