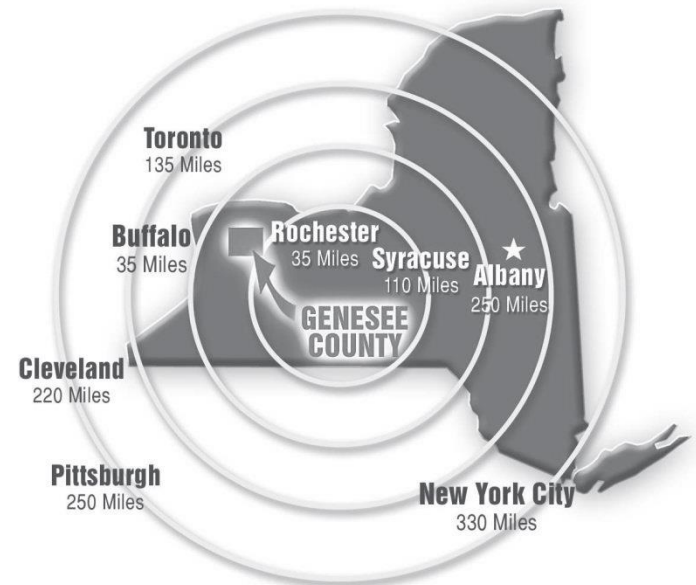


# Genesee County Economic Development Focus Group

Monitoring Report  
January 10, 2014



Community growth, revitalization and economic sustainability all help to create a livable and vibrant community.

# Group Members

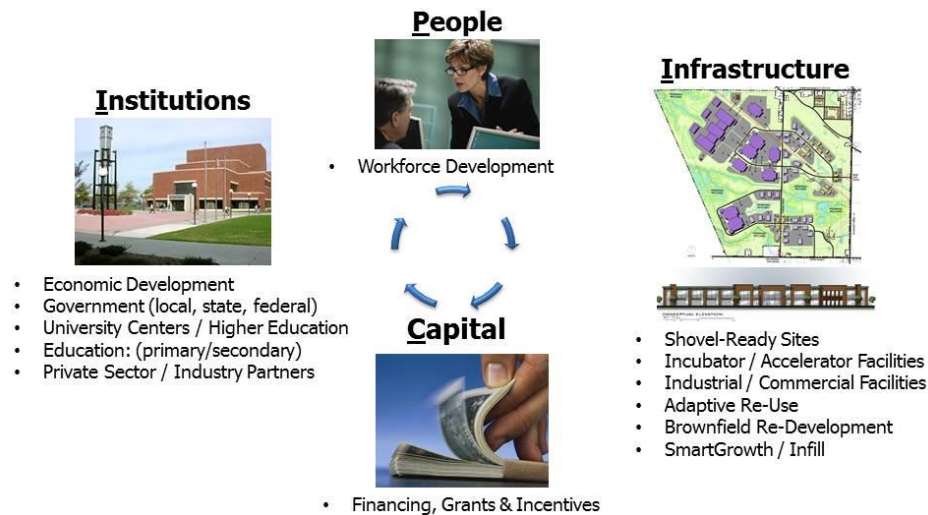
Don	Burkel	Batavia Business Improvement District (BID) Director
Sam	Campanella	NYS Small Business Development Center (NYS SBDC)
John	Cima	Genesee Valley Educational Partnership
Scott	Gage	Genesee County Job Development Bureau
Jay	Gsell	Genesee County Manager
Mary Lou	Hamm	Workforce Investment Board
Eve	Hens	Genesee County Business Education Alliance Director
Steve	Hyde	Genesee County Economic Development Center (GCEDC) President & CEO
Tony	Mancuso	Commercial Real Estate
Bev	Mancuso	Genesee County Cornell Cooperative Ext. Director
Tom	Mancuso	Commercial Real Estate
Mark	Masse	Genesee County Economic Development Center (GCEDC) Sr. VP. Of Operations
Jason	Molino	Batavia City Manager
Julie	Pacatte	Batavia Development Corporation (BDC) Director
Reid	Smalley	Genesee Community College (GCC) BEST Center Director
Shelley	Stein	Legislator
Rachael	Tableski	Genesee County Economic Development Center (GCEDC) Marketing and Communications Director
Tom	Turnbull	Genesee County Chamber of Commerce President

# Leveraging Tech Based Economic Development (TBED)

TBED Pillars represent a “development framework” or “business model” for a community and/or region to prepare itself for long term economic sustainability...

Genesee County Economic Development Focus Group  
Tech Based Economic Development (TBED)

Development Framework for Technology Intensive Industries (P.I.C.I.)



# TBED Enhanced Views into key Markets and Industries

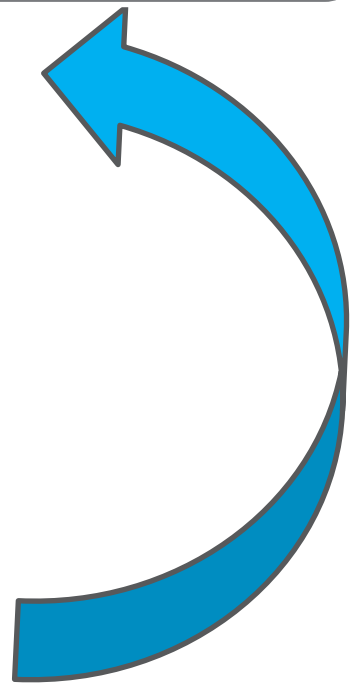
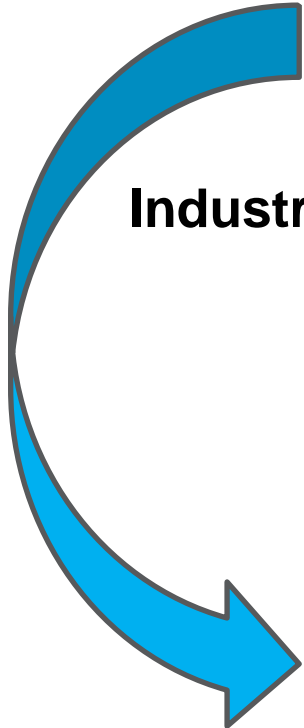
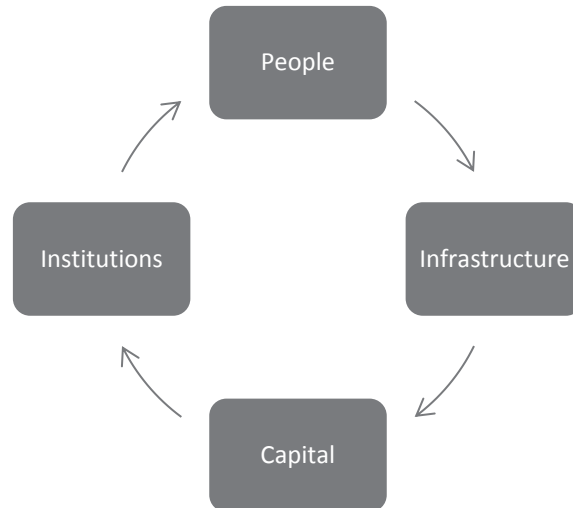
**Markets:**



**Industries:**



**Development Framework: TBED**



# Monitoring Report

## 2013 Economic Development Results- related to Markets

Business Attraction
<b>GCEDC</b> Reed Eye Associates, Jackson Square LLC.
<b>City/BDC</b> Hosted real estate developers forum, research and share tenant prospect lists with property owners
<b>City/BBID</b> Meet & Greet program, Marketing/Promotion of Downtown, Website: available space inventory for Downtown, media discount programs
<b>Chamber</b> Website and other promotional collateral highlighting Genesee County cultural benefits.
<b>GCC/ Best Center</b> Served as a key training provider for new GCEDC attraction attempts and provided entry-skills training to the new Muller-Quaker yogurt company.
<b>BEA</b> Deliver programming designed to strengthen the workforce to meet industry needs.

Business Retention & Expansion
<b>GCEDC</b> Premiere Credit, CLP Darien Lake, Graham Manufacturing, COR Development
<b>City/BDC</b> Sweet Ecstasy, Pero Plumbing & Carpentry, 62 Swan Street, Triple Option Networks
<b>City/BBID</b> Workshops and seminars, media discount program, trash discount program with ARC
<b>Chamber</b> Conducted numerous workshops and seminars for local businesses to help deal with common business issues.
<b>GCC/ Best Center</b> Joint partnership with GCEDC, RIT, Cornell University, and grant funders resulted in 2 Food Processing Certificate programs being offered in 2013 with a total of 53 graduates.
<b>NYS SBDC</b> 20 clients assisted with business plans, 2 directly related to expansions, 3 assisted with marketing/sales, and 5 assisted with other counseling.
<b>BEA</b> Created a virtual tour video series to familiarize students with regional career opportunities.

Entrepreneur, Start-Up Businesses
<b>GCEDC</b> NY Craft Malt, Batavia Showtime, Firing Pin
<b>City/BDC</b> Partnered with GCC/Chamber to provide start-up/early stage business training, Trash Away LLC start-up capital
<b>City/BBID</b> Workshops and seminars
<b>Chamber</b> Loans and grants through Microenterprise Program.  Start-up counseling in partnership with the SBA
<b>GCC/ Best Center</b> Conducted numerous workshops designed to improve young company start-ups.  (Orleans County) A Microenterprise Assistance Program (MAP) with the Orleans County Chamber and the SBDC to create new businesses had 2 programs with 23 graduates, several of whom have already started small businesses.
<b>GC JDB</b>
<b>NYS SBDC</b> 40 start-up's served

Community Development
<b>GCEDC</b> \$500,000 loan fund for re-development project. Participation with the BDC, BID, and Vibrant Batavia.
<b>City/BDC</b> Vibrant Batavia Community Organizer hired by NeighborWorks ROC, neighborhood outreach started, go local discounts offers and a new seasonal Vibrant Times publication launched
<b>City/BBID</b> Major events downtown
<b>GCC/ Best Center</b> College representatives are active on numerous local community boards in Genesee and other GLOW region counties. College Advisory Councils in every academic division are represented by industry leaders throughout the GLOW region.
<b>NYS SBDC</b> Assisting MWBE businesses and veteran owned businesses. Providing small business programming on an ongoing basis.
<b>BEA</b> Serve as an advisory member for GCC Ace Program and steering committee member of the WNY Tech Academy.

# Monitoring Report

## 2013 Economic Development Results Related to Goals

### Secure \$29.25M in Capital Investment

**GCEDC**  
\$29.9 million

**City/BDC**  
Small biz investment:\$298,300  
Building Improvement Investments:  
\$691,318

**City/BBID**  
Façade Improvement Grants-  
\$14,000

**Chamber**  
n/a

**NYS SBDC**  
\$272,100 in equity investment

### Participate in 11 Development Projects

**GCEDC**  
28 projects closed in 2013

**City/BDC**  
5 loan closings.  
6 building improvement  
projects completed

**City/BBID**  
3 small business projects

**Chamber**  
n/a

**GCC/ Best Center**

**NYS SBDC**  
69 clients served in Genesee  
County

### Create 182 Jobs

**GCEDC**  
270 new jobs pledged

**City/BDC**  
15 jobs retained, 7 new positions  
created

**City/BBID**  
5 jobs created

**Chamber**  
n/a

**GCC/ Best Center**  
The BEST Center training programs  
are utilized by numerous companies  
and not-for-profit organizations  
throughout the GLOW region to  
support the creation of new jobs  
and retraining efforts. Grant funding  
through SUNY and the NYSDOL  
helps provides training programs  
with a strong focus on retaining  
incumbent workers.

**GC JDB**  
Assisted area businesses by  
hosting 104 on-site recruitments,  
listed 1,105 job openings, and  
placed 1,797 workers.

**NYS SBDC**  
44 jobs created

### Secure Funding/ Help Businesses Obtain Capital (grants/infrastructure)

**GCEDC**  
\$1.7 million

**City/BDC**  
National Grid Main Street Revitalization  
support: \$75,000, 2 projects

**City/BBID**  
Approved for CFA (RARP) grant for  
\$150,000 partnering with City of  
Batavia:\$450,000 bond for downtown  
capital projects

**Chamber**  
n/a

**GCC/ Best Center**  
The BEST Center secured over \$650,000  
in federal, state and regional grants and  
was a partner in securing additional  
funding for collaborative training  
programs, such as food processing.

**GC JDB**  
WIA - \$126,500  
H1B Grants – \$301,800  
Total Grant Funding = \$428,300

**NYS SBDC**  
\$652,000 in funding including loans,  
grants, and other investments.

# Monitoring Report

## 2013 Economic Development Issues/ Challenges Related to TBED

People/ Workforce	Infrastructure	Capital	Institutions
<b>GCEDC</b> A trained workforce (food processing and advanced manufacturing) ✓	<b>GCEDC</b> Sewer in Pembroke for BETP ✓ Sewer in LeRoy for O-AT-KA Hills ✓ STAMP water, sewer, electric ✓	<b>GCEDC</b> Connecting start-ups to loan funds and angel investors ✓	<b>GCEDC</b> Associate degree program in food processing Technology and other technology intensive degrees ✓
<b>City/BDC</b> Skilled workforce gap – CNC, HVAC & welders ✓	<b>City/BDC</b> Lifestyle trails ✓ Underutilized/contaminated sites ✓	<b>City/BDC</b> Recapitalize Micro-Enterprise Fund ✓ Define redevelopment opportunities and needs ✓	<b>City/BDC</b> Need to develop “short-course” for entrepreneurs ✓
<b>City/BBID</b> Provide counseling for new and existing businesses: start-up, retail management, retail promotion/ display ✓	<b>City/BBID</b> Serve BOA committee to develop underutilized and contaminated sites downtown ✓	<b>City/BBID</b> Approved for CFA (RARP) grant for \$150,000 ✓	<b>City/BBID</b> Provided program on B.I.D.’s and public/private development in the downtowns for the Genesee Finger Lakes Region Planning workshop.
<b>Chamber</b> ✓ Shortage of skilled trade workers	<b>Chamber</b> ✓ Shortage of mid-priced housing for management level personnel moving to the area as a result of the new businesses		<b>GCC/Best Center</b> Genesee Community College is the local provider of both credit certificates and degrees, as well as noncredit certifications and training
<b>GCC/Best Center</b> Key training provider for new employees, incumbent workers, and executive staff throughout the GLOW area.			<b>GC JDB</b> Secure \$177,000 in funding for sponsoring skill training.
<b>GC JDB</b> Processed 28 employees for H1B Food Processing Grant & 3 trainees for H1B Adv Manufacturing Grant. Hosted 52 on-site business hiring events for 565 job openings.			

### ✓ On-going Issues Update






- Market rate loft apartments taking off in the City through re-development efforts of many agencies.
- New housing across from Ag park
- BOA addressing strategic development sites in the City





### ✓ Resolved Issues






- GVEP/ BOCES started an adult welding program
- Sewer project in Pembroke is in the construction phase (January 2014)
- Short course for entrepreneurs developed by BDC and GCC
- 2 year food processing degree to launch in fall 2014

# Monitoring Report



## 2013 Economic Development Priorities Related to TBED

People/Workforce
<b>GCEDC</b> Reach young students/ counselors/ teachers/parents- about prospective local jobs, education requirements and salaries 
<b>City/BDC</b> Support BEA awareness campaign for skilled labor needs  Boost entrepreneur opportunities – food enterprise concept 
<b>City/BBID</b> Sponsored Workshops (Marketing...) 
<b>Chamber</b> Facilitate through the BEA a focus on training high school students for skilled trade opportunities 
<b>GC JDB</b> Assist businesses to access WIA & H1B training Grants. Assist businesses to recruit skilled workers.

Infrastructure
<b>GCEDC</b> Making Buffalo East shovel-ready  Making STAMP shovel ready lite 
<b>City/BDC</b> BOA redevelopment + lifestyle trails, green infrastructure  New housing
<b>City/BBID</b> Façade Improvement Program - \$14,000 in grants and investing \$10,000 with the City downtown dumpster enclosure 

Capital
<b>GCEDC</b> Maintaining connections to investors and pairing with start-ups-continue RLF program. 
<b>City/BDC</b> Recapitalize Micro-Enterprise Fund  Secure support for priority redevelopment projects 
<b>City/BBID</b> Secure CFA (RARP) grant 
<b>Chamber (on-going – blue check)</b> Providing loan and loan/grant opportunities to low/moderate income individuals 

Institutions
<b>GCEDC:</b> Assist institutions develop degrees and certificates to create a pipeline of workers for local companies (i.e. Food Processing Tech) 
<b>City/BDC:</b> Creativity workshops for targeted industries  Entrepreneur “short- course” 
<b>City/BBID</b> Continue to work with regional institutions promoting the benefits of downtown’s and the B.I.D.’s 
<b>GC JDB</b> Secure WIA & H1B training funds to sponsor skill training.

 On-going priority  
 Resolved priority



# Monitoring Report

## 2014 Economic Development Issues/ Challenges Related to TBED

People/ Workforce	Infrastructure	Capital	Institutions
<p><b>GCEDC</b> Trained workforce (food processing and advanced manufacturing).</p>	<p><b>GCEDC</b> Infrastructure in LeRoy Corporate Park including sewer, electric extensions.</p> <p>WNY STAMP Shovel-Ready Lite</p> <p>-water, wastewater, gas, electric, telco/data, and roadway designs.</p> <p>-site entrance roadway construction and intersection improvements.</p>	<p><b>GCEDC</b> Connecting start-ups to loan funds and angel investors.</p>	<p><b>GCEDC</b> Associate degree program in Semiconductor Technology and other technology intensive degrees.</p>
<p><b>City/BDC</b> Skilled workforce gap – CNC, HVAC &amp; welders</p>	<p><b>City/BDC</b> Lack of lifestyle trails Underutilized/contaminated sites</p>	<p><b>City/BDC</b> Recapitalize Micro-Enterprise Fund and further define redevelopment projects, site assembly &amp; clean-up costs</p>	<p><b>City/BDC</b> Business Beyond the Basics short course needs to gain momentum</p>
<p><b>City/BBID</b> Provide counseling for interested new and existing businesses in the areas of startup, retail, understanding your markets and display/ presentation</p>	<p><b>City/BBID</b> Focus on development of underutilized and contaminated sites in downtown</p>	<p><b>City/BBID</b> Seeking funding for façade improvement program</p>	<p><b>City/BBID</b> Provide programs on B.I.D.'s and downtown development, i.e. Genesee Finger Lakes Regional Planning Council</p>
<p><b>GCC/ Best Center</b> Continue to be the key training provider for new employees, incumbent workers and executive staff throughout the GLOW region.</p>	<p><b>All</b> Existing housing stock decline, particularly in the City of Batavia (duplex/rentals); and the need for re-development</p>		<p><b>GC JDB</b> Secured \$213,700 in funding for sponsoring post secondary skill training at area colleges.</p>
<p><b>GC JDB</b> 2,435 people served. 16,643 total customer visits for the year. 1,797 job seekers placed in new jobs. Determined eligibility and processed 143 trainees for skill training in H1B Food Processing Grant &amp; 13 trainees for skill training in H1B Advanced Manufacturing Grant.</p>			
<p><b>BEA</b> Encourage local students to choose career pathways that will support industries in need of qualified workers.</p>			

# Monitoring Report

## 2014 Economic Development Priorities Related to TBED

People/Workforce
<p><b>GCEDC</b> Continue to work on career education and support WNY Tech Academy (P-TECH). Finish GLOW Careers website to reach young students/ counselors/ teachers/parents- about prospective local jobs, education requirements and salaries.</p>
<p><b>City/BDC</b> Support BEA awareness campaign for skilled labor needs. Boost entrepreneur opportunities – food enterprise concept.</p>
<p><b>City/BBID</b> Continue workshops, i.e. HR, marketing, insurance, etc.</p>
<p><b>GCC/ Best Center</b> BOCES and high-school students to earn college credits while in high school as well as exposure to numerous job fields. GCC is an integral partner in the new P-TECH program providing a 6-year career path from 9th grade to an Associate's degree in STEM fields.</p>
<p><b>GC JDB</b> Assist businesses to access WIA &amp; H1B training Grants. Assist businesses to recruit skilled workers. Upgrade the skills of job seekers to increase employability.</p>
<p><b>BEA</b> Workforce readiness programming, market GLOW Careers website, support WNT Tech Academy</p>

Infrastructure
<p><b>GCEDC</b> Making the STAMP site shovel-ready lite, and working with LeRoy to make the new park shovel-ready.</p>
<p><b>City/BDC</b> BOA redevelopment sites assembled, clean-up costs defined. Lifestyle trails initiated Green infrastructure projects identified. New housing initiated in City</p>
<p><b>City/BBID</b> Streetscape enhancements and development of a public market structure downtown</p>
<p><b>GCC/ Best Center</b> (Wyoming County) Outreach efforts are being made in the GLOW region to pilot a manufacturing machining-skills training program to build a talent pipeline. (intellectual infrastructure)</p>
<p><b>All</b> Address the housing stock decline, particularly in the City of Batavia (duplex/rentals); and the need for re-development</p>

Capital
<p><b>GCEDC</b> Utilize and market START-UP NY with GCC and maintain connections to investors and pairing with start-ups and continue RLF programs.</p>
<p><b>City/BDC</b> Wrap-up Main Street grant, means complete \$525,000 project. Identify funds for site clean-up. Recapitalize small biz loan funds</p>
<p><b>City/BBID</b> Begin CFA (RARP) projects to install elevators in tow major downtown properties</p>
<p><b>GCC/ Best Center</b> As part of SUNY, GCC will be a partner in the new Start-Up NY program for new companies starting or expanding operations utilizing available college property.</p>

Institutions
<p><b>GCEDC</b> Continue to work with GCC and other colleges, universities, and local schools on preparing STEM curriculum for STAMP.</p>
<p><b>City/BDC</b> Continue focus on sales leakages, eating/drinking/ restaurant creativity</p>
<p><b>City/BBID</b> Continue to provide programs on the benefits of locating in the downtowns</p>
<p><b>GCC/ Best Center</b> Efforts have begun to provide future training programs to support the local manufacturing industry, other projected STEM sectors, and the healthcare industry. Genesee Community College is the local provider of academic degrees and certificates, as well as non-credit certifications and training.</p>
<p><b>GC JDB</b> Secure WIA &amp; H1B training funds to sponsor skill training.</p>
<p><b>BEA</b> Enhance relationships with students, parents, councilors, and the business community to facilitate positive career choices in students.</p>