



Massena Downtown Revitalization Initiative

Recommended Projects for DRI



Last Revised: 6/21/2022

ID	Sponsor	Project Name	Address	Description	Total Cost	DRI Funding Request	% DRI Ask
PUBLIC IMPROVEMENT PROJECTS							
A01	Village of Massena	Danforth Park	Danforth Park	Recreational improvements including splash pad, accessible playground stations, bathrooms, picnic areas, and pavilions. Installation of sidewalks, additional parking and walking paths.	\$1,624,000	\$1,624,000	100%
A02	Village of Massena	Downtown Enhancements	Throughout Study Area	Streetscape enhancements including street lighting, sidewalks, street trees, under bridge lighting, pedestrian connections, benches and wayfinding to create a unified streetscape aesthetic.	\$3,449,000	\$3,449,000	100%
A03	Village of Massena	Riverwalk	Along Grasse River	Scenic river walk along portions of the Grasse River and formalization of the kayak launch behind the Fire Department in coordination with current landowners.	\$1,715,000	\$1,715,000	100%
A04	St. Lawrence County IDA	School of Business Gateway & Courtyard	24 Main Street*	Transformation of the former Massena School of Business site into hardscape courtyard/transitional space with mezzanine, that connects the downtown corridor with the riverwalk areas while preserving the historic School of Business façade.	\$1,900,000	\$1,900,000	100%
PROPOSED NEW DEVELOPMENT & REHABILITATION OF DOWNTOWN BUILDINGS							
B01	Bruce Beckstead	Revitalization of Historic 48 Main Street	48 Main Street	Restore front, side, and rear façade of anchor Main Street building as well as one of the unique storefronts.	\$250,000	\$100,000	40%
B05	Jeffrey & Gerald Johnson	On the Rocks	20 Water Street	A renovation and refurbishment of existing restaurant on waterfront property in downtown Massena. Project includes new pavilion, pizza oven, deck and antique sign refurbishment.	\$250,000	\$105,000	42%
B09A	Joe Mittiga	Rehabilitation of 94 1/2 Main	94 1/2 Main Street*	Renovation of 2000 sq ft brick building into a commercial space to include indoor golf simulators and multi-sport simulators. The project will also include a family friendly courtyard space with seating for food and beverage as well as space for yard games.	\$1,026,000	\$513,000	50%
B09B	Joe Mittiga	New Construction at 9 W Orvis/90 Main	90 Main Street* and 9 West Orvis*	Demolition of existing buildings for new 1200 sq ft bistro as well as parking and electric charging stations.	\$822,000	\$411,000	50%
B12	Michael Kassian	Renovation of 94-96 Main	94-96 Main Street	Complete renovation of an old grocery store building and adjoining vacant lot for parking of approx. 20 cars. This building will be remodeled for Professional or Retail space.	\$325,000	\$163,000	50%
B13	Shawn Gray/ Massena Area Theater Association	Schine Theater	65 Main Street	Stabilization of the historic Theater building in Downtown Massena and addressing critical repairs to bring the space back to full use.	\$2,127,000	\$2,102,000	99%

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B16	Bill and Sue Fiacco/ GoCo Massena LLC	Renovation of JJ Newberry's Building	28-30 Main Street	Full modernization and repairs of historic building including apartment formalization, flexible retail space, and office space, adding a rooftop deck, and replacing the existing façade.	\$3,266,000	\$1,633,000	50%		
B20	Bill and Sue Fiacco/ GoCo Massena LLC	Renovation of 37 Water Street The Creamery	37 Water Street	Renovation of abandoned building for retail creamery store front and addition of second floor for apartments. To include light manufacturing and regional commercial sales of ice cream, yogurt, and cheeses.	\$1,210,000	\$605,000	50%		
*Project sponsor is not property owner but has documentation or intent to purchase/lease									
REVOLVING GRANT & LOAN									
C01	Village of Massena	CORE of the Community Fund	Throughout Study Area	Project focused on enhancing the downtown core through small grant awards (25% applicant match) - providing funds for revitalization efforts such as façade improvements for commercial buildings to grow the neighborhood retail district.	\$600,000	\$600,000	100%		
BRANDING & MARKETING									
BRANDING & MARKETING COMPONENTS IDENTIFIED WITHIN A02 - DOWNTOWN IMPROVEMENTS									
		NUMBER OF DRI PROJECTS	13			TOTALS:	\$18,564,000	\$14,920,000	80%