

## GOAL 1: ECONOMIC VITALITY

Advance Alexandria Bay's economic vitality through the transformation of the economy from seasonal to year-round.

1. Foster a supportive business environment through inclusive and cooperative event and development planning.
2. Diversify retail and service offerings to expand employment opportunities and provide locals and visitors with a wider variation of activities and amenities beyond the summer months.
3. Identify collaboration opportunities to strengthen public and non-profit relationships to better serve the community's needs and boost the downtown experience.
4. Enhance the aesthetics of downtown through streetscape upgrades and by supporting improvements to existing buildings.
5. Improve wayfinding and pedestrian safety to better connect downtown and riverfront amenities.
6. Expand, centralize, and coordinate Alexandria Bay's online presence to promote and expand the year-round economy.

## GOAL 2: COMMUNITY CONNECTIONS

Enhance physical and social connections and diversify housing options throughout downtown Alexandria Bay.

1. Improve collaboration, coordination, and cooperation within the Alexandria Bay community.
2. Increase market-rate and workforce housing stock by supporting the activation of mixed-use buildings to create a variety of housing types to attract year-round residents.
3. Enhance public gathering spaces through local partnerships to revitalize facilities and promote community development.

4. Improve downtown Alexandria Bay's pedestrian environment through the prioritization of streetscape amenities, parking, lighting, wayfinding, and ADA accessibility enhancements.

### **GOAL 3: ENVIRONMENTAL STEWARDSHIP**

Improve environmental sustainability to protect and enhance Alexandria Bay's relationship with its natural surroundings and the St. Lawrence River.

1. Develop the ecotourism sector to connect downtown to the river, village parks, preserves, and other natural amenities.
2. Prioritize compact, walkable, and upper-story development throughout Alexandria Bay.
3. Improve resiliency of vulnerable properties through the application of modern design principles, incorporation of green infrastructure, and improved enforcement of the land use code to create a more sustainable Alexandria Bay.

### **GOAL 4: CULTURE & HISTORY**

Renew and respect Alexandria Bay's culture, heritage, and historic significance.

1. Highlight the historic landmarks throughout downtown to integrate local history into the fabric of Alexandria Bay.
2. Create downtown cultural programming that is reflective of historic traditions to expand the options for experiences.
3. Expand and promote year-round arts and cultural events to support local artisans and increase tourism.
4. Encourage new development and renovations that reflect the historic architectural design of downtown Alexandria Bay.
5. Build off of Alexandria Bay's established location, successful annual events, and nostalgic appeal to develop a downtown brand and marketing strategy that strengthens its identity as a unique riverfront destination.