



# TOWN OF PLATTSBURGH

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## ***For Immediate Release***

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## **Results of public survey guides Town of Plattsburgh next steps**

PLATTSBURGH, NY – The Town of Plattsburgh has been deeply committed over the past year to the creation and launch of the Developer's Guide.

'Hi, We're Plattsburgh', as the guide is titled, represents our heartfelt invitation to the wider development community. Within its covers, readers will find the numerous opportunities Plattsburgh and its neighboring regions offer. This guide not only provides crucial Plattsburgh-specific data for prospective businesses, but also celebrates our unparalleled location, dynamic business scene, and the exceptional quality of life we provide.

We paired this tool with a Community Development Survey which garnered an impressive 3009 responses thus far (and is still open!), offering illuminating insights: Our top business choices for the town comprise of Trader Joe's, Olive Garden, Golden Corral, Dave & Busters, and Mini Golf. Furthermore, when asked about sectors they desire expansion in, the sequence of preference was Indoor Recreation, Retail, Dining, Youth Activities, and then Arts & Culture. Breaking down our respondents: 53.7% were nearby residents, 44.6% hailed from the Town, 1.2% from Vermont, and 0.5% were our Canadian neighbors.

And this is just a snapshot of the data. Although the survey had a commercial focus, we heard from many respondents about protecting and promoting our natural resources like Lake Champlain and the Saranac River. Many respondents are looking for entertainment venues, and multi-use spaces. There is also a clear demand for commercial development that will continue to elevate our employment options in the region. And of course, the demand for housing cannot be overstated.

We intend to share the Developer's Guide with 300 Site Selection specialists that work in all sectors including housing, while also featuring it on prominent industry websites. When a business or developer consults a site selection specialist to identify new locations for growth, we want Plattsburgh to be on their list.

Local stakeholders, be they realtors, engineers, or entrepreneurs, continue to be engaged as well as encouraged to use this guide as they market properties or draft franchise pitches.

In line with our commitment to reflect community preferences, the Town has curated a list of 31 companies that resonate with our residents' interests and our demographic studies. We are reaching out directly to:

Olive Garden	Men's Wearhouse
Trader Joes	Tim Horton's
Cracker Barrel	Rock N Deli
Dave & Buster's	PF Changs
Golden Corral	Great Wolf Lodge
Whole Foods	La Belle Province
Costco	CoreLife
Wegmans	Chuck E Cheese
H&M	Sierra Trading Post
Chili's	DiBellas
Denny's	GetAir
Bass Pro	Lululemon
REI	Puttshack
Red Lobster	The Container Store
St. Hubert	IKEA
	USA River Cruises

These companies have been identified for potential development, or even by associated sister-companies. But this is not just about reaching to out of town businesses. Additionally we have spoken with numerous *local* developers about possible investments that will tie directly into the sectors community expressed high interest in. We believe that, by merging our community's aspirations with strategic outreach, Plattsburgh's growth story will continue to be one of success and community fulfillment.

Simultaneously, the Town is nurturing a multifaceted portfolio. Our ongoing endeavors are geared towards enhancing Plattsburgh as the prime destination to live, work, and grow a business. Housing remains at the forefront, with 259 proposed new residential units. Simultaneously, we're witnessing an expansive growth in commercial spaces, spanning well over 500,000 square feet. Additionally, we're channeling investments into our park facilities and meticulously crafting a comprehensive park plan for our community's bright future. We recognize that a community needs all of these pieces to thrive, and we at the Town do everything in our power to bring diverse and multi-sector development to Plattsburgh.

Learn more: <https://www.townofplattsburgh.com/developinplattsburgh/>

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