

Host Community Project Number: HCSC-11-011

Date Submitted: _____

Host Communities Standing Committee Review Form

PROJECT SPONSOR INFORMATION:

Name: Town of Lewiston

Mailing Address: 1375 Ridge Road

State: Lewiston NY Zip Code: 14092

PROJECT TYPE

- Check all that apply:
- | | | |
|---|---|---|
| <input type="checkbox"/> Environmental | <input checked="" type="checkbox"/> Cultural/Heritage | <input checked="" type="checkbox"/> Land or Water Public Access |
| <input checked="" type="checkbox"/> Cultural | <input checked="" type="checkbox"/> Trail | <input checked="" type="checkbox"/> Educational/Interpretive |
| <input type="checkbox"/> Waterfront or Land Based Development | <input type="checkbox"/> Signage | |
| <input checked="" type="checkbox"/> Recreational | <input checked="" type="checkbox"/> Other | |

Project Name: Historic Lewiston Jazz Festival 2011

Location: Lewiston NY

Site Address: Center Street, Lewiston

State: NY Zip Code: 14092

Minor Civil Divison(s): Town and Village of Lewiston

County: Niagara

Project Proponent Property Interest (own, lease, easement or other):

Property is owned by Village of Lewiston

AUTHORIZED OFFICIAL

Name: Sandy Hays Mies **Title:** Executive Director

Business Address: 6500 Main Street, Suite 5, Williamsville

State: NY **Zip Code:** 14221

Telephone Number: 716-628-9583 **Cell Number:** _____

Fax Number: 716-754-2821

E-Mail Address: supervisor@townoflewiston.us

PROJECT POINT OF CONTACT

Name: Sandy Hays-Mies **Title:** Executive Director

Business Address: 6500 Main Street, Suite 5, Williamsville

State: NY **Zip Code:** 14221

Telephone Number: 716-628-9583 **Cell Number:** _____

Fax Number: _____

E-Mail Address: sandyhays@verizon.net

If you have any questions regarding this form, please call 716-278-8760 for assistance.

PROJECT NARRATIVE

Please attach material, which responds to the follow five items in the order that they are presented.

1. In a brief paragraph, describe the project and its purpose, how and when it will be accomplished, and why it is important.

The Lewiston Jazz Festival is requesting \$15,000 in funding to support the venues' popular summer program that attract visitors to experience the grandeur of the Niagara Gorge in a village setting and to provide a platform for the performing and visual arts that serves and supports the local economy. Lewiston Jazz Festival hosts its annual outdoor jazz concert on August 26th and 27th with internationally recognized performers.

Due to recent cuts in state funding, financial assistance is needed to support the promoters who attract popular, well-known artists to perform at Lewiston Jazz Festival that attract visitors to experience the grandeur of the Niagara Gorge and the Historical Village of Lewiston provide a platform for the performing and visual arts that serves and supports the local economy.

The Lewiston Jazz Festival's mission is to promote and preserve the musical genre, jazz, which will enhance the economic and cultural climate of the region. The two day Jazz Festival is an outdoor jazz festival that is complimented by culinary and artistic experiences found throughout the festival. In its 10th anniversary this annual festival, which has grown from a small community festival to a premiere Western New York cultural event, draws over 40,000 and has a large economic impact in the historical Village of Lewiston. We host 37 performances throughout the weekend with more than 140 musicians featuring various styles of jazz. Our musicians from Western New York are spotlighted as are internationally known musicians from throughout the US and Canada.

This project is a major factor in the economic vitality of the community, as Lewiston Jazz Festival now draws over 40,000 visitors annually (increasing each year) to the Village of Lewiston and is a key theme for local businesses with an influx of dollars to restaurants, retail stores and hotels. The economic impact also affects the Village's parts suppliers, vendors, and contractors.

The benefits to the taxpayer for this venue of recreational tourism result from expenditures reliant on local visitors and artists associated with travel, lodging, dining, retail and service businesses. The pooling of resources of over 75 sponsors has continued to support the growth of Lewiston Jazz Festival. However, due to the substantial increase in State budget cuts, aid from the State is no longer available and thus the need for commitment from private businesses and sponsors has become critical in order for Lewiston Jazz Festival to continue to offer events for the community.

2. Referring to the Niagara River Greenway Plan, clearly document and describe how the proposed project will advance the Niagara River Greenway vision including the goals, principles, and criteria that define that vision.

Niagara Greenway Vision Statement:

The Niagara River Greenway is a world-class corridor of places, parks and landscapes that celebrates and interprets our unique natural, cultural, recreational, scenic, and heritage resources and provides access to and connections between these important resources while giving rise to economic opportunities for the region.

Lewiston Jazz Festival, Inc. will promote the planned series of events for the summer of 2011, and will bring the Niagara River Greenway to the forefront of the media, as it celebrates this world-class corridor of places, parks and landscapes. Due to the diversity of the programming, the events will celebrate and interpret the areas' unique natural, cultural, recreational, and scenic and heritage resources while providing access to connections between these important resources. The events themselves will provide vital economic opportunities to the region and the Village of Lewiston with the increased involvement by locals as well as encouraging more visitors to the region.

Historic Lewiston Jazz Festival incorporates several goals, principles, and criteria of the Niagara River Greenway Commission and the project will support an accessible, unified, environmentally friendly, and revitalized corridor to improve the experience of many visitors and that highlights the natural beauty, cultural diversity, and historic significance of the Niagara River Greenway.

This project, therefore, reflects the Niagara River Greenway Vision of celebrating our natural, cultural, recreational, scenic, and heritage resources. By supporting these resources, the area will benefit from the economic opportunities derived thereafter.

These goals are as follows:

GOALS

Make Connections and Improve Access

The Lewiston Jazz Festival is an international celebration attracting visitors from both United States and Canada for those seeking both recreation in historical picturesque Village of Lewiston and the visual and performing arts. Forty thousand visitors attended the historic Lewiston Jazz Festival last year and the fulfillment of the mission is to continue its success in attracting people from all over the region with facilities that are safe, useful, and accessible for all. This program will enable Lewiston Jazz Festival, Inc. to continue providing the world-class entertainment and the cultural experience associated with Historic Lewiston and scenic Niagara Gorge that visitors

have come to expect. By spotlighting on Jazz musicians from Western New York, local visitors are drawn to the Jazz Festival from the surrounding community and from our neighbors from Canada. Additionally, the Jazz Festival will also focus on the well-known musicians from throughout the US and Canada attracting visitors from some distance, thus stimulating the local economy in the food and lodging services. For example, Lewiston Jazz Festival, Inc. features the Niagara Wine Trail that will connect visitors to the many wineries across the Niagara Wine Trail that contributes to the culture, heritage, and economic vitality of the region. As a result from this project, the Niagara River Greenway will see an increase in connectivity and access (trails, pathways, parks, water access), as well as further promote the continuity of open space and habitats, and will provide for connections to related corridors and resources across the region, with the highlight event focusing on the important connections at the international border with Canada.

Celebrate History and Heritage

Historic Lewiston Jazz Festival is hosted on Center Street in the Village of Lewiston which is located on the unique, pristine setting at the base of the Niagara Escarpment on the Niagara River. The Village of Lewiston possesses a rich history, as it was the gateway for traders during colonial America where they would begin their portage from the Lower Niagara River to the Upper Niagara River. The natural geography on which the Village of Lewiston is rich in history and heritage dated back to the early 1600s, the area has seen many battles and hardships as well as being a gateway to freedom and joyful festivals. This project will celebrate the Greenway's local history, diversity, cultural resources, and the natural and built environments, and will share this diverse tradition by ensuring that the Village of Lewiston continues activities like the Jazz Festival as part of the region's tradition of providing world-class entertainment for the visual and performing arts with local residents and the 40,000+ annual visitors to the historic Lewiston Jazz Festival.

Promote Long Term Sustainability

The assistance that this project will provide Lewiston Jazz Festival, Inc. will ensure that the tradition of providing world-class entertainment for the visual and performing arts, as well as for showcasing local culinary talents and hand crafted art and jewelry, so to continue to serve the local community and visitors to the region. Assistance from the Niagara Greenway Commission will encourage additional local sponsors to participate in sustaining these programs for the long-term.

Spark Revitalization and Renewal

Lewiston Jazz Festival, Inc. helps generate over a million of dollars over the two day event in tax revenue and expenses. Visitors to the event are also customers to the many local bars, shops, and restaurants in Lewiston, providing an influx of dollars that local businesses rely upon.

Extend Olmstead's Legacy

Frederick Law Olmsted's vision to leave a connection of parks and open spaces is realized in the event of the Historical Lewiston Jazz Festival which gives visitors to the area access to the Niagara Gorge, Artpark, Niagara River and Kiwanis Park. These natural landscapes preserve the integrity of the green open space albeit very close to developed and commercial areas.

GUIDING PRINCIPALS

The implementation of **Historic Lewiston Jazz Festival** will meet the guiding principles of the Niagara Greenway Commission as follows:

Excellence

With its location near the Lower Niagara River, Historic Lewiston Jazz Festival offers spectacular views of the scenic vistas of the Niagara Gorge from base of Center Street boat dock and harbor. Historic Lewiston Jazz Festival, by their very nature, fully support and implement the vision of the Niagara River Greenway and its principles, goals, and criteria. The traditions of Historic Lewiston Jazz Festival highlight the principle of **excellence**. It will show the international community that the existing Greenway resources are globally significant and that Greenway projects meet world class standards. The Village of Lewiston is dedicated to supporting the excellence of Historic Lewiston Jazz Festival in its efforts to combine the natural beauty of the Niagara River front to its recreational and cultural programs. This project by its very nature fully supports and implements the Niagara River Greenway Plan's operative principles, goals, and criteria by highlighting the goal of excellence.

Accessibility

Lewiston Jazz Festival, Inc. prides itself in providing the world-class entertainment that it has offered for the past ten years. However, equally important to Lewiston Jazz Festival's mission is to promote and preserve the musical genre, jazz, which will enhance the economic and cultural climate of the region. With the proposed funding assistance, Lewiston Jazz Festival, Inc. will offer 37 performances in addition to the other attractions, such as the Niagara Wine Trail Wine & Culinary Festival, that encourages visitors to the region to access the one-of-a-kind Niagara Wine Trail, thus fulfilling principle of **accessibility**. All of the events during the historic Lewiston Jazz Festival are available to the public free of charge and the multitude of culinary and arts are as varied as the people of the area. In addition to the performances, the natural beauty of the Village of Lewiston will spark interest in nature activities, hiking, fishing, boating etc. The variety of activities and concerts are *free to all people* regardless of age.

Sustainability

This Greenway project will be designed to promote ecological, economic, and physical sustainability for long-term viability and effectiveness. By supporting the Lewiston Jazz Festival, the actions of the Village of Lewiston promotes itself economically and thereby supports the Greenway's goal of **Sustainability** for long-term viability and effectiveness.

Authenticity

This project has **authenticity** inherent in its very character. By making this donation to the Lewiston Jazz Festival, the Village of Lewiston clearly establishes a clear sense of "place" and identity that reflects the traditional spirit and heritage of the area. The project undoubtedly connects to the character, culture and history of our region and highlights the successes thus far.

Celebration

The very nature of this project encompasses many points of **Celebration**. This project is for a donation to the historical Lewiston Jazz Festival, which is a cultural Mecca of visual and musical arts focusing on performances of jazz music and related genres. The location is a historical gateway to the natural splendor of the Lower Niagara environment; the very essence of the Lewiston Jazz Festival is to attract, educate, and entertain visitors and local residents thus building social interactions and shared experiences.

Connectivity

This project will enable Lewiston Jazz Festival, Inc. to continue providing the world-class entertainment and cultural programs that visitors have come to expect. It will further draw international visitors from neighboring Canada, as many of the historic Lewiston Jazz Festival international performers will draw its visitors into the surrounding community. As a result from this project, the Niagara River Greenway will see an increase in **connectivity** and access (trails, pathways, parks, water access), as well as further promote the continuity of open space and habitats, and will provide for connections to related corridors and resources across the region, with the highlight event focusing on the important connections at the international border with Canada.

Public Well-Being & Community Based

The Historic Lewiston Jazz Festival, in general, is a **community event** that has been in popular demand (and drastically increasing) for summertime cultural events, access to the scenic views of the Niagara Gorge, as well as access to recreational, hiking and fishing opportunities of the Niagara Escarpment and Lower Niagara River that benefit the overall **well-being** of the public. Over the past ten years, the historic Lewiston Jazz Festival contributes to the economic development into the area by promoting local businesses and restaurants that generates over a million of dollars to the local economy. This project's request for funding will ensure that Jazz

Festival continues providing the world-class entertainment, free concerts, culinary talents and artistry that are based on the interests of the community.

In addition to the artistic aspects of Historic Lewiston Jazz Festival, **Public Well-being** is available by providing access to walking trails, on shore fishing piers, sightseeing vistas, bird watching, and hiking to enjoy nature. The Niagara River Region offers some of the best freshwater fishing in the world. Sunsets are uncommonly beautiful in this area, as to the West, lays the Canadian shore.

CRITERIA

The **Historic Lewiston Jazz Festival** meets the following criteria of the Niagara River Greenway Plan:

Priority Status

The Lewiston Jazz Festival, Inc. provides a window into the local opportunities for hiking, fishing, historical interpretation, as well as the appreciation of the arts, live entertainment, and community gatherings. Lewiston Jazz Festival's capability of offering its annual event and world-class entertainment that visitors have become accustomed to are vital to the continued success of this organization.

Focus Area

The educational and special programs, events, camps, and world-class entertainment that Lewiston Jazz Festival, Inc. has offered to the community for ten years clearly place this project within the focus area of the Niagara Greenway. Lewiston Jazz Festival's program helps to establish both the physical and interpretive connections between the River and the surrounding area throughout the Summer-long scheduled events and activities.

Environmental Soundness

Along with the world-class entertainment that the funding from this project will support, additional festivities will significantly benefit from the support of the Niagara River Greenway Commission. One of the highlights for this summer of 2011 is the two-day Niagara Wine Trail that will showcase wineries from the Niagara Wine Trail USA, cuisine from local restaurants, and live music. Most importantly, this event will showcase the long-standing local tradition of wine making and culinary skills and livelihoods that are dependent upon the farming and agriculture of the region.

Economic Viability and Local Sponsor

Historic Lewiston Jazz Festival brought over 40,000 visitors last year alone to Lewiston and has been steadily growing over the past ten years. It provides local businesses with an influx of dollars to restaurants, retail stores, hotels, and real estate. The economic impact also affects the Village’s parts suppliers, vendors and contractors.

Consideration of Other Planning Efforts

The Historic Lewiston Jazz Festival is consistent with the goals and vision of both the Village and Town of Lewiston overall planning efforts to promote economic growth to the area as well as provide cultural and recreational activates for both residents and visitors

Clear Benefits

This project has clear benefits to the Niagara River, the Niagara River Greenway and the stated vision of the Greenway as a world class corridor. Thousands of arts patrons, hikers, walkers, fishermen and sightseers visit the Village of Lewiston, and is an ever increasing trend. Anything that can be done to increase the enjoyment of their visit will support the quality of life for activities in the context of the Lower Niagara River and its Greenway. Lewiston Jazz Festival world-class entertainment, free concerts, culinary talents and artistry will draw even more visitors in and convince others to return for repeat visits, thus providing economic benefits to the Village of Lewiston. Live entertainment and historic Lewiston Jazz Festival is one of the main attractions during summer months, and the funding that this project would provide will further aid Lewiston Jazz Festival, Inc. and its ability to attract larger, well-known jazz artists to perform.

3. Define the budget for the proposed project and include costs for the following:

| | |
|---------------------------------------|-----------------------------|
| Planning | \$ <u> n/a </u> |
| Construction | \$ <u> n/a </u> |
| Acquisition | \$ <u> n/a </u> |
| Administration | \$ <u> n/a </u> |
| Operation and Maintenance / Year | \$ <u> n/a </u> |
| Programming | \$ <u> 15,000 </u> |
| TOTAL PROJECT COST is BUDGETED | \$ <u> 15,000 </u> |

4. Describe the measures taken at the local level to gain community and government support for this project (hearings, petitions, public surveys, resolutions of support or other methods). If this project has been cited or described in a local planning document or some equivalent thereof, attach copies of that documentation highlighting the sections that are relevant to the proposed project. Describe the role of municipal agencies, stakeholder groups, consultants, volunteers or others who will be involved in the proposed project.

This project is to request funding for the two day event. This project will provide excellent opportunities to experience a cultural and dedicated musical venue that reaches out to the community bring residents and visitors to the area.

- 1) Provide opportunities to expose young people about the arts, theater, and jazz music.
- 2) Encourage public access to local natural resources.
- 3) Protect and enhance those scenic, historic and cultural resources, which are readily identifiable as valued parts of the common heritage of New York's citizens; by facilitating convenient access to the Niagara River and
- 4) Maintain the critical natural-resource-based industries, recreation, and tourism.

Describe and document the environmental setting and existing conditions at the proposed project site. If you are not the owner of the property include a letter(s) or resolution(s) evidencing support for the project by the owner. Provide photographs, conceptual plans and drawings that show the site as it presently exists and the how the site will change with the addition of the proposed project. Describe how your project will comply with the State Environmental Quality Review Act (SEQRA). The existence of wetlands, significant upland and aquatic habitats, and plant or animals species that are classified as rare, threatened, or endangered should be noted. Explain how such natural resources will be protected and / or enhanced. Cite any relevant project related studies.

The Historic Lewiston Jazz Festival takes place on Center Street in the Village of Lewiston which is the most historical square mile in the United States. Located on the gateway to the Niagara River with its majestic vistas and recreational trails, the Village of Lewiston offers the public a variety of activities including our jazz musical venue.

The SEQR process is not applicable to this funding request.

The proposed funding will allow the historic Lewiston Jazz Festival to continue its ten-year tradition of providing residents of Lewiston and the surrounding community with world-class entertainment, free concerts, culinary talents and artistry.

RESOLUTION 2011-7

Town of Lewiston

RESOLUTION 05/09/2011

For the Historic Lewiston Jazz Festival

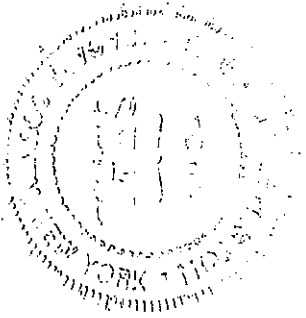
I, Carole N. Schroeder, acting Deputy Town Clerk of The Town of Lewiston located at 1375 Ridge Road Lewiston, New York 14092, do hereby certify that the following resolution was adopted at a regular meeting of the Town of Lewiston held on May 9th, 2011, and is incorporated in the original minutes of said meeting and that said resolution has not been altered, amended or revoked and is in full force and effect.

Resolved:

That the Town of Lewiston will submit to the Niagara River Greenway Commission a proposal for recommendation of the Town of Lewiston's Historic Jazz Festival Programming Project Grant funding request.

UPON ROLL CALL VOTE: Supervisor Reiter - yes
Councilman Bax - yes
Councilman Marra - yes
Councilman Palmer - yes
Councilman Winkley - excused

This motion was carried.



Carole N. Schroeder

Carole N. Schroeder, Deputy Town Clerk

