

# P R O G R E S S

## Ogdensburg's Ready!

### City Sees Upbeat Future, Long Term Plans Paying Off Now

BY ALAIN ST. PIERRE

"Ogdensburg is in a situation where it can compete with any other community in the North Country," says Mayor Richard Lockwood. "We have everything we need already in place and now it's just a matter of time before someone comes in and locates some industry here."

Lockwood says Ogdensburg's decision to invest federal money in long term planning for basic needs during the 1970's and 1980's by improving its water, sewer and road network are now paying off. The city used federal and state grants to build an industrial park, and other facilities that now can attract industry. Other communities have just begun those efforts, he says, at a time when the federal government is cutting back its grant programs.

"The work done at the water treatment plant will allow us to produce an amount of water which will exceed our current needs. We will be able to use that as a selling point for attracting industry and business," Lockwood said.

Last year the city continued the work it was doing at the water treatment plant repairing and replacing equipment which was 70 years old.

The total cost of the project is in the neighborhood of \$1.8 million.

"We have all the water we could ever need from the St. Lawrence River," Lockwood said. "Now, we will have the capacity to treat enough water to adequately meet the needs of our residents as well as providing for any needs for future industrial development."

Lockwood said the city is a step ahead of many parts of the country because it had the "foresight" to expand its water capacity while there was still money available to do so.

"In the rest of the country," he said, "I think cities having problems providing adequate water service is going to be more and more prevalent. Eventually it's going to have an effect on what kind of business will decide to locate in those areas."

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*'In the rest of the country, I think cities having problems providing adequate water service is going to be more and more prevalent. Eventually it's going to have an effect on what kind of business will decide to locate in those areas. Industry is going to start looking to places like Ogdensburg because they know we can provide all the water they need. We have the increased capacity already in place and that is a big selling point.'* — Ogdensburg Mayor Richard Lockwood



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The city also put in a new water main loop, at a cost of \$910,000, which runs south down Pickering Street, east along Rt. 37 and then north up Paterson Street to the corner of Knox.

City officials say the new loop was needed because Ogdensburg

Free Academy and the two shopping centers did not have enough water to fight fires.

The final touches on both projects are expected to be in place before the beginning of the summer of '86 so city residents will no longer have to face another water shortage.

For Lockwood, water is a key element for another dream project which could finally come true for the city.

"As soon as we get a license to develop a hydro power project on the Oswegatchie Dam, we will search for a private developer to finance it," Lockwood said.

A hydro power dam at the Oswegatchie site could be as much as a \$10 million investment and it would mean a new source of revenue for the city, said Lockwood.

"We would get money through property taxes and I'm sure the ci-

ty can negotiate some sort of bottom line deal where we could also share in some of the profits."

"We have a situation where the dam is already in place and it looks more and more like now is the time to take advantage of what we have there," he added.

Lockwood said 1986 is going to be a year where Ogdensburg will continue to improve its housing stock. "I think the city should move ahead on its street extension pro-

grams so that we can provide water and sewer services to those areas where people are interested in building and locating new housing," he said.

The city is currently looking into the possibility of having a mobile home community of up to 50 homes locate at the northeast corner of the intersection of Rt. 37 and the Ford Street Extension.

Providing water and sewer ser-  
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## Gaetano: 'I Believe In This City, This Mall'

Carl's Drug, new retailers expected in 1986. Changes in store this year.

BY ALAIN ST. PIERRE

The owner of the Charlestown-Ogdensburg Factory Outlet Mall says his outlook for the mall in 1986 is "one of optimism."

"We are still living," says Brian Gaetano. "It's not all black."

One reason Gaetano has a bright outlook for the mall's future, is the possibility that Carl's Drugs, a major retail store, will be locating in the mall next year.

A Carl's official last week said the company is still considering the mall as a site for one of its new stores but added there were still "one or two things" to be worked out with Gaetano.

Gaetano admits that not having "a big store" like Carl's Drugs in the mall "hurts us a little."

"But," he adds, "Carl's Drugs is a bright spot which helps me to be optimistic about the mall's future."

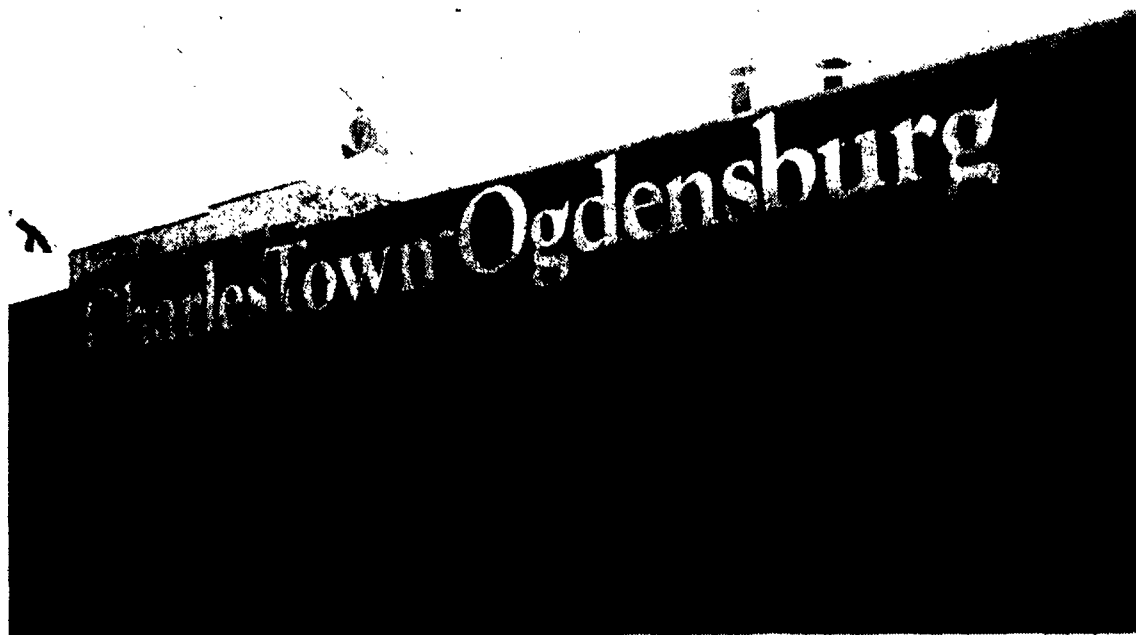
Gaetano also indicated that he has also been speaking with representatives from two other retailers who he said were "not small tenants" and expressed "genuine" interest in locating in the mall.

Last year was not a good year for the mall. Although Gaetano managed to attract five new stores, the mall lost eight tenants including the Manhattan Factory Clothing Outlet which was considered one of the major stores in the mall.

"The problems we are having here are not unique to Ogdensburg," said Gaetano. "Five years ago manufacturer outlet centers were the new kid on the block offering quality name brand merchandise at reduced prices. Now, everyone is going discount and our competition now includes retailers who are running 15, 20, and even 25 percent discounts of their products."

Locally, Gaetano puts part of the blame for the mall's slowdown of business on the weak Canadian dollar.

"When we had the feasibility study done for the mall, the exchange rate was somewhere in the neighborhood of 15 percent. Now it's up around 35, 38 percent and we just aren't able to generate the amount of Canadian traffic that we had expected to and did when we



**MALL'S OWNER UPBEAT** — Bryan Gaetano, the head of the Ogdensburg Charlestown Mall, says he's optimistic about the future of the Ogdensburg Mall. Gaetano says the drop in the Canadian dollar and the changing retail market has hurt the factory outlet center, but he predicts a new

strategy for building sales at the Mall will mean new growth and new stores next year. Carl's remains interested in the mall, and two other large retail firms are negotiating with Gaetano. Gaetano says no one should count him out as a major force in Ogdensburg's retail community.

first opened up," he said. Gaetano said the Canadian traffic was important because there is a "lack of a base population" in the immediate area large enough to support the mall.

With the changes in the Canadian traffic and the wholesale industry in general, Gaetano said he is looking into making some changes in the way the mall is run for 1986.

"We will be looking at our advertising program and our image. At first we were putting an emphasis on the Ottawa shopping market but now we are going to shift towards places like Kingston, Brockville, Prescott and Cornwall."

"We are also going to have to start thinking of a mixed use for the space in the mall, maybe trying to attract commercial type tenants," he said.

Gaetano said Ogdensburg was a "tough sell" because the market in this area can only "support so much."

"But, I believe in this city. I believe in (Mall Manager) Kathy Wade. And I believe in this mall. It's just a matter of rolling up my sleeves and doing what I have to do to get new tenants for next year."

Mayor Richard said that one of his "major" concerns for 1986 was how to improve the city's downtown. "This is an area where the city is

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## OBPA Plans Construction, More Port Use This Year

BY ALAIN ST. PIERRE

For Ogdensburg Brige and Port Authority Director Danny Duprey, 1985 was a big year for putting programs at the OBPA's Light Industrial Park and the city's port in place.

1986, is the year the OBPA can start putting those programs to work to help the city and region's economy.

Duprey says the "biggest" program at the OBPA in 1985 was having the Industrial Park designated as a Foreign Trade Zone.

"Businesses bringing in goods to the zone can do just about anything they want without paying any sort of duty until it leaves the U.S.," he said.

This is "especially" important for attracting Canadian industry, said Duprey. Now Canadians firms can bring their materials to the park without paying extra duty on them and "if and when they send

their product back to sell in Canada, they don't have to pay duty at all."

"The Foreign Trade Zone will help to create even more opportunity for us to attract tenants to the park. Whether we do or not in 1986 is a walk and see question," he added.

According to Duprey, the problem the OBPA faces as far as attracting tenants to the park is concerned is the "same as the one facing retailers in the city."

"We rely heavily on the Canadian market. Having such a high exchange rate between U.S. and Canadian currency is a burden which is affecting our ability to attract industry just as it has been affecting our local retail and restaurant business," he said.

Last year, the OBPA saw the completion of its dock expansion and in 1986, Duprey says he expects the port will be ready to start stor-

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ing some of those products which will be moving out to sea through the city.

"In June or July I expect our new bulk storage shed to be completed. We've already started to market its use."

Duprey said the shed would be used to store cargos like fertilizers. "Ultimately we hope to store cargo produced by the soybean processing plant which could be constructed at our heavy industrial park," he said.

Other products which the OBPA has been working on attracting for shipment through the port are magnetite and paper pulp.

The magnetite is an ore used in steel-making and a developer has recently purchased the rights to the piles of the ore which were left behind when the Benson Mines closed in Star Lake. The developer has shown interest in shipping the ore through Ogdensburg.

The paper pulp would be shipped for the Newton Falls Paper Mill, also located in the southern end of the county, which currently has its raw materials hauled in by train from Nova Scotia as it needs it.

Port officials say they would be able to take on shiploads of the pulp bundles and as the mill needs them, they could be hauled to Newtown Falls by train.

Duprey added that the Port of Ogdensburg, as it has come to be

known, will again be handling Distant Early Warning System (DEWline) cargo which goes by ship up to the Arctic.

"The port will also be receiving an additional \$640,000 from the state and we plan to use that to continue the programs we already have started in place down there. It might go towards some additional paving and maybe a little more dredging."

Duprey said the OBPA "always keeps a conservative outlook" for its coming year.

"We haven't gone backwards yet," he said. "The outlook is always good for making improvements and refinements to what we have."

When asked what he thought the overall outlook was for the OBPA in 1986, Duprey replied, "I would have to say it is conservatively optimistic."