



Village of Victor

NY Forward - Round 4

Downtown Victor Business

REVITALIZATION

Improvement District

Finger Lakes REDC Region - Ontario County

Sean McAdoo, Mayor Mayor@villageofvictorny.gov

Certified Pro-Housing Community - 2024



Section 2: Geographic Areas and Justification

The Village of Victor's proposed New York Forward (NYF) boundary area maintains a well-defined compact downtown municipal center for both Village and Town of Victor, serving over 20k residents!

Located within the growing County of Ontario, nestled between the large City of Rochester and the infamous Finger Lakes wine region, it is easily accessible just off the NYS Thruway as well as the main 490 expressway throughfare.

The Village is a pro-housing certified community, and the NYF boundary area supply surrounds both sides of the Villages concentrated centralized downtown beginning just East of Maple Ave (runs north and south) on East Main St. (NYS RT 96), running East to West, following the traditional commercial spine, as it turns into West Main Street, all in a compact .5-mile walkable downtown corridor.



- | | |
|---|------------------------------|
| 1. Auburn Trail Connections & Community Hub: | AUBURN TRAIL |
| 2. Downtown Mead Square Park Enhancements: | 39 West Main St. |
| 3. Village Downtown Streetscape: | Entire Project Boundary Area |
| 4. Village Fire Department Community Facility: | 84 Maple Ave |
| 5. Village Downtown Railroad Enhancement: | 1-98 Adams St. |
| 6. Municipal Center Library Expansion: | 15 West Main St. |
| 7. Historic Downtown Moore Building Rehabilitation: | 2 West Main St. |
| 8. Downtown Center Living: | 16-34 West Main St. |
| 9. Housing & Retail Beautification Revitalization: | 40 West Main St. |
| 10. Small Business & Community Fund: | Entire Project Boundary Area |
| 11. Downtown Public Farmer's Market Pavilion: | 60 East Main St |

The boundary area covers slightly South down Maple Ave on the Eastern side and goes South even further more by about .5 mile, down School Street's thoroughfare. It then curves southeast encompassing the Auburn Trails multiple connections to the downtown area.

Justification:

Local businesses within the NYF boundary are **actively supported by the Victor Local Development Corporation (VLDC) and Ontario County Chamber of Commerce**, with studied, planned and implementable projects. This additional professional assistance further supports the implementation and catalytic business investment come to fruition within this downtown area. Anchor institutions including the library campus, mixed-use housing opportunities, as well as park and trail enhancements provide the robust opportunity to reinvigorate this local downtown economy.

The NYF boundary incorporates **three key, community driven, direct walkable connections to Main St.** a prime opportunity to boost business patrons' awareness of, and directions to/from, the broadly used Auburn trail system part of NYS Lehigh, Erie Canal, and Trolley trails to the downtown area with their over 40k plus annual users. This connected as well as connecting boundary area that will generate three additional **connecting pathways to the downtown core**, is poised and ready for strategic revitalization investment at the state, local and private levels!



Section 3: Village of Victor's Vision Statement

The Village of Victor is a welcoming, walkable area celebrating its small-town historical charm as it grows into a more vibrant connected community. Our vision incorporates our downtown's unique role as the heart of daily life for both **Town and Village residents**, continually aspiring to build connections that reinvigorate gathering spaces, recreational activities, and promotes small business. We actively support the enhancement of our centralized downtown park, local Main Street services, and library campus, motivated to **leverage even greater future connection-driven networks**. The Village's unique collaborations across public and private partnerships augment long-term economic aspirations towards strategic housing development, commercial offerings, as well as community recreation, and gathering. There is robust momentum for our future downtown area that reflects a stronger sense of place, enhanced quality of life and greater **connection-based access opportunities** for coming together to live, work, play and belong.



Recent & On-Going Planning Efforts:

The Village maintains robust local planning documentation, has successfully secured NYS Main Street grant funding, and received multiple private downtown revitalization capital project proposals for a NYF application, demonstrating that they are **poised to leverage their previously invested planning efforts**, strategically solidify their ability to revitalize their core downtown area's future investments. The reinvigoration of this municipal center aligns with established local and regional planning strategies, including the **Finger Lakes Regional Economic Development Council's priority to support thriving village centers, quality placemaking, and entrepreneurial growth.**



The Recent Ontario County Housing Needs Assessment (OCHNA), Village's Main Street Enhancement Plan (MSEP), AARP funded walkability study, and active downtown Mead Square Park (MSP) plans all resoundingly support NYF projects that leverage the downtown's connectivity for increased catalytic investments already taking shape!

- OCHNA: Directs the region to “expand housing choices, address affordability, to meet demand driven by population growth and regional workforce needs”
- MSRP: Identifies developers that are interested in “new business, retail and especially restaurant and entertainment sites” project investments
- MSP: New article notes the goal to “**transform and revitalize the park into a vibrant centerpiece of the village,**” indicates a downtown priority project plan still development



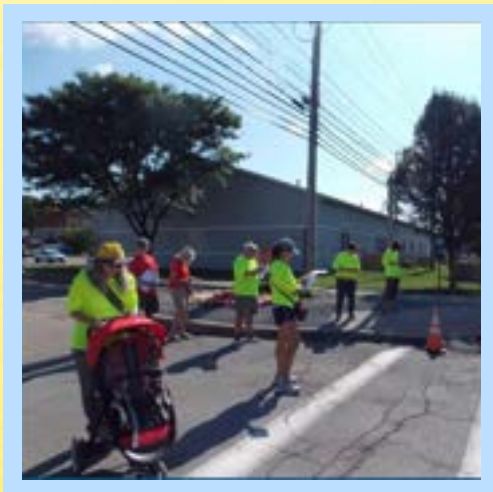
Prior Public & Private Investment:

Victor's compact downtown has recently leveraged state and private investment to strengthen its Main Street corridor focusing on vacant underutilized properties as well as streetscape enhancements securing multiple NY Main Street grants totaling more than \$1.3 million in both state and private funding. The most recent 2024 award supports **11 property improvements**, while private partners including ESL Federal Credit Union contributed more than \$2.8 million in new downtown investment, maximizing total investment into the downtown area. Local entrepreneurs, such as Chef Dominick, continue to contribute to Victor's revitalization by transforming vacant spaces like the former building now home to Brick Oven Kitchen and entertainment venue that opened in 2022.

Recent investment leverage made by the Village of Victor Downtown Business Area include:
Installed LED Street lighting and new stamped concrete along Main Street

- Updated wayfinding signage for public parking areas
- Collaboration for a temporary performance stage used in the summer in Mead Park
- Partnership with the Victor Garden Club for hanging baskets and flowerpots
- Installation of a public patio, bike racks
- Hometown Hero's banner program –resident initiative recognition

Victor is ready and able to capitalize on their past as well as active plans. The downtown area provides a **high quality of life with their active municipal center** as well as strong water and sewer infrastructure generating momentum for catalytic investment to deliver attainable mixed-use housing, strength downtown connections and local business growth opportunities.



NYF Project Adapt to Recent Growth Trends & Major Developments:

Downtown Victor is nested within a **dynamic regional economy** that has witnessed several meaningful shifts in employment and investment activity over the past few years including job growth. These trends help strengthen the case that investment can be leveraged to build upon an upward trajectory rather than trying to “jumpstart” a stagnant area:

- At the county and regional levels, job metrics have seen short-term fluctuations, however Ontario County’s workforce retains low unemployment rate of 3.5% in August 2025
 - The plan explicitly aims to generate new jobs, retail, and community space opportunities, securing new job growth in close proximity to Victor’s downtown
- Victor is also actively promoting economic development via the Victor Local Development Corporation / Victor Community Development Office, which supports business expansion, relocation, and entrepreneurship through façade improvement programs, low-interest financing, and coordination with regional partners

The combination of strategic lasting anchor development with Eastview Mall, proactive redevelopment planning, and support for local business growth, confirm Victor is well-positioned for near-term job creation once catalytic investments are made.

Impending Opportunities & Anticipated Growth:

Given the community’s strategic decisions and existing assets, multiple pressures and opportunities suggest that job growth is forthcoming:

- Victor has a satellite **Finger Lakes Community College** site focused on technical training, providing the skills aligned for available jobs in the immediate area
- The planned redevelopment of the former Lord & Taylor parcel will be impending retail, **generating demand** for service-sector jobs
- New downtown infill housing and adaptive reuse NYF projects foster additional demand for construction trades, **contractors, architects, engineering, and ancillary service jobs**. These sectors are often among the first responders to revitalization investment



Sustainable Growth Through Redevelopment Investment:

1. Diverse Workforce & More Inclusive Population

- Creating a mix of job types through NYF projects, Victor will attract a broader age range, family types, and income levels

2. Reinforcing Demand for Redevelopment Projects

- NYF mixed-use revitalization in the downtown area using LEED certified contractors and sustainable materials will provide ongoing environmentally friendly redevelopment

3. Anchoring Long-Term Sustainable Growth

- Victor NYF vision of mixed-use centers that combine housing, commerce, and cultural space are more resilient to economic downturns than single-use districts

The recently confirmed Bass Pro Shop installation in Victor provides **impending job growth for over 100 jobs** alone, in addition to sustainable as well as diverse regionally specific workforce training programs.

NYF projects underscore the community's commitment to revitalizing their downtown core **leveraging large-scale property as well as adaptive reuse goals and community connectivity** priorities.



Section 6: Quality of Life

The **historic** Village of Victor is located between the City of Rochester and the Finger Lakes Region, providing a picturesque quality of life with outstanding schools, extensive recreational opportunities and a **centralized downtown area**. This compact downtown area surrounding East and West Main Street offers the amenities of a larger city, with a small town feel of local restaurants, unique shops, cultural venues, green space and surrounding residential neighborhoods **homes at varying market rates**.

Walkability & Accessibility:

The downtown area is naturally walkable, with Main Street (Route 96) serving as the central spine, featuring traditional sidewalks, pedestrian crossings, and civic facilities including Village Hall, the Victor-Farmington Library, and a centrally located park all within a short walking radius. Livability features include the community's commitment to support safe, multi-modal transportation through its **Complete Streets** policies as well as pedestrian and streetscape enhancements through its walkability and connectivity plans, to improve overall safety, accessibility, and aesthetic appeal. The Village is also committed to **ADA-compliant** sidewalks and curb ramps as part of all capital improvement projects, ensuring that residents of **all ages and abilities** can safely navigate, access and enjoy the many downtown amenities.



Accessible Connections and Recreation Amenities:

Connectivity is central to Victor's vision for the future leveraging the over seventy miles of rail trails (Auburn Trail & Lehigh Trail), park and private land public-accessible trails that crisscross the Victor community linking it to the greater Rochester area and the Finger Lakes region. Integration with existing parks, trails, and the Farmers Market, creating a high quality of living with seamless community connections between recreation, commerce, and civic life. Planned and implemented connections to the Auburn Trail and regional bikeways encourage active transportation and recreational use.

Future NY Forward projects will further leverage existing quality of life and the multiple community connectivity attributes such as the Auburn Trail, an exceptional foundation to link the downtown business core through regional recreational trail systems within a compact, accessible radius. Proposed NYF projects will reinvigorate this concentrated municipal center, increasing its local economic desirability, and appeal to all backgrounds, ages, and abilities.



As done in the past, The Village of Victor will continue to advance various livable local policies as well as various planning efforts directed at increasing all residents' quality of life. Of note are their completed walkability, complete street, and connectivity plans that all support pathways for greater pedestrian connections, environmental sustainability, and prioritization of access to the core downtown area. Victor is a Pro-Housing community with modern zoning code, updated building code, as well as historical architectural guidelines for streetscape and facade improvements. They are a designated Clean Energy Community and have completed both energy benchmarking and LED streetlight conversion initiatives reducing their overall municipal carbon footprint.

MODERN ENERGY EFFICIENT ZONING CODES:

- Zoning code promotes compact, pedestrian-oriented development and adaptive reuse
- Central Business District zoning supports mixed-use projects, upper-floor residential uses, and local retail while maintaining compatibility with historic architecture
- Site Plan Review and Design Guidelines encourage quality materials, pedestrian connectivity, and building scale for an accessible downtown environment

As part of the NY Forward initiative, the Village of Victor intends to advance the integration of green infrastructure design standards to address stormwater and support sustainable landscaping. They will also incorporate energy-efficient design, sustainability principles, and adaptive reuse of existing historic structures to reinforce local character while reducing environmental impacts.

The Village Board is **actively implementing their Main Street Enhancement plan**, funded by a successful Main Street NY grant, and most recently gleaning quality of life priorities from their Our Voice, Our Vision, Our Victor[y]! V3 public engagement, developed specially for the NYF application to identify strategic downtown revitalization goals from both residents as well as business perspectives.

Victor's local policies are rooted in **inclusivity and access** for residents of all backgrounds. The Village and Town have adopted non-discrimination and equal opportunity employment practices. The Parks and Recreation Department actively promotes programming for all ages and abilities, integrating age friendly as well as adaptive recreation elements into park designs. The Village's proactive engagement through V3 ensured that underrepresented voices—including seniors, youth, individuals with disabilities, and low- to moderate-income residents—were included in downtown priority project planning as shown by the resounding over 200 return electronic and physical survey forms.

The Village maintains a strong partnership with the Victor Local Development Corporation (VLDC) acting as the primary downtown management and business support entity. They coordinate **economic development initiatives, local business support as well as community driven events and branding efforts**. This public-private partnership provides structure and accountability for local revitalization initiatives and will play a critical role in administering future NYF investments. The array of local planning and policy scopes from **energy efficient** buildings to **walkability**, that clearly demonstrates The Village of Victor's on-going commitment to its residents to provide a high-level quality of life within its compact downtown area.



PUBLIC ENGAGEMENT AND PUBLIC SUPPORT

Introduction

The Village of Victor has demonstrated strong and widespread public engagement throughout the New York Forward planning process. Building on years of community-driven initiatives and previous downtown revitalization efforts, the Village launched the “Our Voice, Our Vision, Our Victor(y)!” (V3) campaign to ensure that every resident, business, and stakeholder had an opportunity to shape Victor’s future.



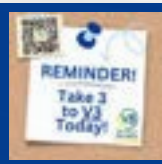
Public Participation The heart of this effort

The Village hosted in-person engagement opportunities at the weekly Victor Farmers’ Market, distributed flyers, coloring sheets, and QR-coded forms, and promoted the survey through the Village website, social media, Village water bills and local media outlets. The campaign encouraged inclusive participation across all age groups and backgrounds, emphasizing that “everyone’s voice matters.” The local feedback was incredible from over 200 unique responses (215) and over 27 pages of open-ended commentary.



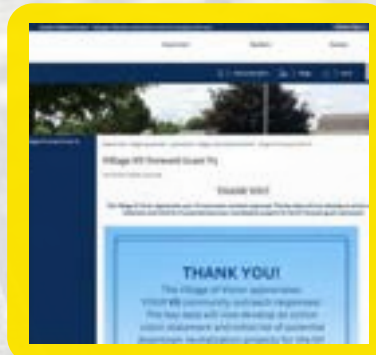
Unified Commitment

A dedicated Public Information Session was held at Village Hall ahead of a regular Board meeting twice during the application process, where residents reviewed the proposed NY Forward projects, shared input, and voiced strong support for continued downtown revitalization. The Village Board, Victor Local Development Corporation (VLDC), and community partners have provided unanimous letters of support, highlighting Victor’s readiness to implement transformative projects and sustain long-term investment.



Forward Together

The momentum behind Victor’s revitalization is clear; the community’s enthusiasm, coordinated local leadership, and history of successful grant management together reflect a united vision for a vibrant, active, walkable, and connected downtown that honors its heritage while embracing a forward-thinking future.



Press

[Press Release #1](#)
[Press Release #2](#)
[Press Release #3](#)
[D&C Article](#)

Building on years of **community-driven initiatives**, The Village of Victor launched the “Our Voice, Our Vision, Our Victor(y)!” (V3) campaign ensure that every resident, business, and stakeholder was provided with ample opportunity to shape its core downtown future with both a survey, as well as call to projects form. This initiative **intentionally casted a wide net to residents, visitors and businesses alike**, for a robust reflective collection of active real-time community feedback.

PUBLIC PARTICIPATION:

The Village hosted 5 in-person NYF discussion opportunities at the weekly Victor Farmers’ Market, where V3 survey and call to project forms were available and distributed along with NYF informational fliers, coloring sheets, and QR-codes pointing to the Village Website. Various social media images of “V3 is LIVE / Reminder Take 2 to V3” were posted on the Village website, distributed to the entire **Victor School District** email list and local Facebook groups throughout the campaigns 7-week period, with additional **V3 reminders captured on Village water bills**, (5) press releases as well as electric traffic signs and banners posted at Village entries and exits! The campaign encouraged inclusive participation emphasizing that “everyone’s voice matters” amply reflected in over 200 unique survey responses (215), a multitude of project proposals and over 27 pages of open-ended commentary!

SURVEY RESULTS:

The V3 forms collected at the end of the two-week open call calculated and all community comments concerning desired project were identified. The resulting V3 content was immediately used for the development of NYF application narrative as well as **identifying potential correlations between community input and project proposals**. The survey results effectively measured almost equally across all age groups 17 and older, clearly indicated respondents’ active presence in the Village’s downtown (80% daily/weekly), and **presented resounding aligned support for the proposed catalyzing revitalization projects received from the call to projects for support of local businesses, trail enhancements, walkability and park amenities!**

PUBLIC INFORMATION MEETING:

Once the proposed community aligned projects were submitted, identified, and confirmed eligible, a dedicated public information session was set. There was substantial attendance with residents filling the room at Village Hall, just ahead of its regularly scheduled Village Board meeting, where the Board was provided a NYF presentation, resulting in an unanimously passed Resolution of Support for the submission. In addition to VLDC business partners, **18 letters of support** from local leaders, businesses and community groups exemplify the Village’s extensive public support of this NYS application!

VILLAGE OF VICTOR

NY FORWARD APPLICATION

“OUR VOICE, OUR VISION, OUR VICTOR(Y)!”

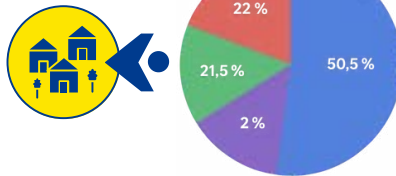
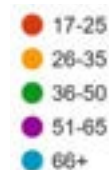
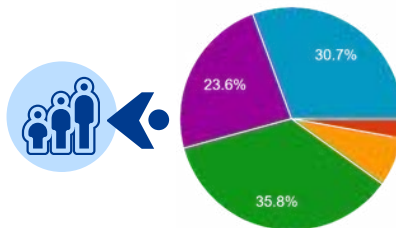


Our Voice,
Our Vision,
Our Victor(y)!

DOWNTOWN IS ACTIVE!

79.9%

of V3 Survey
respondents visit
at least weekly!



This highlights the continued importance of downtown's business and financial institutions as key drivers of foot traffic and local engagement.

- **Local Business + Bank**
Visits for shopping, services, or banking – downtown's main economic driver.
- **Library**
Reflects strong community engagement and educational activity.
- **Restaurant**
Dining and social destinations supporting local vitality.
- **Government Building**
Visits for administrative or civic purposes.
- **Other**

Survey's Top 4 Priorities

In No Particular Order

- ♥ Main St & Business Development
- ♥ Better Walkability
- ♥ Trail Connectivity
- ♥ Improved Park Spaces



“WALKABILITY AND SAFE CONNECTIONS ARE ESSENTIAL TO REVITALIZATION”

“MORE DIVERSE, FAMILY-FRIENDLY, AND LOCAL BUSINESSES ARE STRONGLY DESIRED”



EVERYONE'S VOICE MATTERS

Over 200 unique responses and over 27 pages of open-ended commentary were received in two weeks time.



Section 9: Transformative Projects

The Village of Victor is **primed to deliver transformational, community-driven projects that accelerate growth, boost local business, and enhance the Village's Downtown core in the programs identified timelines.** Built through a strong partnership between the Village and Victor Local Development Corporation, every project advances a clear, shared vision shaped by extensive planning and recent real-time public input for the V3 public outreach campaign. These catalytic investments activate priorities identified in Victor's Main Street Revitalization Plan, Finger Lakes REDC strategies, the Ontario County Housing Assessment, and the Village's walkability and trail-connectivity initiatives.

NYF proposed projects are ready for implementation and are **centrally located in the downtown center that also enhance connectivity from multiple neighboring communities.** Victor's transformative projects unlock new housing opportunities, energize small businesses, reuse historic spaces, improve pedestrian access, and strengthen the link between the Auburn Trail and downtown. Each NYF project will incorporate decarbonization design for adaptive reuse properties as well as environmentally sustainable and energy efficient upgrades by LEED certified engineers. Property control, permitting, and approvals are actively underway, ensuring timely deliverability and robust impact.

With NY Forward support, Victor is ready to propel these long-planned realistic goals into feasible reinvigorating action to create a more connected, economically vibrant, walkable, municipal center where residents, visitors, and entrepreneurs thrive.

Beginning on the **next page**, please find a list of **proposed transformative NYF public and private projects** that not only strengthen but catalyze the community's supporting momentum to develop new housing units, energize small business and strengthen connections from and to the extensively connected and traveled Auburn Trail.



Public Improvements & Community Connectivity

Auburn Trail Connections & Community Hub

Sponsor/Owner: Victor Hiking Trails, Inc.

Project Location: School St. / Auburn Trail

Total Cost: \$250,000

NYF Request: \$245,000

Matching Funds: \$5,000 (Victor Hiking Trails)



Project Scope: This project transforms Village-owned land along the Auburn Trail into a welcoming trail hub and community destination. Featuring restrooms, seating, pavilion area, bike amenities, wayfinding, native plantings, and historic interpretation, the hub strengthens the connection between downtown and nature. Improvements will fill a critical trail gap, enhance accessibility, and invite 40k+ annual trail users directly into the Village core, encouraging increased foot traffic to businesses and expanding outdoor recreation and community gathering opportunities.

Downtown Mead Square Park Enhancements

Sponsor/Owner: Village of Victor

Project Location: 39 West Main Street

Total Cost: \$750,000

NYF Request: \$500,000

Matching Funds: \$250,000 (NYS Parks Grant)



Project Scope: Enhances Victor's signature downtown park into a vibrant, flexible public space that complements events, cultural programming, and daily community use. New seating, water access, accessible circulation, and adaptable performance areas support increased activation while maintaining the park's intimate village character. This investment elevates the Village's central gathering space, attracts year-round activity, and strengthens business foot traffic along Main Street.

Village Downtown Streetscape Enhancements

Sponsor/Owner: Village of Victor

Project Location: Within NYF Boundary

Total Cost: \$750,000

NYF Request: \$450,000

Matching Funds: \$300,000 (NYS Main Street Grant)



Project Scope: Implements pedestrian and bicycle connectivity improvements on Adams Street, calming traffic and creating safer, more comfortable mobility options throughout downtown. The project introduces bike lanes, crosswalks, and signage to better link neighborhoods, civic destinations, and downtown businesses. These accessibility upgrades support walkability, advance complete-streets principles, and position Victor for future private investment and mixed-use growth.

Public Improvements & Community Connectivity

Victor Fire Department Community Facility

Sponsor/Owner: Victor Fire Department, Inc.

Project Location: Maple Ave.

Total Cost: \$2,000,000

NYF Request: \$1,000,000

Matching Funds: \$1,000,000



Project Scope: Constructs a multi-use facility supporting emergency services, local programs, public events, and community gatherings on Firemen's Field. The building and outdoor pavilion will accommodate trainings, meetings, and private functions, while also enhancing capacity for festivals and civic events. Positioned steps from downtown, this site expands event space, strengthens community resilience, and reinforces Victor's active civic core.

Village Downtown Railroad Enhancement

Sponsor/Owner: Friends of the Railroad, Inc. 501c3

Project Location: Maple Ave to School Street

Total Cost: \$1,550,000

NYF Request: \$1,500,000

Matching Funds: \$50,000 (Grant / Fundraised)



Project Scope: Preserves and activates Victor's historic railroad corridor through targeted upgrades, including track repairs, pedestrian walkways, and crossing improvements. This initiative celebrates Victor's rail heritage while enhancing public access, safety, and educational experiences. The project creates a unique mobility and tourism asset, reinforcing sustainability goals and bringing residents and visitors directly into the heart of downtown.

Victor Farmington Library Expansion

Sponsor/Owner: Victor Farmington Library

Project Location: 15 West Main Street

Total Cost: \$4,000,000

NYF Request: \$2,000,000

Matching Funds: \$2,000,000 (Capital Funds /Donors)



Project Scope: Expands and modernizes the highly-utilized downtown library to meet rapidly growing regional demand. The addition will create flexible learning spaces, community rooms, and accessibility improvements, enabling expanded cultural, educational, and workforce programs. As one of Victor's most-visited civic institutions, the upgraded library strengthens downtown's role as a family-focused hub and supports lifelong learning for a diverse and growing population.

Downtown Development & Building Rehabilitation

Historic Downtown Moore Building Rehabilitation

Sponsor/Owner: John Saporito

Project Location: 2 West Main Street

Total Cost: \$12,000,000

NYF Request: \$2,000,000

Matching Funds: \$10,000,000



Project Scope: Revitalizes one of Victor's most iconic historic structures through a mixed-use redevelopment featuring loft apartments and restored ground-floor commercial space. The project preserves historic character while adding modern downtown housing and business opportunities, delivering a visible catalyst for continued investment on Main Street and supporting walkability and economic momentum.

Downtown Center Living Reinvigoration

Sponsor/Owner: Kevin Downy

Project Location: 16-34 West Main Street

Total Cost: \$7,000,000

NYF Request: \$1,000,000

Matching Funds: \$6,000,000



Project Scope: Renovates multiple buildings along West Main to provide upgraded retail and new upper-floor apartments, reinforcing the Village's compact, mixed-use character. Enhancements include modernized systems, energy-efficient upgrades, and refreshed commercial storefronts, expanding housing options and boosting downtown vitality through increased residents and enhanced business offerings.

Housing & Retail Beautification Revitalization

Sponsor/Owner: Mark Turner

Project Location: 40 West Main Street

Total Cost: \$1,000,000

NYF Request: \$750,000

Matching Funds: \$250,000



Project Scope: Improves a highly visible Main Street mixed-use property with façade revitalization, porch and masonry repairs, and significant energy-efficient upgrades including HVAC and roofing. Enhances safety, accessibility, and aesthetics while supporting retail tenants and upper-floor housing in the walkable Village core.

Section 9: Transformative Projects

Small Business + Community Fund

Small Business & Community Improvement Fund

Sponsor/Owner: Village / VLDC
Project Location: NYF Boundary
Total Cost: \$300,000
NYF Request: \$300,000



Project Scope: Launches a competitive grant fund to help small businesses improve storefronts, activate vacant spaces, complete build-outs, and pursue adaptive reuse. Prioritizes local entrepreneurs and community-serving uses, supporting long-term business success and visible downtown vibrancy.

Projects that could benefit from this fund:

Dailey Family Building: Renovation and Utility Repairs
27, 29, 31 East Main Street

Element Design Building LLC: Exterior Window and Brick Repairs
1 East Main Street

Lindan Properties LLC. - Signage and Accessibility Enhancements
27 & 53 Maple Ave.

Branding + Activation

Downtown Public Farmers Market Pavilion

Sponsor/Owner: Village of Victor
Project Location: 60 East Main Street
Total Cost: \$300,000
NYF Request: \$250,000
Matching Funds: \$50,000 (NYS AG Grant)



Project Scope: Constructs a permanent open-air pavilion to host the weekly farmers market and year-round events, enhancing small vendor participation, weather protection, and accessibility. Strengthens Victor's identity as a welcoming, local-food and community-centered downtown destination.

TOTAL NY Forward PROPOSED PROJECT INVESTMENT: \$29,900,000

TOTAL NY Forward PROPOSED AWARD FUNDING: \$ 9,995,000

Section 10: Administrative Capacity

The Village of Victor maintains the **strong local capacity to manage**, oversee and administer a NYF grant based on their **extensively qualified staff**, civic partnerships with both the Town and VLDC as well as exemplified in previous successful completion of similar duties. The Village is ready, willing and able and maintain the capability as well as capacity to handle the influx of municipal project administration resulting from a NY Forward award.

Project sponsors are **actively working with the Village to ensure proper local and state procedures are followed**, including the securing of required property site control, permits, and varied agency approvals to ensure their readiness as well as timely conveyance of project contracts. These collaborative implementation procedures across both public and private organizations will ensure proper resources are available to secure, oversee, and progress NYF projects while **adhering to identified timelines**.



Village administrative support will be led by the full time Clerk (Pamela Hogenes) of 16-years and part-time Deputy Clerk (Roseanne Turner-Adams) who supports various community outreach capabilities during her 13 years with the Village. 24-year veteran Treasurer (Diane White), along with Mayor (Sean Adoo) will complete the Village award operation and administrative team with ongoing oversight of municipal projects as well as overall NYF project progression. The Treasurer's financial expertise will ensure long-term NYF project success applying financial accuracy and accountability. This Village staff team will oversee the implementation and administration of municipal NYF projects maintaining over 35 combined years of successfully adhering to state policy, audits, and reporting.

Each of these Village staff members understand as well as have first-hand experience with the requirements and successful completion of administering state grant awards from NYS **Office of Housing and Community Renewal, Empire State Development, and Department of Environmental Conservation**. The Village also maintains access to professional grant services to assist with any unanticipated support throughout the multi-year grant administration process.

The VLDC will play an integrated economic role and provide additional resources as a partner with the Village for NYF administrative needs across public and private stakeholders. VLDC has previously coordinated with the Village on Business Loan, Façade Improvement, and successful grant programs, exemplifying their capacity as well as experienced critical coordination, for NYF projects administration. Initiated mixed-use housing unit designs have been worked with **Christa Development, a LEED certified firm**, familiar with Village planning board as well as project site procedures, and understands the community's commitment to decarbonization efforts by incorporating more energy efficient components where feasible.

The Village has initiated positive conversations with potential **NYF Local Planning Committee members** if awarded, including Finger Lakes Community College, County Economic Planning office, and community business owners. There is a clear understanding of the forthcoming NYF processes, procedures and timelines. They are confident in their capacity, ability and agility to administer NYF municipal awards including contract, project and administrative oversight. They will coordinate with public and private partners to leverage their expertise for long-term community identified priority project success.

The recent extensively managed public engagement, The Village Board's unanimously passed Resolution of Support for the NYF submission, and VLDC business partnership, augmented by **18 letters of support**, highlights the incredible momentum, as well as capacity of this community's united vision for economic revitalization.

The Village is poised and prepared, ready and able to strategically leverage their publicly supported transformational projects. NY Forward funding will catalyze local investment reinvigorating Victor's downtown area through **equitable new housing opportunities, small business support, reuse of historic structures, while also enhancing true connectivity** among its community networks for an overall higher long-term quality of life for its residents.

~ Thank you for the opportunity to submit this NY Forward application ~



THE SENATE
STATE OF NEW YORK



SENATOR
PAMELA A. HELMING
54TH DISTRICT

CHAIR OF THE
MINORITY CONFERENCE

RANKING MINORITY MEMBER
INSURANCE

MEMBER
LEGISLATIVE WOMEN'S CAUCUS
LEGISLATIVE COMMISSION ON RURAL
RESOURCES

COMMITTEES

FINANCE

RULES

AGRICULTURE

CULTURAL AFFAIRS, TOURISM,
PARKS AND RECREATION

HOUSING, CONSTRUCTION
AND COMMUNITY DEVELOPMENT
RACING, GAMING AND WAGERING

October 20, 2025

The Honorable Sean McAdoo
Mayor, Village of Victor
60 E Main Street
Victor, NY 14564

Dear Mayor McAdoo,

As the New York State Senator representing the 54th Senate District, it is my pleasure to offer my full support for the Village of Victor's request for funding through the NY Forward Program.

Enclosed is a copy of my correspondence to Robert Duffy and DeAnna Burt-Nanna, Finger Lakes REDC Regional Co-Chairs, in support of the Village of Victor's application.

Please do not hesitate to let me know if I can be of further assistance to you or the Village of Victor on this or any other matter of interest or concern.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Pam', written over a horizontal line.

Pamela A. Helming
Senator, 54th District

District Office: 25 North St., Canandaigua, NY 14424 • (315) 568-9816 • FAX: (585) 393-0825
Albany Office: Room 711B Legislative Office Building, Albany, NY 12247 • (518) 455-2366 • FAX: (518) 426-6953
www.helming.nysenate.gov • helming@nysenate.gov



CHAIR OF THE
MINORITY CONFERENCE

RANKING MINORITY MEMBER
INSURANCE

MEMBER
LEGISLATIVE WOMEN'S CAUCUS
LEGISLATIVE COMMISSION ON RURAL
RESOURCES

THE SENATE
STATE OF NEW YORK



SENATOR
PAMELA A. HELMING
54TH DISTRICT

COMMITTEES

FINANCE

RULES

AGRICULTURE

CULTURAL AFFAIRS, TOURISM,
PARKS AND RECREATION

HOUSING, CONSTRUCTION
AND COMMUNITY DEVELOPMENT
RACING, GAMING AND WAGERING

October 20, 2025

Mr. Robert Duffy and Dr. DeAnna Burt-Nanna
Regional Co-Chairs, Finger Lakes REDC
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support, Round 4 NY Forward Program, Village of Victor

Dear Mr. Duffy and Dr. Burt-Nanna,

As the New York State Senator representing the 54th District, including the Village of Victor, I am writing to express my strong support for the Village's request for funding through the NY Forward Program.

The Village of Victor has shown a clear commitment to fostering a vibrant, inclusive, and economically strong community. Through its recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach initiative, local leaders actively engaged residents, businesses, and community partners in shaping a shared vision for the future. This extensive participation underscores Victor's dedication to ensuring that downtown revitalization efforts truly reflect the priorities and aspirations of those who live and work in the community.

Funding through the NY Forward Program would help advance several key projects that will strengthen Victor's downtown core, supporting small businesses, improving local infrastructure, and promoting sustainable development. The Village's proactive planning and strong partnerships with regional stakeholders align closely with the goals of the Finger Lakes Regional Economic Development Council and New York State's broader priorities for smart growth, housing expansion, and community investment.

Again, I strongly support the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application. Should you have any questions, please do not hesitate to contact me or my office at (315) 568-9816.

Sincerely,

A handwritten signature in blue ink, appearing to read "Pam", written over a circular blue stamp.

Pamela A. Helming
Senator, 54th District

District Office: 25 North St., Canandaigua, NY 14424 • (315) 568-9816 • FAX: (585) 393-0825
Albany Office: Room 711B Legislative Office Building, Albany, NY 12247 • (518) 455-2366 • FAX: (518) 426-6953
www.helming.nysenate.gov • helming@nysenate.gov



October 27, 2025

Empire State Development
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee:

On behalf of Ontario County Office of Economic Development (OCOED), I offer my full support for the Village of Victor's community driven advancement of downtown redevelopment projects through ESD's NY Forward Program.

OCOEDe worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) on several recent projects. For example, the Ontario County Industrial Development Agency worked with them to bring much-needed senior rental housing and workforce housing to the Village. The Ontario County Economic Development Corporation worked with the VLDC for bridge loans in the Façade Grant Program.

Victor is clearly committed to fostering a vibrant, inclusive, and economically robust Village as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach. Residents, businesses, and community partners were directly engaged in the ability to submit V3 forms available throughout the Village at public events as well as through social media and municipal website announcements.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, and supporting sustainable, community-driven development. The Village's proactive planning and community engagement align with goals of the Finger Lakes REDC, State vision for smart growth and housing expansion, and the County's economic development investments.

Ontario County Office of Economic Development is proud to support the Village of Victor's application and looks forward to continued collaboration to ensure long-term success of the Village's downtown core.

Sincerely,



Ryan L. Davis
Ontario County Economic Developer

Great opportunities grow here.

**MAYOR**

Sean McAdoo
924-3311

DEPUTY MAYOR

Michael L. Crowley

**BOARD OF
TRUSTEES**

Michelle Chalupa
Carol Commisso
Matt Schneider

VILLAGE CLERK

Pamela Hogenes
924-3311

TREASURER

Diane White
924-3311

**VILLAGE
ATTORNEY**

Reid A. Holter

**DIRECTOR OF
PUBLIC WORKS**

Sean Meenan
924-2004

**CODE
ENFORCEMENT
OFFICER**

Peter O'Biso
924-3311

**PLANNING
BOARD
CHAIRPERSON**

Meg CHaides

**ZONING BOARD
CHAIRPERSON**

Sean Sanderson

**URBAN RENEWAL
AGENCY
CHAIRPERSON**

Carol Commisso

Empire State Development
New York Forward Program
255 East Ave. Suite 101
Rochester NY 14604

October 24, 2025

Dear ESD Selection Committee,

As Chairperson of the Village of Victor Urban Renewal Agency I wholeheartedly support the Village's community driven application for the New York Forward Program. This award would enable us to continue the advancement of downtown redevelopment projects and ensure a vibrant future for our village.

The Urban Renewal Agency has always worked closely with the Village Board, and the Local Development Corporation. We partner with Local Development on a Façade Improvement Program that has granted thousands of dollars over the last 18 years to keep our downtown looking attractive and work in cooperation with the Village Board to encourage development and redevelopment within our district to retain a mix of commercial, professional services, public and community facilities.

The Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent public outreach initiative. Residents, businesses and community partners were directly engaged in sharing their priorities for downtown revitalization and future growth.

The Urban Renewal Agency is proud to support the Village of Victor's application and looks forward to continuing collaboration on future implementation efforts ensuring the success and long term vitality of the Village's downtown core.

Sincerely,

Carol Commisso, Chairperson

Village of Victor Urban Renewal Agency

carolcommisso@villageofvictorny.gov

(585) 905-5164



October 29, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

TOWN SUPERVISOR
742-5020

TOWN CLERK
TAX RECEIVER
742-5080

TOWN COURT
924-5775
924-5262

ASSESSMENT
742-5010

ECONOMIC
DEVELOPMENT
742-5073

FINANCE
742-5025

HIGHWAY
742-5094

HISTORIAN
742-5065

PARKS & RECREATION
742-0140

PLANNING & BUILDING
742-5035

PLANNING / ZONING
742-5040

HUMAN RESOURCES
742-5028

To the ESD Selection Committee:

On behalf of the Town of Victor, we offer our unequivocal support for the Village of Victor's NY Forward Program application, which is a key component of the community's downtown revitalization efforts. Our organization has been participating closely with the Village and the Victor Local Development Corporation (VLDC) to help drive these critical initiatives forward.

The Village of Victor has a proven, proactive planning process, most recently demonstrated through its comprehensive V3 public outreach initiative, "**Our Voice, Our Vision, Our Victor(y)!**" This initiative empowered residents, businesses, and community partners to play a direct and integral role in defining priorities for revitalization.

The proposed projects will not only enhance local businesses but will also improve infrastructure, support sustainable, community-driven development, and enhance the overall quality of life. The village's forward-looking approach, including the prioritization of clean energy initiatives, aligns with the goals of the Finger Lakes Regional Economic Development Council and the broader state vision for smart growth and strategic investment.

The Town of Victor is proud to support the Village of Victor's application. We are fully committed to continuing our collaboration on future implementation efforts to ensure the sustained vitality and success of the village's downtown.

Sincerely,

Jack Marren
Town Supervisor

TOWN OFFICES | 85 East Main Street | Victor, NY 14564
(585) 742-5000 | Fax (585) 924-0202 | www.townofvictorny.gov

**MAYOR**

Sean L. McAdoo
924-3311

DEPUTY MAYOR

Michael L. Crowley

BOARD OF TRUSTEES

Carol Commisso
Michelle Chalupa
Matthew Schneider

VILLAGE CLERK

Pamela Hogenes
924-3311

TREASURER

Diane White
924-3311

VILLAGE ATTORNEY

Reid A. Holter

DIRECTOR OF PUBLIC WORKS

Sean Meenan
924-2004

CODE ENFORCEMENT OFFICER

924-3311

PLANNING BOARD CHAIRPERSON

Meg Chaides

ZONING BOARD CHAIRPERSON

Sean Sanderson

URBAN RENEWAL AGENCY CHAIRPERSON

Carol Commisso

October 25, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

Dear ESD Selection Committee,

On behalf of the Village of Victor Department of Public Works, I am pleased to offer my strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

The Village of Victor Department of Public Works department works hand in hand with the Victor Local Development Corporation to help foster growth and revitalization within the community.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit V3 forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

The Department of Public Works is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

Sean Meenan, Director
Village of Victor Department of Public Works



MAYOR

Sean L. McAdoo
924-3311

DEPUTY MAYOR

Michael L. Crowley

**BOARD OF
TRUSTEES**

Michelle Chalupa
Carol Commisso
Matt Schneider

VILLAGE CLERK

Pamela Hogenes
924-3311

TREASURER

Diane White
924-3311

**VILLAGE
ATTORNEY**

Reid A. Holter

**DIRECTOR OF
PUBLIC WORKS**

Sean Meenan
924-2004

**CODE
ENFORCEMENT
OFFICER**

924-3311

**PLANNING
BOARD
CHAIRPERSON**

Meg CHaides

**ZONING BOARD
CHAIRPERSON**

Sean Sanderson

**URBAN RENEWAL
AGENCY**

CHAIRPERSON
Carol Commisso

November 3, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of the Village of Victor, I'm pleased to offer this letter of support for the Village's application to New York State's NY Forward Program, which will help advance our community's ongoing downtown redevelopment efforts.

The Village has shown a strong and genuine commitment to building a vibrant, inclusive, and economically thriving community. This dedication was clearly demonstrated through the recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach initiative. Residents, business owners, and community partners were actively invited to share their ideas and priorities for downtown revitalization—both at local events and online through the Village's website and social media. The feedback gathered has directly shaped the community's vision for future growth.

NY Forward funding would help bring several key downtown projects to life—supporting local businesses, improving infrastructure, and promoting sustainable, community-driven development. The Village's thoughtful planning, strong community engagement, and collaboration with regional partners align perfectly with the goals of the Finger Lakes Regional Economic Development Council and the State's broader vision for smart growth, housing expansion, and local investment.

I'm proud to support the Village of Victor's application and look forward to continuing to work together to ensure the success and long-term vitality of our community.

Sincerely,

Sean McAdoo, Mayor
Village of Victor

October 30, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of Greater Rochester Chamber, I am pleased to offer our strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

Greater Rochester Chamber is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,



Joe Leathersich
Director of Advocacy, Intergovernmental Relations, Public Policy
Greater Rochester Chamber



October 20, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of the Ontario County Chamber of Commerce, I am pleased to offer our strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

The Ontario County Chamber of Commerce has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) in the past. Most notably collaborating to create an education/networking event called *Grow Your Business*. Which brought together local business owners and a panel of business educators from organizations like the SBA and SBDC. This event successfully advanced awareness of available business resources and strengthened connections across the local business community.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with the goals of the Ontario County Chamber of Commerce, Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

The Ontario County Chamber of Commerce is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.



Sincerely,

A handwritten signature in cursive script that reads "Marisa Enzinna".

Marisa Enzinna
Director, Member Relations & Communications
Ontario County Chamber of Commerce
Marisa@ONChamber.com



October 31 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of the Victor Farmington Library, I am pleased to offer our strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

The Victor Farmington Library has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC).

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

The Victor Farmington Library is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

Timothy Niver
Director
Victor Farmington Library
tniver@owwl.org
585-924-2637



85 EAST MAIN STREET • VICTOR, NEW YORK 14564

October 29, 2025

Empire State Development
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

Dear ESD Selection Committee,

The Victor Local Development Corporation (VLDC) is fully committed to the Village of Victor's NY Forward Program application for the revitalization of our downtown. We have been advancing this community-driven initiative in close partnership with the Village, local businesses, and residents.

Our deep planning and extensive efforts, most recently through the "Our Voice, Our Vision, Our Victor(y)!" (V3) outreach campaign, have demonstrated our shared dedication to fostering a vibrant and economically robust community. This campaign directly engaged residents and stakeholders, ensuring the application reflects the priorities of those who live and work here.

This NY Forward funding is vital for our collective efforts. The village's strategic planning and the public input gathered through the V3 initiative have multiple active projects ready for investment. This funding will allow us to leverage existing momentum, and begin critical implementation, to support local businesses, enhance infrastructure, improve the overall Quality of Life, and incorporate Clean Energy initiatives into the village's development.

The VLDC is proud to have been a central partner in the creation of this application. We look forward to continuing to participate in the implementation of these projects, ensuring the long-term vitality of Victor's downtown core.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kathy Rayburn", is written over the printed name.

Kathy Rayburn
Executive Director



November 3, 2025

Dear ESD Selection Committee,

On behalf of the Victor Central School District, I am pleased to offer my strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application. Our School District has a close, working relationship with the Village of Victor.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, community engagement, and collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

Victor Central School District is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

With gratitude,

A handwritten signature in blue ink, appearing to read "Tim Terranova", is written over a light blue horizontal line.

Tim Terranova, Ed.D.
Superintendent of Schools

Victor Hiking Trails, Inc.
85 East Main Street
Victor, NY 14564
www.victorhikingtrails.org



Victor Hiking Trails is a 501(c)(3) non-profit organization dedicated to:

- Creating and maintaining trails*
- Promoting relationship with nature*
- Providing recreational activities such as hiking, biking, running and skiing.*

October 24, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support - VILLAGE OF VICTOR, NY FORWARD APPLICATION

:

Dear ESD Selection Committee:

Victor Hiking Trails, Inc. is pleased to offer our enthusiastic support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward application.

Since its founding thirty-five years ago, Victor Hiking Trails(VHT) has gone from no trails in the Victor community to creating, maintaining, and promoting more than seventy miles of trails. Being a grassroots , community organization made up of volunteers, it was imperative that VHT form partnerships, especially with our local Village and Town governmental entities. We are fortunate that both the Village, Town and local business owners recognize the significance that the network of trails play in the quality of life for its citizens, and the economic potential they create for our Village businesses. Because of the communitywide support enjoyed by VHT, we are frequent participants in almost all Village initiatives, as exemplified more recently by our participation in a 2023 Village Walk Audit and a 2025 Village Subcommittee on Connectivity. The Village and VHT share the goal of making the Village more accessible through improved walkability, tapping into the economic potential of the one hundred and thirty thousand trail counts (2024) recorded by our electronic trail counters, and creating a trail system that will encourage an alternative mode of navigating our community that doesn't involve driving an automobile.

Because of VHT's continual involvement and partnerships with The Village of Victor, we can state without reservation that the Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y) - V3" public outreach initiative. Residents, businesses, and community partners (including VHT) were directly engaged in the submission of V3 input forms available through social media, public events, and through municipal websites. The Village's electronic message board invited all to participate. It was gratifying to personally witness the enthusiastic public support and participation in the public's sharing of their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure and walkability while supporting sustainable community-driven development. VHT has witnessed the Village's proactive planning, and benefited from and participated in, its community outreach efforts. The Village government continuously pursues a high level of

community engagement and cooperation with regional partners. They align with both goals of the Finger Lakes Regional Economic Development Council, and the broader NY State vision for smart growth, housing unit expansion, and local investment.

Victor Hiking Trails, Inc. enthusiastically supports the Village of Victor's application and eagerly anticipates continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown area.

Sincerely,

A handwritten signature in blue ink that reads "Scott Reinhart". The signature is fluid and cursive, with the first name "Scott" and last name "Reinhart" clearly distinguishable.

Scott Reinhart

Executive Board/Trail Blazer

Victor Hiking Trails, Inc.

ttocshart@gmail.com

(585) 738-7341



Friends of the Railroad, Inc.

Victor, NY 14564

October 21, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of Friends of the Railroad, Inc., I am pleased to offer our full support for the Village of Victor's application for the New York Forward Program. This community-driven initiative aims to advance downtown redevelopment projects that align with the Village's long-term vision for revitalization and growth.

Friends of the Railroad, Inc. has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) over the years, hosting heritage rail excursions, providing educational programs and participating in local festivals such as Climb Aboard and Explore Victor Days.

The Village has demonstrated a clear commitment to fostering a vibrant, inclusive, and economically resilient community, as evidenced by the recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach initiative. Through V3, residents, businesses, and community partners were directly engaged in sharing their priorities for downtown revitalization and future growth, via forms and information at public events, on social media, and through the Village website.

The NY Forward funding would catalyze several important projects in Victor's downtown area, supporting local businesses, enhancing infrastructure, and ensuring sustainable, community-driven development. The Village's proactive planning and collaboration efforts with regional partners align with the goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing expansion, and local investment.

Friends of the Railroad, Inc. is proud to support the Village of Victor's application and looks forward to continued collaboration on future projects that will contribute to the ongoing vitality and success of the Village of Victor's downtown.

Sincerely,

Joel Richter
President
Friends of the Railroad, Inc.
Email: Friendsoftherailroad@gmail.com

Victor Fire Department, Inc.



34 Maple Avenue • Victor, New York 14564

November 2, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of the Victor Fire Department, Inc. I am pleased to offer our strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

Victor Fire Department, Inc., has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) with community events, support and involvement for the development of the Village.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

Victor Fire Department, Inc. is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kate Gruenfelder". The signature is fluid and cursive.

Kate Gruenfelder
Vice President
Victor Fire Department, Inc.
Gruenfelder.Kate@victorfire.com



October 24th, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support - VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of AE Gifts & Clothing, I am pleased to offer my strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

AE Gifts & Clothing has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) on several grant opportunities, showing their commitment to invest in their community. Most recently, AE Gifts & Clothing was awarded \$550.00 towards new store signage through their Façade Grant program, helping to revitalize our outdated building signage.

This Village is clearly dedicated to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

AE Gifts & Clothing is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

A handwritten signature in black ink, appearing to read "Aimee Cain". The signature is fluid and cursive, with the first name "Aimee" and last name "Cain" clearly distinguishable.

Aimee Cain

Owner || AE Gifts & Clothing

aimee@shopaegifts.com || 585-737-8367



October 28 2025

Empire State Development (ESD)

New York Forward Program

255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of Lilac Real Estate Services/Lilac at Victor Main St. LLC/Lilac Laundromat I am pleased to offer our/my strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

Lilac Real Estate Services/Lilac at Victor Main St LLC/Lilac Laundromat has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) in renovating 5 properties located on main street, providing landscaping services of multiple locations on main street, and recently renovating/remodeling the village laundromat for citizen use. We are passionate about the development of the village of Victor and strongly support this initiative.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (**V3**) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit **V3** forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

Lilac Real Estate Services/Lilac at Victor Main St. LLC/Lilac Laundromat] is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

Kevin Michael Downey & Bradley Neal Ford

Kevin Downey & Brad Ford

Owners

Lilac Real Estate Services/Lilac at Victor Main St. LLC/Lilac Laundromat

585-739-9286 & 585-727-8906



October 31, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

Re: Letter of Support – Village of Victor NY Forward Application

Dear Review Committee Members,

As a long-time resident of the Village of Victor and organizer of the Victor Music & Food Festival, I am writing in strong support of the Village's application for the NY Forward grant. This program represents a vital opportunity to build on the positive momentum taking place in Victor and to help shape a downtown that truly reflects the energy, creativity, and pride of our community.

Over the past few years, I've had the privilege of working alongside a dedicated group of local business owners, village leadership, and proactive residents who share a vision for what Victor can become. Together, we've spent countless hours discussing ways to strengthen our downtown, enhance walkability, and create spaces and experiences that draw people together. That collaboration has been both inspiring and productive — proof that Victor is filled with people who care deeply about its future and are ready to do the work to make it happen.

Through my role with the Victor Music & Food Festival, I've seen firsthand how community events can breathe life into our local economy. Each year, the festival brings thousands of visitors to our village, helping small businesses, restaurants, and artisans thrive. It's just one example of how investing in our downtown and community spaces pays real dividends for local families and entrepreneurs alike.

The NY Forward grant would help us take that progress even further — turning shared ideas into tangible improvements that make Victor an even more vibrant, welcoming place to live, work, and visit. With thoughtful planning, collaboration, and the support of this grant, Victor can continue to grow while preserving the small-town character that makes it so special.

Thank you for your consideration and for supporting the communities that make New York State such a great place to call home.

With appreciation,

Sincerely,

Karen Lynch
Barn Door Productions
Victor Resident & Organizer, Victor Music & Food Festival
Advocate for Local Business and Community Development

Media to View

VMFF Wrap-Up Video: <https://youtu.be/th0a1YAXzS0?si=hFqtWEwOJ-6Aj9JO>

VMFF Website: <https://victormusicfoodfestival.com/>

VMFF Facebook: <https://www.facebook.com/MusicFoodFireworks/>

Hometown Day & Climb Aboard Video: <https://youtu.be/-Ddf-MFBLSc?si=jlVEzWVD8dYLt53i>

Jingle Mingle Video: <https://youtu.be/8BkEy3zGKm8?si=T7AcPSzfy7-KGr8Q>

Discover Victor, NY Website: <https://discovervictorny.com/>

Discover Victor, NY Facebook: <https://www.facebook.com/discovervictorny>



500 Linden Oaks, Suite 130
Rochester, NY 14625
(585)383-4501

November 3, 2025

Empire State Development (ESD)
New York Forward Program
255 East Avenue, Suite 101
Rochester, NY 14604

RE: Letter of Support – VILLAGE OF VICTOR, NY FORWARD APPLICATION

Dear ESD Selection Committee,

On behalf of KANDA Properties LLC ("KANDA"), I am pleased to offer our strong support for the Village of Victor's community driven advancement of downtown redevelopment projects through their competitive New York State's NY Forward Program application.

KANDA has worked closely with the Village of Victor and the Victor Local Development Corporation (VLDC) on two of the major office, retail and mixed-use properties in the Village over the past 20 years.

This Village is clearly committed to fostering a vibrant, inclusive, and economically robust community as demonstrated in their recent "Our Voice, Our Vision, Our Victor(y)!" (V3) public outreach initiative. Residents, businesses, and community partners were directly engaged in the ability to submit V3 forms available throughout the Village at public events as well as through social media and municipal website announcement to directly share their priorities for downtown revitalization and future growth.

The NY Forward funding would solidify multiple active project opportunities in Victor's downtown area, enhancing local businesses, improving infrastructure, while supporting sustainable, community-driven development. The Village's proactive planning, most immediate community engagement as well as collaboration with regional partners align with both goals of the Finger Lakes Regional Economic Development Council, and the broader State vision for smart growth, housing unit expansion, and local investment.

KANDA is proud to support the Village of Victor's application and looks forward to continuing to collaborate on future implementation efforts ensuring the success and long-term vitality of the Village's downtown core.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin L. Bruckner", is written over a light blue circular background.

Kevin L. Bruckner, MAI, CCIM
Managing Member

**MAYOR**

Sean L. McAdoo
924-3311

DEPUTY MAYOR

Michael L. Crowley

BOARD OF TRUSTEES

Carol Commisso
Michelle Chalupa
Matthew Schneider

VILLAGE CLERK

Pamela Hogenes
924-3311

TREASURER

Diane White
924-3311

VILLAGE ATTORNEY

Reid A. Holter

DIRECTOR OF PUBLIC WORKS

Sean Meenan
924-2004

CODE ENFORCEMENT OFFICER

924-3311

PLANNING BOARD CHAIRPERSON

Meg CHaides

ZONING BOARD CHAIRPERSON

Sean Sanderson

URBAN RENEWAL AGENCY CHAIRPERSON

Carol Commisso

Resolution #112-25**RESOLUTION OF SUPPORT FOR THE NEW YORK FORWARD APPLICATION**

On motion by Trustee Michael Crowley, seconded by Trustee Matthew Schneider the following resolution was ADOPTED 5 AYES 0 NAYS

WHEREAS, the State of New York Department of State in partnership with Empire State Development has established the New York Forward (NYF) Program to invigorate small downtowns and rural communities through strategic investment in economic development, placemaking, and community infrastructure; and

WHEREAS, the Village of Victor recognizes the opportunity presented by the NYF Program to strengthen its downtown core, enhance quality of life, and create a welcoming environment for residents, visitors, and businesses; and

WHEREAS, the Village of Victor is partnering with the Victor Local Development Corporation (VLDC) and other regional and community stakeholders to implement transformational projects that reflect the public's vision and leverage the resources of the State of New York;

WHEREAS, the Village has engaged in extensive public outreach through the "Our Voice, Our Vision, Our Victor(y)!" (V3) initiative, gathering input from residents, businesses, and community partners to establish a shared vision for Victor's future; and

WHEREAS, the V3 process has identified priority themes that align with New York Forward goals, including:

Downtown Connectivity and Safety, through improved pedestrian crossings, enhanced traffic flow, and accessible sidewalks;

Community and Cultural Vitality, through the enhancement of public spaces, arts and event areas, and expansion of the Victor Farmington Library as a hub for lifelong learning and gathering;

Small Business Growth and Economic Opportunity, by supporting local entrepreneurs, filling vacant storefronts, and fostering an active downtown business district; and

Sustainability and Green Infrastructure, by improving landscaping, trail linkages, and environmentally responsible stormwater management throughout the downtown area; and

**MAYOR**

Sean L. McAdoo
924-3311

DEPUTY MAYOR

Michael L. Crowley

**BOARD OF
TRUSTEES**

Carol Comisso
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TREASURER

Diane White
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**VILLAGE
ATTORNEY**

Reid A. Holter

**DIRECTOR OF
PUBLIC WORKS**

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924-2004

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**PLANNING
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Meg CHaides

**ZONING BOARD
CHAIRPERSON**

Sean Sanderson

**URBAN RENEWAL
AGENCY
CHAIRPERSON**

Carol Comisso

WHEREAS, the Village Board recognizes that pursuing NY Forward funding is consistent with the community's adopted planning documents and long-term goals and Downtown Revitalization priorities; and

NOW, THEREFORE, BE IT RESOLVED, that the Village of Victor Board of Trustees hereby expresses its full support for submission of the New York Forward Application to the New York State Department of State, and authorizes continued collaboration with the VLDC and other partners in advancing identified revitalization projects; and

BE IT FURTHER RESOLVED, that the Mayor is hereby authorized to execute and deliver all necessary documents, certifications, and assurances related to the application and to take any and all actions necessary to effectuate the intent of this resolution.

Adopted this 3rd day of November, 2025 by the Village of Victor Board of Trustees, Ontario County, New York.

Attest:

Pamela S. Hogenes

Village Clerk

Sean L. McAdoo

Mayor

County of Ontario)

State of New York)

Village of Victor)

I hereby certify that the foregoing is a true and correct transcript of resolution duly adopted by the Village Board of Trustees on the 3rd of November 2025.

Pamela S. Hogenes

Village Clerk of the Village of Victor