

VILLAGE OF BATH, NY INVESTMENT OPPORTUNITIES



Downtowns are "cool" again!

Village of Bath is poised to capture the interest of investors and the buying power of target customer groups with an aggressive property and business development strategy.

Bath has what today's consumers want ...

a personal experience in a comfortable setting with today's technology

- ✓ Local pubs and cafes
- ✓ Vintage setting with parks, town squares
- ✓ Wide sidewalks with attractive lighting
- ✓ High-speed internet
- ✓ Convenient parking
- ✓ Walkable and convenient layout
- ✓ Local cafés, pubs and more where each has its unique character
- ✓ Opportunity to just visit or live in a vibrant downtown setting in a quaint community

INVEST IN THE VILLAGE OF BATH

The Village of Bath provides an ideal environment to offer that eclectic mix of new and old, unique experiences, and personalized service lost when more suburban big box stores and chain store were developed for mass markets.

With its vintage setting, the Village of Bath recreates that sense of community and connectedness so desirable in a downtown retail setting. There is opportunity to invest in the Village's unique downtown properties and retail spaces and take advantage of its unique geographic location as a gateway to the Finger Lakes.

- ✓ Location on the I86 corridor and proximity to major arteries i.e., I390
- ✓ Steuben County seat
- ✓ Major gateway to activities and destinations surrounding Keuka Lake
- ✓ Historic District Designation of the Liberty Street Corridor
- ✓ Historic Design Guidelines
- ✓ New and expanded municipal parking
- ✓ Wide sidewalks with attractive lighting
- ✓ Historic District façade improvements
- ✓ Historic District gateway signage
- ✓ Upgraded water and sewer infrastructure
- ✓ High-speed internet and inexpensive utilities

Diverse Consumer Base

Bath offers access to consumer groups with buying power. There is the opportunity to provide the best in customer service and take advantage of popular consumer trends from regional destination venues to outdoor dining and entertainment, street shopping, digital messaging and "shoppertainment."

Downtown Workers

- ✓ Daytime population of more than 12,000
- ✓ 5,475 daytime workers, including 1,800 workers at the various businesses and government
- ✓ 60% white collar jobs
- ✓ 60% live within 15-minute drive of downtown; prospective customers after hours and weekends

Local and Year-Round Regional Residents and Workers

- ✓ 11,000 residents and 4,027 day-time workers within 5 miles of the Village's downtown core
- ✓ Residents and workers within 5-10-mile radius spending on retail goods, restaurants, recreation, apparel, and personal services

Seasonal Residents and Visitors to Finger Lakes Wine Country

- ✓ Young travelers, ages 22-34 without kids
- ✓ Affluent residents and travelers with an annual household income \$100,000+



Top 5 Activities of Overnight Visitors:

- Dining - unique, local - 77.5%
- Driving / sightseeing - 62.5%
- Shopping - 58.9%
- Wineries - 52.7%
- Museum / Gallery / Art - 51.8%

INVESTMENT OPPORTUNITIES

“Village of Bath offers investors and businesses the opportunity to provide a “destination experience” where the experience of being in the place is as important as the lodging and the goods and services purchased.”

PROPERTY DEVELOPMENT FOCUS: REDEVELOP OBSOLETE AND UNDERUTILIZED BUILDINGS

Lodging

- Destination Hotel
- Upper story Airbnb lodging in downtown historic buildings

First Floor Retail: Restaurants, Pubs and Breweries, Tourism Related, and Consumer Goods and Services

Upper Story Market Rate Housing

RETAIL MIX FOCUS: BUSINESSES THAT WILL MEET THE EXPECTATIONS OF CONSUMER GROUPS

Food and Alcohol (feature outdoor dining and live entertainment when possible)

- Neighborhood restaurant/coffee shop serving breakfast and lunch specials
- Bakery with specialty coffees, sandwiches/subs, and seasonal ice cream; feature small eat-in area
- Specialty restaurant; particularly farm-to-table fare featuring local products and wines
- Ethnic restaurants such as Mexican or Italian
- Barbeque and smoked food restaurant (i.e., Nickel’s Pit BBQ or Slammin Jammin in Corning)
- Pubs/tavern with food offerings such as burgers, wings, specialty pizza, BBQ, etc.
- Micro Brewery: brewery/production facility, tasting room and light fare

Retail

- Bodega – small neighborhood merchantile and grocery with basic food and pharmacy items, deli, and basic household goods
- Artisan and hand-made goods shop; with focus on Finger Lakes products
- Second-hand store
- Bicycles and scooters – rentals, tours, repairs, sales
- Furniture Upcycler: vintage furniture sales and repair/upholstery services. Perhaps combine with antique exchange
- Specialty store featuring health foods and Finger Lakes locally made products

Personal Services

- Hair salon
- Dog grooming and training
- Small gym, yoga studio and/or fitness class center; offer programs for Steuben County employees

Professional Services

- Event planning – weddings, etc.
- Professional Services (insurance, attorneys, real estate, etc.)

Tourism Related

- Tourist support services -- Hiking and biking tours, nature tours and instructions, fishing gear, supplies, etc.
- Water sports outfitters for both lakes and rivers – sell and rent gear and equipment
- “Taste of the Finger Lakes” -- Wine/Beer/Spirits Tasting and Sales Room, and a retail component with locally made products
- Finger Lakes Cooking Classroom

Arts and Crafts

- Woodworking crafts, lessons and sales
- Craftsmen workshop and sales
- Artist and Creative Maker spaces; including retail area

Entertainment

- Blackbox theatre