

**Goal A: Expand the arts, music, sports and recreation based creative economy**

- Support and strengthen the local arts and culture community and attractions
- Increase collaboration between downtown and local institutions
- Increase opportunities to attract innovative and/or culturally based businesses and grow the local property tax base
- Consider opportunities for creating artist live/work spaces
- Foster cultural venues, public events, sports events and recreational opportunities



**Priority Projects that help meet Goal A:**

A-1	<p><b><u>Establish the Crown City Artworks Project</u></b></p> <p>This project will install public art [e.g. sculpture, murals, and curated exhibits] at select locations throughout the DRI area to enhance the appeal and attractiveness of these spaces and draw attention to art as an integral component of downtown revitalization.</p>	<p><b>DRI Funding \$200,000</b></p>
A-2	<p><b><u>Renovate Courthouse Park Including a Mobile Stage for Performing Arts</u></b></p> <p>Courthouse Park is located in the heart of the city’s historical downtown. This project will include much-needed improvements to the Courthouse Park including a new performing arts stage with state-of-the-art amenities and an improved fountain at the park entrance.</p>	<p><b>DRI Funding \$443,750</b></p>
A-3	<p><b><u>Create a Downtown Pocket Park</u></b></p> <p>Located in downtown Cortland between the structures of 10 and 16 Main Street, the park will provide an oasis from the bustle of downtown and a protected area for families and children to gather and relax. The park will include landscaping, seating, and can be used for a small event space, play areas for children, places to relax and meet friends, and take lunch breaks. With the addition of downtown Wi-Fi, the pocket park will also be a place to hold meetings and work.</p>	<p><b>DRI Funding \$250,000</b></p>
A-4	<p><b><u>Renovate a Historical Downtown Building for a Multi-Use Entertainment Facility</u></b></p> <p>The project includes the renovation of a historical Main Street building to create a commercial space dedicated to family-friendly entertainment. The facility will house bowling lanes and a venue for live music performance featuring state-of-the-art digital audio/video recording and production facilities. This project will also create an urban green space with the development of a second-floor rooftop park.</p>	<p><b>DRI Funding \$975,000</b></p>

<p><b>A-5</b></p>	<p><b><u>Enhance Gateway to Main Street Through Streetscape Improvements and Creation of Pocket Park</u></b>          North Main Street improvements will include replacement of the sidewalk between the parking lot adjacent to the Cortland Flower Shop and the curb and a new grass strip with trees between the sidewalk and the new curb. Fencing or shrubs will also be installed to mask the parking lot from the sidewalk. The pocket park will have pervious brick pavers, trees and benches and will be well lit. A large mural located on the north side of One North Main Street will bring a creative element to the park.</p>	<p><b>DRI Request \$71,750</b></p>
<p><b>A-6</b></p>	<p><b><u>Create Cortland’s First Community Bike Share in Downtown Cortland</u></b>          Seven Valleys Health Coalition (SVHC) will partner with the Cortland Free Library (CFL) for the startup of the Community’s first Bike Share, located at the CFL in the downtown. This project will provide the public with a total of 40 bikes including 24 adult bicycles, 4 adult tricycles, 12 children’s bicycles (6 each 24-inch and 20 inch), and 4 child trailers. Helmets and locks will also be provided to the public.</p>	<p><b>DRI Funding \$35,402</b></p>
<p><b>A-7</b></p>	<p><b><u>Establish Vine Health and Fitness</u></b>          Vine Health and Fitness will be a 5,000 SF wellness center with the newest state-of-the-art exercise equipment and amenities including: an 800 square foot group exercise room, spa-like men’s and women’s locker rooms with showers, two rooms for massage therapists to rent, and a new HVAC system. Cortland Regional Medical Center’s Outpatient Physical Therapy will rent the adjacent 2,000 square foot space and pay a monthly fee to Vine Health and Fitness to use the space and equipment for their physical therapy patients.</p>	<p><b>DRI Request \$350,000</b></p>

