

CANAL DESTINATIONS

REVITALIZING THE CAYUGA-SENECA CANAL



Finger Lakes Water Adventures
Stivers Seneca Marine
PO Box 1036
Geneva, NY 14456
(315) 789 5520
bstivers1@hotmail.com

Summary Outline

THEN

Geneva, Waterloo, and Seneca Falls NY are all towns revived in 1820 when the canal was built for transporting goods. The building of the canal commenced the revitalization of these areas.

NOW

- Infrastructure along the canal is deteriorating and the once thriving industry has left
- Towns are poverty stricken, low-income families struggle to survive
- Long-standing businesses are a thing of the past due to economic conditions of the area
- The canal is not being used to its full potential
- The comprehensive plans of these canal towns outline the issues above, but lack solutions
- Tourism is currently the main industry in these towns and businesses along the canal

OUR PLAN

- Foster economic development and tourism by capturing the tourist
- Use the Cayuga-Seneca “Canal” to bring a surplus of people to these destinations
- Focus on tourists’ needs provide unique experiences with a full itinerary
- Coordinate with businesses and entities already established along the Canal
- Use the Canal as a main source of transportation to these businesses and entities
- Experience and learn about the Canal as you go
- Attracting more people to the Canal will bring a need for more business
- Help guide tourists to a place to stay, things to do, places to eat, and transportation

HOW WE SEE THE CANAL IMPROVING FINANCIAL STABILITY

- New businesses will flourish along the Canal due to an increase in tourism
- Waterloo, Seneca Falls, and Geneva will be able to develop waterfront projects

City of Geneva – build lakefront marina with DRI Funding

Village of Waterloo - build out DOT property adjacent to lock 4

- utilize Canal Island for recreational use, aka Distillery/Bear Island

Town of Seneca Falls - expansion of The Knitting Mill

- development of south wall

- The Cayuga-Seneca Canal becomes a destination for education and activity through tourism
- This plan will be duplicated to other areas along the Canal in the future

Our proposal dictates fostering economic development and tourism by capturing the tourist, by using the canal for transportation, and the location of activities. It will encourage communities to develop their waterfront as outlined in their comprehensive plans. Events and activities will be more successful due to community support and a critical mass of people in the area. The canal will revitalize the area once again.

History

Once known as the Seneca River, the Cayuga–Seneca Canal became an economic mechanism as well as a mode of transportation between Cayuga Lake and Seneca Lake. The Canal helped boost local industry and the general population within the small communities of Geneva, Waterloo, and Seneca Falls, which lie between these two Finger Lakes.

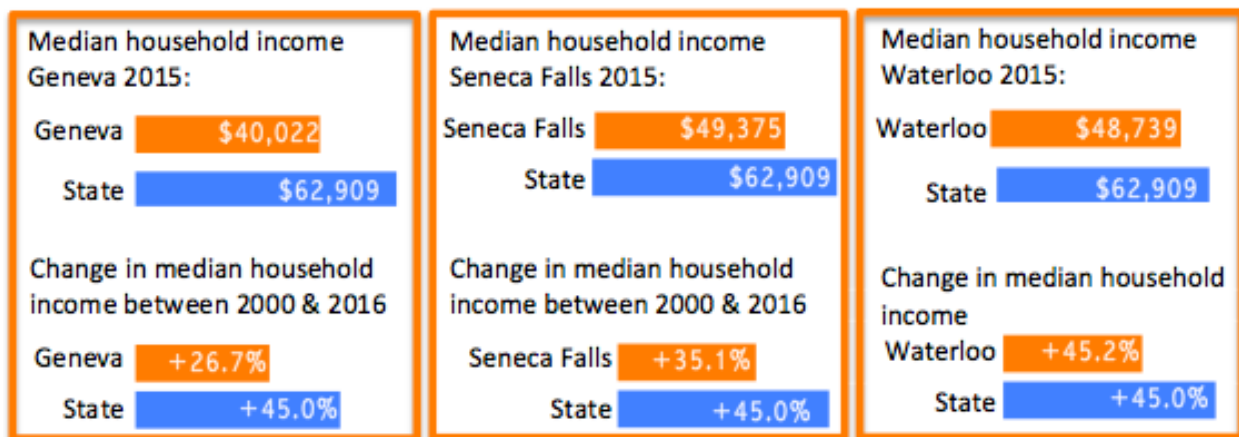
The locks located in Seneca Falls were completed in 1818. In order to further develop industry in the area, the rapids were dammed to form the upper, middle, and lower falls, and industrialization began to grow at accelerated speeds. In 1825 the Cayuga-Seneca Canal was extended to connect with the Erie Canal. This extension added 4 locks and 12.5 miles to its length and officially opened in 1828.

The new Cayuga-Seneca Canal had momentous economic impact upon the area with the transportation of goods. Geneva, Waterloo, and Seneca Falls were now connected with a very practical and improved transportation system in addition to a new way of doing business. The towpath constructed alongside the Canal route meant that boats could now be towed by mules and horses rather than by manpower using oars or poles.

This route went relatively unchanged for about 50 years until a much larger canal would be built.

Demographics

Today the Cayuga-Seneca Canal is no longer used for transporting goods and merchandise however it still has an extreme economic impact on the towns that lie alongside its banks. Over the years the economic wealth that once made the towns of Geneva, Waterloo, and Seneca Falls booming communities has since faded due to failing industries. The industries have moved from the area for many reasons including a deteriorating infrastructure. Closing of the Seneca Army Depot and Sampson Air Force Base has reduced the critical mass in these communities dramatically. These towns are now poverty stricken in relation to other towns in New York State, which is indicated by the graphics seen below:



The above demographics are an indication of a failing economic system and a stalled economic progression. The lack of critical mass in these areas could be the most resounding factor.

The economic development of the towns surrounding the Cayuga-Seneca Canal is partially dependent on improving and developing certain infrastructures. Building up the town's infrastructure would ignite a revitalization of these once booming cities, which in turn would spark the revitalization of the Cayuga-Seneca Canal.

In order to successfully develop economic revitalization of the Canal system certain improvements and advancements need to be implemented for the towns of Geneva, Waterloo, and Seneca Falls. For instance, improving the aesthetic appeal of "Main Streets" and filling vacant storefronts with long-term businesses as opposed to short term fly by night establishments. Engaging the local school districts as well as other school districts from across

the State to educate students about the history of this area and the Cayuga-Seneca Canal itself. It is not only important but also equally as necessary to build on the existing assets of these towns. Emphasizing what currently “works” and at the same time developing new areas of interest will increase revenue and keep operating costs down. What makes this project feasible is the fact that most of the pieces already exist. It is just a matter of “connecting the dots.”

All three of these Canal towns have compiled either a Comprehensive Plan or an Economic Development Revitalization Plan outlining future strategies, projects, and initiatives. It is important to note that none of these plans sufficiently address the lack of critical mass across this area and that issue, in particular, needs to be brought to task.

Geneva, Waterloo, and Seneca Falls all lack the critical mass necessary to sustain a viable destination location. This plan intends to build the critical mass in these canal towns by enhancing the use of the Cayuga-Seneca Canal. These enhancements will lead to the revitalization of the canal and the towns that surround it.

Seneca Falls

Seneca Falls is a small town located on the Cayuga-Seneca Canal near Locks 2 and 3. It is also the birthplace of Women's Rights and houses the Woman's Right National Historical Park. Several thousand people pass through this small town every year to visit the home of women's suffrage leader Elizabeth Cady Stanton. They also stop to visit the Women's Rights Museum and the Wesleyan Chapel, which lies adjacent to the Museum where the first Women's Rights convention was held on July 19th and July 20th in the year 1848.



Women's Rights Museum, Seneca Falls NY



It's a Wonderful Life Run, Seneca Falls NY

Seneca Falls also hosts the "It's a Wonderful Life Festival" every year around the holiday season. People come from all around to visit the It's a Wonderful Life Museum where they can meet and obtain autographs from some of the original cast members of Frank Capra's famous movie. The town also hosts "It's a Wonderful Run," a 5K race, which drew in over four thousand people in 2017. Seneca Falls has a wonderful Canal history including the area known as the "flats" which is now under water of what is called VanCleaf Lake. Upon completion of the original Canal in 1821, the industry and population of the town began to grow. Approximately 50 residential houses existed in the Flats along lower Fall Street and Dey Street. In keeping with the economics of the time, industrial changes began to evolve. Several mills and industrial plants including the Rumsey Works and Silsby Manufacturing Company began to emerge along the shores of the Canal.



The Flats, now VanCleaf Lake Seneca Falls NY

Further west along the Canal Downs and Company opened their doors selling pumps, stove parts, sausage stuffers, meat choppers, bootjacks, corn shellers, flatirons and bells.

During the Civil War Downs and Company fell on hard times and began making knitting machines that would make socks, and arms and legs for long underwear. The Seneca Knitting Mill still stands today along the shore of the Cayuga-Seneca Canal and the town has recently began its restoration.

Not long after the death of Abel Downs in 1869 the three remaining partners incorporated the business Goulds Manufacturing Company known today as ITT located on Fall Street. Shortly thereafter the Canal became antiquated and New York State decided to upgrade the water transportation systems into the



Trinity Church, Seneca Falls NY

Barge Canal System. On August 20, 1915 the flooding of the new waterway was completed. The “Flats” with its industry and private residences were gone and in its place appeared beautiful VanCleaf Lake. A picture of this artificial lake, with the Trinity Episcopal Church in the background has become one of the most beautiful tourist photos for all of New York State.



The Knitting Mill, Seneca Falls NY

Other places of interest to note are the Montezuma National Wildlife Refuge and Cayuga Lake State Park. Seneca Lake Reel Tours currently offers a full day package highlighting downtown Seneca Falls, Lock 2 and 3 and the Montezuma Wildlife Refuge. This package is very popular among ornithologists.

Waterloo

The Village of Waterloo, New York originally named Skoi-Yase (flowing water) by the Cayuga Indians was established around 1500 and is located close to the Cayuga-Seneca Canal near Lock 4. The town being appropriately named due to the abundant supply of fish, especially eels, that inhabited the Seneca River.

In March of 1866, New York Governor Nelson Rockefeller proclaimed Waterloo, New York to be the birthplace of Memorial Day. It was noted that Waterloo, New York was the first place to acknowledge a formal, complete, well-planned day of observance entirely dedicated to honoring the casualties of war.



The first day of observance was May 5, 1866. It was a day devoted to honoring the dead. The women of the town met and prepared wreaths, crosses, and bouquets to be placed on every veteran's grave. The Village itself was also decorated with flags at half-mast, evergreen boughs and black streamers.

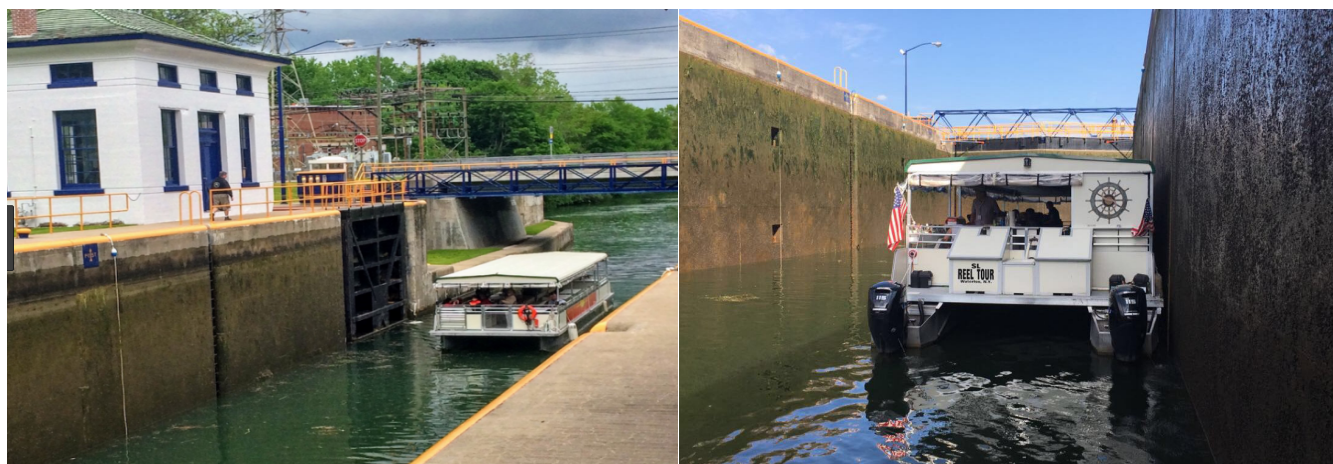
“Celebrate Commemorate Memorial Day” is a three-day festival, which honors the birthplace of Memorial Day and all Veterans who have lost their lives while fighting for their country. Waterloo’s main street and nearby Oak Island are where the main attractions are located for the festival. Both of these locations are located within direct proximity of the canal.

The festival is held over a period of three days and includes many attractions for visitors of all ages. Civil War reenactments are done throughout the festival usually concentrating on certain significant events that occurred during wartime. The Wheels on Main Street car show is usually held on the last day of the festival. At the show one could expect to see speedy racecars, trucks, farm tractors, woodies and restored classic cars. Oak Island is where visitors will enjoy taking narrated boat tours on the Canal hosted by Finger Lakes Water



The Wheels on Main Street Car Show

Adventures aboard their brand new 50-foot catamaran called “Seneca Lake Reel Tours” and it is one of the best places to watch the fireworks show. The arts and crafts show, 5K run, and the annual Veteran’s biker rally are just a few of the other attractions visitors to the festival will enjoy. The Village currently has a written proposal that will place amenities including a walking trail on the south side of the Canal next to the locks. The Village of Waterloo has developed a walking tour that links the Canal Trail to significant historic buildings and services in the Village center, including the National Park Service’s M’Clintock House.



Seneca Lake Reel Tour Boat Giving a Narrated Tour of Canal Lock System

Geneva

The City of Geneva is located on the northern shore of Seneca Lake. It was originally known as the Village of Kanadasaga founded by the Seneca tribe in 1687.

Geneva is home to Hobart and William Smith Colleges as well as many historical landmarks including the Belhurst Castle and Rose Hill Mansion. Governor

Andrew Cuomo has recently awarded the City 10

million dollars in Downtown Revitalization Initiative funds to further the economic stabilization of the City. The strategic and diverse projects that were chosen will help grow the job market and develop the downtown business district. More particularly the grant money will supplement the improvement of pedestrian access to Seneca Lake from downtown. The City will be able to upgrade the pedestrian experience with streetscape enhancements. Two historic downtown anchor buildings will be restored and an abandoned theatre will be re-purposed into a microbrewery. Money will be allocated to develop a 100-slip public downtown marina along the shores of Seneca Lake. The famous Smith Opera House is also slated for enhancements.

Linden Street, in the heart of the City, offers a fast-growing food, entertainment and drink hub. During the warmer months it is home to many events and weekend street closures. The City of Geneva is rich in unique and trendy new restaurants and wineries. One such winery, Lake Street Station Winery, is not only a winery but it is a gift shop and a liquor store. The history, décor, and wines are unique to the area and the winery serves hundreds of visitors a year. Once a historic Texaco Station, Lake Street Station Winery, is a newly renovated downtown building, centrally located between the City of Geneva and the Visitors Center. This Visitor Center is under renovation by the Governor to become a state run New York Welcome Center. These projects are only a few of what the future holds for this up and coming City.



Belhurst Castle, Geneva NY



Ramada Inn Waterfront Project, Geneva NY

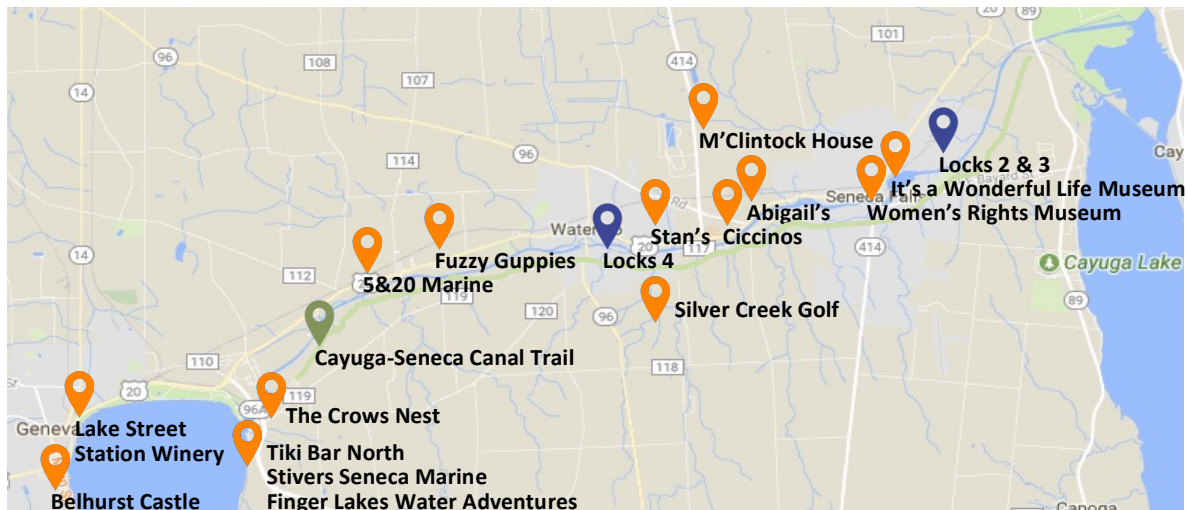


Linden Street, Geneva NY

The Plan

Our plan is twofold and is designed not only to foster “Economic Development and Tourism” along a 20-mile stretch of the Cayuga-Seneca Canal between Cayuga Lake (Seneca Falls) and Seneca Lake (Geneva) but also to build upon the critical mass needed in these three Canal towns.

The Cayuga-Seneca Canal is centrally located between the two largest Finger Lakes and their prospective towns welcome thousands of visitors per year.



Cayuga-Seneca Canal System

Along with the lush countryside, the shores of the lakes are landscaped with wineries, cheese trails, breweries, fine restaurants, beautiful homes and museums.

By aligning with the towns of Seneca Falls, Waterloo, and Geneva, their school districts, and other local partnerships, we propose to build upon the critical mass which would boost the town's economic development, regenerate travel on the Canal, and improve the Canal system's long term financial sustainability.

The idea is to use the Canal as a mode of transportation. Tourists will be able to travel from location to location without having to drive. This will eliminate the “passing through” concept that, unfortunately, is more the norm for these communities.

Each of these communities must offer certain amenities, either through their municipalities or through private businesses. The vision is for a tourist to arrive in one of our communities, we would assist them in finding restaurants, activities and lodging for the duration of their stay. We would also make available water and ground transportation on the canal from any location.

By collaborating with the towns and businesses we would be able to hold the visitor locally over an extended period of time. Offering everything from shopping, seasonal events, musical performances, sports entertainment, water activities, guided tours on land and water, wine, brewery, and cheese trails just to name a few.

The plan would take “transportation” and make it centralized to the areas surrounding the Cayuga-Seneca Canal. The visitor would be able to travel via water taxi, boat rentals, taxi cabs, Uber, Lyft, limousine, biking, horseback riding, snowmobiling or by walking the Canal trail. The visitor would be able to stay at any location and they would be able to utilize all the amenities offered by the collaboration of the municipalities and businesses without worrying about transporting themselves or their families.

As mentioned earlier in the proposal, all the working pieces already exist along the canal. There are things to do, places to stay, places to eat and experiences to be had. So what is missing? We are missing the knowledge and understanding that all of these activities are accessible to locals, tourists, boaters, etc. By marketing an itinerary with all of these working pieces and providing modes of transportation and activities for people to engage in as they travel the canal, we are sure to hold the attention of travelers. Increase in activities, the marketing of amenities, and the collaboration between the areas towns and businesses would increase traffic by attracting more student groups, bus groups, boaters, limousine stops along the Canal, and destination stops for world travelers.

The main industry for these small towns is tourism. All of the municipalities have Canal side improvements outlined in their comprehensive plans however; they are skeptical to build due to the lack of visitor traffic. By developing these towns along their water fronts will encourage the visitors to remain not only on the lakes but centralized between the lakes by utilizing the Cayuga-Seneca Canal; thereby enabling these communities to flourish and regain some semblance of economic growth. The idea of keeping the traveler engaged within these boundaries during their stay will certainly stimulate the economic growth of these communities and enable them to create even more activities during the spring, summer, and fall months along the Canal. Winter activities will be added as the critical mass increases.

The influx of tourists to these communities would stimulate growth thereby allowing existing businesses to make money. New businesses would be drawn to the area and new business owners would buy property in the area to live locally.

All three of the towns mentioned in this narrative have something unique to offer. Tying these assets together with other local businesses and marinas will turn the towns along the Canal into “destinations” instead of just areas that a traveler passes through. For example, Finger Lakes Water Adventures currently offers boat tours, boat rentals, water taxis, a Tiki Bar and two marinas both located on the Cayuga-Seneca Canal.

The water taxi will enable visitors to travel between both lakes to enjoy what the Canal and its towns have to offer without the need to drive. The water taxi will collaborate with the towns and their local modes of transportation, i.e., Limousines, taxis, Uber, etc., allowing visitors to disembark from the water taxi for an hour, a day, a week or two. The visitor will have the option to stay in just one town or make their vacation plans over several days or weeks between both lakes utilizing the Canal as their highway.

The Cayuga-Seneca Canal becomes somewhat dormant during the winter months. We would like to change that. For example, Seneca Falls hosts the “It’s a Wonderful Life” festival every December. Visitors come from all over the country to participate in the “It’s a Wonderful 5K Run” and the other activities created by the festival organizers. Geneva holds “Winter Fest” in February and Waterloo celebrates “Dickens Christmas” in December. We intend to build on what is already in place by collaborating with the municipalities and businesses of the three Canal towns. It would be economically feasible to create and market wintertime activities along the Canal way Trail such as cross country skiing, snowmobiling, hiking, and ice fishing. These specific activities would bolster the local economy as well as the Canal system itself in an area that has, in the past, seen mostly summer and fall influxes in revenue. This type of winter activity would increase economic development, boost tourism and it would improve the long-term financial sustainability of the Cayuga-Seneca Canal.

Each of these towns has in place certain projects that would benefit the local economies. An increase in traffic would be an incentive for town officials to start working on these projects. The more projects each town completes will inevitably increase the financial stability of the town’s businesses thereby making the Cayuga-Seneca Canal more sustainable.

The three communities involved in this plan, namely, Geneva, Waterloo, and Seneca Falls all have waterfront projects outlined in their comprehensive plans. Building on the attractions, events and amenities that these towns currently offer together with new waterfront projects and partnerships with local businesses and schools is the key to making this connectivity plan successful.

The abundance of history and heritage surrounding the Cayuga-Seneca Canal and its outlying towns is expansive. Attracting students and adults from other communities on a regular basis will bring awareness to the area. It may also potentially encourage these same out of town visitors to make a return trip to the area with their friends and families. Engaging school districts from across the state to visit the area throughout the year, which, will help build the critical mass in the Canal towns where it is needed the most.

By collaborating with the local municipalities, businesses, and school districts, the Canal will become more profitable and vibrant. Because of the increase in traffic to the Canal towns, additional amenities would be needed. Stores, restaurants, hotels and the like would see increased activity. The Cayuga-Seneca Canal would potentially begin to receive revenue due to tourists paying a fee to use the Canal, boaters would be willing to pay a fee for the usage of the Canal due to benefits such as having access to certain events, shops or restaurants. Businesses could pay a fee in order to allow their customer's access to the Canal and municipalities could contribute to the maintenance of the Canal. New collaborative working models such as long-term agreements between the Canal and local businesses, municipalities, and schools can result in a win-win outcome. However, such collaborative agreements would only make sense if they create value for the tourists and incentivize the businesses.

The uniqueness of this plan is that it is duplicable. With the help of Canal NY, marketing this plan to the outside world will make it a successful project and one that will be easily duplicated regardless of what Canal town or city the plan is implemented in. Also, once this plan has been implemented in other Canal towns along the Erie Canal, the towns could then begin to collaborate with each other bringing in even more revenue for the towns and the state as a whole. Eventually, the idea of "Canal Destinations" could become a statewide, revenue-producing project for our historic Canal system.

The idea of “building” on what already exists, utilizing the Cayuga-Seneca Canal as a form of transportation, a destination location, and partnering with businesses, municipalities, and school districts that are firmly established is the key to greater economic growth not only for the towns but for the Canal system as a whole.

Team Qualifications

Finger Lakes Water Adventures

Stivers Seneca Marine

Owners Bob & Donna Stivers

PO Box 1036

Geneva, NY 14456

(315) 789 5520

Casey Fick: Ithaca College Graduate, Events & Marketing Coordinator for Finger Lakes Water Adventures

Eugene Laun Jr.: Stivers Seneca Marine and 5&20 Marine Operator

Amy Hawker: Canal Enthusiast and Historian

John Cooper: Canal Captain and Narrator for over 20+ years

Nellie Gardner: Canal Historian.

OBJECTIVE

To enhance the quality of life to work, live, and play in our community while expanding our businesses.

INVOLEMENT

President of Geneva Business Improvement District

Past Vice Chair for Canal NY

Current Board Member for Canal NY

Canal Society of NY Member

Annual lock inspections attendant

NYC Boat Show, booth attendee for NYS Canal Corp.

Geneva Chamber of Commerce Board Member

Geneva Visitor Center Board Member

President of Finger Lakes Federal Credit Union

BUSINESS ON THE CANAL

Canal Tour Operator

Houseboat Renter on Canal

Stivers Seneca Marine est. 1997

Dock builder for City of Geneva public docks est. 1991

Dock builder for Village of Waterloo public docks est. 1991

Tiki Bar North

Boat Rentals along the canal

5&20 Marine – Campsites, Docks, Events

EVENTS ON THE LAKE AND CANAL SYSTEM

Music and Wine Festival
Hydroplane Races on Seneca Lake
Cruisin' Night in Geneva
Muscleman Triathlon
National Lake Trout Derby Sponsor
Palmyra Canal Town Days Tour Boat Operator
Waterloo Celebrate Commemorate Tour Boat Operator

SIGNIFICANT CONTRIBUTIONS

Superintendent for construction of block wall in front of Trinity Church in Seneca Falls
Canal Conference Committee member 2014
Offer Boater Safety Course
Seneca County Emergency First Responder on the lake and canal
Canal Cleanup Days Participant
US Coast Guard Captain

REFERENCES

City of Geneva – Matt Horn (315) 789 6104
Geneva Business Improvement District – Mark Palmieri (315) 789 0102
Finger Lakes Federal Credit Union – Bob McFadden (315) 781 1334
Waterloo Celebrate Commemorate - Jane Shaffer (315) 719 8103
54th Senate District - Pam Helming (315) 568 9816

REFERENCE LINKS

<http://www.senecafalls.com/pdfs/draftplan062306-1.pdf> - Seneca Falls Comprehensive Plan
<http://cityofgenevany.com/wp-content/uploads/2016/09/GenevaPlanPart1FINALSpreads.pdf> - Geneva Comprehensive Plan
<http://www.townofwaterloocomprehensiveplan.org/> - Waterloo Comprehensive Plan
<https://www.canals.ny.gov/news/crc/plan.html> - New York State Canal Recreationway Plan
<http://fingerlakeswateradventures.com> - Cayuga-Seneca Canal Boat Tours, Boat Rentals, Water Taxi, etc.

Partners



MUNICIPALITIES

SENECA FALLS
WATERLOO
GENEVA
FAYETTE
SENECA COUNTY
ONTARIO COUNTY



PLACES TO STAY

RAMADA INN (Geneva)
DEL LAGO RESORT (Waterloo)
HAMPTON INN (Geneva, Seneca Falls)
THE GOULD HOTEL (Seneca Falls)
BRAGDEN HOUSE (Geneva)
CROWS NEST APARTMENT (Waterloo)
BARRETT'S MARINE (Waterloo)
5 & 20 MARINE (Waterloo)
MICROTEL (Seneca Falls)



PLACES TO EAT

THE PIER HOUSE
THE GOULD HOTEL
84 FALL
THE CROWS NEST
PARKERS BAR AND GRILLE
STANS
TORREY PARK
BELHURST
PORTICO
THE VINE
ABIGALS



OTHER THINGS TO DO

SHOPPING (Waterloo Outlets)
DOWNTOWN SHOPPING
(Waterloo, Geneva, Seneca Falls)
WINERIES
BREWERIES
HIKING
GOLF
TIKI BAR NORTH
CARNIVALS
TRIATHLONS
EVENTS & FESTIVALS
CHEESE TRAIL (Muranda Cheese)
DEL LAGO CASINO



TRANSPORTATION

SENECA LAKE REEL TOURS (Water Travel)
FUZZY GUPPIES (Kayaks)
ROY'S MARINA (Boat Rentals)
FITZGERALD LIMO AND TROLLEY
S&S LIMO
FINGER LAKES RAILWAY (Train)
GO BIKE ERIE (Bicycles)
SNOWMOBILE
HORSE & BUGGY



THINGS TO SEE

ERIE CANAL MUSEUM
WOMENS RIGHTS MUSEUM
IT'S A WONDERFUL LIFE MUSEUM
MEMORIAL DAY BIRTHPLACE
M'CLINTOCK HOUSE
ROSE HILL MANSION
PROUTY CHEW
SMITH OPERA HOUSE
POWER PLANTS
LOCKS
BELHURST
KNITTING MILL



THINGS TO DO ALONG THE CANAL

EDUCATIONAL BOAT TOUR
FISHING
BIKING
WILDLIFE TOUR
CAMPING
TUBING
SKIING
FLOATING
MUSEUMS
HORSEBACK RIDING
SNOWMOBILING



MARKETING PARTNERS

CANAL NY
I LOVE NY
ERIE CANAL NATIONAL HERITAGE COORIDOR
CANAL CORPORATION
ONTARIO COUNTY VISITOR CONNECTION
SENECA COUNTY CHAMBER
FINGERLAKES TOURISM ALLIANCE
GENEVA BID



LOCAL CANAL ORGANIZATIONS

SENECA MUSEUM OF WATERWAYS AND INDUSTRY INC.
SENECA FALLS DEVELOPMENT CORPORATION
PARKS AND TRAILS NEW YORK
CANAL SOCIETY OF NEW YORK STATE
CANAL NEW YORK MARKETING AND BUSINESS ALLIANCE
GRAVITY RENEWALS POWER PLANT

We are partnering with the above-mentioned organizations and many more. We have gained their support in our efforts. Signed letters of support will be furnished upon request, please reference the support letter below.

Attached below are current packages done by Finger Lakes Water Adventures

THE SENATE
STATE OF NEW YORK

CHAIR
LEGISLATIVE COMMISSION ON RURAL RESOURCES
VICE-CHAIR
CRIME VICTIMS, CRIME AND CORRECTION



SENATOR
PAMELA A. HELMING
54TH DISTRICT

COMMITTEES
BANKS
CHILDREN AND FAMILIES
CONSUMER PROTECTION
CULTURAL AFFAIRS AND TOURISM
HIGHER EDUCATION
SOCIAL SERVICES
HEROIN TASK FORCE
TASK FORCE ON LYME AND
TICK BORNE DISEASES
TASK FORCE ON
WORKFORCE DEVELOPMENT

January 8, 2018

Mr. Brian Stratton, Director of Canals
New York State Canal Corporation
30 South Pearl Street
Albany NY 12207

Dear Mr. Stratton:

As the New York State Senator representing the 54th Senate District, including a large portion of the NYS Canal System, I write in support of the application made by Finger Lakes Water Adventures and Stivers Enterprises to the "Reimagine the Canal Competition."

This application would seek to promote tourism along the Cayuga-Seneca Canal, by coordinating with municipalities along the Canal to offer tourists unique opportunities for recreation, dining, lodging, and transportation. By offering water based transportation and activities, this project would give tourists and local residents alike, the opportunity to experience great Canal towns and cities like Waterloo, Seneca Falls, and Geneva in a new light.

Our economy would benefit tremendously from the revenue that this tourism would bring to local restaurants, shops, wineries, museums, breweries, hotels and motels, and a whole host of others. These small businesses are the foundation of the local economy in the Finger Lakes that this project would seek to promote.

Once again, it is my pleasure to lend my full support to this application. Please do not hesitate to contact me if I can provide any additional information or address any concerns.

Best Regards,

A handwritten signature in black ink that reads "Pamela A. Helming".

Pamela A. Helming
NYS Senator, 54th District



del Lago Resort and Casino



Boat Tour of Seneca Lake

401 Boody's Hill Road, Geneva NY

(315) 789 5520

Start your morning with a beautiful boat ride! Enjoy a narrated tour of Seneca Lake and the surrounding areas. Learn all about the history of the lake as well as the towns and cities that surround it. Full bar and bathrooms on board.



[Finger Lakes Water Adventures](#)

Lunch at Tiki Bar North

401 Boody's Hill Road Geneva NY

(315) 789 5520

For lunch, head over to the Tiki Bar North. This bar and grill on the North end of Seneca Lake is a great place to have lunch with a view. Here a buffet style lunch will be served, adult drinks available at the bar.

[Tiki Bar North](#)



Wine Tasting

41 Lake Street, Geneva NY

(315) 352 4089

Next stop, Lake Street Station Winery, Geneva's Walk-able winery. This winery and gift shop in downtown Geneva was once an old Texaco Station and offers a unique wine tasting experience. Taste the Finger Lakes with their authentic blends.

[Lake Street Station Winery](#)



Del Lago Resort & Casino

**1133 NY-414, Waterloo, NY 13165
(315) 946-1777**

The Finger Lakes newest addition to the community. With the hottest slots, the most-thrilling table games, marquee entertainers & a 4-star resort-style hotel—excitement at a whole new level.

[Del Lago Casino](#)



AGENDA

10:00 am - Drop off at Stivers Seneca Marine

10:15am - Board Seneca Lake Reel Tours

12:00pm - Buffet style lunch served at Tiki Bar North

1:00pm - Arrive at Lake Street Station Winery for wine tasting

2:30pm - Board bus to del Lago casino

Leave del Lago casino at your leisure.

- Group rates available for up to 49 passengers
- Restrooms located at each destination
- Ample parking available at all locations
- Finger Lakes Water Adventures is just 11.1 miles from NYS Thruway exit 41, and 7.1 miles from exit 42

- \$42.00 per person
- This package can be modified to suit the needs of any group. We are happy to assist in making a package that is perfect for your group.



Finger Lakes Water Adventures
presents

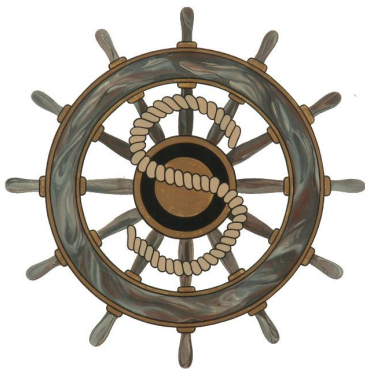
Seneca Lake Reel Tours
Stivers Seneca Marine
401 Boody's Hill Road
Waterloo, NY 13165

Just off the Thruway at Exit 42

(315) 789-5520

bstivers1@hotmail.com

www.fingerlakeswateradventures.com



Your Hosts: Bob and Donna
Stivers Welcome You!

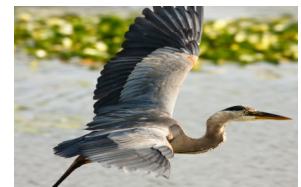
Montezuma Wildlife Cruise

Enjoy a delicious lunch prepared by our staff at Stivers Marine while you journey aboard the Seneca Lake Reel Tour Boat to the Montezuma Wildlife Refuge.

Established in 1938 as a refuge and breeding ground for migratory birds and other wildlife, Montezuma provides a resting, feeding, and nesting habitat for waterfowl and other migratory birds.

Montezuma Wildlife Refuge

The refuge is located at the north end of Cayuga Lake in the Finger Lakes Region of New York State. 7,068 protected acres await your visit, camera and binoculars!



Other highlights of your journey along the Canal include the Richmond Aqueduct - visible only from the Canal or original Towpath, CS1 - "Mud Lock" where a majestic bald eagle has chosen to nest, and Van Cleef Lake and the Trinity Episcopal Church as we leave Seneca Falls -perhaps the most widely recognized building in the Finger Lakes!



The motorcoach will arrive Canal side at Cowing Street, Seneca Falls, New York, 13148 at 10:00 am. Your group will board the Reel Tour boat to cruise to Montezuma Wildlife Refuge, and return to Seneca Falls by 4:00 pm.

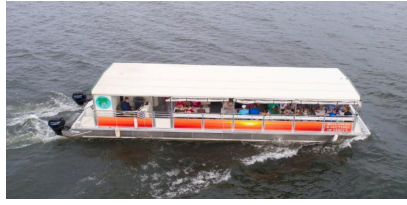
A continental breakfast will be available as you board and lunch will be at your leisure.

Full cash bar and coffee.

Total Price with Box Lunch and breakfast on Board: \$65.00

We will be glad to help you in any way we can or talk to you about ways we can modify your package.

The Reel Tour



Sit back and relax as we cruise the Canal on your way to Montezuma. Enjoy the amazing sights aboard our Seneca Lake Reel Boat and

have the ultimate view of your surroundings! Captain John Cooper will narrate your leisurely afternoon and offer interesting facts and information about the Erie Canal, the original Clinton's Ditch (1825) and the Enlarged Erie Canal (1860's).

- Group Rates are available for up to 49 passengers
- Restrooms are located on the boat.
- Ample Parking is available
- Cowing St, Seneca Falls is just 6.5 miles from NYS Thruway exit 41.

Finger Lakes Water Adventures



Finger Lakes Water
Adventures
401 Boody's Hill Road
Waterloo, NY 13165
(315) 789-5520

bstivers1@hotmail.com
www.fingerlakeswateradventures.com



Your Hosts:
**Bob and Donna
Stivers
Welcome You!**

The motor coach will arrive
at 10 AM at
Rose Hill
3373 New York 96A,
Geneva, NY 14456
(315 789-3848)

The motor coach bring you

*Finger Lakes Water Adventures
presents Lunch at The Belhurst
Castle and a Seneca Lake Cruise
on the
Seneca Lake Reel Tour Boat*

Tour the Historic Rose Hill Mansion

Experience a taste of 19th-century life when you visit Rose Hill Mansion in the beautiful Finger Lakes. Once a working farm, the house surrounding grounds are now open seasonally for guided tours. Built in 1839, the elegant Greek Revival house was the center of a busy and productive farm. The tour focuses on the Swan Family, who lived in the house from 1850-1890.



Lunch at the Majestic Castle

Treat your group to a delicious Buffet Lunch at the Belhurst Castle with an array of exquisite entrees. Your host will entertain you with an extensive and intriguing history of the Castle, which is listed on the National



to lunch at 11:30 to
Belhurst Castle
4069 West Lake Road (Rt
14)
Geneva, NY 14456 (315-
781-0201)

After lunch, you will head to

Stivers Marine to board the
Reel Tour for dessert,
coffee and a wonderful tour
around Seneca Lake.

Upon completing your tour
of the lake, the Seneca
Reel Tour Boat will dock at
the
Geneva City Dock
35 Lake Front Drive,
Geneva, NY 14456.

Your motor coach will then
bring your guests across the
street to our Lake Street
Station Winery for
restrooms and Finger Lakes
wine shop browsing.

Total Price with Lunch:
\$59 per person, Mon - Fri
\$69 per person, Sat & Sun

We will be glad to assist you
in any way we can or talk to
you about ways we can
modify your package to suit
your needs. We will even
help your bus driver park or
turn around.

Register of Historic Properties.

Tour of Beautiful Seneca Lake

After your lunch at
Belhurst, sit back and relax
on The Reel Tour Boat and
cruise Seneca Lake. This is
our new tour boat that just
got made this year! Be sure
to ring your camera and
take in the sights of the
shores as we cruise around
the lake! Enjoy dessert and coffee while you listen to your
narrated tour of the second deepest lake in the United
States. The lake takes its name from the Seneca nation of
Native Americans. At the south end of the lake is the village
of Watkins Glen, New York, famed for auto racing and
waterfalls.



Lake Street Station Winery Wine, Tastings & Gift Shop,

41 Lake St, Geneva, NY

After your tour of Seneca Lake,
join us at The Station - our
refurbished 1920's Texaco
gas station, now "Downtown
Geneva's Walkable Winery".
There are always two sides to
every story; on one side of our
building we have a full cocktail
bar, and gift shop containing fun wine glasses, jewelry, wine &
beer making supplies and more! On the other side we have a
full liquor store with very competitive prices, our signature
Hot Rod wines as well as wine from 3 Brothers Wineries and
Hazitt 1852 Vineyards. Join us for a wine tasting, of all 7 of
our wines!



- Group Rates are available for up to 49 passengers
- Restrooms are located both on the boat, in the marina and at the winery
- Ample Parking is available at all locations
- FLWA is just 11.1 miles from NYS Thruway exit 41 and 7.1 miles from exit 42



A full day exploring some of the most beautiful aspects of Geneva NY. Spend the morning at a show at the newly renovated Smith Opera House. Get a tour of the historic Rose Hill Mansion, enjoy a beautiful buffet lunch right on the water of Seneca Lake. Climb aboard Seneca Lake Reel Tours and learn about the history of Seneca Lake and surrounding areas. End the day with a taste of Finger Lakes wines at Lake Street Station Winery.

[Visit our Website](#)

Smith Opera House

82 Seneca Street, Geneva NY

(315) 781 5483

The Smith Opera House has been a staple theatre in Geneva since 1894. This beautiful opera house will be newly renovated to make a more enjoyable experience for guests! Shows like Charlottes Web are sure to be a big hit at the theatre this summer.

Charlottes Web - Monday May 21st

10:00am

1 hr show

[Smith Opera House Shows](#)



Tour Rose Hill Mansion

3373 New York 96A, Geneva NY

(315) 789 3848

Experience a taste of 19th-century life when you visit Rose Hill Mansion in the beautiful Finger Lakes. Once a working farm, the house surrounding grounds are now open seasonally for guided tours. Built in 1839, the elegant Greek Revival house was the center of a busy and productive farm. The tour focuses on the Swan Family, who lived in the house from 1850-1890.

[Rose Hill Mansion](#)



Lunch at Tiki Bar North

401 Boody's Hill Road Geneva NY
(315) 789 5520

For lunch, head over to the Tiki Bar North. This bar and grill on the North end of Seneca Lake is a great place to have lunch with a view. Here a buffet style lunch will be served, adult drinks available at the bar.

[Tiki Bar North](#)



Boat Tour of Seneca Lake

401 Boody's Hill Road, Geneva NY
(315) 789 5520

Hop on the Seneca Lake Reel Tour boat where dessert will be served! Enjoy a narrated tour of Seneca Lake and the surrounding areas. Learn all about the history of the lake as well as the towns and cities that surround it. Full bar and bathrooms on board.

[Finger Lakes Water Adventures](#)



Wine Tasting

41 Lake Street, Geneva NY
(315) 352 4089

Next stop, Lake Street Station Winery, Geneva's Walk-able winery. This winery and gift shop in downtown Geneva was once an old Texaco Station and offers a unique wine tasting experience. Taste the Finger Lakes with their authentic blends.

[Lake Street Station Winery](#)



AGENDA

9:45 am - Drop off at Smith Opera House

11:15am - Pick up from Smith Opera House

11:30am - Arrive at Rose Hill Mansion for tour

12:45pm - Arrive at Tiki Bar North for lunch

1:30pm - Board Seneca Lake Reel Tour boat

3:00pm - Board bus

3:10pm - Arrive at Lake Street Station Winery for tasting

4:00pm - Proceed home