

**Introducing an ambitious new social purpose
enterprise in Rochester, NY dedicated to
cultural preservation, experiential learning,
eco-tourism and community enhancement.**

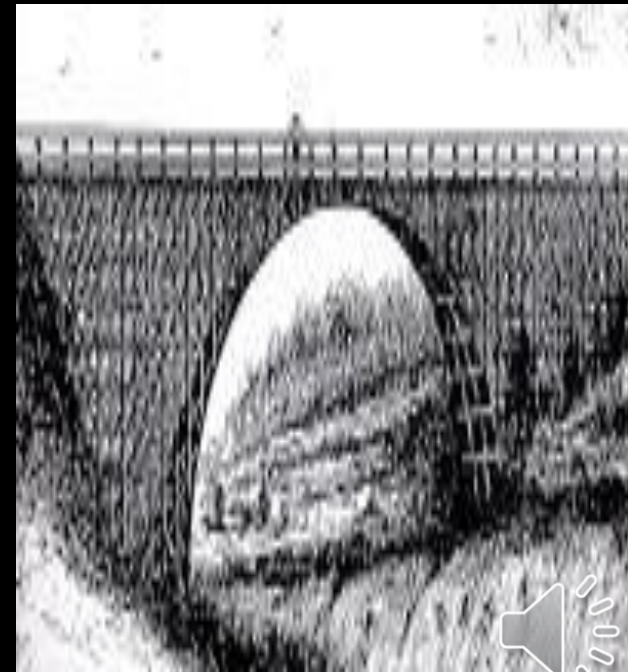


LOWER FALLS
FOUNDATION

Empowering History. Connecting Communities.



DID YOU KNOW THAT THE GENESEE LOWER FALLS GORGE IS ONE OF THE MOST SIGNIFICANT CULTURAL AND ECOLOGICAL HERITAGE SITES IN THE WORLD?



Reason # 1

THE GENESEE LOWER FALLS GORGE IS A NATURAL WONDER OF SPECTACULAR BEAUTY

The Lower Gorge boasts stunning cascades, sheer cliffs, marshes and wetlands, grand bridges, towering trees, past and present influences of industry and the city's history, and many other elements that will strike your senses.

City of Rochester Website

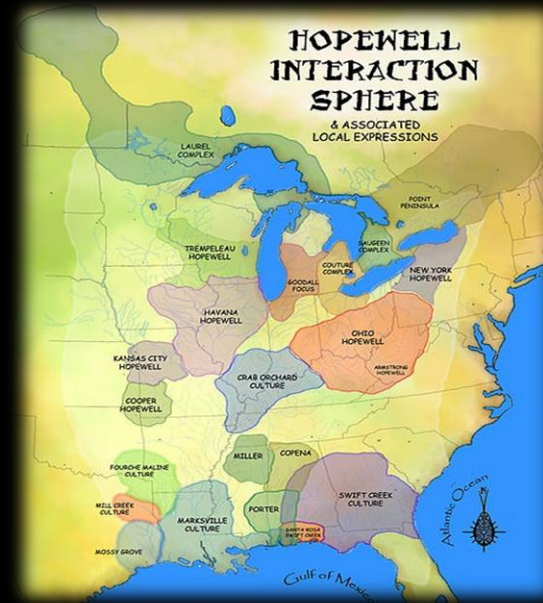
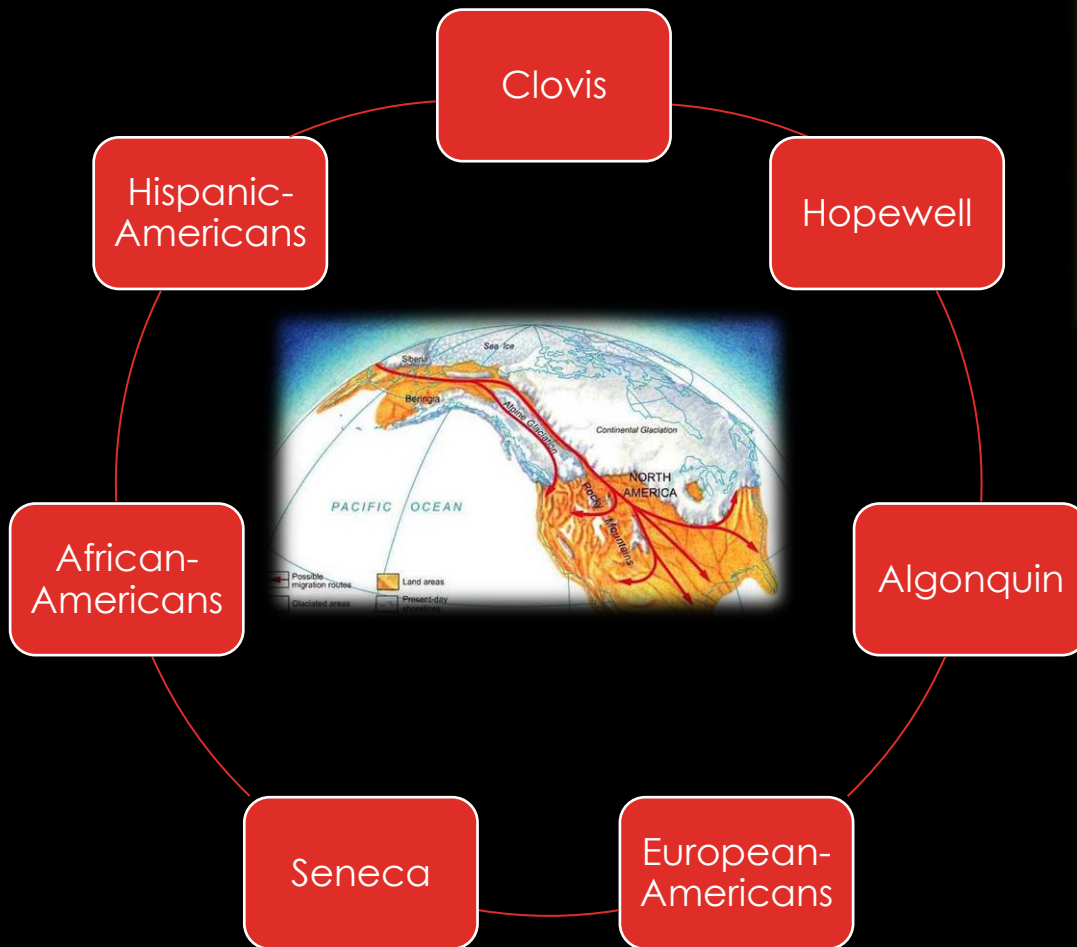


YouTube video courtesy of CNY Hiking




Reason # 2

THE LOWER FALLS HAS BEEN OCCUPIED BY HUMANS SINCE 10,000 BCE



We are not makers of history. We are made by history.

Martin Luther King, Jr. 

Reason # 3

THE LOWER FALLS WAS THE LAST STOP ON THE UNDERGROUND RAILROAD

The Underground Railroad was a network of secret routes and safe houses used by 19th-century enslaved people of African descent in the United States in efforts to escape to free states and Canada with the aid of abolitionist and allies who were sympathetic to their cause. **Frederick Douglas** and **Harriet Tubman** may have used this exact location to help free their brothers and sisters.



Historical Marker in Maplewood Park



Reason # 4

THE LOWER FALLS IS PART OF THE AMERICAN STORY OF INDUSTRY AND ECONOMIC PROSPERITY

- Kodak Hawkeye Plant
- RG&E Hydroelectric Facility
- 19th Century Flour Mills
- Early American Eco-Tourism



THE LOWER FALLS GORGE IS ONE OF THE MOST CHERISHED HABITATS FOR STEELHEAD TROUT IN NORTH AMERICA

Steelhead & Rainbow Trout



On the Genesee Riverway

SETH GREEN

At the age of thirty one, Green... opened a fish market on Front Street. He soon became known not only for his clam chowder, but his peculiar behavior, as he kept strange hours experimenting with spawning fish on a small island near the Lower Falls...

In 1864 Green purchased land in Caledonia where numerous unpolluted streams were necessary for the propagation of fish. Here he began to raise trout for market, raising shad, salmon, trout, whitefish and others. (The Caledonia Fish Hatchery)

He began to stock waters where people could benefit from an inexpensive and carefully studied streams and rivers all over the country, restocked some even earlier twelve thousand shad in four milk cans on board a train, published his research and assisted other countries with stocking the waters. He attained worldwide recognition and honors...

He died... in August of 1888, much mourned the world over. Excerpted, by permission of the authors, from *Worming Crazy A Portrait of the Genesee River* by Ruth Curtis, Jr. The Donning Company Publishers, Virginia Beach, Virginia; 1996, pp. 160-166

Father of Fish Culture

1837

1888

Photo Lab



THE LOWER FALLS AREA IS AN ARCHITECTURAL PARADISE

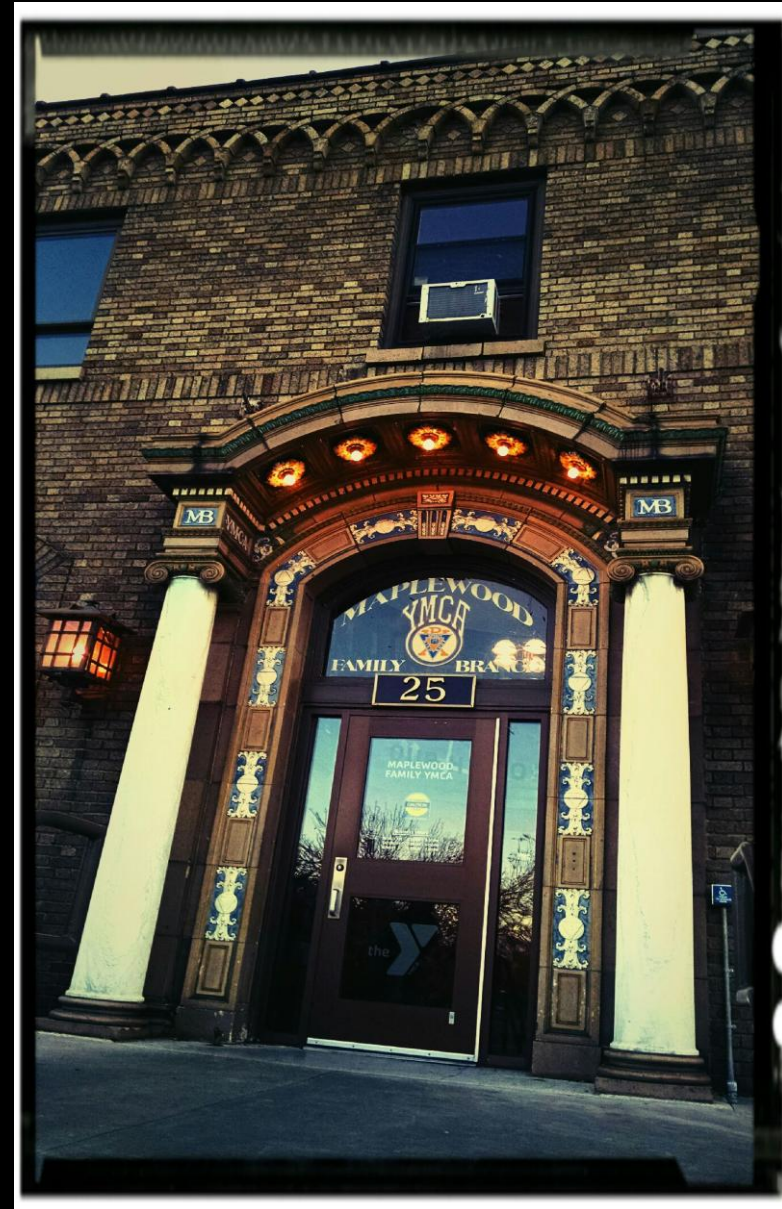
Buildings include works by

- Frederick Law Olmstead
 - Claude Bragdon
 - A.J. Warner

Styles include

- Georgian Revival
- American Foursquare
 - Colonial Revival
 - Classic Tudor

www.maplewood.org



OUR MISSION IS TO MAKE THE GENESEE LOWER FALLS GORGE A NATIONAL HERITAGE AREA BY 2020.

Heritage Areas are places where small investments pay huge dividends, providing demonstrable benefits in communities across the country and in partnership with our national parks.



<http://www.nps.gov/heritageareas/>



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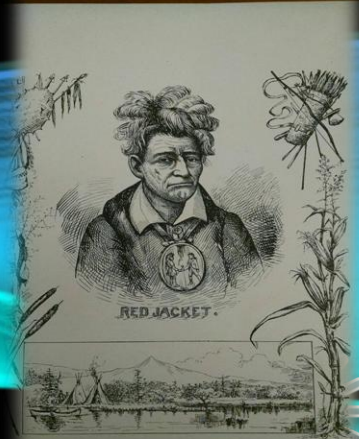


CULTURAL PRESERVATION MATTERS!



Since 1984, 49 National Heritage Areas have been established, resulting in much needed preservation projects and leading to significant economic development. **Last year alone, the NHAs distributed over \$1 million in preservation grants and collectively preserved or maintained over 100 historic properties.** Over 30 years, creative preservation strategies are taking root and making an impact in partnership with the National Park Service and many active citizens.

THE GENESEE LOWER FALLS GORGE of ROCHESTER #50!



THE LOWER FALLS FOUNDATION IS ABOUT TRANSFORMING THE FUTURE OF THE 10TH WARD

- Job training and professional development
- Beautification and park enhancement projects
- Positive social change through stewardship investment
 - Revenue generating eco-tourism initiatives
 - Increased civic engagement and civic pride
- The establishment of a National Heritage Area in the Lower Falls



LOWER FALLS
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We will serve.

Residents of the 10th Ward will be our first customers

- Approximately 33.0% of the 10th Ward's population lives in a low income household, or a household with an annual income of less than \$25,000.

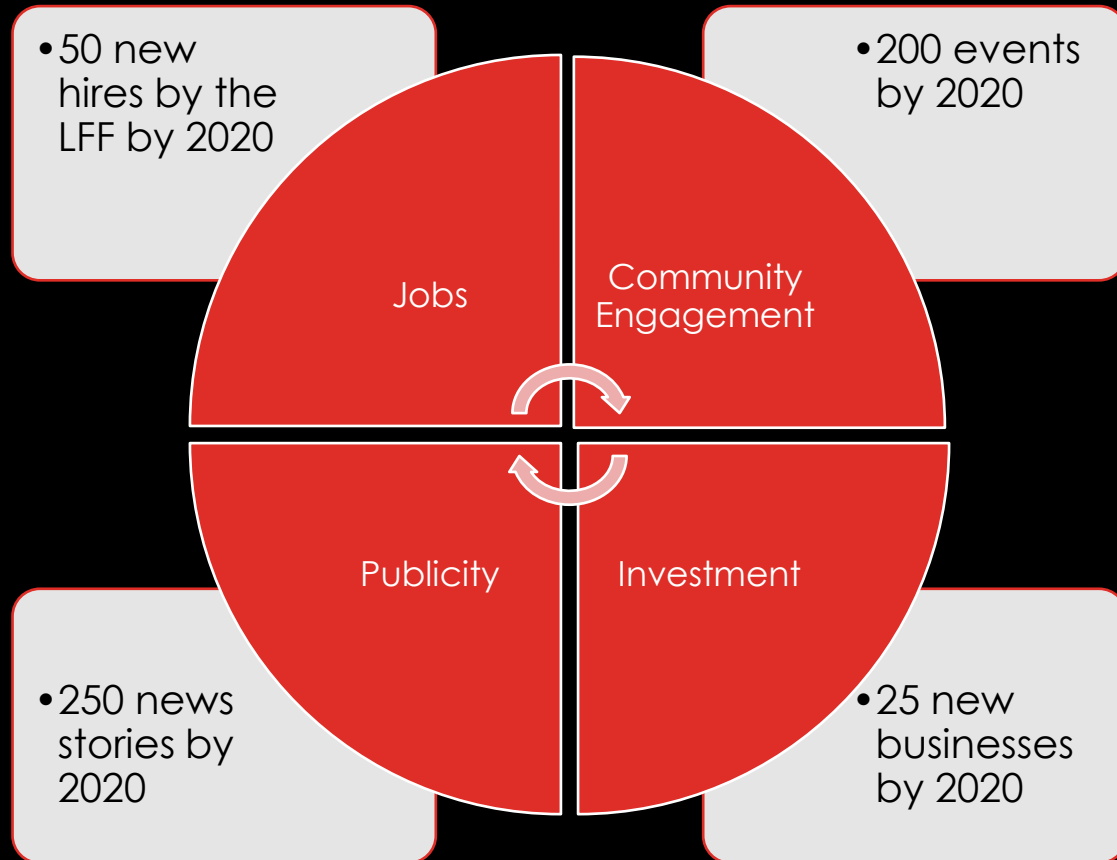


As well as youth & young professionals seeking opportunity

- Approximately 49.64% of the 10th Ward's population has only earned a high school degree.



WE WILL MEET VITAL COMMUNITY NEEDS



Investment Areas

- Maplewood
- 14621
- Edgerton
- Marketview Heights
- Charlotte



Source: City of Rochester



WE WILL FOSTER OPPORTUNITIES.

New Jobs Include:

Social Media Marketers

Urban Designers

Tour Guides

Educators

Docents

Artists

Groundskeepers

Researchers

Community Organizers

Actors

Paid Interns

This has been done before!

Learn about the East Lake
Foundation in Atlanta



What difference will 50 jobs by 2020 make to the
10th Ward neighborhood?

All the difference.



FURTHER BENEFITS FOR ALL CITY RESIDENTS

The Genesee Lower Falls Gorge will be the perfect destination for travelers to discover the natural beauty of the Genesee River and to connect to a section of Rochester and Western New York that is abundant in culture and the history that shaped America.

New businesses

New Homeowners

Positive media attention

Experiential learning in schools

City residents will have the added pleasure of knowing that they are caretakers of a national treasure.



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BUT THE LOWER FALLS GORGE NEEDS REAL INVESTMENT BY PEOPLE WHO CARE

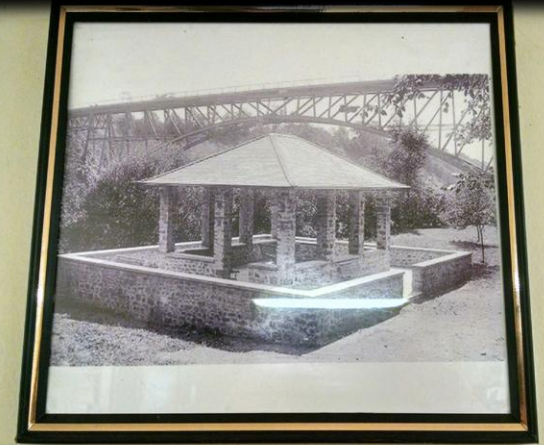
There are major ecological and social challenges including crime, drug activity, pollution, hazardous trails, soil erosion, poor signage, lack of lighting, low utilization by the public, and a legacy of neglect.

We can change this reality!



THE LOWER FALLS IS PRIMED FOR ECO-TOURISM & STEWARDSHIP INVESTMENT

- **Trail enhancement projects**
- **Beautification projects**
- **Public safety improvements**
- **Innovative ways to experience the Gorge**
- **Restoring the old refectory**
- **Historically accurate signage**
 - **Erosion control**
 - **Ecological research**
 - **And so much more!**



Courtesy of City of Rochester



It's working in Oregon!





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OUR CURRENT NEEDS

Investment

If you are excited about sponsoring the Lower Falls Foundation, or supporting our work financially, please connect with Bill Self (Cofounder) or George Payne (Cofounder). There are several ways that you can support our mission by making a one time or continual monetary donation.

Collaboration

We are looking to share creative ideas and space with other organizations in the 10th Ward neighborhood. Let's design a program or project together!

Visionaries

If you are interested in joining this adventure in social transformation we have several opportunities where you can make a difference! We have needs in administration, programming and marketing. We are especially seeking help with digital media, social media outreach, and other areas of innovation.

CONTACT:

George@gandhiearthkeepers.org



*Social change comes
through people.*

CONTACT US TODAY!

- Bill Self
Co-founder, Lower Falls Foundation



- George Payne
Co-founder, Lower Falls Foundation



Phone) 585-703-9230
E-mail) George @gandhiearthkeepers.org



WE ARE HONORED TO BE LOCATED IN THE HISTORIC LUTHERAN CHURCH OF THE REDEEMER

1549 Dewey Avenue, Rochester, New York 14615



For 100 years Redeemer Lutheran Church has been a beacon for the faithful in the Maplewood section of Rochester. In 2000 the exterior of the church was granted “landmark” status by the Rochester Preservation Board.



100 Year Anniversary
Celebration



1915



2015



ALL THE PHOTOGRAPHS IN THIS PRESENTATION WITHOUT CAPTIONS WERE TAKEN BY GEORGE PAYNE OR FOUND AS A GOOGLE STOCK IMAGE. THE STATISTICS CAN BE REFERENCED AT: [HTTP://WWW.TRULIA.COM/REAL_ESTATE/MAPLE WOOD-NEW_YORK/COMMUNITY-INFO/](http://www.trulia.com/real_estate/maple_wood-new_york/community-info/)

