

Transforming Downtown Copake

Anchored By Fresh Food & Farms
NY Forward Submission 2023



Welcome and Introductions: Jeanne Mettler

Contents

- NYS New York Forward Program
- Strategic Investment Plan
- Distinct & Walkable Boundary
- Documented Leverage: Investment And Jobs
- Community Endorsement In Letters Of Support
- Transformational Projects
- Capacity To Succeed
- Next Steps

WHY COPAKE? WHY RIGHT NOW?

- There is energy here, and good things are happening.
- In 2024 the long-awaited reconstruction of County Rte.7A will occur.
- In 2024-2025 Copake will celebrate our bicentennial.
- We are poised to refurbish our historic structures, enhance our streetscape and do more to ensure housing is affordable.
- We are committed to expanding our tax base and growing our economy. All Copake needs is a boost. We have the energy, the community and the backbone to succeed
- We need someone to take a chance on us. Right now.

The NY Forward Program

NYS's Downtown Revitalization Programs

NYS DRI

- \$100 million among 10 (or more) downtowns
- 2-3 in the same region can submit together
- GOAL: vibrant places where next generation of New Yorkers will live, raise families, work & play

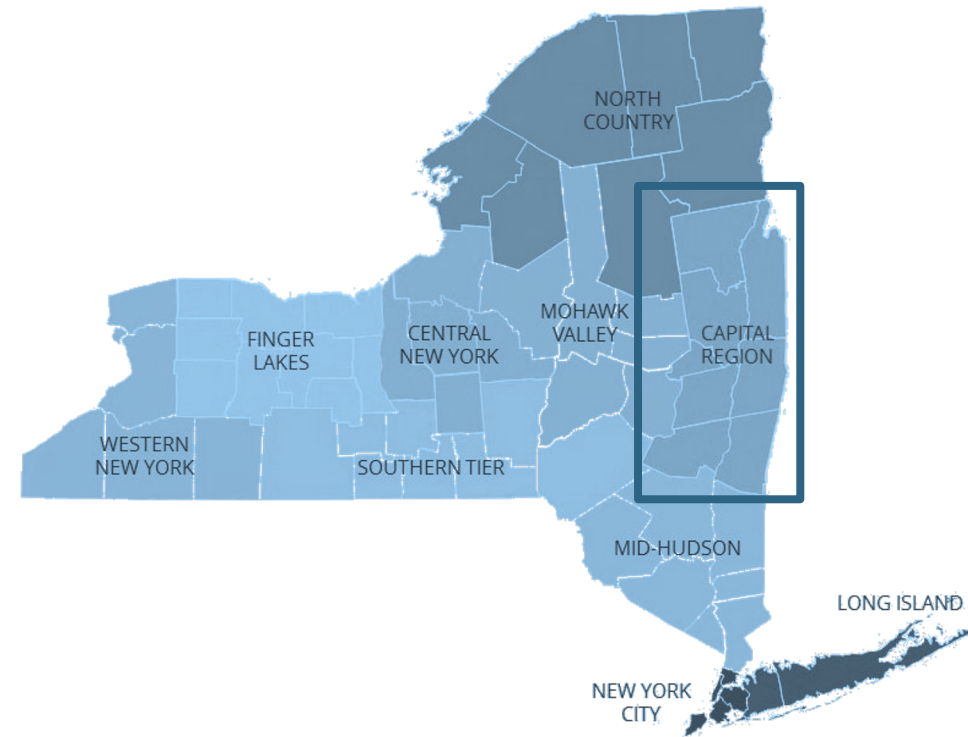
NY FORWARD

- NY Forward creates an easier path for small communities to receive funds
- NYF will fund one \$4.5 million winner and two \$2.25 million winners

COPAKE 2023

- The Town has chosen to apply for NY Forward
- The amount requested will be based on proposals selected, with community input

The Capital Region REDC will nominate, and the State will choose downtowns that are “**ripe for revitalization** and have the potential to become a **magnet for redevelopment**, business, job creation, greater economic and housing diversity, and opportunity.”



CREDC Looks For:

- Well Defined Boundaries
- Past Investment, Future Potential
- Recent/Impending Job Growth
- Quality of Life
- Supportive Local Policies
- Public Support
- Transformative Projects
- Administrative Capacity

NYF Process and Goals



DOWNTOWN PROFILE

- Defined **compact** target area
- Assessment and analysis of **conditions, assets and needs**



DOWNTOWN VISION, GOALS & STRATEGIES

- Clear **vision and goals**
- Projects **accomplish the vision**



PRIORITY PROJECTS

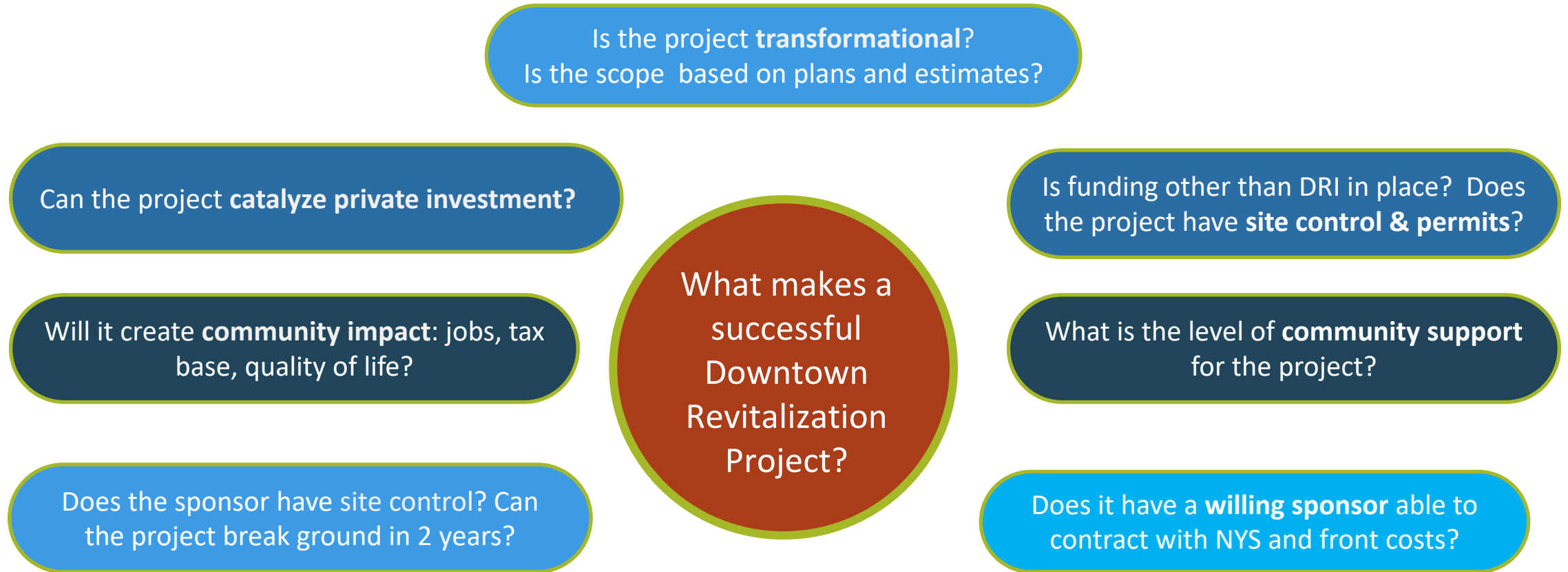
- Open call for projects
- Demonstrate ability to **kick-start action**
- Pick projects that **leverage public & private funds**



MANAGEMENT & IMPLEMENTATION APPROACH

- Show **local capacity to manage** the NYF process and implementation of projects

What makes a great (and eligible) project?



Copake's Recent Investments

Recent Investments and Growth



Quantify investments in and around downtown (past 10 years).

- Examples include:
 - **Public infrastructure improvements**
 - New development projects
 - Redevelopment of vacant or **underutilized spaces**
 - **Streetscape enhancements** to increase walkability
 - Addition of new or expansion of existing **community services**
- Describe recent (**past 10 years**) and impending job growth in or near downtown
- Explain how this growth will **attract a diverse workforce** and population, support redevelopment efforts, and **make growth sustainable** in the long-term

Why Copake? Because we're a good bet.

Recent Investments and Leverage (Past 10 Years) = \$77.0 Million

Public Leverage

\$8.0+ Million

ARPA COVID 19 Funds; Federal State, County & Town Route 7A Project; NYS DOS LWRP Grant; NYS EFC Engineering Grant; Downtown Design Plan Grant; Resilient Culvert; NYS DEC and Partner Research Studies; Zoning Update; Donated Professional Consulting

Private Leverage

\$42.5+ Million

Farmland Conservation Easements; Small Business Investment; Empire Farm/FarmOn! Investment; Grange Investment; Northeast Farm Access; Residential Building Permits Value; Catamount Ski Area Infrastructure investments 2021-2022; Little Cat Lodge at Catamount

Town 2022-2023 Leverage

\$1.50+ Million

Church Street Municipal Lot, Bash Bish Bridge; Cold Storage Building; Memorial Garden; bandshell; Ice Rink/Pickleball Courts; Yonderview Road Repaving; Generators, LED Streetlights; NYSERDA Energy

Future Revenue and Leverage

\$ 25.0+ Million

Future infrastructure: Resilience, Flood Reduction, Water and Wastewater; Harlem Valley Rail Trail; Town Quality of Life Project Spending

2022 and Recent Progress

Committees

- **CEDAC - Copake Economic Development Advisory Committee:** Focus On Finding A Developer For The Roeliff Jansen School
- **Copake Conservation Advisory Subcommittees:** Climate Smart Taskforce And Historic Preservation Committees
- **Town Hall Historic Panels:** Created A 24 Historic Panel Display Of Enlarged Historic Postcards And Paintings Of Copake Scenes
- **Short-term Rental Working Group Will Study And Make Recommendations To The Town:** A Recent Survey Indicated That Copake Has The Highest Number Of Strs In The County
- **Affordable Housing Working Group** – Recently Adopted Law Addresses Inclusive Affordable Workforce Housing



Copake's Quality of Life

What Quality of Life Attributes Should We Stress?

Key attributes include attractiveness and livability for a diverse population of varying ages, income, gender identities, ability, mobility, & cultures.

What Gives the Area a Great Quality of Life?	
Quality of Life Attributes	Copake Hamlet Accomplishments
Varied Housing Types	Intermunicipal Affordable Housing Committee 2021-2022 Frames Project Recommendations for Affordable Rentals.
Use of Upper Stories	Copake Economic Development Advisory Committee Reactivated.
Healthy & Affordable Food	Empire Farm, FarmOn, Ag. Center, Farmers Market.
Local Service and Retail	Expansion of local small businesses including Copake Wine Works, General Store, etc.
Niche-based Tourism	Sponsorship of the RoeJan Ramble in 2022 by new nonprofit foundation Copake Improvement Society Inc.
Recreation Amenities	Improved Town Park including age friendly /access amenities.
Cultural Heritage	Comprehensive improvement scope for the Copake Grange.
Environment/Decarbonization	Advanced NYS DEC Climate Smart Communities Certification.
Public Parks/Gathering Space	Clock Parklet, Fire Pond Park, Route 7a Streetscape.
Vacant/Underutilized Space	Acquisition of downtown buildings by residents interested in historic preservation and Town history exhibit.



Supportive Local Policies

What Policies Support The Copake Hamlet?

Supportive Policies	Copake Hamlet Application
Modern Zoning Code	Early adopter of innovative land use tools: scenic overlay; flexible lot subdivision; rural design/siting standards.
Modern Comprehensive Plan	Plan to update accessory dwelling unit and related sections to encourage affordable housing.
Ag and Farmland Protection	Town and County Plans; model for conserved farmland.
Waterfront Revitalization	2020 Copake Waterfronts Revitalization Plan (LWRP).
Complete Streets	Adopted Complete Streets policy and Route 7A access and age friendly hamlet improvements paid by the Town.
Flood Hazard Prevention	Updating Flood Hazard Prevention Plan using State model.
Cultural Heritage	Multiple individual listed buildings including Copake Grange and movement to designate a Copake hamlet district.
Environmental Protection	Develop, update and implement completed strategies.
Maintain Partnerships	Trout Unlimited, Hudson Valley Greenway, Hudson River Estuary Reserve, Scenic Hudson, Cornell, Water Resources Institute, and NYS DEC, Columbia Land Conservancy.
Water Quality Protection	Implement Sole Source Aquifer Protection on waterways and waterbodies.

A COPAKE DOWNTOWN STRATEGIC INVESTMENT PLAN WILL BUILD ON COMPLETED PLANS AND POLICIES (Partial List):

- Copake **Waterfronts Revitalization** Plan (2021)
- Roe Jan Kill Headwaters **Stream Crossing Plan**
- **Master Plan** for The Taconic State Park
- Groundwater **Resources Protection** Plan
- NYS **Open Space Conservation Plan**
- **Habitat Summary** for The Town of Copake
- **Habitat Management Plan** for the Town of Copake
- **Natural Resources Inventory** Columbia County
- **Trails Plan** for Taconic State Park
- **Harlem Valley Rail Trail** Plan
- **Water Resource** Summary
- **Wildlife and Habitat Conservation** Framework
- **Climate Resilience** Summary

Copake's Vision Statement

How Would You Improve This Draft Vision Statement?

Good things are happening in Copake. Downtown is a ***thriving economic and social center*** lined with restored historic buildings. ***Savvy entrepreneurs invest to create home-grown businesses***, and residents invest in an accessible and affordable place to call home. A new generation of farmers and agriculture enterprises ***innovate in our food hub*** to produce locally sourced beverages, food, crops and products.

We are a ***four-season family-oriented destination*** for wellness, recreation, historic and culinary tourism. We celebrate ***Columbia County's rural beauty*** and world-rare environmental resources and leverage our cultural and agricultural heritage. A ***network of trails, blueways and bikeways link creative assets*** to our rebounding downtown creating an access to the Capital Region, Berkshires and Mid-Hudson Valley.

Placemaking investments in complete streets and trails, climate-adaptive infrastructure, and preservation transform a smart and sustainable core. NY Forward took a chance on Copake – helping us to become a new hamlet filled with life - in the same ***beloved downtown with a great big heart.***

Copake's NY Forward Boundary

Copake's 2023 Draft Boundary

PROPOSED NYF PROJECTS

INNOVATIVE AGRICULTURE

- (A) SoCo Grow (1676 County Rte 7A)
- (B) Deep Roots Farm Store & Housing (1639 County Rte 7A & 1643 County Rte 7A)
- (C) The Hamlet Hound Canned Cocktails & Tasting Room (177 County Rte 7A)
- (D) Copake Grange 935 (628 Empire Rd)
- (E) FarmOn! Flower Shop & Farm Stay (566 Empire Rd)
- (F) Farm Market (Weed Mine Rd & Rte 22)

ECONOMIC FOUNDATION: PLACEMAKING

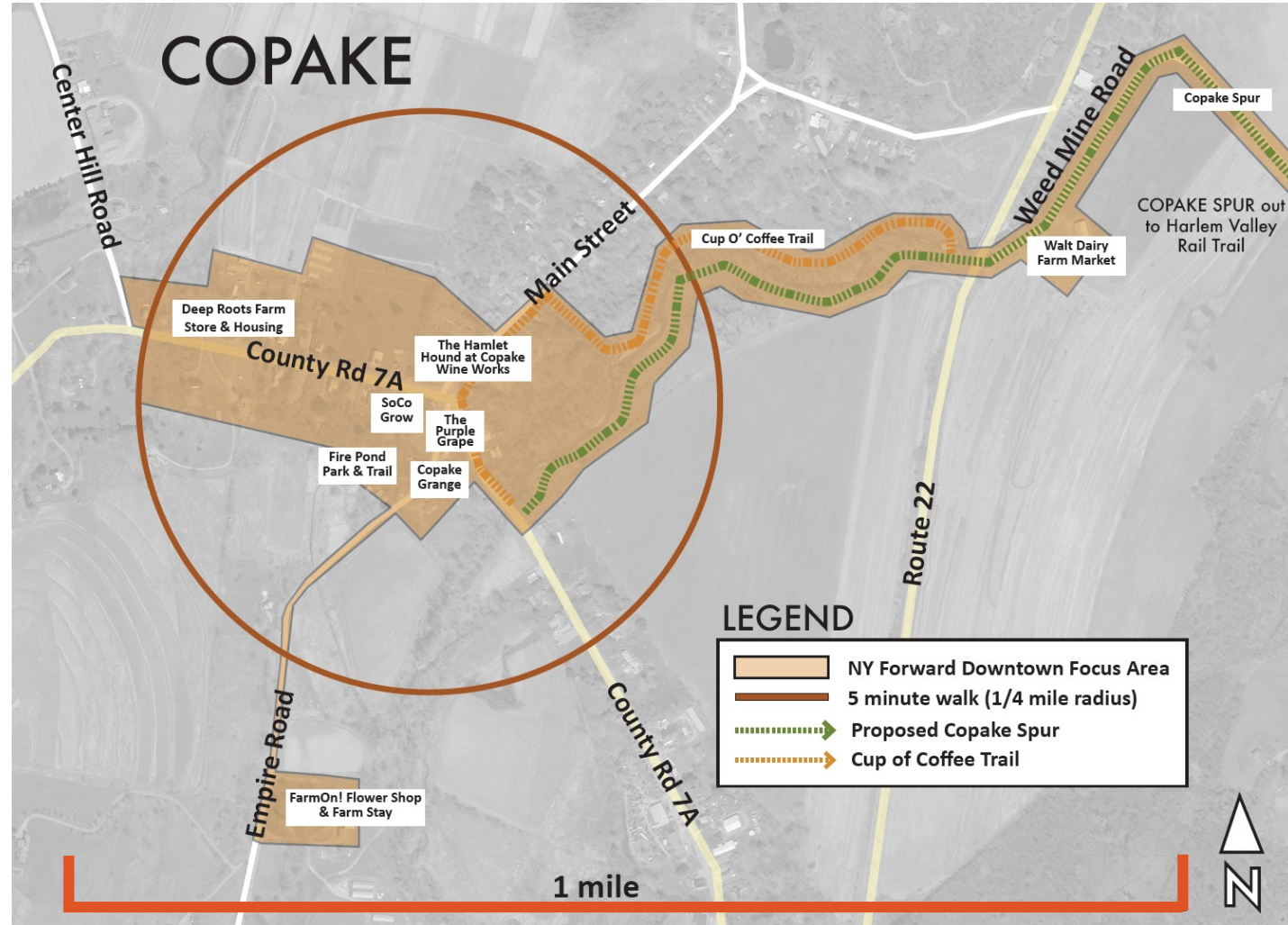
- (G) Copake Parks & Trails Network
 1. Copake Spur Trail
 2. Fire Pond Park & Trail
 3. Cup of Coffee Trail
- (*) Complete Streets Plus (Downtown-wide)

HOMEGROWN BUSINESSES

- (H) Small Business Grant Fund (Downtownwide)
 1. The Purple Grape: 636 Empire Rd
 2. Copake Wine Works: 177 County Rte 7A

RECREATION-BASED TOURISM

- (*) Recreation and Cycling Tourism Branding (Downtown-wide)



- Nearly all projects are within a five-minute (or ¼ mile) walk of each other.
- Its about 5 minutes from the center of downtown to Farm On! on Empire Road.
- Its about one mile from end to end – from Deep Roots Farm on the west to Walt's Dairy Store on the east.
- The downtown core in total is less than 30 acres.

Copake's NY Forward Goals

GOALS : Our goals translate our vision translates into achievable action.

SUPPORT HOME GROWN ENTREPRENEURSHIP

Entrepreneurs are making a living and providing local goods and services.

The NYF area provides for new and expanding companies that create local jobs and meet the needs of a growing population and visitor base in newly constructed and restored historic buildings on East and West Main Street and County Route 7A.

EXPAND WELLNESS & RECREATION TOURISM

Accessible open space and recreation improves health, social gathering, and wellness from close connection to nature.

The NYF area connects 4-season destinations by a park, trail and complete streets network (centered on cycling and walking) to downtown shopping and services with improved wayfinding and tourism marketing.

ADVANCE INNOVATIVE AGRICULTURE

The next generation is carrying our agricultural heritage forward into innovative new enterprises, local fresh food products and community programs.

The NYF area includes legacy farms that advance farm succession and invest in value-added enterprises, culinary entrepreneurs, and local food production and businesses.

PLACEMAKING FOUNDATION

To reinforce Copake's economic transformation successful, we make placemaking investments in resilient infrastructure, complete streets, historic preservation, and affordable housing.

Copake's Draft Projects

Transformative Projects Poised for Implementation

“It is expected that the majority of DRI/NY Forward funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations.”

2023 Guidance

We need to identify a robust range of transformative projects and opportunities that could become part of the community’s **Strategic Investment Plan**.

- Need to make sure each project:
 - Fits in an **eligible project category**
 - Coordinates with property owners/**project sponsors**
 - Aligns with the **vision** for revitalization
 - Aligns with the **State’s program goals**
 - **Is supported by the public**
 - Benefits the **broader community**, not just the sponsor
 - **Is ready** for implementation
 - **Leverages funding** to the greatest extent possible
 - Is led by a project sponsor with the **ability to implement and administer a State grant**

For a \$4.5 million NYF Proposal Copake needs \$8-10 million in projects to assure NYS there are options if a project cannot advance.



Four Categories of Eligible Projects

New Development and Rehabilitation of Existing Structures

Can be for **mixed-use, commercial, or public uses** that provide jobs, housing, or community services.

Grant Fund or Revolving Loan Fund

One locally managed fund (up to \$600K) to undertake smaller projects such as façade upgrades, public art, and sidewalk repairs.

Public Improvements

Such as investments in **transportation, streetscapes, open space, broadband, public art, accessibility** and other public realm projects.

Branding and Marketing

One-time costs for downtown projects that **target residents, investors, developers, or visitors** (e.g., for materials or signage).

What is not eligible: Planning, operations/maintenance, property acquisition, most parking

Strategic Investment Plan Process

Programs allocate funds to support **catalytic investment projects** and present them in a Strategic Investment Plan that will attract additional public and private investment.

Value Added Agriculture and Local Food

Agriculture Anchor Capital Projects:
Grange, Walt's Dairy, Farm On

Copake Spur, Cup of Coffee Trail &
Hamlet Park

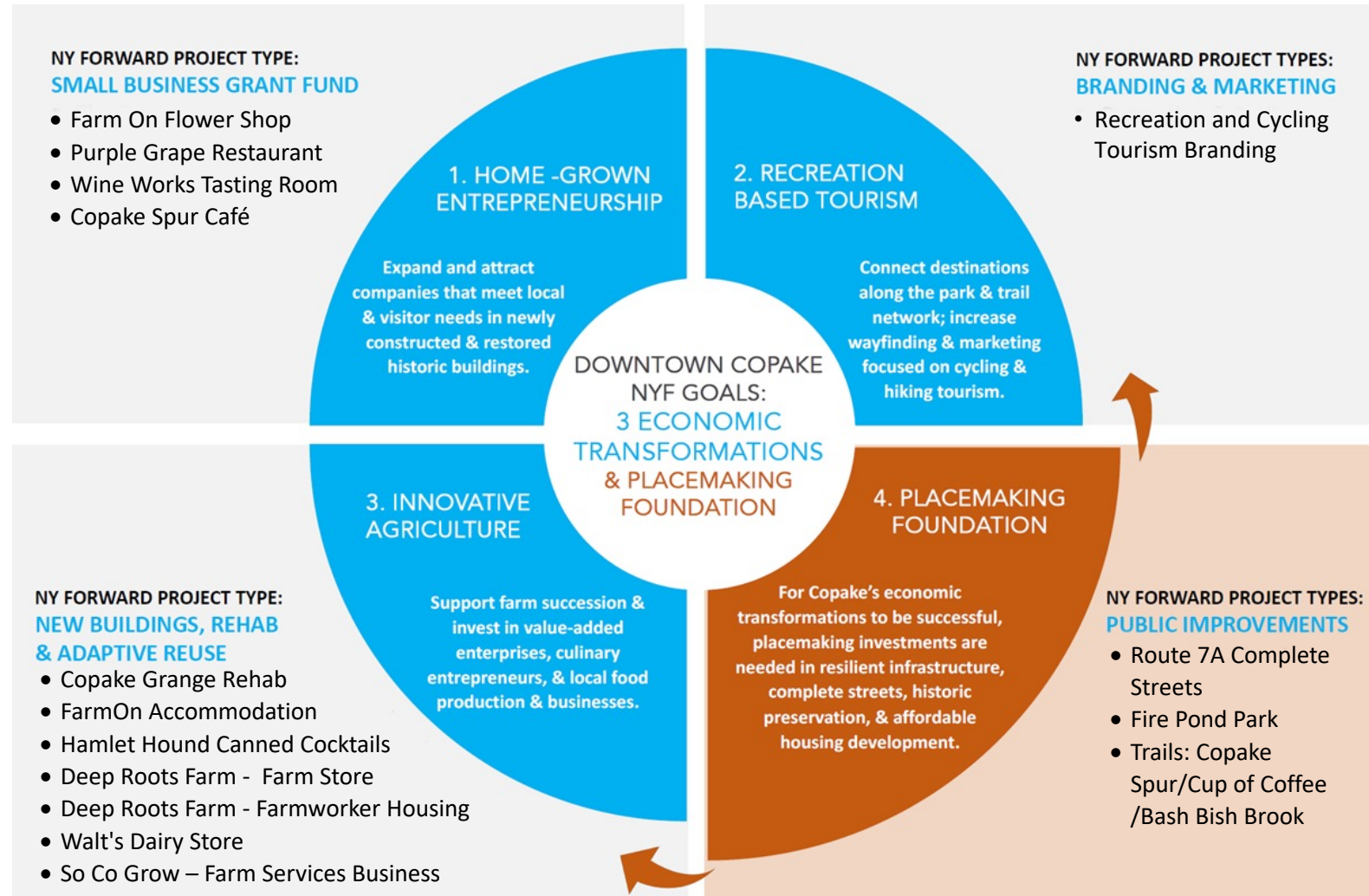
If we receive a
\$4.5 Million
NY Forward
Award

Farmworker Housing and Farm Stays

Complete Streets and Placemaking

Recreation and Cycling Branding

Copake's 2023 Projects by Transformational Goal



Copake's Draft Project Details

Strategic Investment Plan Process

NY FORWARD PROJECT TYPE:
SMALL BUSINESS GRANT FUND

- Farm On Flower Shop
- Purple Grape Restaurant
- Wine Works Education
- Copake Spur Café

1. HOME -GROWN
ENTREPRENEURSHIP

Expand and attract
companies that meet local
& visitor needs in newly
constructed & restored
historic buildings.

- **FARM ON FLOWER SHOP** – Retail establishment selling flowers and other agricultural products grown at FarmOn!
- **PURPLE GRAPE RESTAURANT** – The commercial building at 363 Empire Road will be rehabilitated into the Purple Grape Restaurant featuring appealing lite fare complemented by fine wines. Indoor and outdoor seating will be available. The front porch overlooking the beautiful renewed downtown Copake will be the perfect place to relax and take in its charm. The intimate setting will offer both off and on-site catering for your special occasions throughout the year. The restaurant will create 10 FTE jobs.

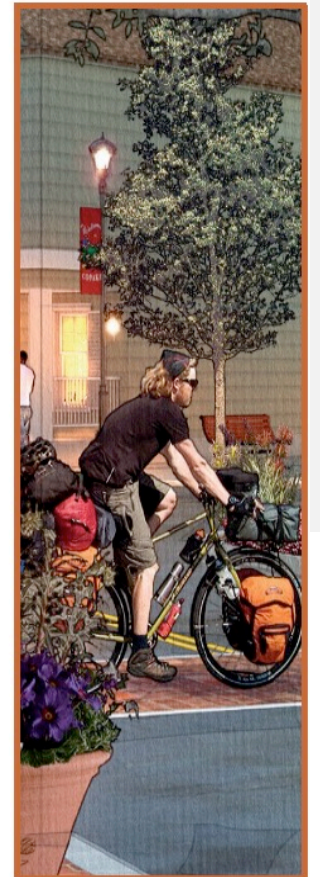
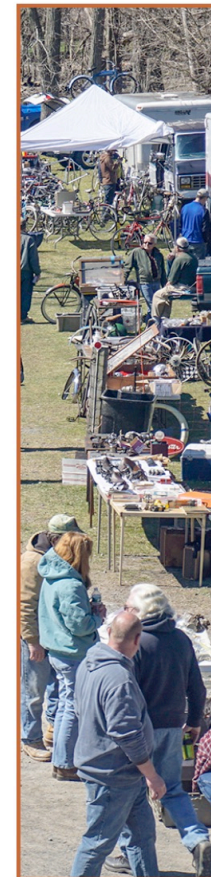
- **COPAKE SPUR CAFÉ** – There is opportunity for a café with snacks and local goods at the hamlet end of the Copake Spur trail connection to the Harlem Valley Rail Trail. Job creation is TBD.
- **WINE WORKS REHABILITATION AND WINE EDUCATION** - Copake Wine Works is a boutique wine and spirits shop in the center of the hamlet of Copake. The owners plan to rehabilitate the to create separate spaces for classes and wine shipment staging as well as installation of a Hobart dishwashing machine and an additional refrigerator. They will provide globally recognized qualification courses with the [Wine and Spirits Educational Trust](#) (WSET.) Currently there are no WSET training locations between New York City and the Finger Lakes. This is a companion project to Hamlet Hound Tasting Room and canned cocktail production. Wine Works will hire one educator and one administrative employee.

Recreation Based Tourism

- RECREATION AND CYCLING TOURISM BRANDING

Copake will develop a strategy that markets and promotes downtown as the hub of a network of biking and trails recreation and celebrates its diverse heritage. Bicycling is one of the fastest growing types of outdoor recreation and tourism nationwide. Running, including jogging and trail running, is even higher: it was the most popular activity among. Each spring the Antique Bike Auction at the Copake Auction attracts enthusiasts from across the world. In conjunction with that auction, the Town promotes an Antique Bike Ride where local riders participate with penny farthings and other classic bicycles.

NYF funds will be used to assess, market and develop appropriate marketing measures to advance the Town's Bike and Trail destination brand and promotion of the Roe Jan Ramble. These projects will support Copake's efforts to define itself as a heritage and trails tourism destination.



Strategic Investment Plan Process

- **REHABILITATION OF THE COPAKE GRANGE:** The Grange Hall, built in 1903 is listed on the National Register of Historic Places. With its 94-seat theater and meeting spaces, it brings the community together through lectures, plays and performances. The Grange is Copake's community center, and it can be much more. The Grange Board has prepared a detailed scope of work focused on historic restoration of the building inside and out, improving accessibility, adding an elevator, rehabbing the commercial kitchen so it can be rented to more culinary entrepreneurs, and purchasing digital theater equipment. Options may exist to provide local artists with live workspace on the second floor.
- **FARM ON! FARM STAY ACCOMMODATION:** Farm On creates and provides educational experiences on a working organic farm, advocacy in policy work, entrepreneurship training for young and beginning farmers with economic development and farm tech consulting for people to experience a connection to where our food comes from and why it remains paramount to the survival of the family farm by training the next generation. Farm On is planning to add a farm stay accommodation by rehabilitating buildings on the Empire Road center and providing visitors with hospitality, dining, events and education.

3. INNOVATIVE AGRICULTURE

NY FORWARD PROJECT TYPE: NEW BUILDINGS, REHAB & ADAPTIVE REUSE

- Copake Grange Rehab
- FarmOn Accommodation
- Hamlet Hound Canned Cocktails
- Deep Roots Farm - Farm Store
- Deep Roots Farm - Farmworker Housing
- Walts Dairy Store
- So Co Grow – Farm Services Business

Support farm succession & invest in value-added enterprises, culinary entrepreneurs, & local food production & businesses.

- **HAMLET HOUND CANNED COCKTAILS** - Copake Wine Works is producing a line of canned cocktails under a NY farm distillery license. The liquor is from a NY Farm Distillery in the Finger Lakes, and it is co-packed in Saratoga Springs. One of the syrups was developed by Copake beekeeper. Hamlet Hound is a NY product which allows the Copake Wine Works to self-distribute. The license class under which it is produced allows Wine Works to open a tasting room that will function as a retail space and a wine bar to be rehabilitated a fit up with NY Forward funds and leverage.

Innovative Agriculture

- **DEEP ROOTS FARM STORE AND AFFORDABLE FARMWORKER HOUSING (10 units)** - Deep Roots is a 50-acre certified organic vegetable farm in downtown Copake. Their projects include opening the farm to the public by rehabilitating and creating space, accessways and rest rooms to support farm to table events, a farm store, walking gardens, teaching kitchen, apothecary, farm store and educational programming. Sponsors are in the process of purchasing 1641 County Route 7A and will develop affordable farmworker housing for an expanded 10-person farm crew. Other components will create 20 jobs.
- **WALT'S DAIRY STORE** - Walt's Dairy Store will allow the Kiernan family to diversify and establish a new revenue stream, offering jobs for local people as well as creating an agricultural destination. The store will be a place where families can gather, snack and eat ice cream while enjoying the beautiful view of the mountains and fields along the Copake Spur. The store will begin by employing three people and be an outlet for local farms and farmers who are small businesses.

3. INNOVATIVE AGRICULTURE

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- **SO CO GROW SUPPLY** – The mission of SoCoGrow Supply is to provide space, services and supplies to give residents the tools and knowledge to cultivate a greener future. They will develop a retail operation in the hamlet core on Route 7A that will sell a range of organic and natural farming products and services. The space will include a showroom, space for educational workshops, retail space to sell organic soil remedies, agricultural tools, indoor and outdoor grow equipment, pesticides, potting soil, and more. Expert staff will be on hand to offer personalized advice and guidance on agricultural techniques, product selection, and organic farming methods. They will employ three full time and three part time employees.

Strategic Investment Plan Process

- **ROUTE 7A COMPLETE STREETS** - The Route 7A Reconstruction Project is coordinated by Columbia County and guided by Copake Downtown Highway Rehabilitation Citizens Committee. The project will begin construction in 2024-2025. Federal, State and County grants total 5.8 million. The Town has pledged \$2.0 million to make streetscape improvements and NYF funds will add placemaking amenities including welcome signs, kiosks, banners, etc. as well as sidewalk and lighting extensions. Improvements will calm traffic, increase pedestrian safety, and support special attributes of downtown including age-friendliness by adding high visibility crosswalks, clear branded signage, curb extensions and bollards.
- **FIRE POND PARK** - The Fire Pond, its access road and parking area have magnificent views of the agricultural landscape. The project will construct portable stage, sail shade structure, outdoor dining and entertainment, at a new hamlet greenspace.
- **BASH BISH BROOK TRAIL:** With private owner support Copake will develop a 2.5-to-3.0-mile path along the east side of Bash Bish Brook to meet the Copake Spur.
- **COPAKE “CUP OF COFFEE” TRAIL:** Copake will develop a 1.25-mile loop trail from north of Dad’s Diner to the Hub Restaurant on donated property.
- **COPAKE SPUR:** The Spur connects the hamlet to the Harlem Valley Rail Trail. The Copake Spur connection to the Harlem Valley Rail Trail is a major focus and currently Copake’s biggest opportunity to capture economic spinoff. That spinoff is likely benefit businesses in retail and restaurants/provisioners. It is advanced by careful trail design that integrates placemaking and will benefit by the location of Walt’s Dairy along its alignment

4. PLACEMAKING FOUNDATION

For Copake’s economic transformations to be successful, placemaking investments are needed in resilient infrastructure, complete streets, historic preservation, & affordable housing development.

NY FORWARD PROJECT TYPES:

PUBLIC IMPROVEMENTS

- Route 7A Complete Streets
- Fire Pond Park
- Trails: Copake Spur/Cup of Coffee /Bash Bish Brook

Capital Region REDC Consistency

CREDC STRATEGY & NYS PRIORITIES ALIGNMENT	Magnet	Core	Talent	Craft	Downtown	Placemaking	Workforce	Veterans
Economic Transformation: Home Grown Businesses								
Small Business Fund								
Farm On Flower Shop								
Purple Grape Restaurant								
Wine Works Tasting Room - NY Farm Distillery								
Copake Spur Gateway Café								
Economic Transformation: Home Grown Businesses								
Copake Grange Rehab. and Culinary Training Kitchen								
FarmOn Farm Stay Accommodation								
Hamlet Hound NY Distillery License Canned Cocktails								
Deep Roots Farm - Farm Store								
Deep Roots Farm - Farmworker Housing								
Walts Dairy Store (On the Spur)								
So Co Grow – Farm Services Business								
Economic Transformation: Recreation Based Tourism								
Recreation and Cycling Tourism Branding								
Economic Foundation: Placemaking								
Route 7A Complete Streets								
Hamlet Park (Fire Pond)								
Trails: Copake Spur/Cup of Coffee /Bash Bish Brook								



LET'S GET STARTED

Discussion

LIVE - RAISE A FAMILY - WORK - PLAY - VISIT

VISION

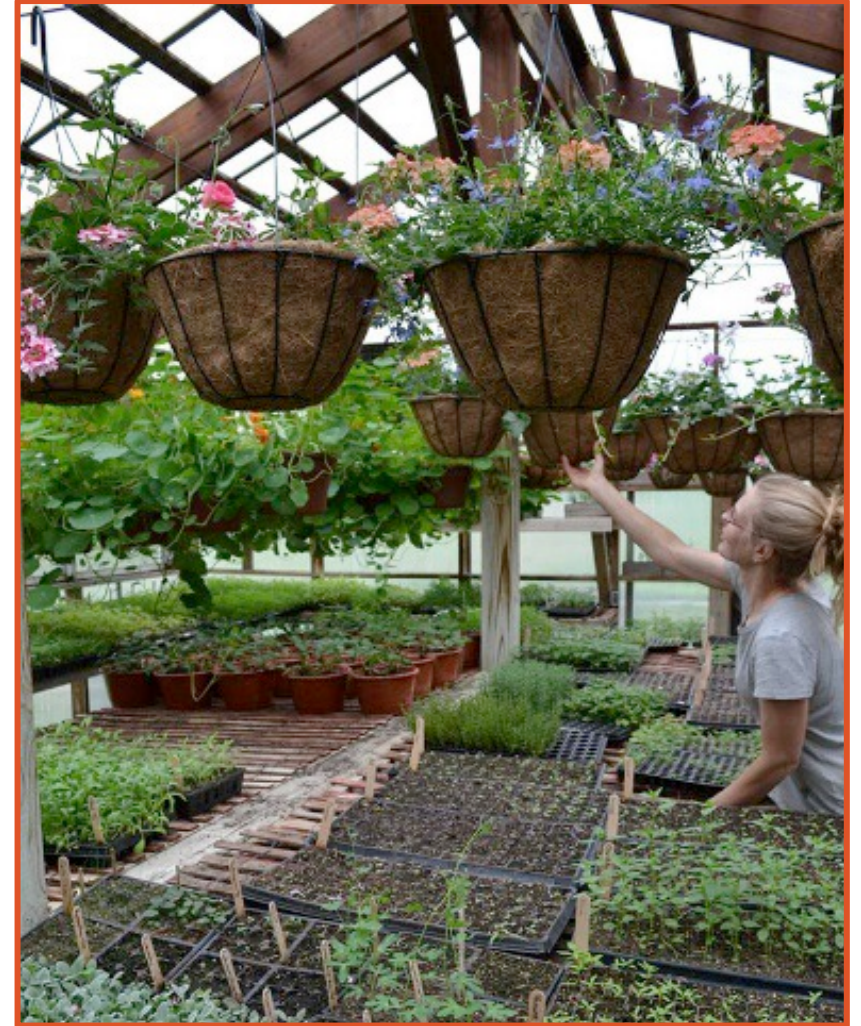
- What other words or phrases express your vision for downtown Copake?
- What is your favorite place in the hamlet?
- What part of the hamlet do you feel would benefit MOST from a revitalization project?

PROJECTS

- What projects do you think are most important to pursue:
 - Rehabilitation, Reuse and New Construction
 - Public Improvements
 - Grant or Loan Fund
 - Marketing and Branding

INVESTMENT, QUALITY OF LIFE AND POLICIES

- What recent or impending investments should we list?
- What quality of life or supportive policies should we mention?



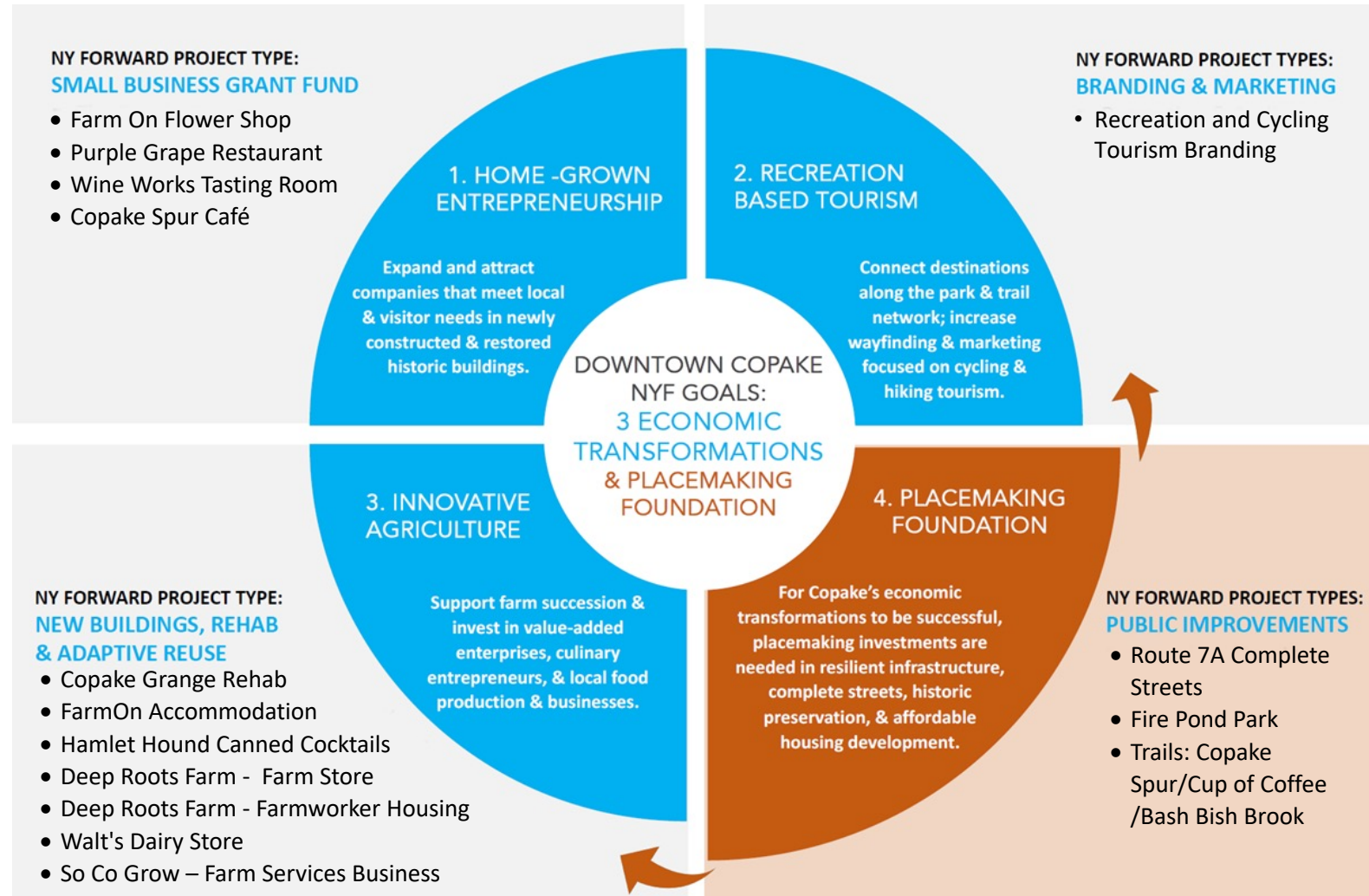
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Copake's 2023 Projects by Transformational Goal



What's Next?

DOWNTOWN COPAKE

2023 NEW YORK FORWARD (NYF)

Help Shape Copake's Proposal for up to \$4.5 Million!



- PLEASE write a letter of support by **September 25, 2023**
- Read more about NYS downtown programs at www.ny.gov/programs/downtown-revitalization-initiative
- Visit the project website at NY Forward | Town of Copake (copakewaterfronts.com/nyforward)
- Email questions to copakeNYforward@gmail.com



Thank You

