



A program of the **Western Erie Canal Alliance** and **Genesee/Finger Lakes Regional Planning Council**

Volume 1, Number 1, Summer 2008

**WE ARE EXCITED TO SHARE
THE FIRST NEWSLETTER OF THE
WESTERN ERIE CANAL MAIN STREET PROGRAM!**

Who are we? The *Western Erie Canal Main Street Program* (WECMSP) is the *first* Main Street Coordinating Program in New York State! As a Coordinating Program, the WECMSP provides a broad range of technical services and assistance to its local programs and communities for the revitalization of their traditional commercial districts.

Where is our service area? The WECMSP serves the *Western Erie Canal Heritage Corridor*, which is composed of Erie, Niagara, Orleans, Monroe, and Wayne counties. In our initial two-years of operation, intensive revitalization services will be provided to one village or city located on the Erie Canal in each of the following three counties within the heritage corridor: Niagara, Orleans, and Wayne. The three communities will be selected through a competitive application process. General education and outreach is available to all communities located in the heritage corridor, however. Additional application rounds for intensive training and assistance may occur in the future.

What makes our Main Street program unique? The WECMSP is officially affiliated with the *National Trust for Historic Preservation's National Main Street Center* and follows the *Main Street Four-Point Approach*[™] to revitalize older, traditional business districts: Design, Promotion, Economic Restructuring, and Organization. For over twenty years, the Main Street Approach has been successful in advocating a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

The Western Erie Canal Main Street Program brochure is provided
in Adobe Acrobat format at:
www.gflrpc.org/ProgramAreas/Canal/Brochure.htm

You have been selected to receive this online newsletter due to attendance at related meetings and/or workshops, employment and/or participation with various government or non-profit agencies, civic groups, and/or private enterprises. If you would like to stop receiving the Western Erie Canal Main Street Program online newsletter, please send notification to gflrpc@gflrpc.org. Thank you.

How we got started...

With initial funding provided under the **2006-2007 New York State Department of State Quality Communities Grant**, the WECMSP seeks to revitalize traditional commercial districts along the Western Erie Canal Heritage Corridor.

This program is an implementation strategy of the *Western Erie Canal Heritage Corridor Management Plan*, adopted by the New York State Office of Parks, Recreation and Historic Preservation in August, 2005. The National Trust Main Street Center (NTMSC), a division of the National Trust for Historic Preservation, has been retained by the Western Erie Canal Alliance (WECA) to assist with the design of the Main Street Coordinating Program, based on the National Trust Main Street Center's Four-Point Approach™. In March 2006, WECA was formed as a non-profit corporation to implement the *Western Erie Canal Heritage Corridor Management Plan*.

In years one and two (2007 – 2009), eleven communities are eligible for local Main Street program assistance: the cities of Lockport and North Tonawanda and the villages of Albion, Clyde, Holley, Lyons, Macedon, Medina, Middleport, Newark, and Palmyra. All eligible communities were invited to an Application Workshop held in May, 2008. The deadline for applications was Friday, July 25, 2008.

The three selected communities can expect to receive more than \$70,000 worth of high-quality technical assistance and training from the NTMSC and the WECMSP. Services include consultation in the local program's initial start-up years, organizational development, fund raising, marketing, business recruitment, adaptive reuse of older buildings, and other specialized training.

Say "hello" to the Main Street Advisory Board!

The Main Street Advisory Board is comprised of WECA board members, local government officials and professionals, small business and corporate representatives, and other individuals with downtown revitalization expertise:

1. Chuck Bell, Lumber City Development Corporation
2. Martin Busch, Village of Medina / WECA
3. Joseph G. Eicheldinger (Chair), Keybank - Community Development Lending
4. William J. Evert, Greater Lockport Development Corporation
5. Corrine Kleisle, Village of Lyons
6. Sharon Lilla, Wayne County Planning Department
7. Jack Martin, J. Fitzgerald Group
8. Josephine Matela, Red Bird Tea Shoppe
9. Andrew Meier, Webster, Schubel & Meier, LLP
10. Andrea Rebeck, Architect
11. David Richards, Wayne County Industrial Development Agency
12. James Whipple, Orleans Economic Development Agency
13. Kal Wysokowski (Vice Chair), Fairport Industrial Development Agency / WECA
14. Steven Yantz, First Niagara Bank

The Main Street Advisory Board has been assisting to promote, fund raise, and advocate for the WECMSP as well as participate in the selection process of the three communities as local Main Street programs.

The WECMSP would also like to thank the following partners who serve as “ex officio” to our Main Street Advisory Board:

Erie Canalway National Heritage Corridor
Erie Harbor Partnership
Genesee/Finger Lakes Regional Planning Council
Orleans County Chamber of Commerce
Orleans County Planning & Development
Niagara County Department of Economic Development
Northeast Office of the National Trust for Historic Preservation
NYS Department of Agriculture and Markets
NYS Department of State, Division of Coastal Resources
NYS Historic Preservation Office
NYS Canal Corporation
Parks & Trails New York
SUNY Brockport Small Business Development Center
Walk the Villages™

Ex officio members are non-voting members of the Main Street Advisory Board, but are invited to all meetings and kept abreast through agendas, minutes, and other means of the WECMSP’s activities and progress. As a partner organization, ex officio members may be able to offer guidance, technical services, marketing assistance, and financial resources to the WECMSP.

If your organization would like to serve as “ex officio” to our Main Street Advisory Board, please contact Jayme Breschard, Program Coordinator, at (585) 454-0190 x18 or jbreschard@gflrpc.org.

2008 Community Applications for the Western Erie Canal Main Street Program are in!!!

Out of eleven eligible communities,
five applications were received!

The selection process...

Has begun! The Selection Review Committee will be meeting at the end of August, 2008 to vote on the three communities to receive training, site visits, analysis, and written recommendations through the services provided by the NTMSC and the WECMSP. The Main Street Advisory Board will approve the Committee’s selection at their Wednesday, September 3rd meeting. Press releases and announcement of the three newly designated communities will occur by mid-September and the delivery of start-up consultation services will occur by late September / early October, 2008.



Western Erie Canal Alliance

The new office of the **Western Erie Canal Alliance** is located at 122 William Street (PO Box 285) in the Village of Palmyra in the historic Alling Coverlet Museum. Contact Program Manager Joan Delaro at westernerie@gmail.com or (315) 573-9827 for more information!

Review updates to the **Western Erie Canal Heritage** website at:
www.eriecanalheritage.com

“Opening the Western Gateway”

Exploring the Beauty of Lockport, Buffalo and the Niagara Frontier

The **2008 New York State Canal Conference** will be held at Grand Island, the Tonawandas, Buffalo, and Lockport from ***Sunday, October 5 – Tuesday, October 7, 2008!!***

Review the exceptional schedule of programs, speakers, exhibitors, and sponsors online at: www.canalsnys.org

Please contact the Conference Planning office at The Rivers Organization, (585) 586-6906 or rivers@riversorg.com for more information!

For more information about the
Western Erie Canal Main Street Program,
please contact Program Coordinator
Jayme Breschard at
(585) 454-0190 x18 or
jbreschard@gflrpc.org.

And be sure to visit us at:

www.gflrpc.org/WECMainStreetProgram.htm

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