

# SFDC 2020 Key Accomplishments

The SFDC is committed to the ongoing pursuit of economic development for the Town of Seneca Falls. Through an approach that includes branding and marketing initiatives, grant opportunities, commercial development, and the facilitation of public programs and activities, we strive to encourage economic growth, increase visibility, and boost both residential and commercial appeal.

What follows is a summary of key accomplishments over the 2020 calendar year, a year that proved challenging locally, regionally, and nationally due to the pandemic. Despite these hurdles, the SFDC was able to stay true to its mission and propel economic development opportunities throughout the year.



**Downtown Revitalization Initiative (DRI)**

**Reopen Seneca Falls Website**

**NYS Canal Staycation Program**

**Seneca Falls Farmers Market**

**Team Active8 Play Equipment Donations**

**Assisted Businesses Opening in Seneca Falls**

**2020 Celebration Development & Planning**

**2020 Ornaments**

**Purple & Gold Flower Initiative**

**2020 Centennial Fountain**

**"Ripples of Change" Sculpture Project**

**Seneca Falls Marketing Packet**

**'Your Town' Seneca Falls Feature**

**Additional Town Welcome Signage**

**Ongoing Economic Development Efforts**



## The work continues...

Following the 2019 selection of Seneca Falls as the winner of the \$10 million DRI award in the Finger Lakes region, the SFDC worked alongside State-assigned consultants to move the process forward.

The SFDC piloted a website dedicated to informing the public and applicants about the DRI and its updates ([senecafallsdri.com](http://senecafallsdri.com)), organized and facilitated public meetings and events related to the DRI, collaborated with interested parties to guide them through the DRI process, and worked to ensure a smooth transition from interest to application. Several SFDC board members were placed on the Local Planning Committee to help guide the process and recommend project slate selections.

VISIT [HTTP://SENECAFALLSDRI.COM](http://senecafallsdri.com) FOR FULL DETAILS

# Assisted Businesses Opening in Seneca Falls

Several new businesses reached out to the SFDC to ask for help regarding location options, navigating Zoning, Planning, and Heritage Preservation requirements, funding assistance, and general guidance.

Businesses included Sackett's Table Restaurant and Market; Auburn Party Supply; Elements Salon & Day Spa; and Kabari Wellness.



**Kabari Wellness  
Institute**





[Start Here](#)

## New York Forward Quick Links



### Reopening Guidelines For Your Business

Direct links to specific resources for your type of business. View summaries, get in-depth details, and start your safety plan.



### NYS Novel Coronavirus Information

Portal providing near-daily updates, protocols, case tracker, cleaning & disinfecting guidance, etc.



### Seneca County Coronavirus Portal

Updated news, printables, and helpful resources regarding coronavirus. Local, State, and Federal updates provided.



## Additional Reopening Tools & Resources



### Regional UnPause Dashboard

View COVID-19 reopening metrics on a region-by-region basis.



### Essential Business Determination

See if a business is designated as essential or subject to guidelines.



### NY Forward Reopening Lookup Tool

Search by category to see if your business is eligible to reopen.



### NY Forward Frequently Asked Questions

FAQs about business reopening and available resources.



# Guided Local Businesses

To help local businesses with the various reopening phases and guidelines put forth by the State, the SFDC created and continues to operate a portal where business owners can find shortcuts to COVID-19 related links, resources, procedures, and directives.

The concept is to provide shortcuts to the information they need for compliance, for funding relief, and for opening guidelines so they can better navigate requirements while staying in operation.

VISIT [HTTP://REOPENSENECAFALLS.COM](http://reopensenecafalls.com) FOR FULL DETAILS





# NYS Canal Staycation Program

The SFDC helped facilitate the selection of Seneca Falls as one of only six launching points along the NYS Canal System for a new “Staycation” recreation program. Through Labor Day weekend, residents and guests were able to rent kayaks at no charge.

The SFDC also worked closely with local historians to create a water tour map that showcased points of interest that once existed beneath the surface...from homes to factories to the original falls of Seneca Falls. With sell-outs every weekend, the program proved successful and brought more visitors to our downtown area.





# Seneca Falls Farmers Market



The Seneca Falls Farmers Market, which is operated by the SFDC, continues to see annual growth in revenues and attendance. From a wide range of vendors to our ability to accept EBT/SNAP and FMNP benefits, we're able to ensure that our community has access to local just-picked fruits and vegetables.

Despite COVID-19 restrictions, the Farmers Market remained open throughout the season and saw steady numbers of participation. All COVID-19 guidelines were followed as mandated by the State of New York and the Farmers Market Federation.

VISIT [HTTP://SENECAMARKET.COM](http://senecamarket.com) FOR FULL DETAILS







# Seneca Falls 2020

To commemorate the 100<sup>th</sup> anniversary of the passage of the 19<sup>th</sup> amendment, the SFDC created a 2020 showcase video and a celebration website. While the pandemic led to the cancellation of 2020 Centennial programs and plans, the SFDC was still able to lead and share online 2020 celebrations.

We also designed and distributed a Limited Edition 2020 Celebration ornament, which was available online and through multiple downtown Seneca Falls businesses. The additional programs within our 2020 Celebration fold, included:

- 2020 Ornaments with 2021 Planned
- Purple & Gold Flower Initiative
- 2020 Centennial Fountain
- "Ripples of Change" Sculpture Project



[www.SenecaFalls2020.com](http://www.SenecaFalls2020.com)

# CELEBRATE HISTORY

— WITH THE —

## SENECA FALLS 2020 LIMITED EDITION ORNAMENT



## 2020 Centennial Ornaments

The SFDC continued to distribute its Limited Edition 2020 ornaments to celebrate the 100<sup>th</sup> Anniversary of the passing of the 19<sup>th</sup> Amendment. A total of 1,000 ornaments were produced and fewer than 300 remain available. They will continue to be sold online and through downtown businesses, as well as during the 2021 “Ripples of Change” dedication, which will unveil a new ornament design for 2021.

VISIT [HTTP://SENECAFALLS2020.COM](http://senecafalls2020.com) FOR FULL DETAILS



**CELEBRATE  
HISTORY**  
— WITH THE —  
**SENECA FALLS 2020  
LIMITED EDITION  
ORNAMENT**

ORDER BEFORE THEY'RE GONE!  
VISA   

[www.senecafalls2020.com](http://www.senecafalls2020.com)

ORDER ONLINE AT  
[www.senecafalls2020.com](http://www.senecafalls2020.com)

Seneca Falls is recognized as the birthplace of women's rights. To honor our history, we've commissioned a custom ornament to celebrate the 100th anniversary of the 19th amendment.

Order this exclusive Limited Edition ornament and take part in this once-in-a-lifetime event!

*Boxed & ready for gift giving!*



Find us on  
facebook  
[senecafalls2020](https://www.facebook.com/senecafalls2020)





# PURPLE & GOLD

Celebration in Bloom!



## Purple & Gold Flower Initiative

Collaborating with the Seneca Falls Business Association and local community members, the SFDC helped create and promote a town-wide initiative to encourage people to plant purple and gold flowers in honor and celebration of the Women's Rights movement and the 19<sup>th</sup> Amendment Centennial.

Store owners and residents were also given a list of flowers and plantings that fared well in our region to help facilitate the program.





# 2020 Fountain Dedication

To celebrate the 19<sup>th</sup> Amendment Centennial, the SFDC worked in collaboration with the NYS Power Authority, NYS Canal Corporation, and the Town of Seneca Falls to present a fountain dedication that brought a 60-foot fountain (uplit in gold, purple, and white) to our waterway, outside the new home of the National Women's Hall of Fame.

Dignitaries who attended the event included Lt. Governor Kathy Hochul; President & CEO of the NY Power Authority, Gil Quiniones; Coline Jenkins, the great-great granddaughter of Elizabeth Cady Stanton; David Steblein of ITT Goulds, and others. Mynderse Academy senior girls were also in the backdrop on the canal in kayaks to help commemorate the event and promote the NYS Canal Staycation program.

VISIT [HTTP://SENECAFALLSDEVCORP.COM](http://senecafallsdevcorp.com) FOR FULL DETAILS







# “Ripples of Change” Sculpture

Working closely with the Women’s Suffrage Centennial Commission, the SFDC continues to cultivate a \$270,000+ project that will end with the unveiling of a new statue in Seneca Falls. Titled “Ripples of Change” and designed by renowned sculptor Jane DeDecker, the sculpture will depict four activists whose work spanned generations, including Laura Cornelius Kellogg, Harriet Tubman, Martha Coffin Wright, and Sojourner Truth. The initial home of this large sculpture will be along East Bayard Street, across from Generations Bank Headquarters, with the intention to move it to People’s Park via the DRI.

VISIT [HTTP://RIPPLESOFCHANGE.LIVE](http://ripplesofchange.live) TO WATCH THE LIVE EVENT IN SEPTEMBER 2021





# SENECA FALLS

## NEW YORK

*our history, your future*

# Seneca Falls Marketing Packet

To better promote the assets, resources, and benefits of doing business in Seneca Falls, the SFDC updated their full-color marketing packet, which can be mailed or emailed. Designed to highlight everything Seneca Falls has to offer, this guide continues to generate and facilitate developer interest.



[www.SENECASFALLS.info](http://www.SENECASFALLS.info)


**why choose SENECA FALLS?**

People from all over the world visit and reside in Seneca Falls for its location, community spirit, and accessibility to year-round fun activities.

If you are looking for a community to call home for your business, look no further than the beautiful town of Seneca Falls, New York. With a highly motivated and educated workforce, an active business community, and easy access to everything the Finger Lakes has to offer, we're on the cusp of a historic revitalization.

The Seneca Falls business community is already impressive, but we have so much more on the horizon. From established build-to-suit buildings in the heart of downtown to shovel-ready development sites nearby, we're ready to help you establish and strengthen your roots in Seneca Falls.

Our vibrant community shares a strong sense of place, an affection for the region, and the certainty of a bright future. When you choose Seneca Falls, you'll love where you work. More importantly, you'll love where you live, and we look forward to sharing everything our area has to offer.



**Seneca Falls Quick Facts**

<b>Population: 6,493</b> Per Square Mile: 373 USA Average: 87	<b>Air Quality: 83%</b> Pittsburgh, PA: 52% Richmond, NY: 52% Seneca Falls, NY: 83%	<b>Labor Force</b> Finger Lakes Region: 22% USA: 27.98%	<b>Top 3 By Occupation</b> Food/Beverage/Alcohol: 22% Sales/Office/Administration: 22% Construction/Development: 9%
<b>Education Attainment</b> 92% High School Diploma or Higher 28% Bachelor's Degree or Higher 14% Associate's Degree	<b>11.4 Students per Teacher</b> USA Average: 16.8	<b>Average Home Cost</b> \$186,900 Cost Index: 48 (USA Index: 100)	<b>85 Total Cost of Living Index</b> USA Index: 100
<b>15+ Colleges and Universities</b> within 45 miles	<b>Blue Ribbon School Award</b> Recognized 2000 (Cady School)	<b>Nearby Airports</b> Finger Lakes Regional: 4 Miles Syracuse International: 47 Miles Rochester International: 58 Miles	<b>6 Miles to New York State Thruway</b> Major state routes within Seneca Falls: Route 614, Route 5, Route 20, Route 96, Route 89, Route 318

**Start Your Journey.**  
*we're ready to do business*

**Talented, Motivated Workforce**  
Businesses have access to a growing, well-educated, and highly-skilled local and regional workforce. Job training programs are also available through local programs and schools. 37% of the median age, 92% high school graduates, 29% hold bachelor degrees or higher, and 14% hold associates degrees.

**Established & Shovel-Ready Sites**  
From our historic buildings in downtown to business and industrial parks, Seneca Falls offers a wide range of site opportunities. We have vacant acreage and buildings that are suitable for a variety of businesses, from large manufacturing firms to small service shops. Some of these properties are also eligible for property tax incentives.

**Active Business Community**  
Seneca Falls has a fast-growing network of businesses that profit from our recreation options, natural surroundings, historical significance, booming tourism, and supportive local business resources. Strong collaboration between businesses and community leaders help maintain the driving force behind our progress.

**Accessible Adventures**  
We love hearing stories from those who traded in hour-long commutes for the serenity of the Finger Lakes. They still work hard, they just enjoy playing harder, and the peace of mind gained only sweetens the experience. With recreational opportunities abound, be ready to plan nearby adventures on all types of terrain.



# TeamActive8 Play Equipment Donations

Following prior donations to the Seneca Falls School District Lunch Distributions and the Backpack Program, the SFDC donated new play equipment to Frank Knight Elementary, Elizabeth Cady Stanton School, and the Seneca Falls Rec Center to help encourage play and activity in children upon the closure of its Team Active8 Youth Program, which ended due to COVID-19 restrictions and closings.



VISIT [HTTP://TEAMACTIVE8.COM](http://teamactive8.com) FOR FULL DETAILS



# 'Your Town' Seneca Falls Feature

Following collaboration with CNY Channel 3 (Syracuse), Seneca Falls was featured in a 5-part weeklong series named "Your Town".

Aired during the 5pm-6pm news broadcasts from August 24th through August 28<sup>th</sup>, the featurette highlighted Seneca Falls, its community support for local businesses, its opportunities, and its resilience during the pandemic.

The SFDC Board Chair, Joell Murney-Karsten, was also interviewed for the feature.



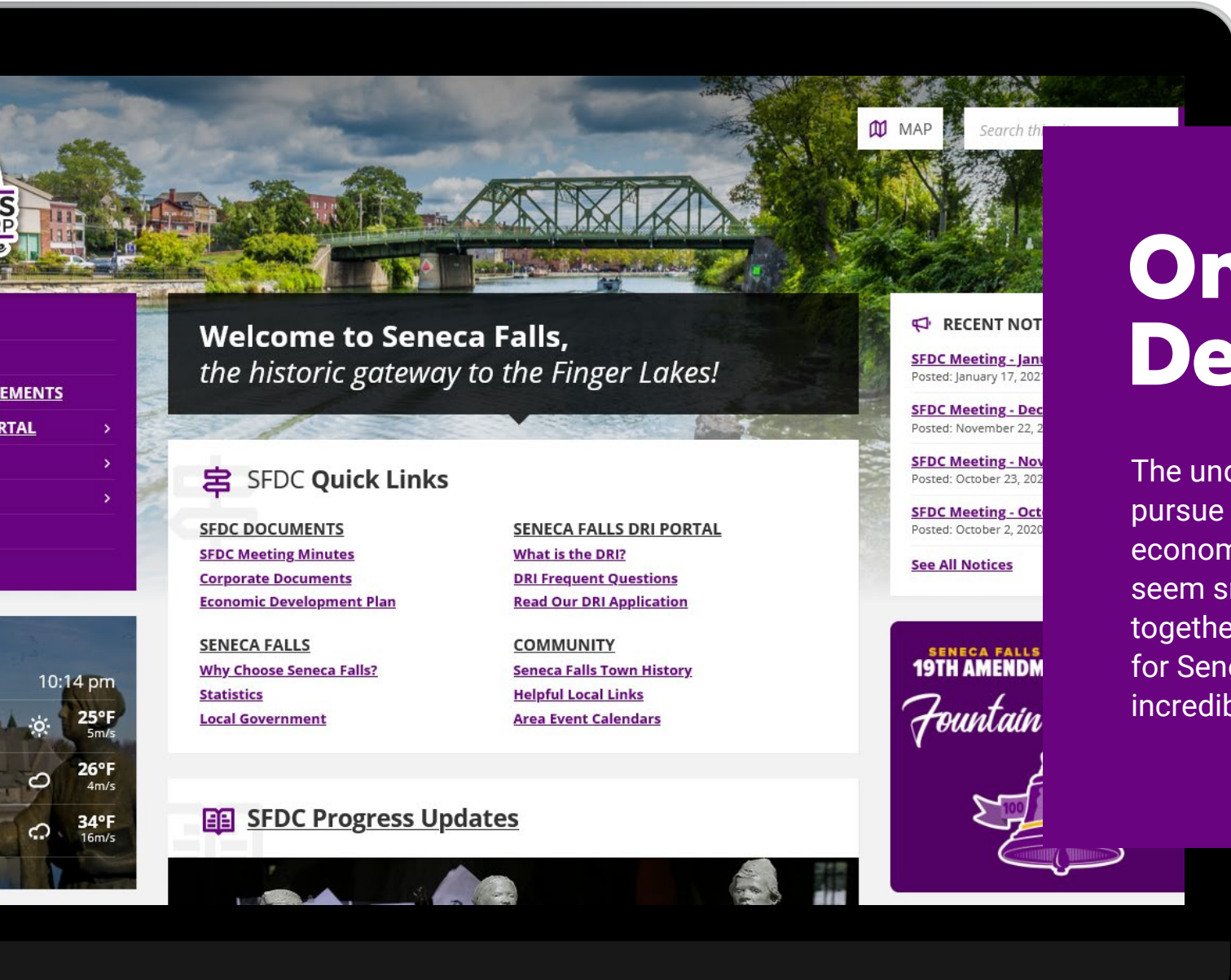




# Additional Town "Welcome" Signage

To help promote the history and charm of Seneca Falls, three new signs were added beneath each of the three "Welcome to Seneca Falls" signs erected at entry points to the town.

The signs feature "The Birthplace of Women's Rights," "Welcome to Our Purple Heart Community," and "It's a Wonderful Life" year-round, and will see the promotion of the Seneca Falls Farmers Market when it's in season.



# Ongoing Economic Development Efforts

The underlying goal of every program, project, and initiative we pursue is boosted visibility for Seneca Falls and the pursuit of economic development opportunities. Independently, some may seem small in comparison to the larger picture, but when bound together, we're already witnessing a new and exciting narrative for Seneca Falls...one that can bring a resurgence to this incredible area with even more incredible historical threads.





For ongoing updates, please visit us at  
<http://senecafallsdevcorp.org>