



Main Steet Bloomfield Revitalization Strategy

peter j. smith & company, inc.

December 2005

Main Street Bloomfield Revitalization Strategy

Steering Committee

	Daniel Kwarta, Mayor	
Bill Burlingame		John Wadsworth
David Merkel		Karen Norman
Don Cicchino		Michael Sydow
Gerry Rayburn		Thomas Kugris

Prepared by:
peter j. smith & company, inc.
Buffalo, NY and Fort Erie, ON

December 2005

**This study was funded, in part, by a grant
from the Governor's Office for Small Cities**



Main Street Bloomfield Revitalization Strategy

TABLE OF CONTENTS

	Page Number
1.0 Executive Summary	1
1.1 Study Purpose.....	1
1.2 Description of Study Area	2
1.3 Vision for the Future	4
1.3.1 Potentials Plan.....	5
2.0 Goals and Objectives.....	7
3.0 Recommendations	11
3.1 General Recommendations.....	11
3.2 Potentials Plan.....	12
3.3 Implementation Matrix	13
4.0 Retail Analysis.....	17
4.1 Study Methodology	17
4.2 Demographic Profiles.....	18
4.3 Household Expenditure & Sales Trend Development.....	21
4.4 Retail Trend Analysis.....	24
4.4.1 Supportable Retail Area Determination	24
4.4.2 Sales Trends	26
4.5 Retail Sales Potential and Demand Analysis	29
4.6 Tourist Characteristics and Affinities	31
4.6.1 Regional Trends.....	31
4.6.2 Local Trends	32
4.6.3 Visitor Profile	33
4.7 Traffic Counts.....	36

4.8 Conclusion 38
 5.0 Funding Sources 39
 6.0 Public Input 49
 6.1 Committee Meetings 49
 6.1.1 Kickoff Meeting June 30, 2005 49
 6.1.2 August 18, 2005 Committee Meeting 56
 6.2 Focus Group 57
 6.3 Public Workshop 64
 7.0 Literature Review..... 73

INDEX OF TABLES

	Page Number
Table 3-1 Implementation Matrix	14
Table 4-1 Age of Population 2005.....	19
Table 4-2 Household Income 2005	20
Table 4-3 Population Projections 2005-2010	21
Table 4-4 Consumer Expenditures 2005.....	23
Table 4-5 Expected Sales Trends 2005-2010	27
Table 4-6 Supportable Retail Space	30
Table 5-1 Potential Funding Sources.....	40

INDEX OF FIGURES

	Page Number
Figure 1-1 – Potentials Plan.....	6
Figure 4-1 – Traffic Counts.....	37



1.0 Executive Summary

1.1 Study Purpose

The Village of Bloomfield is a typical Finger Lakes Region village sporting a compact, quaint and beautiful downtown district. The Village's location offers many advantages, including access to local, regional and national transportation systems. The Village is proximate to the City of Rochester and its suburbs to busy Canandaigua Lake, the fourth largest of the Finger Lakes, and to the less well-known and smaller western Finger Lakes. Just to the south of the Village, route 5 & 20 carries commerce and tourists – it is nicknamed the "Antiques Highway" because of the number of antiques dealers located along the length of NY 5. To the north, the Thruway offers two nearby exits, at Victor (west) and Farmington (east).

The advantages of its location make Bloomfield a good place to live. But the very advantages of its location have also contributed to erosion of the downtown business district in the Village. Areas perceived as better for business have siphoned off small retailers from the downtown. These closings have left significant vacancies. And while Bloomfield has so far managed to fend off Rochester's burgeoning sprawl, the Village is cognizant that it needs now to preserve and revitalize downtown to attract small businesses to the vacant storefronts, encourage reuse of vacant industrial properties and recruit new commercial ventures as a means of stabilizing and growing the local economy and of celebrating and protecting the quality and character of the community.

The plan articulates the community's vision of itself and the goals and objectives it will use to achieve this vision. Having a completed plan in place can also help the community obtain additional funding for projects that will implement the vision of the future.

The Main Street Bloomfield Revitalization Strategy is funded in part by a matching grant from the Governor's Office of Small Cities. These Strategic Planning Technical Assistance Grants are awarded on a competitive basis. The source is the state's Community Development Block Grant (CDBG) allotment from the U.S. Department of Housing and Urban Development. The grants are available only to the state's CDBG non-entitlement communities – its Small Cities.

The plan articulates the community's vision of itself and the goals and objectives it will use to achieve this vision. Having a completed plan in place can also help the community obtain additional funding for projects that will implement the vision of the future.

1.2 Description of Study Area

The Village of Bloomfield is located in the Town of East Bloomfield, Ontario County, just south of Victor and roughly 20 miles south south east of Rochester. New York Route 5 and US 20 pass just to the south of the Village's business district. Bloomfield was formed in 1990 when the side-by-side villages of Holcomb and East Bloomfield merged. The villages had co-existed as neighbors for 73 years before the merger.

Prior to the merger, the Village of Holcomb was the primary commercial center for the two villages, while East Bloomfield was the cultural, social and religious center of the community. It is the former Holcomb commercial center that comprises the Bloomfield Central Business District. A large portion of the center of what was the Village of East Bloomfield is the East Bloomfield Village Historic District. The District, listed on the state and national Registers of Historic Places in September and November of 1989, respectively, features Federal, Gothic Revival, Italianate, Queen Anne, Colonial Revival and Stick/Eastlake styles of architecture. The historic district is located west of the Central Business District and is a prominent feature of the Village with the high integrity of its resources.¹

¹ East Bloomfield Historic District National register of Historic Places Registration Form, September 1989

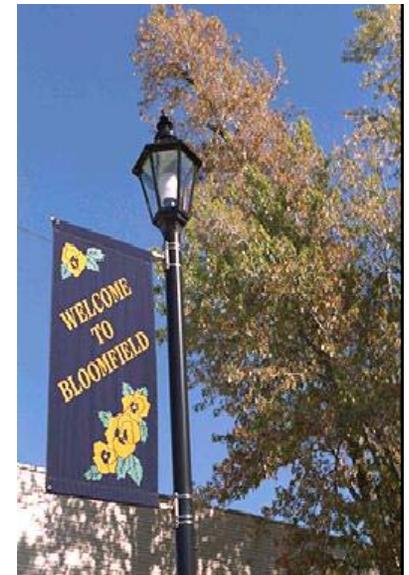
Revitalization Strategy

The area surrounding East Bloomfield is generally rural in character to the south and west. Rolling hills and farms dominate the landscape. To the west are the four western-most and smallest Finger Lakes: Honeoye, Canadice, Hemlock and Conesus. The area to the north and east is more urbanized. Directly to the east is Canandaigua, a resort city at the north end of Canandaigua Lake, the fourth largest of the Finger Lakes. Directly to the north is Victor and the influence of the spreading suburbs of the City of Rochester is clearly evident on the landscape to the north and west.

Downtown Bloomfield is an attractive and well-kept community center featuring a U.S. Post Office, ice cream stand, restaurants, flower and gift shop, gas station, village offices, some professional offices, bank, etc. However, it also features a vacant Agway feed mill, currently undergoing redevelopment at this August 2005 writing. A vacant lumber mill complex and surrounding unattractive and underutilized buildings also detract from the atmosphere of the downtown.

Downtown is not located on the major local thoroughfare, Route 5&20. The busy highway located away from the downtown preserves the community's charm and tranquility. However, the highway has siphoned off business from the downtown, and among goods and services no longer available in the downtown are hardware, which left recently, and pharmacy, which has been gone for 20 years.

Appearance is clearly important to the downtown stakeholders in Bloomfield. A local beautification committee places market carts full of flowers throughout the downtown in season and downtown banners are rotated three times annually. The overall impression is of a clean and well-kept downtown. In order for downtown to succeed, the industrial vacancies must be addressed.



*Welcoming banners
grace the downtown*

1.3 Vision for the Future



Agriculture is the dominant land use in the Town of East Bloomfield and a source of pride and identity for the community.

The vision for the future of downtown Bloomfield crafted by the Main Street Bloomfield Revitalization Strategy is of a bustling central business district offering a range of goods and services. The downtown should develop into a center for the celebration and preservation of the agricultural heritage and rural lifestyle of the Finger Lakes. Its location adjacent to the “Antiques Highway” and its charm and ambience lend to its potential as a magnet for interpretation of the culture of agriculture, agri-tourism, open space and recreation.

The era of the Village of Bloomfield as the anchor of a farming economy has largely been dissolved by the forward march of progress. But preservation of its agricultural identity and traditional rural lifestyle is a priority for the Town of East Bloomfield and the Village of Bloomfield. Protection of agriculture and important soils is a priority of the Town and Village 1998 Comprehensive Plan, and small town character, pride in its heritage and a strong community identity are highlighted in the Plan as chief attributes contributing to the Town’s and Village’s desirability as a place to live.

Farming is growing part of the economy in Ontario County as a whole. More farms take up fewer acres but they produce more sales. In the Town of East Bloomfield, agriculture is the dominant land use with 84 percent of the Town’s land in a county Agricultural District. According to Ontario County, 51 percent of the Town’s land is actively farmed, with a 19 percent decrease in land use for agriculture between 1992 and 1999. Field crops dominate East Bloomfield’s prime agricultural land (92 percent). Dairy (three percent) and other types of operations make up the balance. While crops and dairying are decreasing in the Town, horse farming increased between 1992 and 1999 from 38 to 68 acres.

1.3.1 Potentials Plan

The vision for the future highlights and reinforces the small-town quaint atmosphere that makes Bloomfield and its downtown so attractive: historic architecture, beautiful homes and parks. The Potentials Plan for the downtown incorporates methods of traffic calming and streetscape improvement along with development of a trail on the old rail bed through the village.

Other elements of the Plan are:

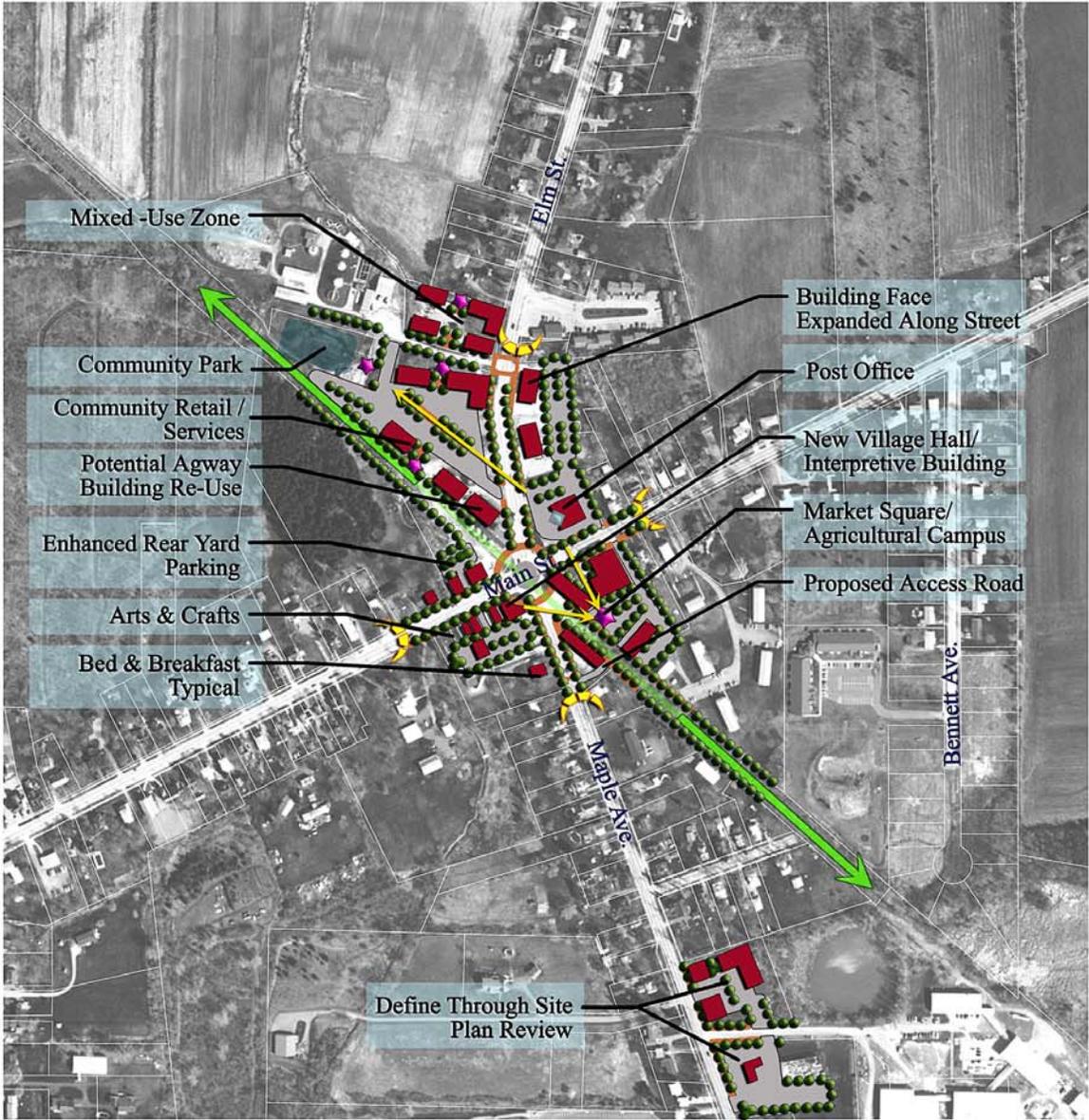
- Development of four gateways at entrance points to the downtown
- Incorporation of crosswalks, “bumpouts” and a signature at the Village’s “Four Corners” to highlight the sense of place, provide greater accessibility and calm traffic
- Development of a community park at the old skating rink and enhancements to the area of the waste water treatment plant including screening between the treatment plant and adjacent uses, a better connection to Route 444 from the former rink area and establishment of a mixed-use zone to the north of the plant
- Encouragement of arts and crafts and similar style retailing in the downtown
- Working with private landowners to develop parking in the rear of downtown businesses to increase overall parking availability, especially on-street parking for transient shoppers and visitors
- Encouraging development of bed and breakfast establishments
- A Village Hall/Interpretive Center either in a new construction building or in a redeveloped historic structure offering visitors a central location to obtain information about the Town and Village, to learn about the area’s history and to locate attractions
- Development of an “agricultural campus” to accommodate a farmers market and provide information on the history and culture of Bloomfield and East Bloomfield
- Features throughout the downtown celebrating and interpreting the village and providing information about upcoming events

The Potentials Plan is graphically presented in Figure 1-1, below.

The vision for the future highlights and reinforces the small-town quaint atmosphere that makes Bloomfield and its downtown so attractive: historic architecture, beautiful homes and parks.

Main Street Bloomfield

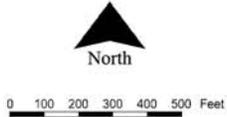
Figure 1-1 – Potentials Plan



Village of Bloomfield Main Street Bloomfield Revitalization Strategy Potentials Plan

Legend

- Gateway
- Building
- Trees
- Bumpouts & Cross Walks
- Rail Line
- Sight Line
- Features



peter j. smith & company, inc.
December 2005





2.0 Goals and Objectives

Goals and objectives are important to the plan because they are the standard against which the accomplishments of implementation of the Plan are measured. The Goals are specific and must support the overall vision the Main Street Bloomfield Revitalization Strategy paints. The Objectives serve the Goals of the Plan and are milestones along the way to Plan implementation. Goals and Objectives must be realistic and reasonable. They are flexible enough to accommodate changes in the forces influencing Plan implementation and superimpose an attainable vision of the future upon the reality of today.

The Goals and Objectives for the Main Street Bloomfield Revitalization Strategy follow.

Objectives

To identify retail goods and service niches to serve the residents of Bloomfield and surrounding areas

To use regional tourism and recreation attractions as a springboard for economic growth by encouraging the development of retail opportunities that could cater to regional tourists and recreation enthusiasts

To focus on attracting new investment and jobs for downtown Bloomfield

To preserve downtown's quaint atmosphere as a key feature of its attractiveness for residents, potential new residents, visitors and entrepreneurs

Goal #1: The downtown business district is the heart of the community. Downtown should be preserved and enhanced as the focal point of the community and positioned to take full advantage of the opportunities presented by its location.

Goal #2: The historic downtown is composed of traditional, multi-story, mixed-use buildings. Preservation, adaptive reuse and sensitive infill development reinforce the traditional downtown building stock, while improved linkages and "legibility" increase access.

Objectives

To create a pedestrian friendly, dense atmosphere consistent with the 19th century architecture and streetscape

To develop a system of access for downtown including streets, sidewalks and a trail

To implement design guidelines that encourage infill development highlighting traditional building façade treatments, appropriate setbacks and building heights consistent with existing structures.

To implement parking guidelines that call for well-landscaped and -designed lots with minimum interference of the streetscape

To increase access to rear yards for increased parking

To support efforts to adaptively reuse historic buildings, including the development of residential units on upper floors

To support efforts to preserve and revitalize the façades of historic downtown buildings

To enforce property maintenance codes

Revitalization Strategy

Objectives

To develop strategies to attract and retain downtown retail, commercial office and residential tenants

To develop incentives to target downtown development

To develop a “brand” for Bloomfield’s downtown and use it in local, county-wide and regional marketing and promotional efforts.

To encourage downtown stakeholders to organize, develop, fund and implement downtown improvements, business attraction and retention strategies and other cooperative efforts

To develop a sense of place through welcoming signage, gateways and other devices

To ensure ease of access to the downtown by vehicles and pedestrians

Goal #3: Lack of investment along with competition from outside have impacted downtown’s competitiveness. Downtown stakeholders should focus on organizing themselves to address downtown design, promotion and events to retain existing clientele and draw new shoppers and visitors



3.0 Recommendations

Despite limited opportunities for growth, local retailers could work together to establish a unique environment that offers attractions and amenities that could attract regional tourists and other potential shoppers to the downtown business district. The tourism market could also provide support for existing and future restaurants, camping accommodations and downtown retail opportunities.

3.1 General Recommendations

- Downtown stakeholders should renew their commitment to a Downtown Business Association or other membership organizations to identify and implement downtown improvements and a business attraction and retention strategy.
- Coordination and collaboration should be developed and maintained between the proposed Business Association and Village government
- A niche retail and service identity should be developed for the downtown business district and aggressively marketed to residents within the region and recreational tourists.
- Development of a Bloomfield “brand” and associated marketing materials as well as a retail outlet offering locally produced goods should be aggressively pursued.
- Regional marketing efforts to attract tourists and residents should be continued
- Opportunities to develop a downtown farmers market site should be pursued to capitalize on consumers’ interest in fresh produce and farm products
- The feasibility of purchasing the former hardware store and converting it into an antiques mall should be assessed
- A permanent home for the Radio Museum should be established in the downtown core



The Village gazebo

- To preserve and improve the appearance of downtown, code enforcement and review should become a priority
- Design standards should be established to ensure that the character and quality of the community is preserved
- Town and Village officials should work together to monitor growth in the community and plan accordingly to accommodate growth at a level that is appropriate including an update to the 1998 Comprehensive Plan and 1992 Zoning

3.2 Potentials Plan

To implement the Potentials Plan, the following measures are recommended:

- A mixed-use zone on the west side of Route 444 on the north side of the downtown should be established to encourage new development in a range of uses
- A park on the site of the old skating rink just to the south of the water treatment plant should be established
- Appropriate retail- and service-type uses in the downtown should be reinforced
- Private sector entrepreneurs and developers should be encouraged to develop an appropriate outcome for the former Agway
- The development of rear yard parking in the downtown area should be encouraged
- Proposed Gateways on Route 444 and Main Street should be developed
- The development of arts and crafts retailing and bed and breakfast inns should be encouraged
- The street presence of businesses throughout the downtown should be reinforced by encouraging street side entrances and façades
- A new Village Hall and interpretive center should be developed
- A market square that could incorporate a farmers market and center to celebrate Bloomfield's agricultural heritage should be developed
- A trail should be developed along the former rail bed that runs through downtown, which could be linked to other potential trails and the roadway

- The plaza south of downtown should be freshened by creating opportunities for new development closer to Route 444 and defining the character of the plaza through site plan review
- The downtown four-way intersection should be tightened to increase safety and decrease vehicular speeds by incorporating bumpouts, crosswalks and pavement features
- The tree-planting campaign should be continued throughout the downtown to encourage the development of shady leaf tunnels, fall foliage and other attractive features

3.3 Implementation Matrix

The following chart summarizes recommendations outlined in this Plan. This section presents, in chart form, the recommendations identified in the Strategic Plan. Each action has been assigned a time frame to signify when it should be addressed: I = Immediate, S = Short Term (1-3 Years), L=Long Term (3-5 Years), and O = Ongoing. The boards or agencies that are responsible or who are good partners for carrying out the actions are also identified.

Monitoring the implementation of the Plan and measuring the implementation against the goals and objectives is an important element of ensuring the success of the Plan. As time goes on, Plan elements and recommendations may need to be altered to suit changing circumstances. This monitoring responsibility falls to the Village. But the Plan will be more successful if it captures the imaginations of many people who commit to seeing the Plan through. This is particularly important on larger and longer-term projects, such as the development of a trail and parks and more complicated projects, such as working with a number of property owners to establish a cooperative approach to Village parking problems.

Main Street Bloomfield

Table 3-1 Implementation Matrix

Action	Implementers and Partners	Time Frame	Cost
	General Recommendation		
Develop and maintain coordination and collaboration between the proposed Business Association and Village government	Local Businesses Board of Trustees	O	N/A
Continue regional marketing efforts to attract recreational tourists as well as residents in the region	Ontario County Convention and Visitors Bureau Finger Lakes Visitors Connection	O	Varies
Preserve and improve the appearance of downtown by making code enforcement and review a priority	Board of Trustees Planning Board	O	N/A
Work with BloomfieldBuzz.com developers and local retailers to establish a strong on-line presence for Bloomfield incorporating information about Bloomfield and events taking place here as well as Bloomfield businesses, particularly those without an independent web presence of their own	Board of Trustees Web Developers Local Businesses	I-O	Varies
Encourage downtown stakeholders to renew their commitment to a Downtown Business Association or other membership organizations to identify and implement downtown improvements and a business attraction and retention strategy	Board of Trustees Local Businesses Downtown Property Owners	I	N/A
Develop a niche retail and service identity for the downtown business district and aggressively market it to residents within the region and recreational tourists	Local Businesses	I	N/A
Work together to monitor and accommodate growth at an appropriate level for the Town and Village	Board of Trustees Town Council Planning Boards Zoning Boards	I	Joint Comprehensive Plan and Zoning: \$40,000 each
Pursue opportunities to develop a downtown farmers market site	Board of Trustees Local Farmers Agricultural Product Distributors	S	Varies
Assess the feasibility of purchasing the former hardware store and converting it into an antiques mall	Board of Trustees Private sector	S	Varies

Revitalization Strategy

Action	Implementers and Partners	Time Frame	Cost
Establish design standards to ensure that the character and quality of the community is preserved	Board of Trustees Planning Board Zoning Board	S	\$20,000
Establish a permanent home for the Radio Museum in the downtown core	Board of Trustees Planning Board	S	Varies
Develop and aggressively pursue a Bloomfield "brand" and associated marketing materials as well as a retail outlet offering locally produced goods	Board of Trustees Local Businesses Ontario County Convention and Visitors Bureau	L	Varies
Potentials Plan			
Encourage development of arts and crafts retailing and bed and breakfast inns	Board of Trustees Planning Board Zoning Board	O	N/A
Reinforce the street presence of businesses throughout the downtown by encouraging street side entrances and façades	Board of Trustees Planning Board	O	N/A
Continue the tree-planting campaign throughout the downtown to encourage the development of shady leaf tunnels, fall foliage and other attractive features	Board of Trustees Planning Board	O	\$400-800 per tree
Reinforce appropriate retail- and service-type uses in the downtown	Board of Trustees Planning Board	O	N/A
Establish a mixed-use zone on the west side of Route 444 on the north side of the downtown to encourage new development in a range of uses	Board of Trustees Zoning Board	S	N/A
Work with private sector entrepreneurs and developers on an appropriate outcome for the former Agway	Board of Trustees Planning Board	S	N/A
Encourage the development of rear yard parking in the downtown area through purchases, agreements and easements	Board of Trustees Downtown property owners	S	\$7,000-\$9,000
Develop proposed Gateways on Route 444 and Main Street	Board of Trustees	S	\$12,000-\$15,000
Develop a market square that could incorporate a farmers market and center celebrating Bloomfield's agricultural heritage	Board of Trustees Planning Board	S	\$250,000-\$400,000
Freshen the plaza south of downtown by creating opportunities for new development closer to Route 444 and define the character of the plaza through site plan review	Board of Trustees Planning Board	S	N/A

Main Street Bloomfield

Action	Implementers and Partners	Time Frame	Cost
Tighten the downtown four-way intersection to increase safety and decrease vehicular speeds by incorporating bumpouts, crosswalks and pavement features in cooperation with road and transportation agencies	Board of Trustees Planning Board NYSDOT Ontario County	S	\$50,000-\$100,000
Develop a new Village Hall and interpretive center	Board of Trustees Planning Board	L	Depends on scope of project
Establish a park on the side of the old skating rink just to the south of the water treatment plant	Board of Trustees Planning Board	L	\$100,000-\$200,000
Develop a trail along the former rail bed that runs through downtown, which could be linked to other potential trails and the roadway	Board of Trustees Planning Board	L	\$30 per linear foot



4.0 Retail Analysis

A Retail Market Analysis was completed to determine future potentials for goods and services within the Bloomfield Downtown Business District. The analysis used US Census Data and private marketing information purchased from Claritas. The following outlines the methodology used to complete the Retail Market Analysis for the primary and secondary market areas.

4.1 Study Methodology

The analysis begins with a basic review of the demographics for the primary market area (Town of East Bloomfield) and secondary and tertiary market areas (10-mile radius and 20-mile radius, respectively). These market areas are identified to capture the immediate market that would be the most likely audience for downtown Bloomfield. Since the Village of Bloomfield is centrally located in the Town of East Bloomfield, the Town is identified as the primary market area.

The 10-mile radius, identified as the secondary market area, picks up more urbanized areas to the north, east and west, but far less urbanized areas to the south. The residents of the secondary market area are shoppers who will find it convenient to go to Bloomfield to shop. Residents of the more highly urbanized areas are likely to find the goods and services they need closer to home. However, they may travel to Bloomfield for specialty items. Residents of the less urbanized areas could be more likely to be drawn to Bloomfield for staples. The capture rate for Bloomfield from this area is appropriately weighted to reflect a conservative estimate of likely retail expenditures.



Cheap Charlie's is a regional draw with Rochester-area guests visiting frequently.

Main Street Bloomfield



Bloomfield in context of the 10-mile and 20-mile radius market areas

The tertiary market, including the 20-mile radius surrounding the Town includes the City of Rochester, reaching from the center of East Bloomfield to the center of Rochester. This represents an even weaker market than that of the secondary market and is appropriately weighted to reflect this weakness.

Expenditure data (consumer buying power) was obtained from Claritas. The expenditure data included the total amount of money that is anticipated will be spent in several retail categories within the market areas. The data was generated using information on population, household income, and spending patterns. Retail categories were selected to cover a variety of retail sales with minimal overlap and to correspond to the type of commercial activity that would be appropriate for the Village's downtown. Expenditure values were an estimate for the annual spending in 2005 and 2010 and were represented in constant 2005 dollar-values.

4.2 Demographic Profiles

The age of the residents of the three market areas is fairly consistent with the 20-mile radius skewing very slightly to the young with a larger cohort of 18 to 34-year-olds and a somewhat smaller proportion in the 50-64 year cohort than the Town or the 10-mile ring. The presence of a fairly homogenous population in terms of age suggests that there are no special issues that will be unique to one of the three market areas that could pose a problem from a planning standpoint. These could include one area with a particularly young or particularly aged population.

Table 4-1 Age of Population 2005

East Bloomfield, 10-Mile and 20-Mile Radius

	Age of Population 2005			
	East Bloomfield	10 miles	20 miles	Total
Under 18 years	25%	24%	22%	22%
18 to 34 years	20%	19%	24%	23%
35 to 49 years	24%	24%	23%	23%
50 to 64 years	20%	20%	18%	19%
65 years and older	12%	12%	13%	13%

Source: Claritas and peter j. smith & company, inc.

East Bloomfield has the highest median household income of the three areas. However, per capita income is lower. Per capita income is the average of the total income divided by the number of people. Median income is representative of a distribution and is therefore less likely to be skewed by a small number of very high incomes. More than 56 percent of East Bloomfield households earn more than \$50,000 annually. This is fairly consistent with incomes in the 10-mile radius (55 percent) and slightly higher than that of the 20-mile radius (53 percent).

Per capita income is the average of the total income divided by the number of people. Median income is representative of a distribution and is therefore less likely to be skewed by a small number of very high incomes.

Table 4-2 Household Income 2005
East Bloomfield, 10-Mile and 20-Mile Radius

Household Income	East Bloomfield	10 miles	20 miles	Total
< \$15,000	8.0%	8.2%	11.4%	10.9%
\$15,000 - \$24,999	11.5%	9.5%	10.6%	10.5%
\$25,000 - \$34,999	8.8%	10.0%	10.7%	10.5%
\$35,000 - \$49,999	14.8%	16.5%	14.9%	15.1%
\$50,000 - \$74,999	21.6%	20.8%	19.6%	19.8%
\$75,000 - \$99,999	14.6%	13.6%	12.8%	12.9%
\$100,000 - \$149,999	15.9%	13.3%	12.7%	12.8%
\$150,000 - \$249,999	4.0%	5.8%	5.1%	5.2%
\$250,000 - \$499,999	0.7%	1.7%	1.5%	1.5%
\$500,000+	0.1%	0.6%	0.6%	0.6%
Per Capita Income				
	\$25,131	\$28,667	\$27,658	\$27,780
Median Household Income				
	\$57,991	\$56,979	\$53,053	\$53,347

Source: Claritas and peter j. smith & company, inc.

In Fall 2005 there were a potential of five new housing developments proposed for the Town of East Bloomfield with a total of a possible 250 to 300 housing units. These developments could encourage growth at a faster pace than that which has been projected.

More growth is anticipated in the 10-mile ring surrounding East Bloomfield than in the Town or in the 20-mile ring. This is consistent with the effects of sprawl from Rochester, as people move out of the city they will tend to cluster within a perceived convenience distance. It is also impacted by the growth of homes throughout the Finger Lakes as people discover the ease of access, natural beauty and relative affordability of the area.

In Fall 2005 there were a potential of five new housing developments proposed for the Town of East Bloomfield with a total of a possible 250 to 300 housing units. These developments could encourage growth at a faster pace than that which has been projected. These projections are revised on an on-going basis and as the subdivisions become established, revisions should reflect this potential growth.

Table 4-3 Population Projections 2005-2010

East Bloomfield, 10-Mile and 20-Mile Radius

	Estimated Population Projections			
	East Bloomfield	10 miles	20 miles	Total
2005 Population	3,381	61,869	376,253	441,503
2010 Population	3,442	65,011	377,424	445,877
Est % change	1.8%	5.1%	0.3%	1.0%
2005 Households	1,243	23,830	148,777	173,850
2010 Households	1,281	25,249	149,701	176,231
Est % change	3.1%	6.0%	0.6%	1.4%

Source: Claritas and peter j. smith & company, inc.



The downtown's architectural fabric is strong and intact.

4.3 Household Expenditure & Sales Trend Development

Expected sales trend was obtained by dividing the difference in sales between 2010 and 2005 by the base year (2005) expenditure. The percent change figure for the various retail categories reflected anticipated demographic changes, spending pattern changes and the relative increase of prices compared to the Consumer Price Index (CPI), for which it was already adjusted. It should be noted that even though sales trends can be an important indicator of potential spending patterns, anticipated increases in total sales might reflect an increase in the price of products as well as an increase in profit. For example, drugstores showed the largest anticipated change in all of the neighborhoods. However, the sharp increase in sales could be due in part to price of prescription drugs outpacing the rate of inflation.

Main Street Bloomfield

As the region grows, its wealth and the ability of its residents to afford to indulge themselves will remain strong. This bodes well for potential retail and service developments in the Village of Bloomfield.

Household expenditure is dependent on household income and spending patterns. The average household expenditure within each of the retail categories was provided for the three market areas. These were compared to the household expenditure of the nation as a whole. Therefore, an index to the USA figure of 1.0 would indicate that the average household in one of the market areas spent as much on a particular category as the average household in the nation as a whole while an index of 0.50 would indicate that the average household in the trade area spent half as much on a particular category as the average household in the nation as a whole.

In each category for which information is available, all three market areas exhibit buying spending patterns that are higher than that of the US as a whole. The strength diminishes somewhat in the 20-mile radius market area. This is probably due to the dual influence of the lower expenditure rates both in the City of Rochester and in the rural outlying areas outside of the City's area of suburban influence.

Projected out to 2010, this strength is estimated to remain stable. This indicates that as the region grows, its wealth and the ability of its residents to afford to indulge themselves will remain strong. This bodes well for potential retail and service developments in the Village of Bloomfield.

The 2005 Consumer Expenditure data for 2005 is displayed on the following table.

Revitalization Strategy

Table 4-4 Consumer Expenditures 2005

East Bloomfield, 10-Mile and 20-Mile Radius

Retail Category	2005 Consumer Expenditure (\$000's)			Sales/Household			Index to the US		
	Town	10.0 Mi	20.0 Mi	Town	10.0 Mi	20.0 Mi	Town	10.0 Mi	20.0 Mi
Auto Dealers	\$8,907	\$165,164	\$904,426	\$7,165	\$6,931	\$6,079	123	119	107
Automotive Part, Accessories, & Tire Stores	\$396	\$7,354	\$42,325	\$319	\$309	\$284			
Bar	\$241	\$4,840	\$29,250	\$194	\$203	\$197	124	130	127
Beauty Salons	\$584	\$11,486	\$70,624	\$470	\$482	\$475	106	108	107
Books & Music Stores	\$744	\$14,944	\$92,245	\$599	\$627	\$620	122	127	126
Clothing & Clothing Accessory Store	\$2,713	\$54,115	\$323,060	\$2,183	\$2,271	\$2,171	111	114	111
Computer & Software Stores	\$267	\$5,400	\$32,433	\$214	\$227	\$218			
Drugstores	\$4,658	\$89,490	\$524,308	\$3,747	\$3,755	\$3,524			
Fast Food Restaurants	\$1,959	\$37,204	\$228,133	\$1,576	\$1,561	\$1,533	112	114	110
Florists	\$66	\$1,252	\$7,233	\$53	\$53	\$49			
Full-Service Restaurants	\$2,843	\$55,924	\$331,247	\$2,287	\$2,347	\$2,226	112	114	110
Furniture Stores	\$926	\$18,584	\$106,435	\$745	\$780	\$715	115	116	108
Gasoline Stations with Convenience Stores	\$2,320	\$43,009	\$246,036	\$1,866	\$1,805	\$1,654	117	111	101
Gift, Novelty, & Souvenir Shops	\$258	\$5,038	\$29,528	\$208	\$211	\$198			
Grocery Stores	\$8,411	\$157,916	\$925,655	\$6,767	\$6,627	\$6,222	112	109	103
Hardware/ Garden Supplies	\$1,233	\$23,014	\$130,399	\$992	\$966	\$876			
Hobby, Toy, & Game Shops	\$289	\$5,610	\$32,486	\$232	\$235	\$218			
Household Appliance Stores	\$237	\$4,504	\$26,187	\$191	\$189	\$176	115	113	105
Jewelry Stores	\$400	\$8,700	\$52,560	\$322	\$365	\$353			
Liquor Store	\$318	\$6,368	\$39,740	\$256	\$267	\$267	124	119	119
Office Supplies &	\$87	\$1,748	\$10,293	\$70	\$73	\$69			

Main Street Bloomfield

Retail Category	2005 Consumer Expenditure (\$000's)			Sales/Household			Index to the US		
	Town	10.0 Mi	20.0 Mi	Town	10.0 Mi	20.0 Mi	Town	10.0 Mi	20.0 Mi
Stationary Stores									
Radio, TV & Other Electronics Stores	\$464	\$9,298	\$55,603	\$374	\$390	\$374	108	113	111
Shoe Stores	\$338	\$6,530	\$38,690	\$272	\$274	\$260	107	107	103
Sporting Goods Stores	\$360	\$7,170	\$42,795	\$289	\$301	\$288	115	120	115

Source: Claritas, Inc. and peter j. smith & company, inc.

4.4 Retail Trend Analysis

4.4.1 Supportable Retail Area Determination

Several steps were involved in the process of determining the square footage of retail space that the market areas could be expected to support within each of the retail categories:

1. A sales-per-square-foot figure was obtained from the "2002 Dollars and Cents of Shopping Centers Guide" for each retail category. Most of those sales figures were based on establishments in neighborhood shopping centers but when a sales-per-square-foot figure was not available at the neighborhood shopping level, the figure for a community shopping center was used. For some of the retail categories, an average sales figure was used.
2. Goods were classified as either convenience goods or shopping goods. Convenience goods (i.e. food, drugs, gas) indicated goods that met basic daily needs and were more likely to be obtained in the immediate area. Shopping goods (i.e. clothing, computers, furniture) were goods that were not essential and for which, people would travel greater distances to get the best selection and prices.

Revitalization Strategy

3. A capture rate was assigned to each of the retail categories based on the type of goods it provided and whether it was in a primary or secondary market area. The capture rate represented the percentage of the total expenditure within a retail category that could be reasonably expected to be spent within a market area. For example, within the primary market area, a capture rate of 70 percent was used for convenience goods and 25 percent for shopping goods. Thus, it was anticipated that the primary trade area could “capture” \$0.70 of every dollar spent on food, drugs or gas and \$0.25 of every dollar spent on clothing, computers or furniture, if it were available. A capture rate of five percent was used for both convenience and shopping goods within the secondary market area. In the third market area, a factor of one-half percent was used.
4. Prior to calculating potential sales, household expenditure for the Town of East Bloomfield was subtracted from the household expenditure for each of the other two market areas. Thus, the total potential sales figure for them does not include the potential sales for primary market area. Capture rates were established to reflect a fair figure given the availability of retail services in the area.
5. The potential sales that could be expected within the three market areas were calculated by multiplying the total expenditure for each of the retail categories by the capture rate. That figure represented the amount of money that could be spent in the downtown business district.
6. The amount of supportable square feet of retail space was determined by dividing the potential sales within the district by the sales-per-square-foot standard. This was the total amount of space that the downtown business district could support **if it only served the Town**. Additional figures for expenditures in the 10- and 20-mile rings have been provided as a basis for further analysis.



Shopping, especially antiques and related goods, has moved from downtown to 5&20.

4.4.2 Sales Trends

Over the period 2005 to 2010, retail sales are expected to grow throughout the three market areas for all retail categories. As previously observed, the strength in drug store sales growth could be attributed to an anticipated increase in the cost of drugs, as opposed to an increase in demand for drugs in excess of 40 percent over a five-year period. By the same token, the growth in grocery store expenditures is somewhat strong, a focus on developing a new grocery in downtown Bloomfield is probably not recommended given the dominance in the marketplace of two grocery chain titans (Tops and Wegmans) and the real estate required by each for a standard store (15 acres for a Wegmans).

The sheer availability of shopping and choices in goods and services within an easy drive of the Bloomfield downtown suggests that the revitalization effort for Bloomfield should focus on niche strategies as opposed to development of additional choices for goods that are already available nearby. The focus should be on the areas for which demand is known to be strong along with a keen eye to dovetailing neatly with niches that are already bringing residents and visitors to Bloomfield. A special focus on tourism and visitation is included in the next section highlighting leisure travel.

Strong growth is projected for beauty salons, 24 percent over the three market areas, 2005 to 2010. Other niches exhibiting strong potential include full service restaurants, 19 percent and 20 percent in the primary and secondary market areas, respectively; jewelry, 23 percent growth each in the primary and secondary market areas; hobby, toy and game shops, with 28, 31 and 24 percent growth in the three areas; gift, novelty and souvenirs, 21 and 23 percent growth in the primary and secondary markets respectively; and sporting goods, with 22 and 24 percent growth in the primary and secondary markets. The largest growth area, drug stores, shows a 41 percent overall increase and a 43 percent increase in the town.

Revitalization Strategy

Table 4-5 Expected Sales Trends 2005-2010

East Bloomfield, 10-Mile and 20-Mile Radius

Retail Category	2005 Consumer Expenditure (\$000's)				2010 Consumer Expenditure (\$000's)				Percent Change 2005 - 2010			
	Town	10.0 Mi	20.0 Mi	All	Town	10.0 Mi	20.0 Mi	Total	Town	10.0 Mi	20.0 Mi	Total
Auto Dealers	\$8,907	\$165,164	\$904,426	\$1,078,497	\$10,419	\$198,135	\$1,030,267	\$1,238,822	17%	20%	14%	15%
Auto Part, Accessories, & Tire Stores	\$396	\$7,354	\$42,325	\$50,075	\$431	\$8,252	\$45,162	\$53,845	9%	12%	7%	8%
Bar	\$241	\$4,840	\$29,250	\$34,331	\$286	\$5,867	\$33,403	\$39,556	19%	21%	14%	15%
Beauty Salons	\$584	\$11,486	\$70,624	\$82,695	\$741	\$14,907	\$86,505	\$102,153	27%	30%	22%	24%
Books & Music Stores	\$744	\$14,944	\$92,245	\$107,934	\$802	\$16,448	\$95,657	\$112,907	8%	10%	4%	5%
Clothing & Clothing Accessory Store	\$2,713	\$54,115	\$323,060	\$379,889	\$3,183	\$64,748	\$365,760	\$433,691	17%	20%	13%	14%
Computer & Software Stores	\$267	\$5,400	\$32,433	\$38,100	\$318	\$6,549	\$37,141	\$44,008	19%	21%	15%	16%
Drugstores	\$4,658	\$89,490	\$524,308	\$618,455	\$6,683	\$132,551	\$733,196	\$872,430	43%	48%	40%	41%
Fast Food Restaurants	\$1,959	\$37,204	\$228,133	\$267,296	\$2,299	\$44,867	\$261,275	\$308,441	17%	21%	15%	15%
Florists	\$66	\$1,252	\$7,233	\$8,551	\$77	\$1,499	\$8,197	\$9,773	17%	20%	13%	14%
Full-Service Restaurants	\$2,843	\$55,924	\$331,247	\$390,014	\$3,376	\$67,792	\$379,180	\$450,348	19%	21%	14%	15%
Furniture Stores	\$926	\$18,584	\$106,435	\$125,944	\$1,064	\$21,719	\$117,792	\$140,575	15%	17%	11%	12%
Gas Stations with Convenience Stores	\$2,320	\$43,009	\$246,036	\$291,365	\$2,899	\$55,131	\$298,966	\$356,996	25%	28%	22%	23%
Gift, Novelty, & Souvenir Shops	\$258	\$5,038	\$29,528	\$34,824	\$311	\$6,200	\$34,353	\$40,865	21%	23%	16%	17%
Grocery Stores	\$8,411	\$157,916	\$925,655	\$1,091,981	\$9,588	\$185,393	\$1,031,428	\$1,226,408	14%	17%	11%	12%
Hardware/ Garden Supplies	\$1,233	\$23,014	\$130,399	\$154,646	\$1,374	\$26,122	\$139,700	\$167,196	11%	14%	7%	8%
Hobby, Toy, & Game Shops	\$289	\$5,610	\$32,486	\$38,384	\$370	\$7,329	\$40,418	\$48,117	28%	31%	24%	25%

Main Street Bloomfield

Retail Category	2005 Consumer Expenditure (\$000's)				2010 Consumer Expenditure (\$000's)				Percent Change 2005 - 2010			
	Town	10.0 Mi	20.0 Mi	All	Town	10.0 Mi	20.0 Mi	Total	Town	10.0 Mi	20.0 Mi	Total
Household Appliance Stores	\$237	\$4,504	\$26,187	\$30,928	\$256	\$4,970	\$27,332	\$32,558	8%	10%	4%	5%
Jewelry Stores	\$400	\$8,700	\$52,560	\$61,660	\$493	\$10,731	\$60,849	\$72,072	23%	23%	16%	17%
Liquor Store	\$318	\$6,368	\$39,740	\$46,426	\$353	\$7,216	\$42,340	\$49,909	11%	13%	7%	8%
Office Supplies & Stationary Stores	\$87	\$1,748	\$10,293	\$12,128	\$102	\$2,082	\$11,594	\$13,778	17%	19%	13%	14%
Radio, TV & Other Electronics Stores	\$464	\$9,298	\$55,603	\$65,366	\$533	\$10,893	\$61,653	\$73,079	15%	17%	11%	12%
Shoe Stores	\$338	\$6,530	\$38,690	\$45,558	\$382	\$7,563	\$42,585	\$50,530	13%	16%	10%	11%
Sporting Goods Stores	\$360	\$7,170	\$42,795	\$50,324	\$438	\$8,871	\$50,262	\$59,572	22%	24%	17%	18%

Source: Claritas, Inc., and peter j. smith & company, inc.

4.5 Retail Sales Potential and Demand Analysis

A multi-step process was used to determine the potential demand for retail space within the primary and secondary markets. The process begins with a determination of supportable square feet of retail space appropriately weighted to reflect estimated demand. Using total sales within each retail category and a potential capture rate – defined as the percentage of total sales that might be expected to be spent within the downtown – a potential sales figure is determined. Potential sales and sales per square foot standards were used to determine the number of square feet that could be supported. Finally, existing square footages within the appropriate retail categories were subtracted from the existing space to obtain a surplus or deficit amount.

While every effort was made to appropriately weigh the categories, this analysis is not meant to substitute for a due diligence independent analysis prior to making an investment in the marketplace.

The Village of Bloomfield supplied figures for existing square footage within the downtown – indicated in bold on the table that follows. Square footage figures outside of downtown were estimated.

The surplus and deficit results are based upon the estimated demand. The estimated demand was based upon that existing only in the Town of East Bloomfield. Sales figures for the 10- and 20-mile radius are included for information and further analysis.

The analysis shows that Bloomfield is adequately or over-served for taverns, clothing and accessories, florists, gifts and hardware. There are opportunities including books, hobbies, drug stores and beauty salons. Development of these and other specialty retailing outlets should take into consideration a wider market than just the Town and include some expectation of visitor expenditures from the 10- and 20-mile radius and beyond. Restaurants, for example, like Cheap Charlie's, are regional attractions.

Development of specialty retailing should take into consideration a wider market than just the Town and include some expectation of visitor expenditures from the 10- and 20-mile radius and beyond. Restaurants, for example, can be regional attractions.

Main Street Bloomfield

Table 4-6 Supportable Retail Space

Town of East Bloomfield, 10-mile and 20-mile Radius

Retail Category	2010 Consumer Expenditure (\$000's)			Local Capture	Local Expenditure	Sales per Square foot	Supportable Retail Area (Sq.ft.)	Existing Retail Area	Surplus/ (Deficit)
	East Bloomfield	10.0 Mi	20.0 Mi						
Auto Parts, Accessories & Tire Stores	430.66	8,252.31	45,161.78	0.25	\$107,665	\$159.81	674	0	(674)
Bar	286.37	5,866.56	33,403.42	0.70	\$200,459	\$271.60	738	2,200	1,462
Beauty Salons	741.12	14,906.82	86,505.49	0.70	\$518,784	\$245.28	2,115	1,300	(815)
Books & Music Stores	801.74	16,448.38	95,656.91	0.25	\$200,435	\$432.54	463	0	(463)
Clothing & Clothing Accessory Store	3,182.67	64,748.23	365,760.02	0.25	\$795,668	\$374.82	2,123	2,000	(123)
Computer & Software Stores	318.01	6,549.25	37,141.06	0.25	\$79,503	\$680.37	117	0	(117)
Drugstores	6,682.68	132,550.98	733,196.34	0.25	\$1,670,670	\$380.80	4,387	0	(4,387)
Fast Food Restaurants	2,299.21	44,867.29	261,274.94	0.25	\$574,803	\$367.78	1,563	1,900	337
Florists	77.01	1,498.92	8,197.11	0.25	\$19,253	\$228.55	84	600	516
Full-Service Restaurants	3,375.64	67,791.97	379,180.19	0.25	\$843,910	\$271.60	3,107	7,300	4,193
Furniture Stores	1,063.55	21,719.39	117,791.71	0.25	\$265,888	\$215.26	1,235	3,000	1,765
Gasoline w/ Convenience Stores	2,898.87	55,131.01	298,966.28	0.70	\$2,029,209	\$727.20	2,790	1,700	(1,090)
Gift, Novelty, & Souvenir Shops	311.31	6,200.25	34,353.26	0.25	\$77,828	\$127.29	611	1,200	589
Grocery Stores	9,587.91	185,392.72	1,031,427.66	0.70	\$6,711,537	\$335.71	19,992	7,500	(12,492)
Hardware/ Garden Supplies	1,374.10	26,121.53	139,700.36	0.70	\$961,870	\$197.51	4,870	15,000	10,130
Hobby, Toy, & Game Shops	370.30	7,328.59	40,418.19	0.25	\$92,575	\$280.21	330	0	(330)
Household Appliance Stores	255.74	4,970.34	27,331.67	0.25	\$63,935	\$234.10	273	0	(273)
Jewelry Stores	492.96	10,730.67	60,848.62	0.25	\$123,240	\$367.78	335	0	(335)
Liquor Store	353.30	7,215.67	42,339.93	0.70	\$247,310	\$277.78	890	500	(390)
Office Supplies & Stationary Stores	101.71	2,081.93	11,594.24	0.25	\$25,428	\$245.00	104	0	(104)
Radio, TV & Other Electronics Stores	532.92	10,892.62	61,653.26	0.25	\$133,230	\$296.60	449	0	(449)
Shoe Stores	382.31	7,562.63	42,585.28	0.25	\$95,578	\$176.35	542	0	(542)
Sporting Goods Stores	438.46	8,871.14	50,262.33	0.25	\$109,615	\$241.52	454	2,000	1,546

Source: Claritas and peter j. smith and company, inc.

Note: Fast food restaurants are those in which customers pay before they eat; in full service restaurants they pay after they eat.

Bold figure indicate space located downtown

4.6 Tourist Characteristics and Affinities

4.6.1 Regional Trends

To develop an understanding of the tourism potential of the Bloomfield Downtown District, tourism trends within the Finger Lakes Region were examined. Bloomfield is located in Ontario County, which along with 13 other counties (Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates) comprise the Finger Lakes Region.

In 2000, the Finger Lakes Region hosted 23.04 million visitors according to the Finger Lakes Region 2000 Year End Travel Report prepared by D.K. Shifflet & Associates LTD. This represented a 3.6% increase from the previous year when there were 22.25 million visitors. Between 1999 and 2000 the number of leisure travelers increased by 6.4% from 15.59 million to 16.58 million. The overnight leisure visits also increased during this time period, from 6.15 million to 6.53 million.

In addition to a growth in the number of visitors there was also an increase in the length of visits. The number of leisure person-days spent in the region increased from 33.14 million in 1999 to 33.94 million in 2000 (2.4%) and overnight trips increased from 26.02 million to 26.35 million (1.3%).

Between 1999 and 2000 total direct spending from travel and tourism in the Finger Lakes Region increased from \$24,960 million to \$27,128 million (8.7%) and spending among overnight leisure travelers rose 8.2% from \$12,888 million in 1999 to \$13,945 million in 2000. The average overnight leisure traveler spent \$68 per day in 2000. Transportation received the largest share of spending (24%), which was followed by food (23%), shopping (21%), room (14%), entertainment (12%) and miscellaneous costs (5%).



The rural beauty of the Town, and of Ontario County, is an attraction on its own.

4.6.2 Local Trends

Travel and tourism also played a significant role within Ontario County's Lake Country, which includes the Town of Bloomfield. In 2001, according to the New York State Department of Economic Development and the Travel Industry Association of America:

Tourism is a major industry in Ontario County, accounting for \$90 million in annual sales and more than \$61 million in total payroll and \$6 in estimated tax revenue from tourism taxes.

- Tourism taxable sales in Ontario County's Lake Country were estimated at more than \$90,000,000
- Travel and tourism accounted for more than 14% of Ontario County's overall workforce, employing almost 5,500 workers
- Tourism accounted for over \$61 million in total payroll
- Total tax revenue (for lodging & dining) was estimated at more than \$6,000,000
- NYS revenue, generated by local tourism sales taxes, were over \$3,500,000
- Ontario County's revenue, generated by local tourism sales taxes, was over \$2,500,000
- Local festivals and events generated more than \$45.5 million in Economic Impact - year-round events accounted for \$1.3 million in tax impact and over \$31 million in total visitor expenditures.
- Most visitors to Ontario County's Lake Country lived in New York State (46%), Pennsylvania (8%), Ohio (6%), Canada (4%), New Jersey (4%) or International (4%)
- Top activities included: skiing, wineries, hiking/biking, fishing and shopping/antiquing
- Without tourism tax revenues, each county resident would have to pay an additional \$1001 in local taxes
- For every \$1.00 invested into tourism \$7.46 was received in return

4.6.3 Visitor Profile

In 2003, most visitors to the Finger Lakes Region were leisure travelers (76%) and their preferred activities included dining (30%), shopping (25%), sightseeing (21%) and entertainment (18%). The mode of transportation most often used was automobile (80%) and the types of accommodations most often used were paid hotel/motel (43%) and private home (38%). This pattern was also true of the 2002 average traveler to the Region.

Visitors to the Finger Lakes Region in 2003 were younger (average age 42 years) than travelers to the Region in the previous year (average age 44 years) as well as travelers to the State (average age 43 years) and the Nation (average age 44 years). Travelers to the Region in 2003 had a lower average annual income (\$68,000) than travelers to New York State (\$73,000) and the Nation as a whole (\$70,000). The highest percentage of visitors to the Region, in both 2003 and 2002, were college graduate (38% and 42% respectively) who held managerial/professional (38% and 41% respectively) or technical, sales and administrative support positions (20% and 15% respectively). Travelers in 2003 were more likely to have children than their 2002 counterparts (49% and 45% respectively) and their children were more likely to be 5 years or younger (26% and 22% respectively).

The average traveler in 2003 stayed longer in the Region (2.04 days) than the 2002 traveler (1.91 days) and spent more per day (\$88.8 and \$81.0 respectively). However, 2003 travelers in the Region spent less than travelers in the State (\$114.2) and the Nation (\$108.0). Travel dollars in the Region were primarily allocated to transport (23%), food (23%), shopping (21%) and room (20%).

A major Travel Activities and Motivation Survey by Lang Research has categorized travel behavior of Americans and Canadians and breaks the travelers into "segments." The segments that are most closely associated with the demographic profile of the Ontario County/Finger Lakes visitor are:

Most visitors to Ontario County are leisure visitors. They are college educated, upwardly mobile and indulge themselves by dining and shopping on their trips.

Based on demographic data collected by DK Shifflet & Associates on leisure travel, culture and heritage-oriented "products" are most likely to appeal to visitors to Bloomfield, Ontario County and the Finger Lakes generally.

People who travel but who don't participate in activities during their trip are characterized as "Minimalists." They comprise 29% of the population.

Those for whom travel is culture-oriented are called:

- Knowledge Seekers, also comprising 10% of the population

Those for whom travel is entertainment-oriented are:

- Entertainment Seekers, 6%.

Based on demographic data collected by DK Shifflet & Associates on leisure travel, culture and heritage-oriented "products" are most likely to appeal to visitors to Bloomfield, Ontario County and the Finger Lakes generally. Another significant opportunity exists in attempting to draw out minimalists who comprise a large proportion of the leisure travel public. Minimalists are likely to stay in private homes with friends or relatives when they travel, are less likely to seek new experiences, indulge themselves while on vacation or to consult outside sources when planning their vacations.

Knowledge Seekers

Knowledge Seekers are a good fit with the Ontario County/Finger Lakes visitor profile. They are somewhat older, better educated and have higher incomes than the other travel segments. According to Lang,

Knowledge Seekers comprise 9% of the total US population and 13% of the traveling population. Knowledge Seekers are somewhat younger and more likely to travel as a family. Overall, 35% of Knowledge Seekers are young families; another 37% are mature singles and couples. They exhibit the following demographic characteristics:

- Average age, 47 years
- Age range, 36 to 55
- Average annual household income is \$64,600 with 28% having household incomes of more than \$80,000
- 60% are employed; 15% are retired

Knowledge Seekers enjoy museums, art galleries, historic sites, zoos, aquariums and planetariums on their vacations. They are less interested in indulging themselves in shopping, dining and gambling. They are more likely to go camping.

Revitalization Strategy

These data reflect the fact that a large proportion of this segment travels as a family and is therefore less keen on activities that children would not enjoy.

Knowledge Seekers tour by personal car and are somewhat likely to have taken a guided tour and boat and train tours during the previous two years. They are not likely to have taken a winery tour.

Entertainment Seekers

Entertainment Seekers are the only entertainment-oriented travelers falling close to the Bloomfield visitor demographic. These travelers represent the smallest proportion of US travelers, just 7.5% of travelers and 5.2% of the total US population. They are somewhat younger than the culture-oriented travelers with an average age of 38 and 92% falling in the 18 to 55-age cohort. They are upwardly mobile, with an average annual household income of \$65,400, and well educated, with 74% reporting college degrees.

Entertainment Seekers are year-round travelers, and are a significant opportunity for marketing to in the off and shoulder seasons. These travelers are more likely than the average urban traveler to participate in almost any kind of leisure, entertainment and cultural activity with the exception of cultural festivals. They are most likely to attend festivals, concerts and carnivals.

Entertainment Seekers are likely to visit museums, art museums, historic sites, zoos, aquariums, and planetariums and to gamble and visit theme parks. Entertainment Seekers also are interested in performing arts.

Entertainment Seekers also exhibit an eclectic taste in accommodations types, and are most likely to have stayed in a lakeside or wilderness lodge during the previous two years and also to have stayed at seaside and ski resorts, B&Bs and also to have gone camping. During the previous two years, Entertainment Seekers had taken winery tours, guided tours and boat, train and air tours during the previous two years; and they had also toured by private vehicle.

Entertainment Seekers are a small but adventurous segment of the traveling public.

4.7 Traffic Counts



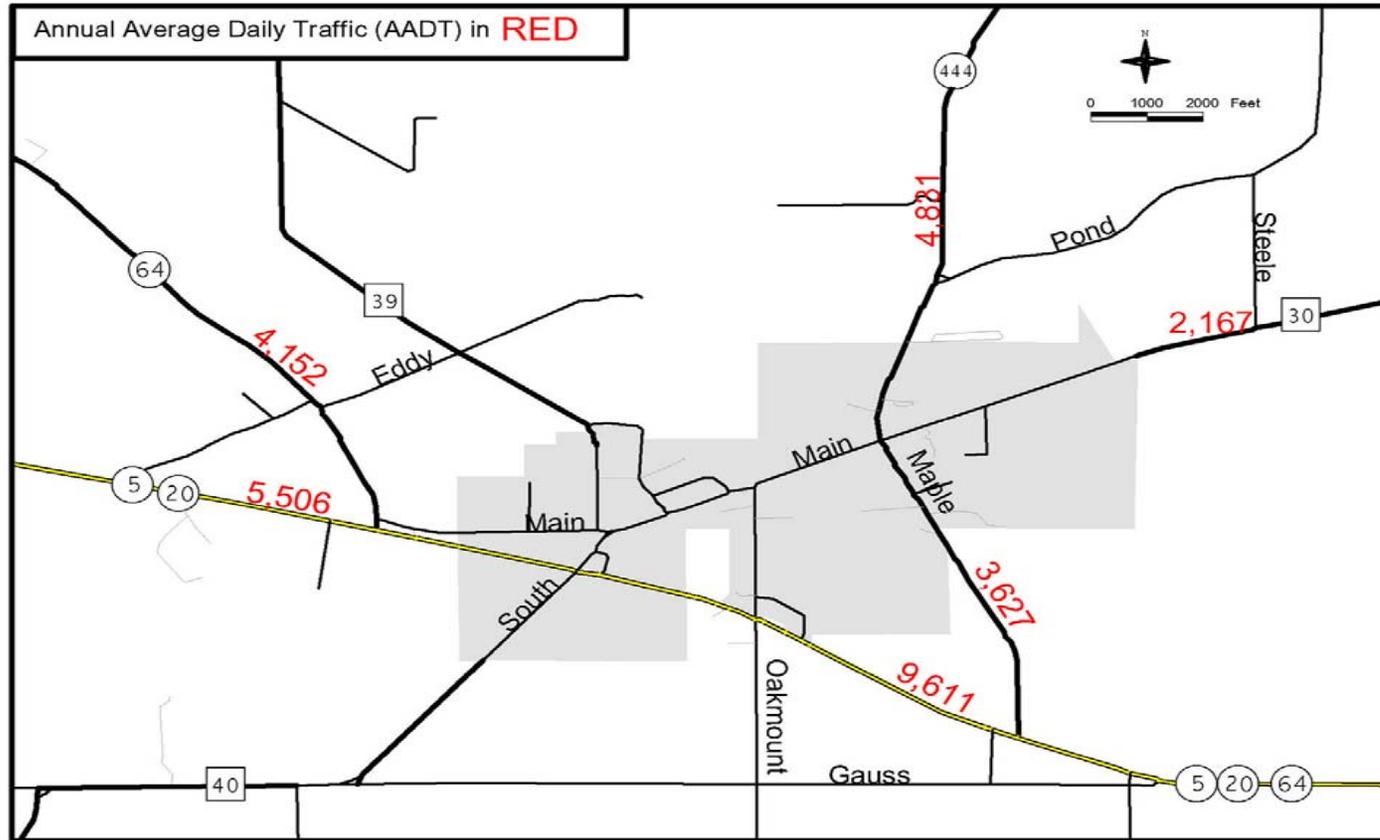
Traffic counts are important factors in attracting entrepreneurs to set up shop in a community. Retailers will always jockey for position on the most traveled thoroughfare. This philosophy has played out on 5 and 20 where antique shops line the highway. Downtown has lost at least one major tenant to the highway.

However, travelers can be enticed to leave their routes and take a brief detour or side trip if they know the goods and services available suits their wants and needs, are of superior quality and/or are provided in such a pleasing atmosphere that the trip is well worth it. Therefore, an understanding of local traffic dynamics can aid in a retail attraction strategy.

Traffic data was obtained from the New York State Department of Transportation and the Ontario County Highway Department. The highest traffic volume in the vicinity of downtown Bloomfield is 9,611 average annual daily traffic (AADT) on 5& 20 south of the Village. This compares, for example, with roughly 21,000 AADT at the main entrance to Eastview Mall.

Traffic through the Village on Route 444 is recorded as almost 5,000 AADT north of the main intersection and about 3,600 south of the four corners. Coming through the Village on Route 30 are somewhat fewer than 2,100 AADT. Figure 4-1, below, illustrates AADT for the road through and surrounding the Village.

Figure 4-1 – Traffic Counts



Source: peter j. smith & company, inc., NYSDOT, Ontario County

4.8 Conclusion

Bloomfield is strategically positioned to take advantage of the growing tourism market in the Finger Lakes and specifically along “Antiques Alley.” Armed with knowledge about the typical Finger Lakes visitors, as well as about the typical visitor who is demographically close to those typical visitors, local existing and potential entrepreneurs will be able to identify opportunities for themselves.

While the mix of retail should focus on the primary residential base of the community, existing retailers have a strong role to play in attracting tourism expenditures. Traditional retailers are equally well equipped as specialty retailers to offer the small indulgences that visitors find easy to purchase.

This section has presented a retail analysis including regional expenditure data for residents of the Town of East Bloomfield, as well as for residents of a 10- and 20-miles radius of the Town. These radii include areas that are saturated with retailing. As a result, the expectation for retail expansion for regular “shoppers goods” focuses on the needs of the residents of the Town as a primary source of customers for these types of goods. East Bloomfield is poised for growth, and this growth may outstrip projections that have been prepared. If that is the case, additional core retail opportunities may develop.

While the mix of retail should focus on the primary residential base of the community, existing retailers have a strong role to play in attracting tourism expenditures. Traditional retailers are equally well equipped as specialty retailers to offer the small indulgences that visitors find easy to purchase. These traditional retailers are also able to supply the things that travelers need and often find they are out of: everything from lip balm to disposable diapers and beverages to hats and sun block. Developing specialty retailing will help establish Bloomfield’s downtown as a destination both for regional residents and visitors.

Armed with information about the kinds of activities the visitor profile could enjoy, Bloomfield can develop events and festivals that will bring those tourists and their expenditures into the downtown to play, to spend and to have experiences they will enjoy and want to share with others. Understanding traffic patterns and identifying key community entry points will help strategies for working with Antiques Alley, Ontario County and the Finger Lakes to develop tourism and retailing in Bloomfield.



5.0 Funding Sources

Public and private commitment will be needed to implement the Plan. The funding sources identified in this section apply to a wide range of priorities as defined in the implementation matrix.

Two local economic development initiatives are well worth noting: The Western Ontario Local Community Development Corporation (WOLCDC) and the 485-b initiative. The WOLCDC is a coordinated economic development program of the Towns of Bristol, East Bloomfield and West Bloomfield. The corporation offers a loan program that charges a fee, rather than a rate of interest. The Towns also have adopted a measure in the New York State Real Property law called 485-b. 485-b offers property owners developing new or improving existing developed real estate for businesses a 10-year tax incentive against the increase in property valuation that results from the improvements. More information on the WOLCDC is available from www.wolcdc.org. Information on 485-b is available from the Town Assessor. These are two unique ways that Bloomfield is encouraging business.

On the following pages is a matrix listing potential funding sources to support implementation of projects in Bloomfield. This list should be considered advisory in character — while every effort has been made to ensure these sources are up-to-date, funding opportunities and strategies can change and the priorities of grantmakers can change. Where available, web addresses are included for additional research.

Table 5-1 Potential Funding Sources

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Community Development Block Grants	NYS Governor's Office of Small Cities	Open Round for Economic revitalization	Maximum grant in 2004 is \$750,000; minimum is \$100,000; maximum grant amount per FTE job created is \$7,500		nysmallcities.com	Cities, towns and villages with a population of under 50,000 are eligible as are counties with an unincorporated population under 200,000
Community Development Block Grants	NYS Governor's Office of Small Cities	Comprehensive grants addressing one community problem comprehensively	Maximum grant in 2004 is \$650,000		nysmallcities.com	Cities, towns and villages with a population of under 50,000 eligible as are counties with an unincorporated population under 200,000
US Economic Revitalization Administration	US Department of Commerce	Planning and technical assistance, public works and job development, economic adjustment	Varies	Varies	eda.gov	Most projects directed to areas of severe economic distress; communities and regions should complete Comprehensive Economic revitalization Strategies (CEDS) for eligibility; local HQ in Phila., Pa.
Empire Opportunity Fund	New York State Empire State Development Corp.	Non-residential, job-generating projects of scale	25% of eligible costs for projects over \$500,000	No	nylovesbiz.com	Projects should be consistent with state and regional plans in place and should relate to economic revitalization policy

Revitalization Strategy

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Preserve New York Grant Program	NYS Council on the Arts and NYS Preservation League	Cultural resource surveys, historic structure reports, historic landscape reports	\$3,000-\$15,000		preservenys.org	
Historic Preservation Grant Program	NYS Office of Parks, Recreation & Historic Preservation	Several	Up to \$350,000	Yes	nysparks.state.ny.us	
Certified Local Government Program	NYS Office of Parks, Recreation & Historic Preservation	Several	\$5,000-\$15,000	Yes	nysparks.state.ny.us	Only available to CLGs;
Property Tax Abatements	NYS Office of Parks, Recreation & Historic Preservation	Rehabilitation	N/A	N/A	nysparks.state.ny.us	Two programs, one for barns, another for other structures can be adopted by communities to provide tax abatement for rehabilitation projects
Architecture Planning and Design Grants	NYS Council on the Arts	Planning and community design	UNK		nysca.org	

Main Street Bloomfield

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Save America's Treasures	National Park Service and partners	Preservation, conservation of nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites	Minimum request for collections, \$50,000; for structures & sites, \$250,000; maximum is \$1,000,000. In 2003 average award for artifacts was \$172,000; for structures & sites, \$268,000	1:1	nps.gov/treasures	Match can be cash, services or use of equipment
Implementation Grants for Special Projects	National Endowment for the Humanities	Projects generally include combinations of programming taking place at diverse venues and including diverse formats	\$300,000	60:40 -- may vary	neh.gov	Non-profit organizations, state and local governments are eligible
Consultation grants for museums, libraries & special projects	National Endowment for the Humanities	Interpretive exhibits, historic site interpretation, catalogs, symposia, web sites	\$10,000 cap	No	neh.gov	Non-profit organizations, state and local governments are eligible
Cultural Tourism Initiative	Arts and Business Council of New York State	Development and enhancement of cultural tourism products; partnering, quality assurance, marketing	\$10,000-\$25,000	1:01	artsandbusiness.org	
Transportation Enhancement for the 21st Century	NYS Department of Transportation	Various		Yes	nys.dot.state.ny.us	Various planning efforts

Revitalization Strategy

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Clean Water programs	NYS Department of Environmental Conservation	Water quality restoration, storm and waste water management, etc.	Varies depending on program		nys.dec.state.ny.us	Grant sources, applicability and sources depending on funding round
Clean Water Revolving Fund	NYS Environmental Facilities Corp.	Water quality restoration	Low- and no-interest loans		nysefc.org	Various programs for municipalities
USDA Rural Development Programs	USDA	Loans, grants, loan/grant combinations, loan guarantees for water and waste water disposal and solid waste management	Varies depending on program		urdev.usda.gov	Generally limited to communities under 10,000 population; technical assistance included
US Army Corps of Engineers	Most projects originate in Congressional Delegation	Shore protection, flood control, ecosystem restoration, recreation, navigable waterway improvements, community facilities, etc.	Varies	Depends on project; some programs have cost sharing requirements	usace.army.mil	Most projects commence with a reconnaissance report, followed by a feasibility analyses; local office located in Buffalo, NY
US EPA Small Grants Program	EPA	Local community-based organizations to examine issues related to exposure to environmental harm and risk	Up to \$25,000		epa.gov	Research projects funded with the intention of dissemination to community

Main Street Bloomfield

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
USDA Rural Development Programs	USDA	Loans, grants, loan/grant combinations, loan guarantees for a variety of housing initiatives including ownership, rental, purchase and repair	Varies, seek assistance from USDA technical staff	Depends on program	urdev.usda.gov	Local office located in Canandaigua, NY
Grow New York's Enterprise Program	Governor's Office for Small Cities (GOSC), Empire State Development Corporation (ESDC) and Department of Agriculture and Markets (NYSDAM)	Provides funds to local governments to use in assisting qualifying businesses who undertake activities resulting in the creation of job opportunities for low- and moderate-income persons	Up to \$750,000 per community and \$100,000 per project		agmkt.state.ny.us	Cities, towns and villages under 50,000 people and counties with an un-incorporated area population of under 200,000 people are eligible
Organic Certification Reimbursement	Department of Agriculture and Markets	Reimbursement of certification costs for organic producers and handlers	Costs up to a maximum of 75 percent or \$500		agmkt.state.ny.us	For newly certified producers and handlers, or existing producers and handlers renewing their certification
Non-point Source Abatement and Control Grants	NYS Soil & Water Conservation Service	Plan, activities and projects to reduce or prevent agricultural non-point source pollution		25%	agmkt.state.ny.us	Project sponsors must be Soil and Water Conservation Districts singly or in cooperation with one another

Revitalization Strategy

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Food and Agriculture Industry Development Projects	Department of Agriculture and Markets	New approaches to research, development, production, processing, and distribution of agricultural products and foods	Up to \$60,000	Match of cash, in-kind services, or other resources including indirect and overhead costs	agmkt.state.ny.us	Public and private agencies and organizations, business and industry, educational institutions, local governments, and individuals are eligible
Watershed Action Grants	Conservation Fund	Watershed protection, improvement, promotion of watershed stewardship	\$5,000 average	Not required	conservationfund.org	Match not required but leverage with other sources encouraged; program must take place in a year
Banrock Station Wines Wetland Conservation Fund	Banrock Station Wines	Educate, inspire action, create partnerships for wetlands conservation and restoration	\$1,000-\$5,000		conservationfund.org	Program inaugurated in 2003
Kodak American Greenways Awards	Eastman Kodak Co.	Provides grants for planning and design of greenways	Up to \$2,500; most grants are \$500 to \$1,500		conservationfund.org	
Community Development Block Grants	NYS Governor's Office of Small Cities	Competitive round for housing, public facilities and micro-enterprise	Maximum grant in 2004 is \$400,000; for towns, villages and cities; \$600,000 for counties		nysmallcities.com	Cities, towns and villages with a population of under 50,000 eligible as are counties with an unincorporated population under 200,000

Main Street Bloomfield

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
Green Building Initiative	Kresge Foundation	Planning for construction of environmentally sustainable new facilities, including development and evaluation of building plan, site evaluation, material analysis, etc.	\$50,000-\$100,000	Cash, staff and board time, institutional resources as required	kresge.org	Workshops on green building concepts and methods offered by the Nonprofit Finance Fund
Civic Engagement Priority Area RFP	Rochester Area Community Foundation	Provides grants for a wide variety of arts, education, social service, and other civic purposes in the Greater Rochester region	Up to \$20,000 per year		racf.org	Organizations in Orleans, Genesee, Monroe, Wayne, Livingston, and Ontario Counties that are classified as 501 (c) or 170 (c)(1) including government agencies
Tax-Exempt Industrial Revenue Bond Financing	Ontario County Industrial Development Agency (OCIDA)	Acquisition of land and buildings, construction, expansion, modernization and renovation as well as acquisition of machinery and equipment			co.ontario.ny.us	Both taxable and non-taxable IRB financing is available to qualifying companies
Straight Lease (Sale-Leaseback)	OCIDA	Provides real property, sales and use tax and mortgage tax abatement to qualified industries on new improvements			co.ontario.ny.us	
Industrial Revolving Loan Funds	Ontario County, City of Geneva and other public sector agencies	Provides low-interest loans for the purchase of facilities and equipment, working capital, land acquisition, construction, expansion and improvement of land and buildings			co.ontario.ny.us	

Revitalization Strategy

Program	Sponsor	Funded Activities	Funding amounts (if known)	Match required?	Site	Notes
"7-A" Loan Program	U.S. Small Business Administration	Purchase land or buildings or existing business, acquire equipment, machinery, furniture or other material, working capital, refinance existing business indebtedness	Guarantee 75% of a loan up to a total risk of \$750,000		sba.gov	For profit businesses located in the U.S. or a U.S. governed territory are eligible. Owner or owners must invest their own equity in the company and first seek other sources of funding
Certified Development Company (504) Loan Program	U.S. Small Business Administration	Fixed asset projects or purchasing long-term machinery and equipment	\$1,500,000-\$4,000,000		sba.gov	Project assets being financed are used as collateral. Personal guaranties of the principal owners are also required
Small Business Technology Investment	Empire State Development Corporation	Provides start-up high-tech companies with venture capital to promote new job creation and economic growth	\$50,000 to \$500,000	3:1	empire.state.ny.us	Companies must have well-protected intellectual property to be considered
Linked Deposit Program	Empire State Development Corporation	Low-rate loans to modernize facilities and operations, access new markets, develop new products and improve overall competitiveness	\$1,000,000 for four years		empire.state.ny.us	A public-private partnership that provides businesses with affordable capital based on bank loans at reduced interest rates



6.0 Public Input

6.1 Committee Meetings

6.1.1 Kickoff Meeting June 30, 2005

Attending: Dan Kwarta, John Wadsworth, Karen Norman, Michael Sydow, Bill Burlingame.

A kickoff meeting for the Main Street Bloomfield Strategic Plan was held June 30, 2005. During the meeting, the consultant reviewed the plan and deliverables. It was agreed that while the plan process as outlined in the consultant's scope of services is projected to be one year, the process could be hastened at the Steering Committee's direction. The steering committee agreed that the public input process should be postponed until after Labor Day as it can be difficult for members of the public to participate due to family vacations, etc.

The meeting concluded with a "Vision Session" facilitated by the consultant. The session was comprised of a group discussion by the Steering Committee of a series of questions. The session is designed to help identify issues and opportunities and help lay the foundation for Goals and Objectives for the Plan. A transcript of the session follows.

What is your vision of the ideal future for the Village of Bloomfield's downtown assuming no barriers, including time and money?

- No empty storefronts – develop existing space
- Unique retail
- Small-scale, low overhead retail
- Boutiques
- More done with ice skating park, make that something, get it lit, bathroom, get programming in there, make it a place that gets used, family get-togethers
- More diverse restaurants – they can operate in small spaces with just a few people – Chinese, other Asian
- Bed & Breakfasts or a small hotel
- Buses on 444 to Bristol in winter from Canada
- Quaint and historic Walking and hiking trails on old RR bed
- Small store and boutiques
- Underground electric & telephone
- Agribusinesses, farm stands like White's, furniture, jams and jellies
- Use the schools more – bureaucrats prevent their use:
- Kids want to skateboard
- Adult things, evening classes
- Subdivide hardware store into spaces, crafts and so on

Revitalization Strategy

- A park where people could sit and enjoy lunch
- Pleasing entrance to business district
- Vibrant district with no empty stores
- Walking path or trail to Legion/Community Center
- Weekend craft market
- Youth center
- Businesses should take pride in their appearance (no property maintenance code)
- Control light pollution, make sure you can still see the stars (Address in zoning code)
- Social Center, senior center, youth center, skate board park
- Attractive area with landscaping
- Shops and store that people need and want and will use
- Village hall/multi-use building
- Internet hot spot downtown, get e-mail and a hamburger
- Proper signage I think we should have signage on all four entrances
- \$2,000 a piece
- An information center, pamphlets, maps, directions
- Pickle park sign needs to go

Main Street Bloomfield

- New building on Agway lot with storefronts near road, apartments upstairs and parking out back – access for gas station from both sides, parking for stores that would be there, bagel shop
- The parking area (80 spaces) could be used as a festival site
- Gift shops
- Parking and a festival area
- Walkable community, open up dead ends
- Professional offices
- Satellite drug store
- Bookstore
- Craft stores
- Consignment
- Make it a destination
- To be the same as Pittsford

What specific unique attributes make downtown Bloomfield a good place to operate a business? A good place to visit? A good place to live?

- Bloomfield is separate, it's well defined
- Appearance of the CBD is very nice; I enjoy the flowers and the wide sidewalks
- Landscaping in general is good, Main Street trees
- Locals own the businesses

Revitalization Strategy

- 444 is a pretty route
- A lot of people are passing through here; we need to figure out how to make them stop
- Main Street is 444 through street south and north
- We have to attract people, make them want to stop here
- Existing businesses, the businesses here have done a nice job
- Beautification, village is clean and beautiful
- Accessibility – we are blessed with our highways
- We're between somewhere and somewhere else, we have to learn to stop people here
- We are an extra mile away – people forget about us and think about going someplace else
- We're only 15 minutes from 390
- We're central 10 miles from Lowe's, 7 miles from Tops
- Good schools
- Housing affordable compared with region, people will come this way
- We're close to major highways but not on them, makes it quiet
- Small town atmosphere
- Friendliness
- Easy to get here
- Close to Finger Lakes

Main Street Bloomfield

- It's quaint
- Good commute to Rochester, Buffalo
- There is only one vacant store (hardware store)

What kinds of new businesses are needed to complement and support existing downtown businesses?

- Automatic car wash would be great
- Adult education
- Satellite of FLCC, general knowledge courses
- Sports Bar like O'Brien's in Cdga good food, upscale
- Bookstore
- Hobby shop
- Laundromat, that's a big one, with a dry cleaner drop off but Wegmans and Tops are putting them in all their new stores
- We miss the hardware store – Move was good for the business but bad for the village
- This community is noted for its restaurants and its antiques but village does not have an antique store
- How do we increase local support for businesses? This is a drive-by Village. We need a specialty business to draw people

Revitalization Strategy

What specific issues should the Main Street Bloomfield Revitalization Strategy address to encourage healthy economic development in Bloomfield?

- Make sure we involved the community as much as possible
- They are concerned, but it kind of wears off
- People here are private, they will help you, they would rather spend their money elsewhere
- Easier to find things in the store here, even though some of them are more expensive
- Educate people about the selections and value that is here
- It's kind of "clique-y"
- I think it's perceived value for the dollar
- Cook's has lost most of their gas sales to BJ's
- Holloway House, very few local people go there – never changes, older clientele
- Agway
- Cave's Lumber Yard across from bank
- Rear side of existing buildings on the north side of Main Street
- Hardware store
- Commodore, foam clamshells, Kimberly Clark has an R&D facility and Crosman have three shifts and Fandango's opens at 8 a.m.
- Even Kodakers and Xeroxers

- Gullo's
- Some of these small business owners need funding to help them with work on their buildings and their façades and infrastructure
- If we look for funding to promote new business, we should look to try to help the existing businesses
- Local citizens drive to Wal-Mart of East View for cheaper price
- No parking in downtown

6.1.2 August 18, 2005 Committee Meeting

Attending: Dan Kwart, Don Cicchino, John Wadsworth, Karen Norman, Michael Sydow, Tom Kugris

A progress update meeting was held August 18 to allow committee members to review progress on the plan. During the meeting the following elements were reviewed:

- Summary
- Goals and Objectives
- Retail Analysis progress

Also during this meeting, the Potentials Plan was reviewed. Changes to the Plan were recommended, as were several corrections.

The public input process for the plan was discussed. It was agreed that the consultant would attend a Mayor's meeting with local business owners and that a public forum would also be held. Both of these were scheduled for September 19 and 27, respectively. The next committee meeting was tentatively scheduled for October 27.

6.2 Focus Group

Business Stakeholders – September 19, 2005

Attending: Rick Rayburn, Richard Reese, Bill Burlingame, Travis Piper, Dave Chandler, Thomas Kugris, Clyde Delf, Fran Snavely, Dodie Huber, Carol Altemus, Josette Vest, Barbara Thorpe, Donna DeLong

What is your vision of the ideal future for the Village of Bloomfield's downtown assuming no barriers, including time and money?

- All empty stores filled with thriving businesses
- A business area that is well supported to develop a meaningful place to stop and visit not just for shopping but to enjoy the village, for an event, to take in our history
- Decorative lighting without unsightly utility poles.
- Outdoor seating
- More shops with evening hours
- Bury the wires
- Real brick walks
- Historical look
- Incorporate rotaries, walks
- Create café/outdoor feel for good weather
- Develop destinations, support with inns, B&B's, restaurants
- A paid director for improvements and implementation – there have been several attempts at organizing but each time those folks got burnt out.

Main Street Bloomfield

Business people can donate only so much time, whereas a paid person could put full energy into promoting and making us grow into a destination. Maybe the director of the CDC could take this on with additional compensation

- Have the AWA locate their new building in the village
- Some place safe and fun for the kids – skate park, community/rec center, Boys/Girls club
- Some residential growth is needed as well as taking advantage of being a destination for the through traffic
- Community support for the school district – business support for the school district; academics and athletics
- Community center to be used for the youths
- Community theater
- Antique shows
- Renovated store fronts with historical character
- Play up historical nature of village
- Festivals – harvest, antiques
- Rails to trails idea
- Keeping the history – maybe changing the fronts of buildings to an earlier time
- Different specialty foods
- Quaint, historic, hometown, community

Revitalization Strategy

- Themed around history, architecture and home town feel - Build festivals and events around this theme
- A place where people want to come and walk around – quaint, pleasant, yummy
- A Park Ave type of atmosphere – shoppers, street dining, festivals, people watching, stay open later
- Clean, no clutter
- Existing buildings in good repair, owners take pride in appearance
- Wireless Internet access throughout business district

What specific unique attributes make downtown Bloomfield a good place to operate a business?

- Location
- It's a great small, old time community
- Clean
- Has beautiful old homes
- Several museums
- The antiques
- Small town atmosphere
- Centrally located, or crossroads on way to Bristol
- Small town friendliness – people like personal attention, remembering their name, what they like to eat or their family is

Main Street Bloomfield

- Tokens to remember Bloomfield would be a special keepsake
- The map idea was very good – I have many people asking where this or that is all the time. All I can do is point them in the right direction
- Home town feel
- Friendly people/atmosphere (3)
- Most of my clients are out-of-towners
- Feels homey
- Easy walking
- Small community – we know almost everyone by name
- Wide street
- Good infrastructure – sidewalks, curbs
- Small village atmosphere

What kinds of new businesses are needed to complement and support existing downtown businesses?

- We need our own large event to bring people to our village business
- Book shops
- Coffee shops
- Professional offices
- Old fashioned country store
- Sonic type roller skating, food service outdoors
- Soda Shoppe – old fashioned motifs
- Antique stores in the village
- Books/music stores
- Craft sales – consignment shops
- Outdoor café/eating
- Gift shops
- Fabric/needlework shop
- One large major business will help other smaller businesses grow
- Laundromat
- Auto car wash
- Improved sporting goods

Main Street Bloomfield

- How about an old fashioned general store
- Mix-multiple dealer-craft shop
- Quilt/needlework shop
- Dry cleaning drop off
- Another laundry
- Somewhere to buy office, computer, school supplies that you have to leave town for
- Parts store, skiing, hunting, fishing, boating
- Gift store with quality items
- Health food
- A health center/gym right on Main Street
- Antique car memorabilia
- Small specialty shops
- Upscale restaurant
- Incubator building for a bunch of small boutique type businesses – jewelry makers, candle makers, candy makers
- Hobby shop
- Internet café
- Old style bowling alley (1950's era)
- Laundromat

Revitalization Strategy

- FLCC remote learning center or instructional/learning center for self improvement

What specific issues should the Main Street Bloomfield Revitalization Strategy address to encourage healthy economic development in Bloomfield?

- To have people come here we need to take care of our youth needs – move them off of Main Street
- Our skating rink is great but have you looked at it – we are in winter country; clean it up , put in rest rooms, make it a skating rink you would be proud to have people use. A start to show we want you here and stay.
- Parking (4)
- The kids
- Filling store fronts
- Events to bring all ages to town
- Corn fest
- Car shows- larger than what they have now
- Small town – Bloomfield days on Main Street
- Encourage the businesses through the community
- Control of Main Street – taxpayers or kids
- Parking
- Community Spirit
- Business hours

- Something to do or see after 5 pm – sidewalks roll up at 5 pm, ghost town on Mondays, everyone is closed
- Tax incentives to repair business fronts

6.3 Public Workshop

Public Workshop – September 27, 2005

Attending: Andy Rogers, Jerry Rayburn, Deanne McKelvey, Lori Deloe, Ronald Wilson, Thomas Kugris, John Wadsworth, Ronald Parrish, Don Cicchino, Karen Norman, D. Daum, Julia Eberle, Mike Long, John Henry, Steven Murnan, Clayton Barnard, Nancy Long, Morgan Wesson, Christine Knowlton, Becky Buchholz, Ren Vasiliev, Genny Schroeder, Vaughn Buchholz, Dodie Huber, Kathy Bernatovich, Ron Newell

What is your vision of the ideal future for the Village of Bloomfield's downtown assuming no barriers, including time and money?

- Green space
- A few benches to sit on to chat
- The bank parking lot, for example is never full of bank business – use some of that
- I'd like to be able to everything I need to (shopping, banking, post office) without my car – walk to all errands
- Get rid of the kids hanging out
- Unique shops – antiques, unique gifts (like No 10 Main Street use to be)
- Ability to walk to shops from home or from parking spot

Revitalization Strategy

- Keep traditional architecture and lots, allow for parking on street or small parking lot in front of building, no strip malls
- Curbs, street lights, buried electric lines, sidewalks
- Bring families downtown
- Recreation center for the kids and the families will stay and shop downtown
- A swimming pool somewhere close to downtown
- If I have to drop my kids off somewhere, I will usually shop and look around
- Update the web site
- Promote Bloomfield from the web site
- Separate building for radio museum in downtown area
- Clean up “waste” areas around existing businesses – encourage pride from owners – more mowing plantings etc.
- Capitalize on “bloom” as slogan in growth of everything – roads, businesses, trees, flowers etc.
- Village antique mall (Charlie Gullo’s warehouse) to draw people visiting antique mile
- Expanded existing dog grooming shop/pet store
- Upper area of Bloomfield by the park needs to be better maintained and more things should occur at the park
- Better areas for parking
- Extend the historic district from former East Bloomfield to downtown

Main Street Bloomfield

- Build on our historic atmosphere
- Try to unite uptown and downtown
- Antique, specialty stores, arts and crafts
- Finger lakes wine store
- Ski shop
- Hunting and fishing
- Maintain its charm without becoming too commercialized
- Make it more inviting to the outside/tourism
- Drugstore
- Area to have a farmer's market
- Destinations/turnarounds at the end of trail
- Antique shop with restoration supplies and classes
- A town that caters to the needs of the community – that may mean a small pharmacy to accommodate an aging population and our growing population
- Underground power lines if feasible, including cable and telephone
- Plans for a bus stop if the community develops as we hope
- A full time or part time police officer to help manage problem areas (i.e skateboarding in unauthorized locations, etc)

What specific unique attributes make downtown Bloomfield a good place to operate a business?

- It is friendly to pedestrians
- Attractive architecture
- Businesses close together
- Most everyday items are available close by, so we don't need to duplicate those businesses. We have an opportunity to be known for hard-to-find or different products and services
- Area is small enough to walk around
- Enough area to grow with better parking and more buildings]
- Already have nice older buildings that could be refreshed
- Friendliness of business owners and community
- Friendly people
- Main artery (Rt. 444) from Rochester, Victor to Canandaigua Lake resort area, high traffic area for commuters
- Safe community
- Outgoing, peaceful, relaxing
- Clean, friendly, helpful and safe
- Close to Rt. 5 and 20 and Rt. 444 comes directly through

What kinds of new businesses are needed to complement and support existing downtown businesses?

- Knitting/quilting shops
- Shops that bring in people repeatedly (like our bakery does)
- Newsstand/bookstore
- Bring the historical society downtown
- Deli/specialty food shops
- An upscale antique shop
- Sporting good store –upper end
- Creamery
- Horse tack shop
- Computer sales and service
- Unique gift shop (as part of a pharmacy, like Parkleigh Pharmacy in Rochester)
- Knitting/sewing shop (hobbies)
- Radio controlled boats/cars/appliances – like Dan's Crafts and Things
- Antiques
- Paint Store
- Sub Shop

Revitalization Strategy

- Coin Laundry – but with other business attached so owner/employees can watch laundromat for maintenance and cleanliness. Other business could be dry cleaner, coffee shop, tanning salon etc.)
- Focus to the kids, something that the kids will bring their parents
- Maybe open a community center in one of the empty buildings allow the Scouts or other group use
- Nicely built, decorated and managed Laundromat
- Small apartment building
- Drugstore/gift shop like Mead Square in Victor
- Nice pub/restaurant with light fare (1812 Inn) for yuppie crowd and retirees etc
- Antique store/mall right in village
- Wine shops
- Gift stores
- Old fashioned ice cream store
- Drug store
- Updated grocery store
- Small shops – specialty shops
- Pharmacy, not necessarily an Eckert. We should look at he Mead Square Pharmacy in the Village of Victor, which is a combination pharmacy, gift shop
- Dry cleaners/tailors

Main Street Bloomfield

- Small specialty shops – wine (Finger Lakes coop)
- Antiques
- Arts and crafts
- Ski shop
- Farmer's market to support farmers
- Automotive parts shop (windshield wipers, oil, gas cans, fluid replacement for auto)
- Develop railroad trail
- Health facility
- Another park/water fountain
- Antiques in the village
- Antiques downtown
- B&B
- Wine related business

What specific issues should the Main Street Bloomfield Revitalization Strategy address to encourage healthy economic development in Bloomfield?

- Do not bring in things/businesses like the Dollar Store, Rent-a-Center or McDonalds
- We need upper economic draw
- Kids off streets

Revitalization Strategy

- Lower taxes
- Sidewalks north on Rt. 444 so people can walk to/from Cheap Charlie/ Gullace's etc, including to/from houses on Rt.444
- Lighting north on 444 sidewalks
- Lighting, security (cameras) in recreation area off Oakmont
- Bring families downtown
- Bike trials, walking, trails or a karate or exercise classes, events
- More sidewalks – i.e. Agway area
- Need another community gathering center besides Elton Park – for festivals, fairs etc
- Need to capitalize on community pride
- Problem of bikes/skateboarding – safety, damage to property
- Dangerous skateboards and bikes
- Create a destination spot for shopping, dinner and extracurricular activities (walking trails etc.)
- Extend sidewalks on Rt. 444 towards Gullace's Ice cream Shop and Cheap Charlie's restaurant also towards Amy's blooming Barn and past the elementary school to the new sports fields to the south of the elementary school so people can walk or ride their bikes to the fields, to bring the school more into the community
- Awnings in town for the businesses are very attractive, along with our existing flower carts would be a wonderful addition to the ambiance of the village

Main Street Bloomfield

- The urban design plan was wonderful. Landscaping and a face lift are a must for the village
- Industrial area – cleanup fix up – make it look more attractive
- Big M Store needs fix up – paint etc
- Focus on empty buildings
- Kids focusing time on being mischievous/bored – maybe neighborhood watch
- More lighting
- Health, parks, tourism
- Maybe offer local maps of all interest to outsiders – listing all businesses, address (historical society, restaurants, antiques)
- More landscaping
- Handle the skateboarding issue



7.0 Literature Review

The following documents were provided as part of the literature review that helped to inform the conclusions of the Main Street Bloomfield Revitalization Strategy.

- Bloomfield Antique Country Mile brochure
- Bloomfield Community Profile (1990)
- Bloomfield Community Profile (2000)
- Budget (2005-2006)
- East Bloomfield Historic District Certificate (copy), nomination and maps
- East Bloomfield Village Historic District Walking Tour brochure
- Economic Development: Bloomfield's Community Lifeline, East Bloomfield Improvement Association Business Enhancement Committee
- Location of Apartments in Village

Main Street Bloomfield

- Main Street Bloomfield Revitalization Strategy Grant Application October 2004
- Main Street Bloomfield Revitalization Strategy Grant Application September 2003
- Memories and Traditions of Bloomfield 1789-1989 Sketchbook II by Virginia Schroeder and Marilyn Herr-Gesell
- Ontario County Demographic Data from Census
- Phase I Environmental Assessment 100-200 Industrial Park (May 2002)
- Town of East Bloomfield and Village of Bloomfield Comprehensive Plan (1998)
- Village of Bloomfield 5-year Plan
- Village of Bloomfield Community Questionnaire
- Village of Bloomfield Demographic Data from Census
- Village of Bloomfield Emergency Contacts
- Village of Bloomfield Subdivision Regulations (1994)
- Village of Bloomfield Water and Sanitary Sewer systems Engineer's Report (August 1991)
- Village of Bloomfield Water and Sewer Systems Capital Improvement Program Five Year Master Plan Update (January 1996)
- Village of Bloomfield Work Sites
- Village of Bloomfield Zoning Local Law (1992)
- Water and Sewer Systems Capacity Report (2004)

Revitalization Strategy

- Western Ontario Local Community Development Corp. (WOLCDC) Brochure and Background
- WOLCDC Microenterprise Loan Program brochure

