



STATE OF NEW YORK  
**EXECUTIVE CHAMBER**  
ALBANY 12224

**ANDREW M. CUOMO**  
GOVERNOR

June 22, 2018

Silvano Orsi, President  
Little Italy Association  
9 Bru Mar Drive  
Rochester, NY 24305

Dear Mr. Orsi:

It was a pleasure to have you at the Executive Mansion recently. Thanks very much again for joining us.

I'm always proud to celebrate our Italian American culture and heritage and the leaders who continue to influence and inspire our communities. Thank you, as always, for all that you continue to do to promote and preserve our culture and ensure a stronger future for the community here in New York.

With warmest regards and best wishes.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Cuomo", written over a faint, large "VIA" watermark.

ANDREW M. CUOMO



Thank you  
for the friendship!  
Excelsior  
Andrew  
Diane



STATE OF NEW YORK  
**EXECUTIVE CHAMBER**  
ALBANY 12224

**ANDREW M. CUOMO**  
GOVERNOR

June 12, 2018

Dear Friends:

It is a pleasure to send greetings to everyone gathered for the Little Italy Neighborhood Association's wall mural unveiling.

150 years ago, the Italian American community found a home away from home in Rochester – sharing their unique customs, values, and traditions with New Yorkers, and enriching our state's cultural fabric. Today, the Little Italy Neighborhood Association is working to promote the revitalization, development, preservation, and restoration of the Little Italy Historic District and its surrounding areas – a testament to how proud New York is of its Italian heritage.

Today's unveiling of the wall mural featuring legendary Italian American icons is an extraordinary moment for Rochester, the Italian American community, and myself. I am proud to be a part of this rich heritage and am touched by the great honor being bestowed upon my late father, Mario, by incorporating him into this one of a kind wall painting. It's always nice to be reminded of just how many people he impacted and inspired throughout his life, and I thank the Little Italy Neighborhood Association for including my father in what will undoubtedly become a true historic treasure in Rochester.

On behalf of all New Yorkers, thank you for your commitment to promoting the rich cultural history and diversity of Rochester's district area and Upstate New York. Best wishes for a wonderful event and much future success.

Sincerely,

A handwritten signature in blue ink, reading "Andrew Cuomo".

ANDREW M. CUOMO



HARRY B. BRONSON  
Assemblymember  
138<sup>th</sup> District

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

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Commerce and Industry  
Labor  
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Steering  
Transportation

July 20, 2017

Mr. Silvano Orsi  
Chairman and President  
Little Italy Neighborhood Assn.  
PO Box 24305  
Rochester, NY 14624

Dear Mr. Orsi:

I am writing to express my support for the revitalization of the Little Italy Historic District on Lyell Avenue. Designating the Lyell Avenue/Jay Street corridor as the "Little Italy Historic District" will not only commemorate the 150+ year history of Italian settlement and migration in this area, but it will spur economic development and investment in a neighborhood that is a priority in our region's plan to combat poverty.

The Rochester area is second only to Staten Island in the number of Italian-Americans and Italian-American families, and yet there is no formal recognition of the role that Italian culture has had on our region. San Diego, Cleveland, and Boston have all benefited economically from the creation of Little Italy Historic Districts, and with our large Italian-American population, I believe that Rochester is well-positioned to benefit from a similar district placed in the Lyell Avenue area, where the stabilizing effects of job and economic investment are much needed.

The 2017 Little Italy Festival, scheduled to take place later this summer will be a potent demonstration of our community's desire to support local businesses and vendors by enjoying food, drink, and other goods typically associated with Italian culture. We must seize the opportunity to bring that vitality to the Lyell Avenue/Jay Street corridor year-round by creating a Little Italy Historic District, and I whole heartedly support this project.

Sincerely,

Harry B. Bronson  
Member of Assembly





JOSEPH D. MORELLE  
Majority Leader

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

June 21, 2017

To whom it may concern:

I am pleased to support the City of Rochester's 2017 application to the New York State Downtown Revitalization Initiative for the revitalization of the Lyell Avenue corridor and its historic Little Italy neighborhood area.

It is my hope that this initiative will assist in New York State's goals of alleviating poverty and improving the lives of thousands of people who call the Lyell Avenue corridor home.

For decades, the Lyell Avenue corridor and its surrounding neighborhoods have struggled to overcome the perils of urban blight. This community has been adversely impacted by the effects of poverty, crime and neglect. Our attention to these matters is urgently needed, which is why this initiative seeks to make direct investments in the Lyell Avenue Corridor with the goal of uplifting this neighborhood and its residents.

This initiative will also revitalize a historic 150-year-old destination place that resides within the Lyell Avenue Corridor, known as Little Italy, which will act as a new economic driver for the Greater Rochester area.

I urge you to support the City of Rochester's 2017 Downtown Revitalization Initiative application. I trust my comments have been helpful, and I encourage you to contact me if I may be of any further assistance in this matter.

Warmest personal regards,

A handwritten signature in black ink that reads "Joseph D. Morelle". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Joseph D. Morelle  
Majority Leader



# Office of the County Clerk

*Monroe County, New York*

**Adam J. Bello**  
*County Clerk*

**Jeffery L. McCann**  
*Deputy County Clerk*

June 22, 2017

Dear Sir or Madam:

I am writing to express my support for the City of Rochester's application for funding from the Downtown Revitalization Initiative and its plans to invest in Rochester's historic Little Italy neighborhood, centered on Lyell Avenue.

Lyell Avenue retains many historic Italian-American businesses such as restaurants and bakeries, and is also a growing hub of Southeast Asian and African-American institutions and culture. This corridor would greatly benefit from having its full potential unlocked by accessing funding through this program.

As investment in the central downtown business district begins to spill out of the former Inner Loop into adjacent areas, it is clear that these city neighborhoods need a catalyst to help ensure they are also carried by this rising tide. The new energy that has been brought to the area by the Little Italy Business Association, combined with access to state funding through the DRI, would help continue the momentum of change and redevelopment that has begun to dramatically transform the City of Rochester throughout the last several years. As a countywide elected official, I know that the City of Rochester's economic vitality is key to our region's growth and that investment in a strong and healthy downtown benefits all of our region.

I thank you for your serious consideration of the City's application and its potential to help the Little Italy neighborhood thrive.

Sincerely,

A handwritten signature in black ink that reads "Adam J. Bello". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Adam J. Bello  
Monroe County Clerk



# THE NATIONAL ITALIAN AMERICAN FOUNDATION

AMB. PETER F. SECCHIA BUILDING • 1860 19th STREET NW • WASHINGTON, DC 20009-5501

T 202.387.0600 F 202.387.0800

[WWW.NIAF.ORG](http://WWW.NIAF.ORG)

June 30, 2017

To whom it may concern:

On behalf of the National Italian American Foundation, I am honored to support the City of Rochester and its application for the Little Italy Historic District and Lyell Avenue Gateway Revitalization Initiative.

The National Italian American Foundation is a 501c3 non-profit organization with the aim to preserve, promote, and protect the Italian American culture in the United States and in Italy. We are the premier Italian American organization in the country and award over one million dollars in scholarships and grants every year.

It has been brought to our attention that the Lyell Avenue Revitalization Initiative and the receipt of a \$10 million grant from the State of New York, will help create many new jobs, help alleviate poverty in the area, and will not only promote our wonderful Italian American culture, but also benefit all cultures who reside in the city's 150 year old Little Italy Historic District and the Lyell Avenue Gateway area.

The award would also benefit neighboring and adjacent city-center projects, such as the High Falls District, the Genesee Brewery and the planned move of students to the area at the MMC campus at Kodak on State Street, right next door to historic Little Italy.

This is an incredible opportunity for the City of Rochester, the State of New York, and the Italian American community as a whole. Please do not hesitate to contact me if you have any further questions.

Yours in Partnership,

John M. Viola  
President & COO  
National Italian American Foundation

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Vincent Viola  
Michael J. Zarrelli



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July 13, 2017

President Loretta Scott  
Rochester City Council  
30 Church St.  
Rochester, NY 14614

Dear President Scott and City Council members,

I write to offer the Community Design Center Rochester's (CDCR) support for the Little Italy Neighborhood Association, Inc.'s (LINA) request for preliminary funding to help establish a Little Italy district along Lyell Avenue and Jay Street. As the sole independent, nonprofit community design center in the Finger Lakes region, CDCR advocates for quality planning and design of neighborhoods, towns and cities throughout Greater Rochester. We view the Little Italy initiative as an important opportunity not only to celebrate the corridor's heritage, but also to spark renewed investment, design improvements and public engagement along the Lyell Avenue corridor.

Specifically, the Design Center supports LINA's request to fund a CDCR community charrette and an application for a state Historic Preservation District designation, among other preliminary tasks. CDCR specializes in charrettes, an intensive planning process that brings together residents, stakeholders and design professionals to develop collaborative design solutions for communities. We believe that a charrette is a critical step in gathering community input to design a district that establishes an identity for the neighborhood while also celebrating the diversity of cultures that exists there today. We are encouraged by LINA's commitment to promote Italian-American heritage while being inclusive and welcoming to all other cultures in the neighborhood. In addition, a historic district designation would be vital to the success of this project. It would provide access to historic tax credits that could become a tool to spur development along the corridor, while also providing an important means of preserving historic homes and businesses that are essential to the neighborhood's character.

We would greatly appreciate your full consideration of this project, and we hope you will agree it can make a meaningful contribution to building stronger, more vibrant neighborhoods in our city. Please do not hesitate to contact me at (585) 271-0520 if you have questions or require additional information.

Sincerely,

Maria Furgiuele  
Executive Director  
Community Design Center Rochester





July 14, 2017

Dear Mr. Orsi,

The Lyell-Otis Neighborhood Association fully supports every effort that will help to improve the quality of life for our area's city residents. The goals and objectives of the Little Italy Historic District, including the rehabilitation of the buildings in the area, are in simpatico with the desires of our neighborhood.

The issues in the Lyell Avenue area regarding public safety are many, and no one person can correct the decades of neglect that our part of the city has experienced. This project will take much effort to turn the negative situation around, but I believe in the power of our community. If the will is there on the part of our elected officials to listen to the desires of their constituents, the people will come out to support this endeavor.

The great number of potential jobs that this Little Italy Historic District will create will directly help our local population. With a higher ratio of people being employed close to their residences, there will be a greater chance that the crime rate will drop, as people will not resort to such desperate acts. The greater Rochester area will benefit, as well, from an increase of tourism dollars, with visitors spending time at our local hotels while visiting attractions in our entire region.

This project is a win-win, and I look forward to working with you and the Little Italy Historic District committee as we move forward into a brighter tomorrow!

Sincerely,

Pamela Davis, LONA Public Relations

[www.LyellOtis.com](http://www.LyellOtis.com)

[www.facebook.com/LyellOtis](https://www.facebook.com/LyellOtis)

July 7, 2017

Mr. Silvano Orsi:

Re: Lyell Avenue Gateway Corridor Revitalization & Revitalization of the Little Italy Historic District on Lyell Avenue

Dear Mr. Orsi:

After reading about your project, just a short note in TOTAL SUPPORT of your cause! I live in the city and work in Gates and am a frequent visitor and traveler along Lyell Avenue. What a wonderful idea! There is such rich history and so much cultural impact in this area of the city. I would hazard a guess that many of our relatives and friends had their beginnings in this area of the city so many years ago.

Our city and leaders have been far too eager to wipe out and erase the historic buildings and neighborhoods in our city. I applaud your efforts.....

Sincerely,

A handwritten signature in blue ink, appearing to read "Marianne Pastecki". The signature is fluid and cursive, with a long horizontal line extending to the right.

Marianne Pastecki  
51 Calumet Street  
Rochester, NY 14610

341 Sherman Street  
Rochester, NY 14606  
[tigmew54@gmail.com](mailto:tigmew54@gmail.com)  
(585) 270-7559

July 12, 2017

Mr. Silvano Orsi, Chairman  
Little Italy Rochester

Dear Chairman Silvano:

Although I am a Rochester native, I recently moved back to the city after 40 years of living and working in six other states and multiple cities. I live very close to Lyell Avenue and the target area for Rochester's Little Italy, and I want to express my strong support for this organization and the annual Little Italy Festival.

Today's world is very different than the one in which I was raised. Many of the courtesies, activities, traditions and sources of pride have fallen by the wayside as 'progress' both brings innovation and takes its toll on our society. There are fewer opportunities to commemorate and celebrate the unique facets of various cultures and traditions that used to be present in the daily lives of children and adults all over the city.

As a member of the Lyell Otis Neighborhood Association, we are dealing weekly and sometimes daily with negative events and activities in our area, including unauthorized business transactions and illegal practices. The opportunity to serve as co-host neighborhood to the Little Italy Rochester is a positive and very productive opportunity that I know my neighbors will welcome as much as I do.

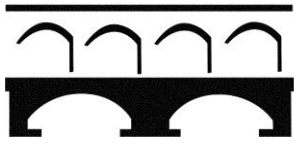
Among the Little Italy festivals that stand out in my mind is the one hosted in NYC annually – a joyous time of celebrating food, music, Italian celebrities and achievers, and a social event that draws thousands. Having such an occasion here in Rochester would be an outstanding way to familiarize all with Italian culture, and a means to enable those with Italian ancestry to remember and celebrate the many facets of Italy.

Please count me as a supporter and friend of Little Italy, Rochester, and let me know if there is anything I can do to assist with the organization or the event.

Sincerely yours,

*Mary E. Wambach*

Mary E. Wambach



**Rochester  
Public Library**  
[www.libraryweb.org](http://www.libraryweb.org)

**Lyell Branch Library**  
**Jennifer Cherelin, Librarian**  
956 Lyell Avenue, Rochester, NY 14606  
585-428-8219 ♦ [jennifer.cherelin@libraryweb.org](mailto:jennifer.cherelin@libraryweb.org)

July 7, 2017

Mr. Silvano Orsi  
Chairman and President of Little Italy Neighborhood Association, Inc. (LINA)

Dear Mr. Orsi,

On behalf of the Lyell Branch Library, we would like to express support for the "Lyell Avenue Gateway Corridor Revitalization" and for the "Revitalization of the Little Italy Historic District on Lyell Avenue." Lyell Avenue has a rich history, which the library would encourage to see highlighted in our community by this initiative.

It is an exciting opportunity for the Lyell Avenue businesses to be able to benefit from and we are in support of the revitalization of the Lyell Avenue area. Such areas exist in other cities that are beneficial for local businesses and for the community at large to benefit from. We welcome such opportunities here.

Sincerely,

Jennifer L. Cherelin  
*Adult Librarian*  
*Lyell Branch Library*



**City of Rochester, NY  
Rochester City Council**

City Hall Room 301A • 30 Church Street • Rochester, New York 14614-1290

**Molly Clifford**, Councilmember Northwest District  
Email: [Molly.Clifford@cityofrochester.gov](mailto:Molly.Clifford@cityofrochester.gov)

July 7, 2017

**RE: CITY OF ROCHESTER CONSOLIDATED FUNDING APPLICATION**

To Whom It May Concern:

Please accept this letter of support for the City of Rochester's Commercial Corridor Revitalization project, specifically as it relates to funding for Lyell Avenue and the Little Italy Historic District.

Lyell Avenue is a major corridor in Rochester, carrying thousands of city and county residents and visitors every day between the city and the western suburbs. Despite a very proud history, the Lyell Avenue neighborhoods suffer from the same high levels of poverty and associated crime and blight as many other economically challenged areas in the city. However, where other corridors have seen at least some business and residential development over the past decade, Lyell Avenue has continued to struggle.

The Little Italy Historic District presents an opportunity to celebrate the neighborhood's history while looking toward the future. There are several anchors in the area, including well-established businesses, Capelli Soccer Stadium, and successful restaurants. Nearly two-thirds of the refugees resettled in Rochester over the past decade live or started out within two miles. Development at the eastern end of the Avenue, along State Street, is starting to take shape. The time is right for this investment.

As the Rochester City Council representative for the Northwest District, I can speak to the support of and excitement for this project among the area's businesses and neighborhood organizations. We are anxious to work cooperatively and productively with all of the stakeholders in the Northwest, the City of Rochester and the State of New York to make this project a success.

Thank you for your consideration, and please do not hesitate to contact me should you have any questions or need further information.

Sincerely,

A handwritten signature in dark ink that reads "Molly Clifford". The signature is fluid and cursive, with the first name "Molly" and last name "Clifford" clearly distinguishable.

Molly Clifford





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June 30, 2017

Honorable Consul General Genuardi,

We hope this message finds you well. We are writing this letter of support, to respectfully nominate Silvano D. Orsi, for yours and the Italian Foreign Ministry's kind consideration, as the Rochester, NY area's next Honorary Vice Consul, and to indicate NIAF's full support of his efforts to promote the Italian culture in Upstate NY, and assist both Italians and non-Italians with their consular needs in the Upstate NY area.

Mr. Orsi has demonstrated a deep love for our culture, and has the respect and support of many Italian-American and non-Italian American leaders across the Upstate NY region. He provides excellent name recognition in Upstate NY, and a point of reference for the Italian-American community. His strong leadership skills have led to the establishment of one of Upstate NY's largest and most popular Italian festivals, the Little Italy Festival of Rochester, NY, which is attended by thousands of people each year.

NIAF is an official sponsor of the festival this year, and I will personally be acting as the festival MC this year, in support of Mr. Orsi's very inclusive community efforts. In addition to the festival, Mr. Orsi has successfully moved forward a project to revitalize Rochester's 150 year old Little Italy Historic District.

Mr. Orsi's efforts include his exciting collaboration with the Landmark Society of Western NY and the City of Rochester, to commemorate the Italian community's 150 year history in that area, with official designation as a historic district, by the National Register of Historic Places, in Washington, D.C.

Mr. Orsi speaks fluent Italian, Spanish and French, and is a graduate of the Boston University School of Law; as well as the prestigious University of London, Queen Mary School of Law; and the International University of Geneva, Switzerland, one of Switzerland's top business schools.

He has established productive relationships with the leadership of the City of Rochester (which may provide assistance to him in the establishment of an Honorary Consular office in Downtown Rochester), and with Governor Cuomo, the NY State Assembly, NYS Senate leaders, and Monroe County.

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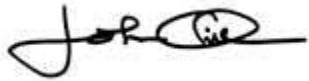
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Mr. Orsi has also helped raise thousands of dollars for the poor and needy in Upstate NY, and has secured major sponsorships from large Italian corporations in Italy. He could be a very important business and cultural link in Upstate NY, between Italian and American businesses, and facilitate growth for both.

We hope you consider our nomination and letter of support in your selection and nomination process. Thank you for your kind consideration. We look forward to hearing from you.

Yours in Partnership,

A handwritten signature in black ink, appearing to read "John Viola". The signature is stylized with a large, sweeping "J" and a circular flourish at the end.

John Viola  
President & COO  
National Italian American Foundation



### Revitalizing Rochester Little Italy Festival Inspires Little Italy Neighborhood

The journey started three years ago with a festival, a small seed planted in the heart of Rochester, New York. Created by Silvano Orsi, a member of OSIA's Vincent Lombardi Lodge #2270 who also serves on the Executive Board of Grand Lodge of New York's Commission for Social Justice (NYCSJ), the festival blossomed into a three-day August event featuring live music performances, a large fireworks display, a spaghetti eating competition, a pizza tossing demonstration, and many kiosks like "Tito's Vodka Bar" and "Rubino's Cannoli Bar." It now attracts 8,000 people a day, some even traveling from Canada to attend. "It's become an economic driver for this area," Orsi says.

"Within the Greater Rochester region, the Little Italy Festival highlights the wonderful food, culture, and entertainment that form the basis of our shared love for our Italian heritage way of life."

- New York State Governor Andrew Cuomo

The festival grew into something more when Orsi considered just how much potential the city of Rochester has for revitalization. Inspired by the success of the festival, Orsi decided to launch a project much larger: *creating* a Little Italy. "We have 140,000 Italian Americans here in the Rochester area," Orsi says. "That's second only to Staten Island, which is impressive, but there's no Little Italy here. Our surrounding communities like Buffalo, Niagara Falls, Syracuse, and Utica, they have Little Italy neighborhoods. But we don't. And we're number two in New York State."

The project, Orsi says, would attract retail and businesses to "an area that is ripe for development." He also sees the neighborhood growing into a place that young professionals would



Silvano Orsi promotes his project outside of Rochester's Etna Italian Pastry Shop, which was opened by Italian-born Nuccio Scuderi in 1978.

flock to, as has been the case for many other revived areas in cities across the country. Now that he has registered a non-profit organization—the Little Italy Neighborhood Association—Orsi will file for an initial \$500,000 in funding from the Finger Lakes Regional Economic Development Council.

When faced with the question of incorporating other cultures, Orsi says that he envisions Rochester's Little Italy as being a place that is very inclusive. "I want a destination where we're not just promoting the Italian culture, but also every other culture that's in that neighborhood."

OSIA, he says, plays a big role in making this—and the project as a whole—come to fruition. "The Sons of Italy is very important to this initiative," Orsi says. "After all, our mission is to promote not only the Italian culture, but also cultural understanding."

And perhaps there is no better way to promote cultural understanding than by using the strength of the Italian culture to rebuild a city.

**GATES MEMORIAL PARK**  
**AUGUST 12, 13 & 14**

**LITTLE ITALY FESTA!**

**FRI, AUG 12 - LATIN NIGHT!**  
MURALA  
MAMBO KINGS  
FRANCO CIFFA  
All Your Favorite Italian Songs!

**SAT, AUG 13 - 7:00PM**  
Joey & Maria's Comedy Wedding  
Join the "loving couple" in their 1st Ever Big Fat Italian Wedding in the Park!

**SUN, AUG 14 - 8:00PM**  
The First Family of Entertainment!  
THE SCINTAS  
Fireworks 10pm!

**HUGE DISCO PARTY IN THE PARK!**  
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STATE OF NEW YORK  
**EXECUTIVE CHAMBER**  
ALBANY 12224

**ANDREW M. CUOMO**  
GOVERNOR

July 6, 2017

Silvano Orsi, Chairman and CEO  
Little Italy Neighborhood Association, Inc.  
P.O. Box 24305  
Rochester, NY 14624

Dear Sil:

Thanks very much for joining me at the Executive Mansion recently.  
It was a pleasure to have you.

I was proud to join together to celebrate our Italian American culture and heritage and recognize the leaders who continue to impact and inspire the community. Thank you for your ongoing commitment to preserving and promoting our history and to helping ensure a strong future for our communities and families.

Warmest regards.

Sincerely,

A handwritten signature in blue ink, appearing to be "A. Cuomo", written over a horizontal line.

ANDREW M. CUOMO





THE CONSUL GENERAL OF ITALY  
NEW YORK

October 20, 2016

Silvano D. Orsi  
Chairman and President  
Little Italy Neighborhood Association, Inc.  
Rochester, NY 14624

Dear Mr. Orsi,

I would like to thank you for your kind invitation to attend the celebration of the "1st Annual Italian Cultural Day" at Rochester City Hall on October 20th, which represents a momentous occasion to recognize the achievements of the Italian- American community in Rochester, one of the largest and influential in New York State.

It is with regret that I inform you that previously accepted engagements in New York will preclude me from joining you. However, I avail myself of this opportunity to congratulate the organizers on their commitment and dedication to the Italian Language and Culture. Such celebrations are always greeted with particular warmth from the community, and it is through them that the emotional ties with Italy are kept alive and the friendship that already exists between Italy and the United States is further strengthen.

Indeed such collaborative initiatives are a tangible demonstration of the long-standing values and traditions that have established the Italian American Community as a major component of American society and are intended to preserve the roots of our culture in America. The pride of the Italian-American community and its contribution to the growth and history of the United States of America is displayed through the continuous effort of associations like Little Italy Neighborhood Association.

I extend to the distinguished representative of Rochester, the Hon. Lovely A. Warren and all the participants of this wonderful program my very best wishes for an enjoyable and successful day.

Please accept my best regards,

Francesco Genuardi

With friendship and looking forward

To visiting  
Rochester

soon,

Yours

Francesco Genuardi





Center City Liquor, LLC  
270 Smith Street  
Rochester, N.Y. 14608

July 13, 2017

To Whom It May Concern:

Center City Liquor opened in June of 2012. As a local business owner, at the entry point of the Lyell Avenue Corridor, I am very enthused and supportive of the Little Italy Historic District proposal. Please accept this letter as a commitment to fully back any plans by the Little Italy Historic District, City of Rochester and State of New York, to revitalize a neighborhood with a proud history; a neighborhood that has been home to a wide variety of immigrants since the migration of the Italian Americans dating back over 150 years.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas LaBue", written over a horizontal line.

Thomas LaBue  
Center City Liquor, LLC



STATE OF NEW YORK  
**EXECUTIVE CHAMBER**  
ALBANY 12224

**ANDREW M. CUOMO**  
GOVERNOR

July 6, 2017

Silvano Orsi, Chairman and CEO  
Little Italy Neighborhood Association, Inc.  
P.O. Box 24305  
Rochester, NY 14624

Dear Sil:

Thanks very much for joining me at the Executive Mansion recently.  
It was a pleasure to have you.

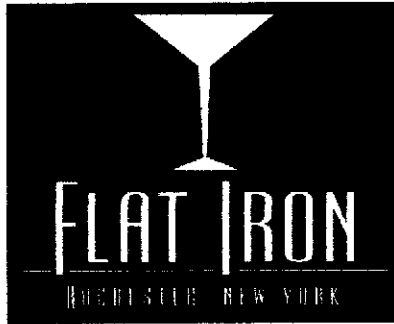
I was proud to join together to celebrate our Italian American culture and heritage and recognize the leaders who continue to impact and inspire the community. Thank you for your ongoing commitment to preserving and promoting our history and to helping ensure a strong future for our communities and families.

Warmest regards.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andrew M. Cuomo", written over a horizontal line.

ANDREW M. CUOMO



Flat Iron Cafe, LLC  
561 State Street  
Rochester, N.Y. 14608

July 13, 2017

To Whom It May Concern:,

Flat Iron Café has served the community since 2005. I welcome the news that our neighborhood, with such a rich history of being home to generations of immigrants dating back 150 years with the settling of Italian Americans, has been proposed with Little Italy designation and a plan for revitalization. As many know, the Lyell Avenue Corridor was once a proud neighborhood built and predominantly occupied by Italian-Americans. Over the years, it has also served many other ethnic groups and immigrants. The strain of economic decline, poverty, rising unemployment and crime, coupled with the suburban expansion, have contributed to the disintegration and neglect of what once was.

I am very enthusiastic about what possibilities might come with a renewed plan to revitalize the Lyell Avenue Corridor with an official designation as the Little Italy of Rochester, N.Y. A designation that celebrates what has always been, yet at the same time welcomes the addition of a new generation of immigrants and an inclusive plan for all ethnic groups and businesses.

Sincerely,

Thomas LaBue  
Flat Iron Cafe, LLC

From: Angie Falzone <prosec30@aol.com>

Mon 7/17/2017 4:37 PM

To: sdorsi@live.com

To whom it may concern:

It is very important for me to note my fullest support for the City of Rochester's "Lyell Avenue Commercial Corridor Study and Revitalization efforts", and my full support for the "Little Italy Historic District revitalization initiative" being undertaken by the City of Rochester and the Little Italy Neighborhood Association;

I support all of these areas of effort because of Job creation, for all ages. This will attract many investments to the area, poverty alleviation, increased safety for the area and stadium, bringing more fans to the stadium, area beautification landscape and flowers. But most importantly, greater economic prosperity. And that is what we are rooting for!

\* Angie Falzone \*

City Property Owner

Seneca Group of Western New York, LLC  
561 State Street  
Rochester, N.Y. 14608

July 13, 2017

To Whom It May Concern:

The commercial property, listed as 561 State Street, Rochester, N.Y. was built in 1834. In 2003, it was slated to be demolished. Over that period of time, it witnessed a massive immigration of Italian Americans into the surrounding neighborhood. Both the building and neighborhood stood proud for years to follow, but like many urban plights, the economic downturns coupled with suburban expansions resulted in neglect, increased poverty and crime.

The Seneca Group purchased the 561 State Street from the City of Rochester auction block in 2004. On a shoestring budget and a ton of sweat equity the property was restored into what is now the home to Flat Iron Café and Center City Liquor. Alongside this, the surrounding neighborhood also progressed. The Capelli Soccer Stadium became an anchor to the struggling neighborhood as well as the survival of landmark businesses that include DiPaolo and Petrillo bakeries, Saratoga Pharmacy, Santa and Syracuse collision shops, Modern Signs, and the iconic Rocky's and Roncones restaurants. In addition, there are many new small and franchised businesses.

The parallel between 561 State Street and the neighborhood we hope to see designated as the Little Italy of Rochester is remarkable. Two underdogs that were each wrote off by many. But it is with full confidence that just like 561 State Street was restored, Little Italy too, will have it's day. I applaud those who champion this urban revitalization project and commit to supporting in whatever capacity I can.

Sincerely,

A handwritten signature in black ink, appearing to read 'Thomas LaBue', written over a horizontal line.

Thomas LaBue  
Seneca Group of Western New York, LLC



# ROC PAWN BROKERS LLC.

July 14, 2017

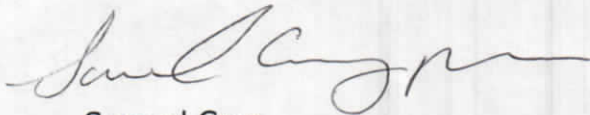
Dear Mr. Silvano Orsi

I would like to thank you for taking your time yesterday, to review the plan to revitalize the area. I think this is an excellent idea and I fully support the plan by the Little Italy Neighborhood Association, Inc..

Roc Pawn Brokers has been in this neighborhood for many years and we are looking forward to seeing these improvements and some of the local traditions return to this area. More importantly, We are looking forward to helping the neighborhood to become a safer place to be and a place where families will want to be. Both to live and to visit all of our local shops.

Again, thank you for your time, and I look forward to working with the Little Italy Neighborhood Association to forward Our vision of a better tomorrow for Our Neighborhood.

Sincerely,



Samuel Cruz  
Roc Pawn Brokers LLC  
President / Owner



559 State St.  
Rochester, NY 14608

PHONE 585.262.9920  
FAX 585.262.4155  
EMAIL [rochpawn@gmail.com](mailto:rochpawn@gmail.com)  
WEB SITE [rochesterpawnbrokers.org](http://rochesterpawnbrokers.org)



7/17/17

To Whom it May Concern,

Hello, my name is Craig Webster and I am an investor and real estate developer in Rochester NY. My company Webster Properties has been developing properties in and around the Rochester area for about 12 years. Over the past 6 years we have been focused on the High Falls/State street corridor. Taking many of the vacant and under-utilized mid-size buildings and breathing new life into them. Currently our efforts have taken us down to the Lyell/ State/ Lake intersection of Rochester NY .

The reason for my letter is to show my support for the Little Italy Historical District located in Rochester NY. I would think and hope that most people in Rochester would agree that this is an amazing initiative and a great addition to Rochester's ever-growing landscape. This corridor needs some serious help as it is plagued with crime and prostitution. Let this letter serve as my pledge of support for Mr. Orsi and his efforts to bring positive change to this area.

Respectfully,

A handwritten signature in black ink, appearing to read 'Craig C. Webster', written over a light blue horizontal line.

Craig C. Webster



US League Championships  
1998, 2000, 2001, & 2015

US Open Cup Championship  
1999

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July 16, 2017

To Whom It May Concern:

**RE: City of Rochester Consolidated Funding Application and Little Italy Historic Designation**

I write this letter to express my support for the City of Rochester's 2017 application for the New York State Downtown Revitalization Initiative and plans to designate the Lyell Avenue area of Rochester, NY, The Little Italy Historic District.

I am one of the owners of the High Falls Button Factory office building on State Street, and the operator of Capelli Sport Stadium on Oak Street where I am co-owner of the United Soccer League Rochester Rhinos Division 2 soccer team. Therefore I know first-hand the need for improvements in the Lyell Avenue Corridor. The area has restaurants and bakeries, businesses that are the shining stars of the area, but they are too far and few between and the neighborhood has one of the highest concentrations of poverty and urban blight. These factors hinder my ability as a local business woman and owner to succeed and give back.

Uplifting the area through rehabilitating structures and by fighting the effects of crime a poverty, will give the area a chance to once again be the thriving melting pot that it once was.

Sincerely,

**Rochester Rhinos Soccer, LLC**

Wendy Dworkin



July 18, 2017

To Whom It May Concern:

Di Paolo Baking Co., Inc., is pleased to support the initiative for revitalizing the Historic Little Italy District in Rochester, New York.

Di Paolo's is a family owned wholesale/retail bakery that has been located on Plymouth Avenue for over 100 years and we have witnessed first hand the dramatic changes that have occurred in our neighborhood. The negative image that the general public has had for this area has had an effect on our retail store business. We have witnessed a number of other bakeries leaving the area, for the suburbs, due to the increase in poverty and crime which translates into a decrease in foot traffic.

Over the last few years, there has been an effort to improve our areas image with the building of the soccer stadium, various building renovations, street cleaning, etc. but our neighborhood needs to be awarded the Revitalization Initiative in order to bring us back to our roots while moving forward in today's world.

We support Mr. Orsi in his effort to revitalize our neighborhood and we hope that we will continue to operate in the Historic Little Italy District for another hundred years.

Respectfully,

A handwritten signature in black ink, appearing to read "Susan R. Miller", with a long, sweeping horizontal line extending to the right.

Susan R. Miller

598 Plymouth Ave. N.  
Rochester, NY 14608

P 585.232.3510  
F 585.423.5975  
[www.dipaolobread.com](http://www.dipaolobread.com)

