



Chautauqua  
COUNTY VISITORS BUREAU

October 14, 2024

Ms. Karen Utz, Regional Director  
Regional Economic Development Council  
95 Perry St., Ste. 500  
Buffalo, NY 14203

RE: VILLAGE OF SHERMAN - NY FORWARD GRANT APPLICATION ROUND 3

Dear Ms. Utz,

I am writing in support of the Village of Sherman's application to the NY Forward program for the \$4.5m award. The Village has worked diligently in efforts to promote the growth of small businesses since the COVID Pandemic through their Rural Business Development Grant award for signage, the lights and flowers beautifying Sherman's downtown business district, restoration of the historic covered walkway awning, and encouraging businesses to market in the Chautauqua County Travel Guide.

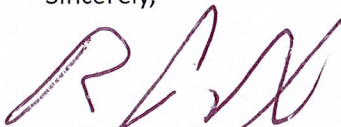
The Downtown Market Analysis and NY Main Street Grant have led to the opening of new restaurants and the Cooler Creamery ice cream shop coming this May 2025. The Village co-sponsors local festivals and events like the new Lighted Tractor Parade held in December drawing hundreds of attendees each year, and together with area businesses has built two volleyball courts for weekly tournaments.

The redevelopment of two large vacant industrial sites within the downtown for the 'We Rock the Spectrum – Sherman' unique children's sensory gym and a hostel accommodating trail enthusiasts will attract visitors to the region. The improvements to the Rosie Billquist Trail play an important role in supporting the development of the Chautauqua Rails to Trails connection to the greater Erie to Pittsburgh Trail. All the proposed projects within the NY Forward application complement each other's missions building a stable and cooperative environment for businesses and non-profit organizations.

The Village of Sherman with its historic charm and new amenities is becoming a contributor to Chautauqua County's ecotourism and agritourism strategies for a strong economy under the Live CHQ and Choose CHQ campaigns. The NY Forward award will greatly improve and expedite the Village of Sherman's goals of attracting people to live, work, and visit Sherman and the Chautauqua region.

Thank you for your consideration. Please let me know if you have questions or require further information.

Sincerely,



R. Andrew Nixon  
President & CEO

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