



Finger Lakes

Regional Economic Development Council

Public Meeting

5/3/2013

Monroe Community College

- Welcome from Co-Chairs & LG Duffy
- Workgroup Presentations
- Presentations for FLREDC Approval
- Preview of REDC/CFA Round III
- Workgroup Changes



Workforce Development Workgroup

May 3, 2013



Goals of Workforce Initiative

- Assess gap between training capacity & skills need
 - Inventory training assets, particularly at community colleges & BOCES
 - Identify marketplace skills need
 - Fill the gap
- Focus training resources on needs of business
- Build middle-skill pipeline by expanding awareness at K-12 level



Regional Workforce Effectiveness – Prospective Indicator

Description: This measurement aims to provide a high-level gap analysis, comparing the total estimated number of learners completing post-secondary middle-skill training and education programs to current industry demands for middle-skill workers by occupational cluster. The measurement also conveys the high-level objectives of the FLREDC Workforce Development Workgroup by learner grade level and status along the grade 7 -14 continuum.

Middle Skill Occupational Cluster

Middle-Skill Training Providers	Annual Completions*	Current Demand**	Gap (Δ)	Learner Output Goal
Monroe Community College				
Finger Lakes Community College				
Genesee Community College				
BOCES				
SUNY Brockport: REOC				
Totals				

Data Sources:

*IPEDS and survey for non-credit programming

**Regional Skill Gap Survey, Precision Machining Survey, EMSI, Burning Glass

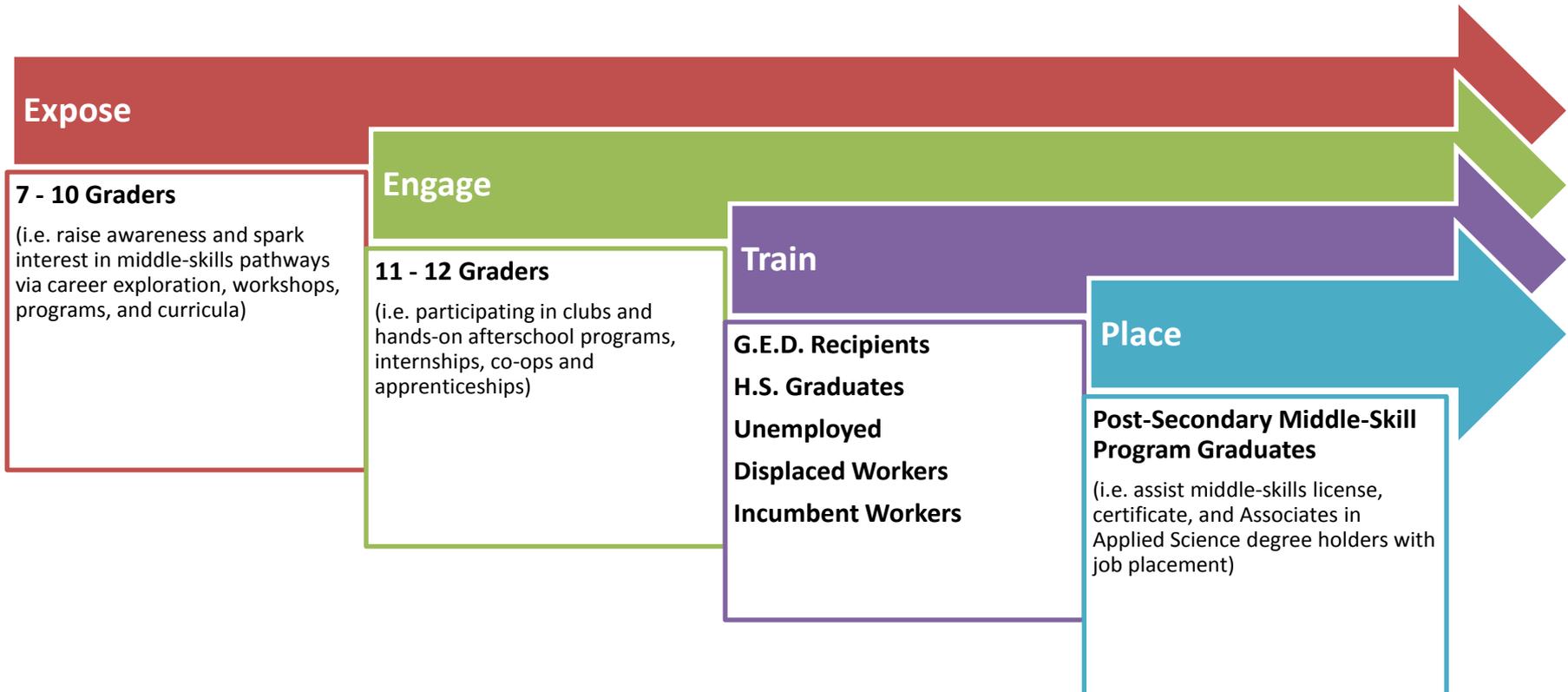


Identify Marketplace Skills Needs

- MCC/RBJ/CGR Survey of regional businesses
 - 334 respondents representing nearly 70,000 employees
 - Asked to identify number of positions “persistently unfilled” – over 600 among survey respondents
 - Specified occupations in demand & skills gaps
 - Still analyzing data
 - Will be periodic effort



Multiple Pathways Project: Regional Objectives by Learner Grade Level and Status





Mobile Lab Metrics: Multiple Pathways

- Number of Learners Exposed to Middle-Skill Careers by Learner Grade Level and Status
- Number of Learners Trained
- Number of Mobile Lab Deployments (e.g. monthly, quarterly, and annual)
- Community Partnerships Supported

Finger Lakes Regional Economic Development Council



Tourism and the Arts Workgroup



Finger Lakes Regional
Economic Development Council



Vision

The Finger Lakes Region is recognized beyond New York State for its high quality arts, culture, and entertainment; lakes, rivers and canals; sports and recreation; and culinary, wine and beverage assets and experiences.

Finger Lakes Regional
Economic Development Council
Tourism and the Arts Workgroup



Existing Conditions

- 1) Significant and unique arts, culture, and entertainment destinations (including historical and architectural assets), aligned with trending visitor interests, represent a key opportunity to promote our region internationally.

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Tourism and the Arts Workgroup



Existing Conditions

- 2) Diverse water assets collectively represent a significant resource that should be further exploited as a tourism destination.

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Tourism and the Arts Workgroup



Existing Conditions

- 3) Sports and recreation represent a significant factor in tourism, especially golf and water sports. Pro golf events, in particular, offer opportunities to display and promote our region to an international audience.

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Economic Development Council
Tourism and the Arts Workgroup



Existing Conditions

- 4) Sophisticated wine, culinary, and beverage attractions are prevalent throughout the entire region and represent one of the fastest growing sectors.

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Economic Development Council
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Existing Conditions

- 5) Within the region's geographical diversity, there is opportunity to better connect the efforts of all nine counties in a more collaborative manner.

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Performance Measures

- Jobs and Payroll
- Participation
- Traveler spending
- Occupancy Tax

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Performance Measures

Performance Measures	2011	2012
Jobs		
• Number of direct jobs (1,000)	21.1	20.9
Payroll		
• Payroll (1,000,000)	\$568	\$498
Participation		
• To be developed	---	---
Traveler Spending		
• Traveler Spending	\$1.5b	End of May
Occupancy Tax		
• Occupancy Tax (1,000,000) <i>Not including Genesee and Livingston counties</i>	\$8.64	\$8.82

Data provided by Center for Governmental Research.

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Economic Development Council
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Goals/Strategy

- 1) Continue to invest in, preserve, develop, and promote the region's major assets:
 - a. Arts, culture, and entertainment destinations (including history and architecture)
 - b. Lakes, rivers, and canals
 - c. Sports and recreation
 - d. Wine, culinary, and beverage industry (including agricultural and food micro enterprises)
- 2) Build on a positive destination image by leveraging partnerships and promotions of the region's quality assets and high profile events for tourism and business development, expansion and retention.
- 3) Priority Projects – To be developed

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Tourism and the Arts Workgroup



Tourism and the Arts Workgroup

Rollie Adams, The Strong

John Adamski, Finger Lakes Museum

Don Bennett, Campground Owners of New York

Lisa Burns, Livingston County Chamber of Commerce

Ginny Clark, Constellation Brands

Vicky Daly, NYS Canal, Palmyra Rep

Vinnie Esposito, FLREDC/ESD

Dan Fuller, Bristol Mountain/Roseland Waterpark

Wayne Hale, Orleans County Planning and Tourism

Grant Holcomb, Memorial Art Gallery

Marc Iacona, Xerox Rochester International Jazz Festival

Howie Jacobson, Dixon Schwabl

Don Jeffries, Visit Rochester

Tim Joseph, NYS Parks & Historical Preservation

Kelly Kiebala, Genesee-Orleans Regional Arts Council

Cynthia Kimble, Finger Lakes Tourism Alliance

Valerie Knoblauch, Finger Lakes Visitor Connection

Dennis Kohl, Darien Lake Theme Park

Sharon Leighton, NYS Canal Corp

Sarah Lentini, Arts & Cultural Council for Greater Rochester

Susan Lindsay, City of Rochester

Mike Linehan, Yates County Chamber of Commerce

Rich Parker, NYS Parks & Historical Preservation

Tom Parrish, Geva Theatre

Kyle Polite, Rochester Philharmonic Orchestra

Kelly Rapone, Genesee County

Jamal Rossi, Eastman School of Music

Jeff Shipley, Seneca County Chamber of Commerce

Norm Silverstein, WXXI

Greg Smith, Jay Advertising

Meghan Stearns, Wyoming County Chamber

Bill Strassburg, Wegmans Food Markets

Rachael Tabelski, Genesee County Econ Dev Agency

Mark Thomas, NYS Parks & Historical Preservation

Jim Trezise, New York Wine Grape Foundation

Christine Worth, Wayne County Tourism

Tourism and the Arts Workgroup



Finger Lakes Regional
Economic Development Council





Finger Lakes Region Economic Development Council Optics, Photonics, Imaging & Display (“OPID”)

Rochester, New York
May 3, 2013

What is Optics, Photonics, Imaging and Displays (“OPID”)?



Flat Panel Displays



Photonic & Fiber Optic Communications



Clinical Diagnostic Instruments

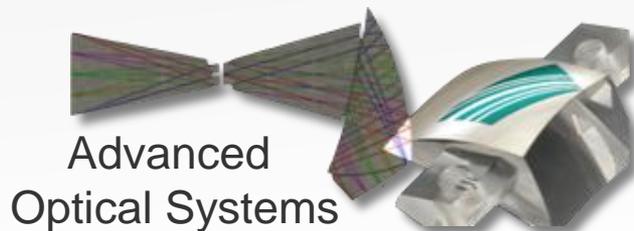


Lenses for Computer Chip Manufacturing

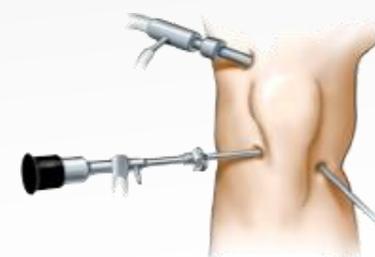
Smartphone Cameras



Infrared Imaging

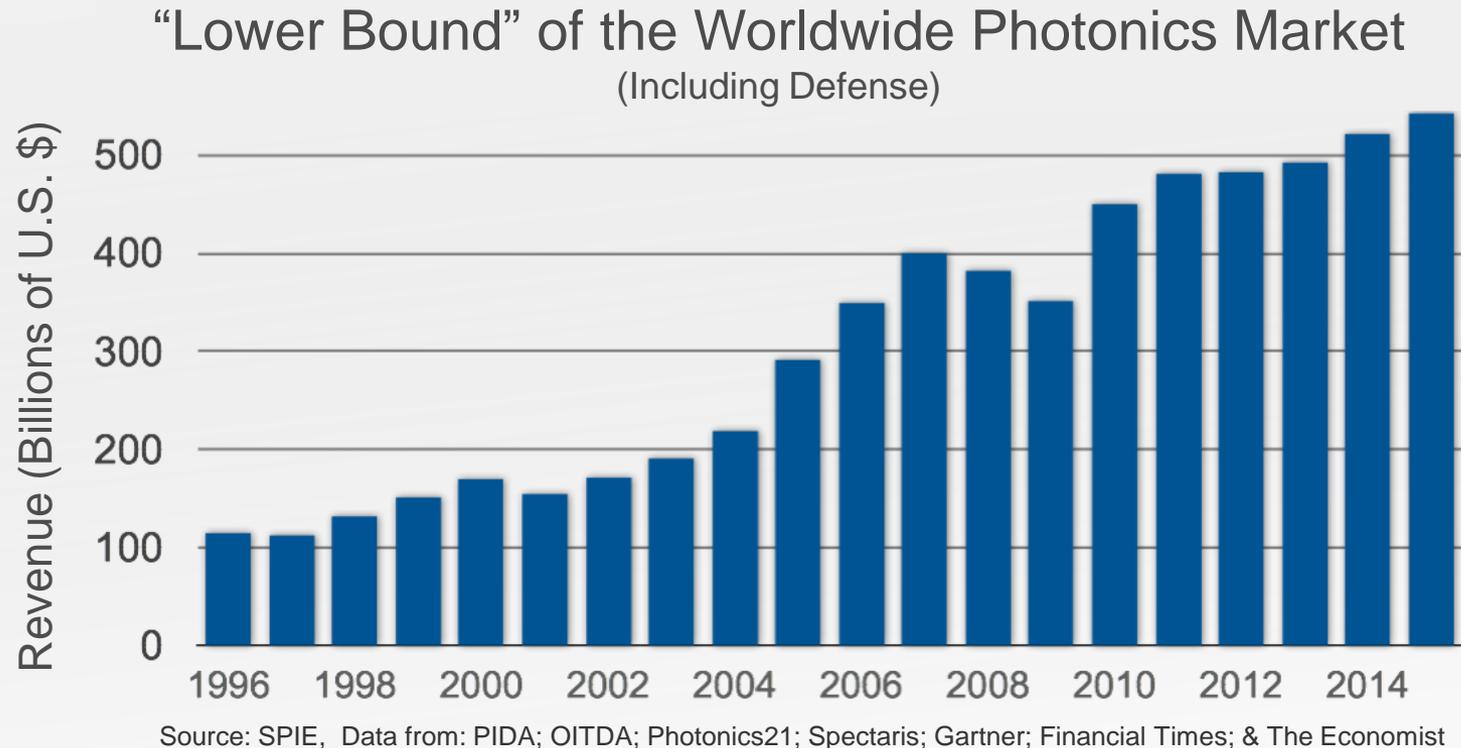


Advanced Optical Systems



Minimally Invasive Surgical Tools

OIPD is a \$500 Billion Market

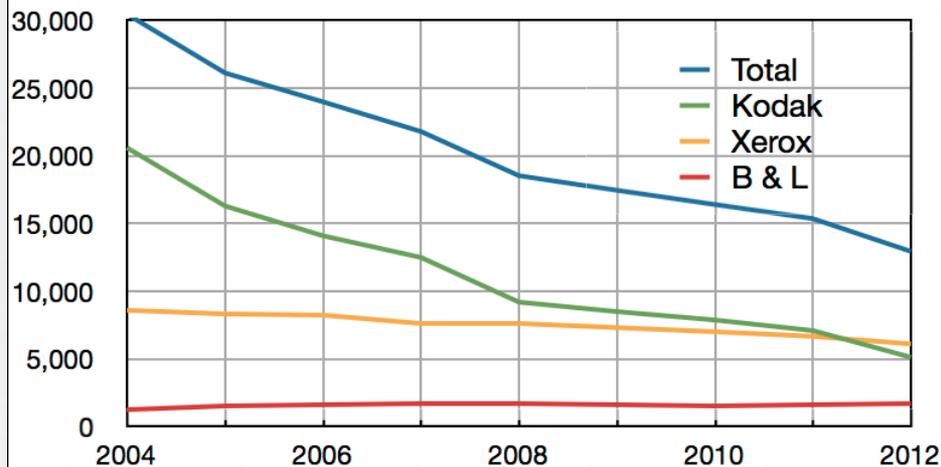


For Comparison, the OIPD Market is bigger than:

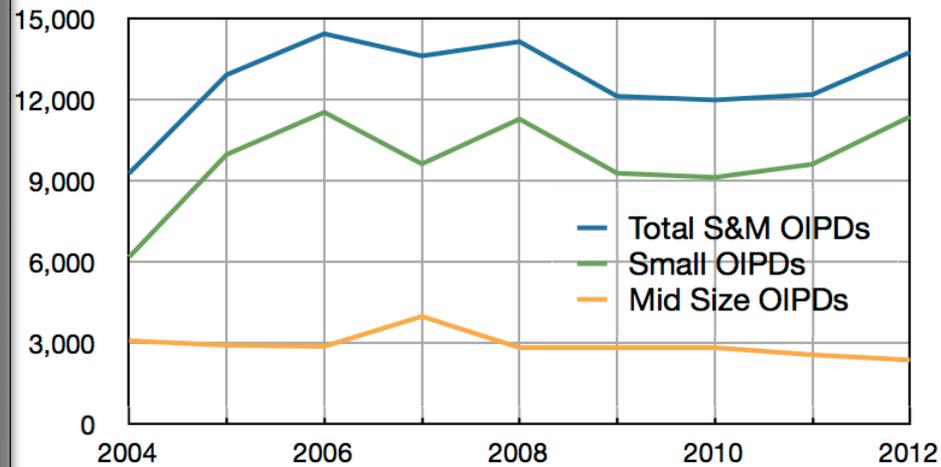
- 1) The Big Three U.S. auto makers - 2012 revenues were ~ \$300 billion.
- 2) The semiconductor market - 2010 revenues were ~ \$304 billion (KPMG).

Situation Analysis

Employment at Rochester's "Big Three"



Employment at Small and Mid Size OIPD Companies



- Rochester's "Big Three"
 - Kodak
 - Xerox
 - B & L
- Big Three employment under 13,000 at the end of 2012
- Employment remains in decline

- Rochester has over 50 small and mid-size OIPD companies
 - Combined employment at nearly 14,000 in 2012
 - Added ~ 1,500 jobs last year
 - 13% annual growth rate
- Goal of 10,000 jobs in 5 - 7 years

Finger Lakes OPID Customers



Proposed 2013 OPID Action Plan

2013 - Focus on Infrared Imaging



Precision 5 Axis Non-Contact Profilometer
for Measuring Visible and Infrared
Free Form Optical Components

\$ 500,000



Infrared Interferometer for Testing Infrared
Optical Components

\$ 500,000



MOCVD Deposition Tool for
Fabricating Photonic Devices,
Lasers and Infrared Sensors

\$1,500,000

Total Request - \$2,500,000

Q

&

A



Life Sciences Work Group

Mission/Vision Statement

The Finger Lakes Region is a national hub for biomedical research and commercialization. Over the next five years, the region will:

- **Invest** in academic/private R&D projects
- **Accelerate** the translation of scientific discoveries into commercial opportunities by increasing the region's capacity to support and fund new start-up companies
- **Sustain** and expand regional capabilities in biotechnology and pharmaceutical manufacturing
- **Expand** capacity and reach of the region's life sciences incubation and acceleration facilities

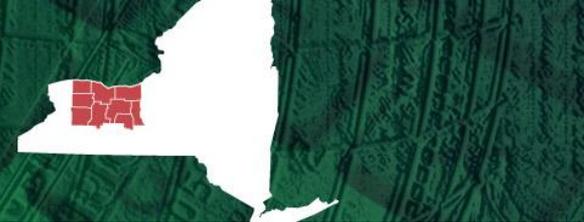
Existing Conditions

- Growing number of life sciences companies with many large, established firms and smaller start-ups
- Sector employs 6,500 individuals in the region with \$619 million in earnings
- Highly educated workforce with strong life science-related education and training programs
- Strong foundation of university-based life science research
- History of successful academic-industry collaboration

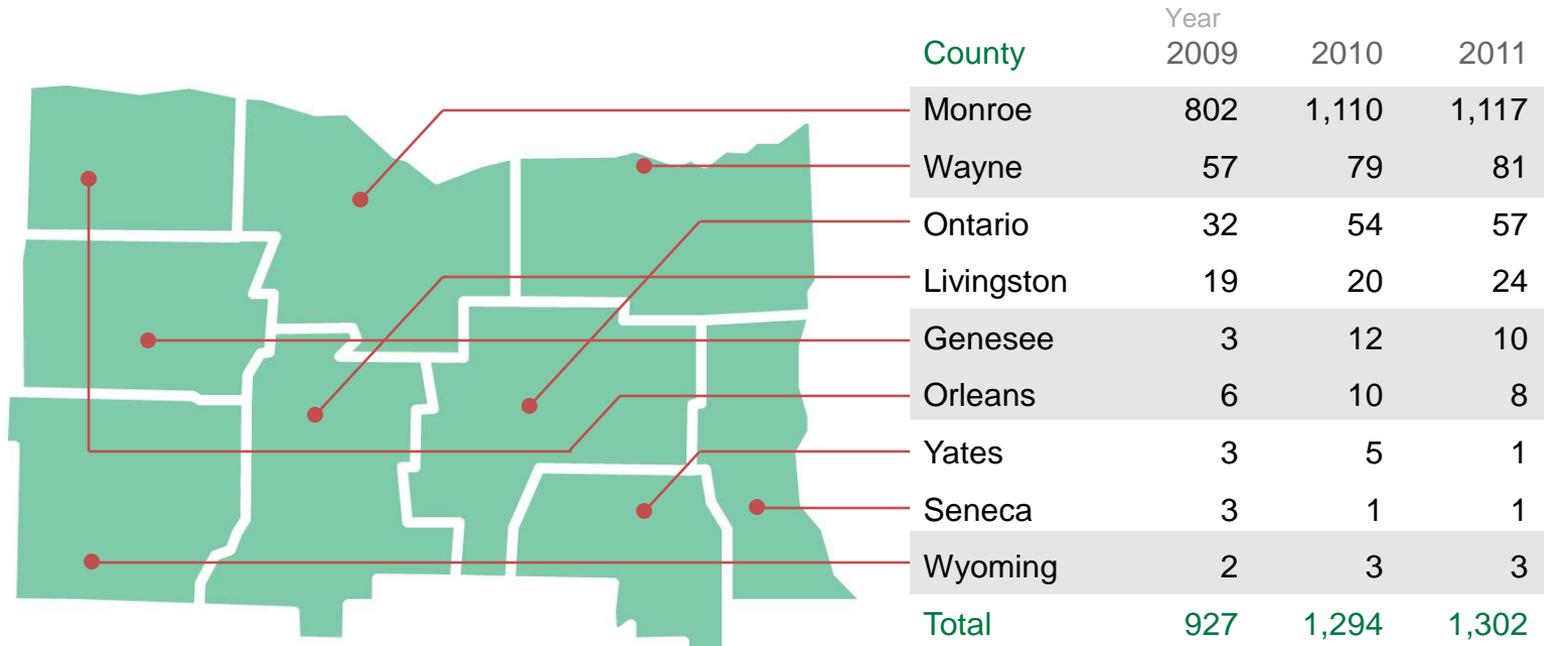
Sector Performance Measure

- Patents Awarded





Sector Performance Measure: Patents Awarded





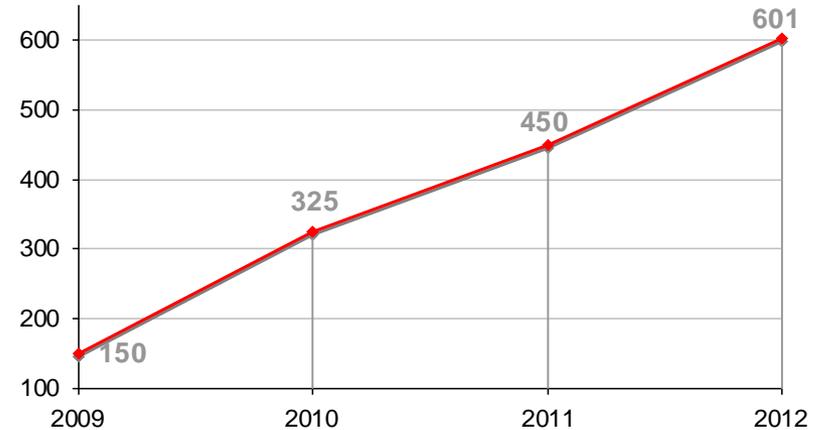
Priority Project

Health Sciences Center for Computational Innovation (HSCCI)

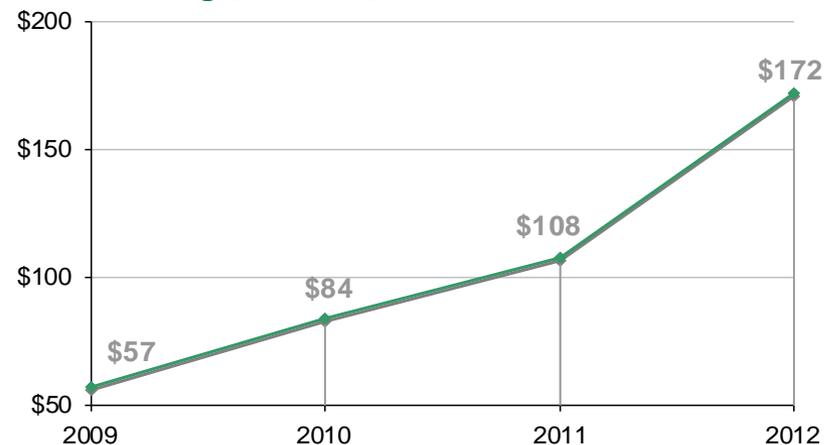
- Goals**
- To create one of the most advanced computer systems dedicated to health research in the world.
 - Leverage \$205 million in external research funding in 10 years



HSCCI Users



Funding (in millions)





Priority Project

Business Accelerator Cooperative

Goal To create an interconnected hub and node business support infrastructure to provide needed incubation facilities and support services throughout the region.

- Progress**
- Site for Rochester hub location has been identified
 - Most outlying county node sites selected
 - Video conferencing system architecture/proposal in final stages
 - Developing plan for entrepreneurs resource center
 - HTR planning to apply for U.S. EDA support for construction/renovation of the site

- Timeline**
- Received a total of \$5 million through REDC CFA Process
 - \$2.5 million 2011 CFA Award: Award incentive proposal signed
 - \$2.5 million 2012 CFA Award: Award in process
- HTR plans to submit CFA application for the project in 2013





Priority Project

Upstate Stem Cell cGMP Facility (USCGF)

Goal To develop the only regulatory-approved academic facility in upstate NY designed to create stem cell lines suitable for testing in humans

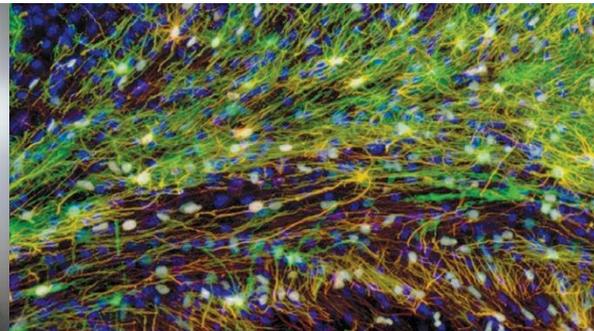
3,600 sq. ft. USCGF facility opened Fall 2012

Progress Facility constructed with \$3.3 million Empire State Stem Cell

- Board Shared Facilities Grant (2010)
- Two NYSTEM Consortium Grants awarded (2013)
 - \$10.8 million Retinal Stem Cell Consortium Grant
 - \$12.1 million Consortium Grant for treatment of Myelin Disease

Timeline

- **External Funding Leveraged:** More than \$26 million
- **Users:** Collaborations with SUNY Upstate Medical Center, UB, Albany Regenerative Research Foundation





Potential 2013 Projects

Instructional Design for High Performance Computing at HSCCI

- Project Goals**
- Provide training in high performance computing through a hub and spoke model
 - Facilitate better training at local universities and within the business community
 - Provide support/training for development of instructional design and online education
 - Center hub to be based at UR with 5 satellite sites located in the community

Potential Funding Request

- Hub facility at UR: \$2.5 million from NYS for development of space/infrastructure
- Satellite sites: \$2.5 million for infrastructure development (\$500k per site)

USCGF Stem Cell Process Development Laboratory

- Project Goals**
- Expand capabilities of USCGF
 - Accelerate clinical trials and commercialization of new stem cell products
 - Provide cutting-edge analytical tools and equipment to refine/optimize cell production processes to produce safe, reproducible materials for human use
 - Facility will be available to scientists throughout the region and upstate NY

Potential Funding Request

To be determined



Infrastructure and Transportation



Mission/Vision

To ensure that regional infrastructure and transportation assets are distinguishing factors in the retention and attraction of jobs and investment

Existing Conditions

- Sufficient capacity overall to accommodate additional growth, but localized limitations/bottlenecks exist.
- Inadequate resources limit ability to maintain existing assets (many of which are reaching end of their useful life) and pursue transformational projects.
- One-third of bridges are Structurally Deficient or Functionally Obsolete (2013).
- EPA Official Water Quality Facility/Project Needs total \$420 million (2008, data for 2012 forthcoming).
- Regional energy generation is far below consumption. Significant investments are being made to enhance the system, ensure reliability, and serve new customers.
- Availability of access to broadband varies within region. Progress made through Connect NY grants awarded in Seneca and Yates Counties.



Infrastructure and Transportation



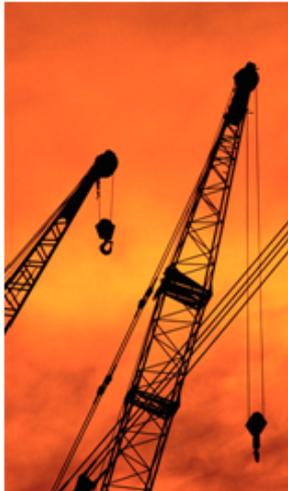
Performance Measures

- Regional Energy Generation Per Capita:
19.6 Million British Thermal Units (2010)
- Total Water Demand Per Capita:
0.866 Million Gallons/Day (2010)
- Regional Transit Service Annual Ridership:
18,082,000 (SFY 2012-2013)
- Enplanements at Greater Rochester Int'l Airport:
1,217,974 (2012)
- Tons of Freight Originating in the Region:
34,392,000 (2010)
- Percent of Households Served by Broadband*:
91% for Region / 83% outside of Monroe County (2012)

**As defined by NYS Broadband Program Office based on minimum FCC Download Speed*



Infrastructure and Transportation



Priority Projects

- I-390/Kendrick Road Interchange:
Fully-funded / Design-Build contract awarded
- I-390/Exit 16 and NYS Route 15A over the Erie Canal:
Designed but not funded / Submitted to GTC & NYSDOT
- Portageville Freight Rail Bridge Replacement:
\$2 million awarded (2011 CFA) / Additional funds being sought
- Inner Loop East Transformation Project:
Construction not funded / Preliminary engineering underway / Submitted to NYSDOT
- Improvements to NYS Route 77 to Support STAMP:
Traffic study completed / Submitted to NYSDOT
- Mill Seat Power Plant:
Permit being processed / Additional funds being sought

Additional projects are being identified:

- Reconfigure I-390/I-490/Lyell Avenue Interchange (Monroe)
- Repair Dansville & Mount Morris Railroad (Livingston)
- Complete Sewer Line along NYS Route 318 (Seneca)
- Subset of Workgroup to Assess Broadband Needs (Regional)

Higher Education Workgroup Dashboard Update

May 3, 2013

Co-chairs: Dr. William Destler, RIT
Dr. John Halstead, SUNY Brockport

Existing Conditions

- Higher Education in the Finger Lakes region contributes to a “Triple Bottom Line” as:
 - Major employer
 - Engine of research, innovation and economic development
 - Anchor of the region’s overall quality of life
- Number of Employees/Payroll
 - Jobs: 34,882
 - Payroll: \$1.9 billion
- 90,000 students from all 50 states and beyond our borders
- Ranked **3rd** in degrees per capita (one of the most productive regions in the nation)
 - **1st** in degrees in the physical sciences and mathematics
 - **2nd** in the biological and life sciences fields
 - **3rd** in engineering and engineering-related fields
 - **6th** in computing and information sciences

Performance Measures

- Increase overall market share of student enrollment
- New Facilities/New Academic Programs
- Meeting regional workforce needs
- Increase funding for research and development
- Business Incubation and Company Spinoffs = Jobs and Wealth Creation

2011 & 2012 Funded Priority Projects

Golisano Institute for Sustainability \$5 million

Incentive proposal received & returned to ESD
Building opened and dedicated on April 12
Equipment acquisition in process



Health Sciences Center for Computational Innovation \$10 million

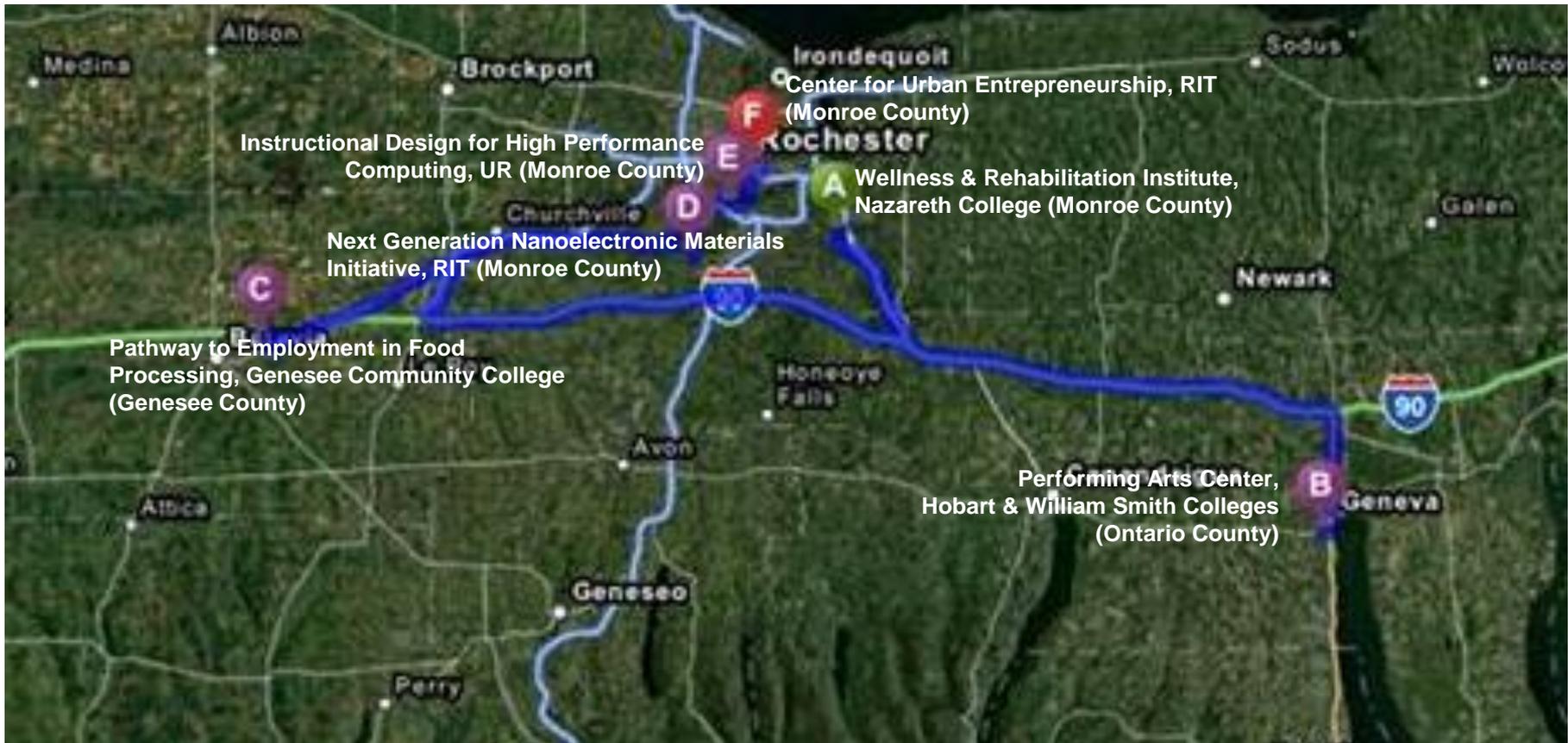
Incentive Proposal under NYS review
Installation of the IBM Blue Gene Q – June 2012
Facility dedication – August 2012
\$108 million in external research generated
Over 600 users



2013 Priority Projects Under Consideration

Criteria

Regional and Programmatic Diversity
Alignment with Strategic Plan
Jobs and Leverage Potential



NYSUNY2020 Projects





Blood Pressure Advocate Program

Goals and Methods:

- As a component of existing high blood pressure initiative, utilize clinic-based Community Health Advocates (CHA) working with the primary care team to improve the management of high blood pressure in hypertensive patients – particularly those at high risk.
- Partnership of Finger Lakes Health Systems Agency, Rochester Business Alliance, URMC Center for Community Health



Current Investment and Status

- \$300,000 Economic Development investment.
- 4.5 FTEs trained and deployed.
- Program running at four clinic sites.
- Program well-received by clinicians/patients.
- Financial sustainability mechanism is in place for year two utilizing an inpatient surcharge in partnership with Rochester hospitals, insurers, business community.



Target Population – 4 sites

- Total patients with HBP diagnosis 6217
- Total patients w/ up to date BP reading 5589
- BP > 140/90 (not in control) 2191 (39%)
- Total patients w/out up to date reading 628 (10%)
- Total patients for intervention (1st phase) 2819 (45%)



BPAP Future Directions

- Year one evaluation – June 2013
- Program revisions/CQI ongoing.
- Expansion of program to other clinics
- Integration community interventions (Center for Medicare and Medicaid Innovation, Patient Centered Medical Home...)
- Explore expansion to other chronic conditions; diabetes, congestive heart failure, coronary artery disease, primary prevention

Finger Lakes Regional Council
Entrepreneurship and Innovation Work Group
Business Accelerator Cooperative
Update

May 3, 2013



Work Group Members

Jack Baron

Terran Birrell

Richard Glaser

Don Golini

Steve Griffin

Bill Jones

Doug Maybaum

Theresa Mazzullo

Duncan Moore

Paul Morrell

Dr. dt Olgalvy

Jan Pisanczyn

Peter Robinson

Jim Senall

Chris Whitman

Alex Zapesochny

Sweetwater Energy

NextPlex

Merrill Lynch

Rochester Angel Network

Finger Lakes EDC & Yates County IDA

RIT Venture Creations

SCORE

Excell Partners, Inc.

University of Rochester Simon School

Geneseo SBDC

RIT Saunders College of Business

Brockport SBDC

University of Rochester Medical Center

High Technology of Rochester

Complemar Partners, Inc.

I-Cardiac

- Facilitators: Josh Farrelman, Vinnie Esposito
- Volunteers: Gary Miller, Del Smith



Vision, Strategy, Goal

- **Vision/Strategy**: To optimize business creation, retention and expansion. To strengthen and expand (both in terms of capacity and geographic reach) the region's network of incubators and acceleration facilities as well as business support and networking services.
- **Goal**: To create **1,000** new jobs in the form of start-up creation and business expansion within the first five years of operation.



Projects & Measures

Priority Projects – 2013

- ✓ Design and install a region wide **hub & node video conferencing system**
- ✓ **Create a Resource Portal** – a comprehensive Entrepreneur’s Resource Guide & means for ongoing communication to and with Accelerator Cooperative members
- ✓ Identify **Facility for Finger Lakes Business Accelerator Hub**

Performance Measures:

- ✓ Economic Benefit
- ✓ Jobs Created
- ✓ Capital Invested
- ✓ Frequency of meetings
- ✓ Inclusiveness (9 counties) -
- ✓



Project #1: Region wide video conferencing system

Hub & Node locations *-confirmed to date*

Nodes & Hub	Project Manager Contact	Address of Installation
Orleans County	James Whipple	121 North Main Street, Albion NY 14411. COIDA Offices
Genesee County	Chris Suozzi	99 MedTech Drive Batavia, NY 14020
Wyoming County	James M. Pierce	TBD:36 Center Street, Warsaw NY OR 6470 Rt. 20A, Perry, New York 14530
Livingston County	Paul Morrell	SBDC Office, DOTY Bldg, 1 College Circle, Geneseo, NY 14454
Ontario County	Michael J. Manikowski	Have some questions that need to be answered: call 4/30
Wayne County	Peg Churchill	TBD
Seneca County	Robert J. Aronson	One DiPronio Drive, Waterloo, NY 13165
Yates County	Steve Griffin	1 Keuka Business Park, Penn Yan, NY 14527
High Tech Rochester- Monroe County Hub	Jim Senall	Temporary -Lennox Tech Enterprise Center, 150 Lucius Gordon Drive, Suite 100, West Henrietta, New York 14586
Center for Urban Entrepreneurship	Del Smith	New - 40 Franklin Street (the historic Rochester Savings Bank), Rochester

Project 1: Region wide hub & node video conferencing system



- Video
 - Dual-screen system at each end point for graphics and video images
 - Integrated Audio
- Conferencing Table, Fully Integrated Connections and Access
 - New wired conference room table (*Supplied by a Genesee County Firm*) and chairs at each end point to facilitate connection and cable management
- Lighting
 - Evaluated per end point location to avoid shadows and poor video
- Acoustics
 - Window and wall treatments to be evaluated per each end point location. Ambient light control and background colors matter

Project #2: Create a Resource Portal : Entrepreneur's Resource Guide & Member Interaction

Startup Assistance & Incubators




HIGH TECH ROCHESTER
innovate. incubate. grow.
**Lennox Tech
Enterprise Center**




HIGH TECH ROCHESTER
innovate. incubate. grow.
**BIO ROCHESTER
VENTURE
CENTER**



R·I·T Venture
Creations



NYS Small
Business
Development
Center



The
**TECHNOLOGY
FARM**


HIGH TECH ROCHESTER
innovate. incubate. grow.
**Entrepreneur
Affiliate
Program**

SCORE[®]
Counselors to America's Small Business

Education / Networking



Pre-Seed
Workshop



Rochester
Open Coffee
Club



Student / Young Entrepreneurs

College Programs



UNIVERSITY of
ROCHESTER



ROBERTS
WESLEYAN COLLEGE



Nazareth
COLLEGE | School of
Management



...and many more

High School and Younger



Funding Resources

Rochester Region



Upstate NY



SBTIF



Entrepreneur's Resource Guide



Powered by High Tech Rochester

About Us

Getting Listed

Contact Us

Startup Resources

- *Networking/Support Groups*
- *Funding Sources*
- *Events & Competitions*
- *Training & Workshops*
- *Business Planning & Coaching*
- *Associations*
- *Incubators & Accelerators*
- *Shared Space & Infrastructure*

Small Business Resources

- *Networking/Support Groups*
- *Funding Sources*
- *Events*
- *Training & Workshops*
- *Business Planning & Coaching*
- *Associations*
- *Shared Space & Infrastructure*

Entrepreneurial Education

Latest Videos:



[Pitching to VCs](#)



[Google Labs Funding](#)



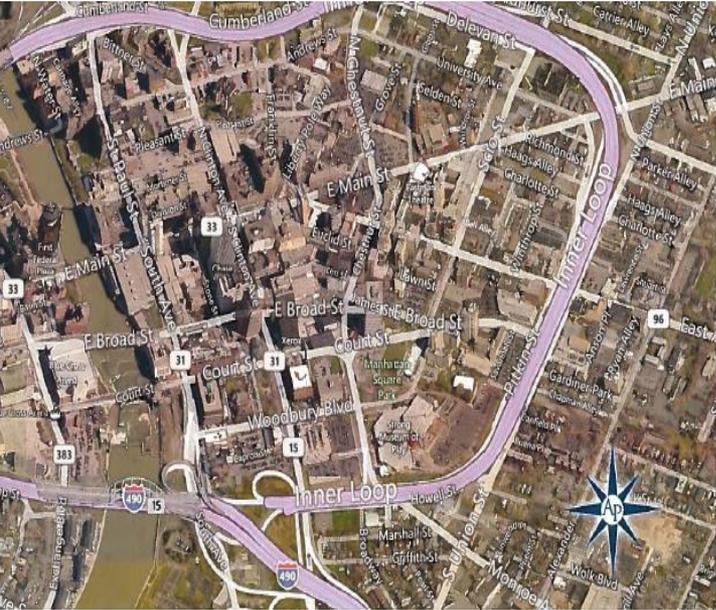
[The Art of Pitching](#)



[Pitching Storylines](#)

[More Videos](#)

Project 3: Facility for Finger Lakes Business Accelerator Cooperative – Alexander Street, Rochester



Dashboard

Job Growth Over 5 Years Goal: 1000 Jobs over 5 years

- **Priority Project Performance:**
- **Time Period: 2012**
- Jobs Created or saved 857
- Frequency of meetings Monthly
- Inclusiveness – 7 entities covering 9 counties



¹Rollup Reporting Entities:

NAME	TYPE	COUNTIES
High Tech Rochester	Incubator/expansion	Multiple
Venture Creations	Incubator	Monroe
Urban Accelerator	Incubator	Monroe
Excell Partners	Seed Venture Funds	Multiple
Small Business Dev Corp	Business Support	Brockport, Geneseo
Rochester Angel Network	Angel Fund	Monroe
SCORE	Business Financing	Multiple



Summary

- ✓ Economic Benefit – HTR Alone ~\$28M (3 quarters)
- ✓ Jobs Created - Created 857 jobs in 2012
- ✓ Capital Invested -TBD
- ✓ Frequency of meetings - Monthly
- ✓ Inclusiveness - 9 county representation, collaboration with other work groups
- ✓ Good progress on 2013 projects – video conferencing, Resource Portal and Accelerator facility.





Energy Innovation Sub Group Update

Matt Fronk
Co-Chair
May 3, 2013



Energy Innovation Sub Group Mission Statement

From the 2011 Strategic Plan:

- Encourage “Energy” Companies to expand and relocate to the region thru the development of shovel ready sites and other incentives.
- Create the resources and infrastructure that will accelerate R&D and Commercialization of new energy technologies.

This is still relevant today



Status & Metrics

Status:

Finger Lakes Region	2011 Employment	2012 Employment	2011-12 Job Growth	
Energy Innovation	7,855	8,144	290	3.7%

* Suggest a Post Mortem on the loss of 350 GM Fuel Cell jobs

Metrics for future:

- # of Companies in the region involved in energy innovation as it relates to manufacturing of products in the energy storage and generation spaces
- Number of employees in these related businesses
- Growth in sector from:
 - Current companies expanding manufacturing
 - New companies coming to the area/starting up in the area



Project Updates

NY BEST Product Commercialization Center

- Testing Partner Selected – will invest between \$7.5-15M in development of Center
- EBP Bldg #308 site selected
- Construction Project started with two local firms:
 - ✓ SWBR Architects & M/E Engineering
 - ✓ LeChase Construction
- Target first operation late summer/Initial hiring in place
- Instrumental in attracting NOHMs by providing “eco system”

NOHMs

- Planning in process to move from Ithaca to EBP
- Kentucky has offered a VERY attractive counter proposal
- Have needs for a “Dry Room” for assembly that will be incorporated into the NY BEST Center
- Will employ 8-12 people at EBP location by year end

Graphene Devices

- Received \$400k last year
- Won HTR Regional Business Plan Contest
- Located at EBP



Potential Opportunities

- Local Company

- ✓ Looking to expand manufacturing capabilities for high performance magnets

- Need a location
- Need a lot of electric power
- Need quality personnel

- ✓ An opportunity for our area not to lose what we have

- NY BEST

- ✓ Since Super Storm Sandy and Boeing incidents the need for additional types of testing has become highlighted

- Micro grid, renewables, and energy storage device(s) integration to main grid
- Certification/Abuse type testing
- Full integrated system testing to validate for grid connects & impact on grid

- ✓ There is not a lot of this capability available in the US – an opportunity for our region to develop

- ✓ This will attract more companies due to larger breadth of “eco system”

Finger Lakes Economic Development Council

Eastman Business Park

Council

May 3, 2013



EASTMAN
Business Park

Overview for FLEDC May 3, 2103



EASTMAN
Business Park



VISION/STRATEGY

- NYS Premier Center for Commercialization of new technology in the areas of energy storage, functional films and biomaterials.
- Key growth projects will build on the Finger Lakes Region's deep manufacturing competence and EBP's unique capacities.



KEY PERFORMANCE METRICS

- Grow Jobs-on-Site from 6500 ⇔ 7900
- Grow total payroll from \$542M ⇔ \$613M
- Grow new energy ventures – firms and jobs:
firms 2 ⇔ 15
Jobs 14 ⇔ 620
- New companies 5 year capital investment of \$650M



KEY PROJECTS

- Energy Storage -- NY-BEST Commercialization Center, NOHMs & Graphene Devices.
- Biomaterials -- – Cerion, Gevo, Sweetwater, Destiny Energy,
- Functional Films – Natcore Solar, Touch Screen Sensors - UniPixel



Community Development

Vision / Strategy—Invest in Community and Industrial Development and Infrastructure:

- Not just “bricks and mortar.”
- Improve quality of life.
- Address poverty, affordable housing, graduation rates, unemployment, access to opportunities.

Meetings—30 organizations, 4 meetings plus committees established.

Outreach / Inclusiveness—Solicit proposals for consideration.

Performance Measures—Direct impact of projects and community health indicators.



Priority Projects Update

College Town—Ground breaking May 2nd:

- \$4 million ESD / \$97 million investment.
- 821 construction jobs / 330 new FTE.

Midtown Rising—Construction September:

- \$5.2 million NYS / \$54.3 million investment.
- 400 construction jobs / 86 new FTE.

Port of Rochester—Marina construction October and RFP soon:

- \$4.48 million NYS / \$19.74 million marina and \$20-39 million private Phase I.
- 200 construction jobs marina only and 75 to 100 new FTE Phase I.

Penn Yan Waterfront—Construction starts within 90 days:

- \$490,000 ESD / \$19 million investment.
- 250 construction jobs / 30 new FTE.

PathStone Enterprise Fund—Status update?:

- \$2 million ESD / \$4 million projected investment.
- Projected 34 loans, 234 direct jobs, 50 indirect jobs.



Performance and Conditions

Performance—Impact of 4 priority projects on previous slide:

- Investment—\$190 million.
- Leverage—13 to 1!
- Job Creation—1,671 construction jobs / 521 new FTE.
- Housing Units—300.

Existing Needs & Conditions—City/Rural indicators:

- Poverty (2000 to 2011): City—26% to 31% / Rural—9% to 11%.
- Unemployment (2010 to 2012): City—10.8% to 10.8% / Rural—8.4% to 8.2%.
- Graduation Rate (2010 to 2011): City—46% to 45% / Rural—82% to 83%.
- Housing Affordability (2000 to 2011): City—34% to 42% / Rural—26% to 31%.



Strategies

Plan Recommendations:

- Ensure sustainable home ownership opportunities.
- Target initiatives in distressed urban and rural communities.
- Provide opportunities through training, tech assistance and financing.

Strategies—Work Group committees developing and considering:

- Downtown Revitalization Program.
- MLK Housing Fund.
- Prior year projects.
- New projects.
- Opportunity Agenda.



Business Services Workgroup

May 3, 2013



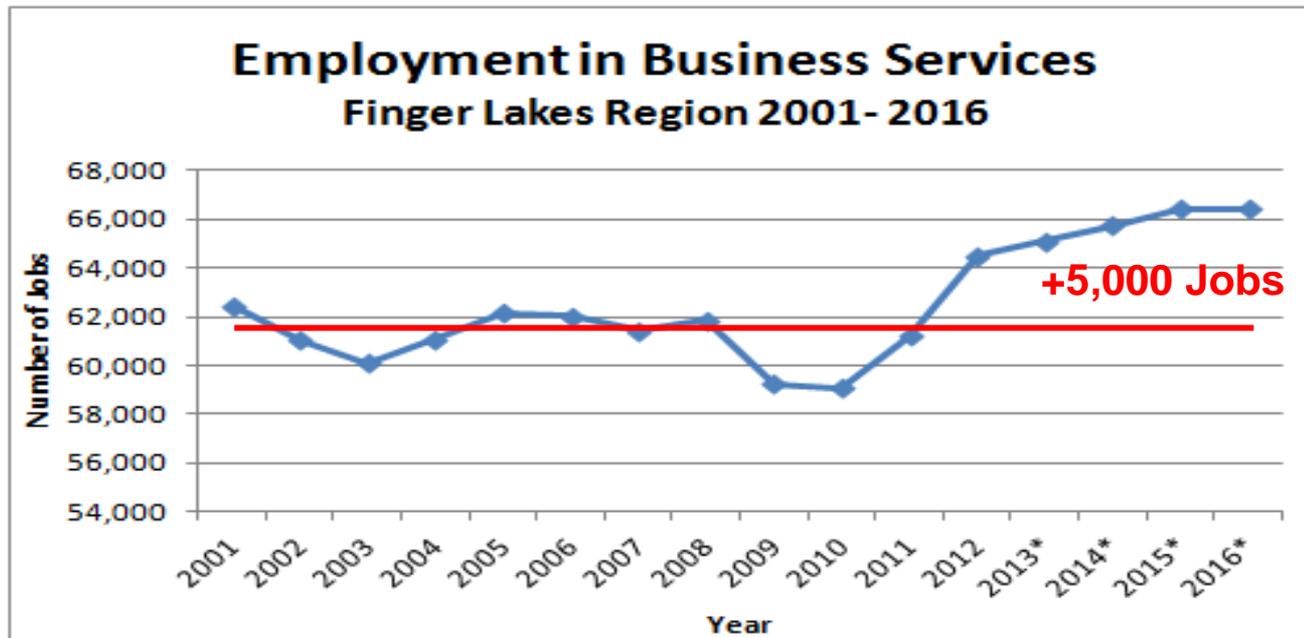


Strategy/Vision

- “Capitalize on the recent trends in the business services sector and drive incremental job growth thru 2016. While focusing on both the higher wage earning segments and middle skills segment.”

Performance Measures

- Grow 5,000 Jobs
- Increase number of graduates placed in the Region





Existing Conditions

- The Finger Lakes Region is an emerging leader in business services.
 - 18K Back Office/Outsourcing Employees projected to grow 7% (Call Centers, Telemarketing, Employment Agencies)
 - 35K Front Office employees projected to grow 4% (HR, Payroll, Legal, Engineering, Advertising, etc.)
- High quality of life, an abundant workforce, and strong pool of college graduates is a factor in attracting jobs here.





Priority Project #1

Call Center Cooperative *“Toll Manufacturing for customer care”*

Goals & Benefits

- Create a minimum of 100 new jobs.
- Provide access to world class call center at attractive rate for early stage companies.
- Enable start-ups to scale faster.

Overview

- New concept: “call center cooperative”
- Synergistic with the Entrepreneurship & Innovation Workgroup - Accelerator Project
- Services provided include Inbound & Outbound Marketing, Customer Care, and Technical Support



Priority Project #2

Placing College Interns & Keeping Graduates in our Region

Goals & Benefits

- MORE "in college" jobs (internships, co-op, etc.).
- Early "capture" of feeder base
- Keep MORE of our local college graduates employed and in the region.

Overview

- "Matchmaking Platform" focused on our Regions' jobs, companies, and colleges.
- Companies from start-up, small, to large
- Includes undergrad / graduate and recently graduated students.



Business Services Team Members

		Organization
Andre	Godfrey	Entre Computer Services
Pamela	Heald	Reliant Community FCU
Ken	Kaisen	Billmizer
Todd	Oldham	Monroe Community College
Kevin	Pickhardt	Pharos Systems
Jeff	Valentine	Valentinium
Mike	Zimmer	Xerox
Laurie	Zaucha	Paychex
Amy	Keswick	Intern from UR Simon School
Kent	Gardner	CGR
Bill	Strassburg	Wegmans
Joseph	Hamm	NYS Dept. Of Labor



Vision / Mission

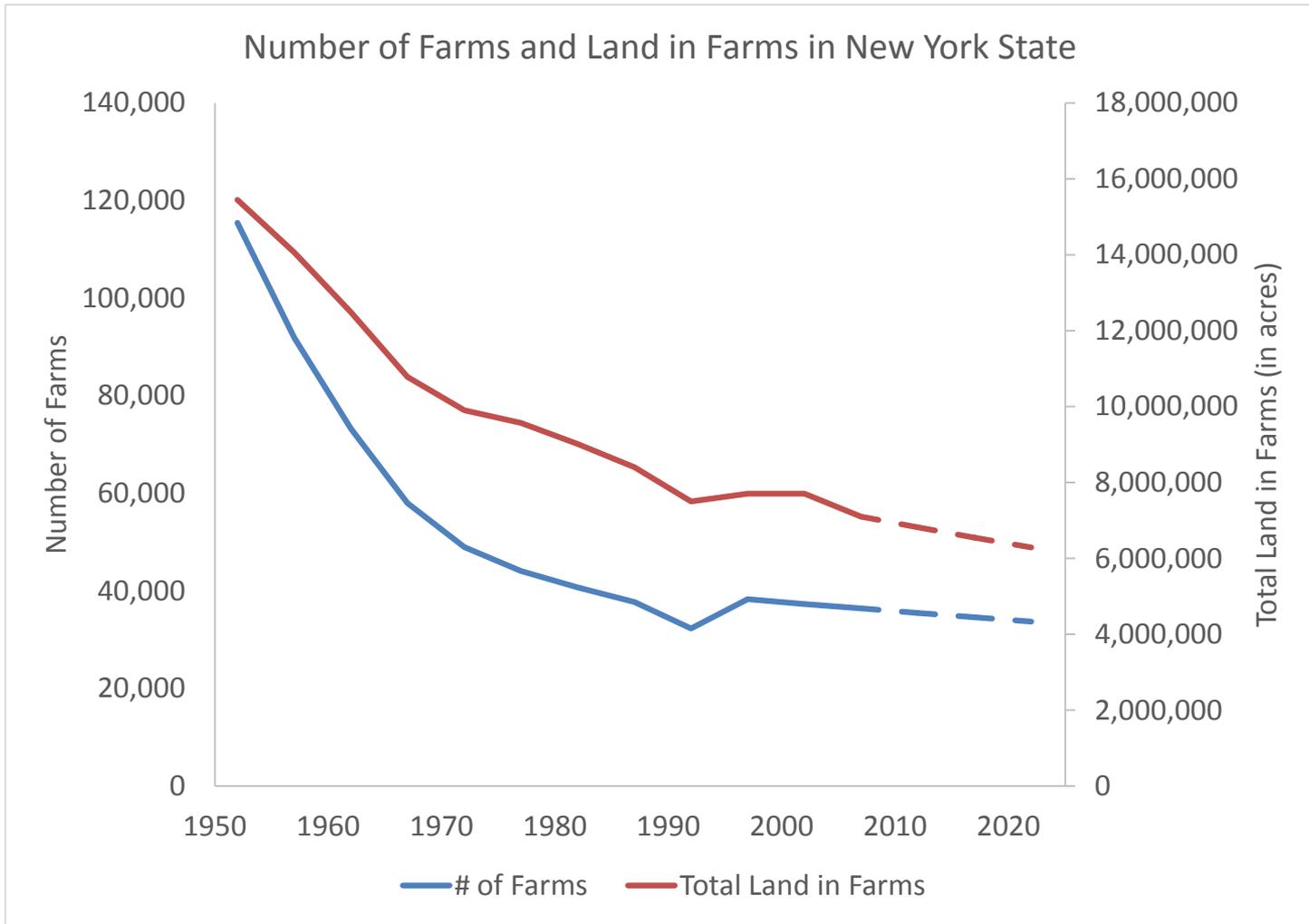
Diversify and increase the value of agriculture and food products

Gain Access to new markets

Provide incentives and resources for the creation and expansion of the region's food supply chain (Farm to Fork)

Develop academic and other private partnerships to increase production and manufacturing efficiencies

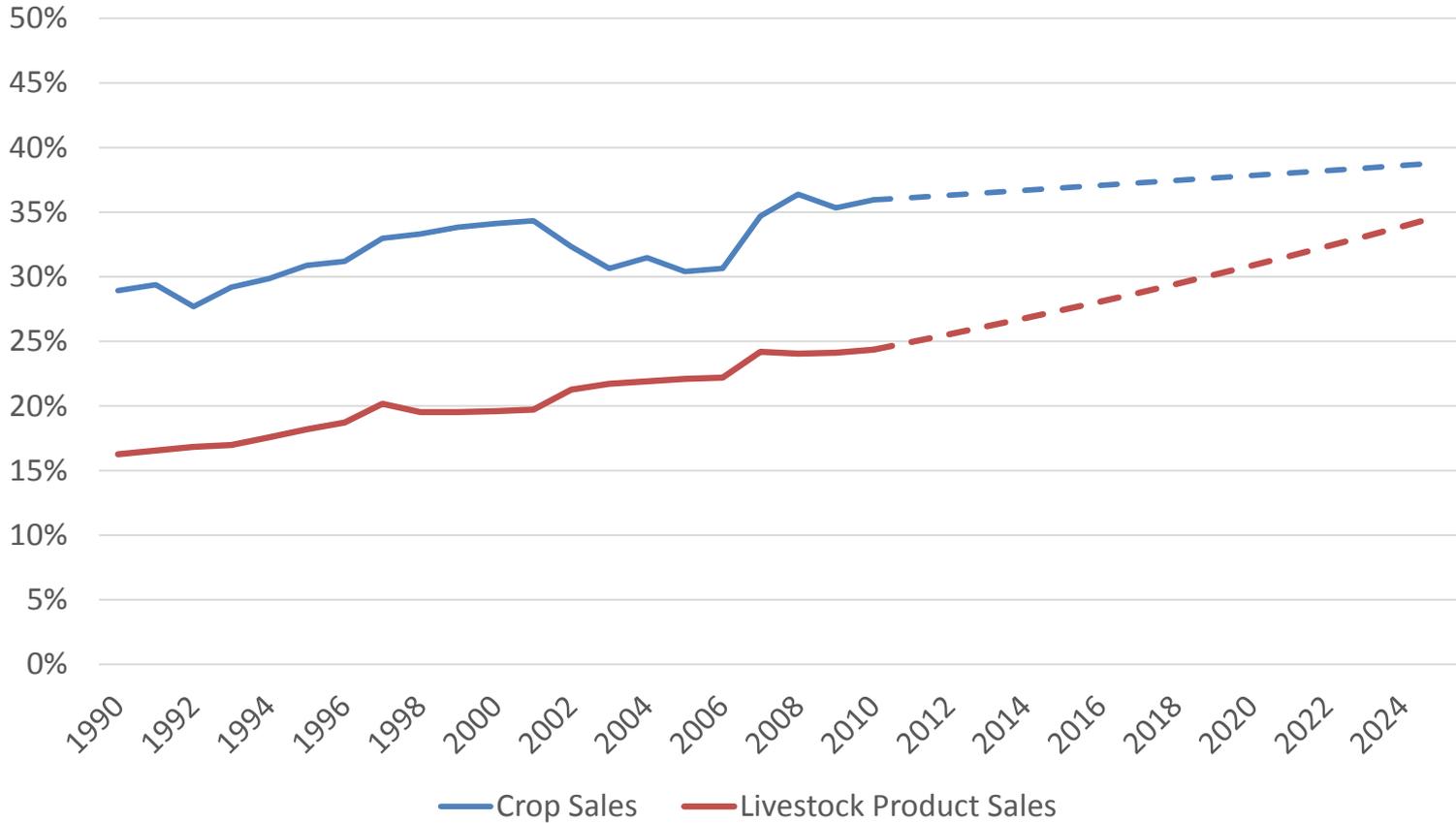
Invest in projects that create synergy between the region's agriculture and green energy sectors.



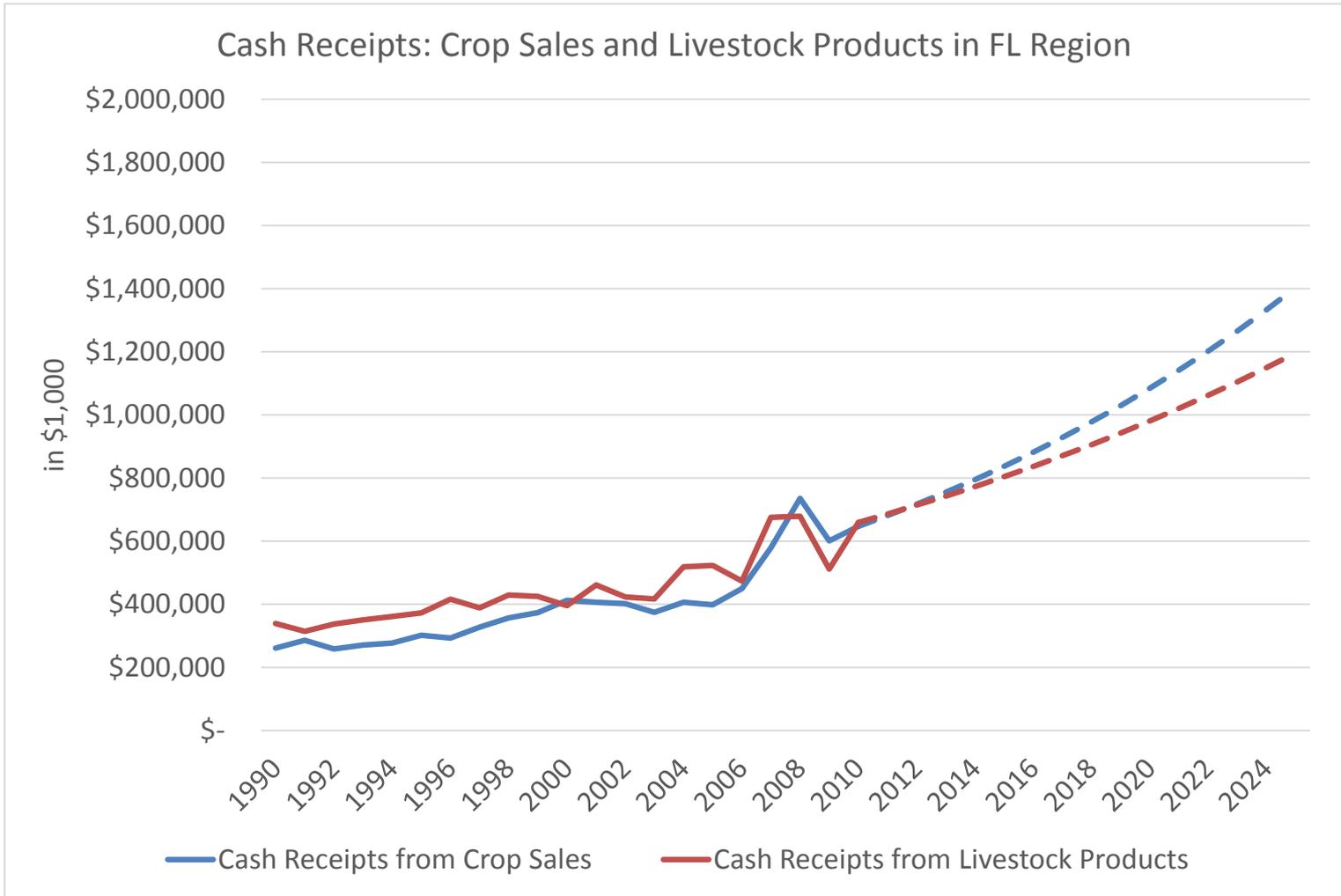
This trend affects the quality of life to the residents



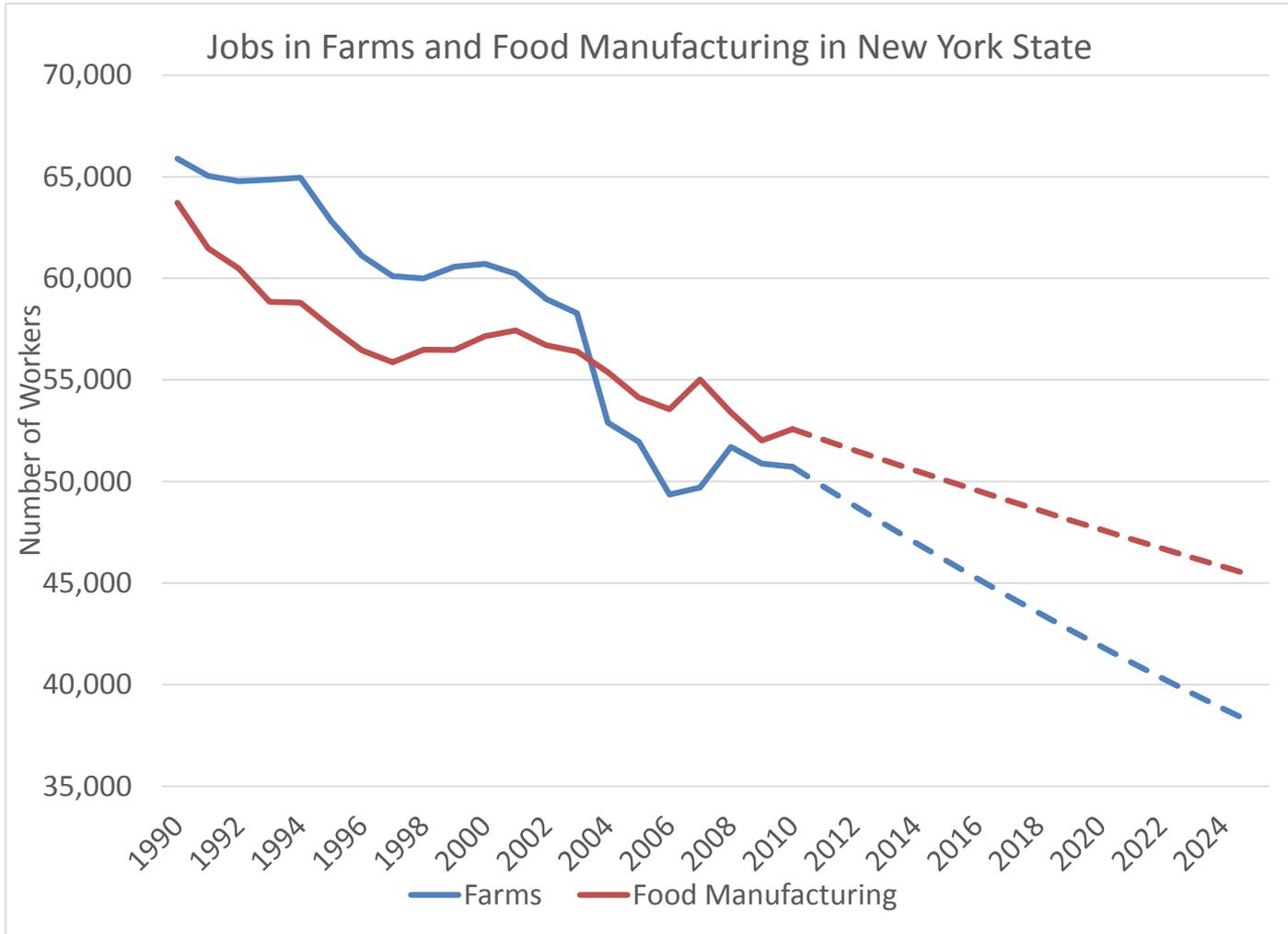
Finger Lakes Region Market Share of Crop and Livestock Product Sales
as Percentage of Total NYS Sales



We are the Breadbasket



This is a big deal for our economy



Opportunity to reverse the trend with our priority projects



Priority Projects

Workforce Development (reinvigorating vocational education, GAP- Good Agricultural Practices - training and certification, one stop for training availability)

Funding Agricultural Research (CFA funding needs to be in place for supporting current research by the region's agriculture businesses)

Anaerobic/Biogas Energy Production (energy production from food waste, biomass and manure to produce on site power utilizing variable sized units).

Enhanced Marketing, Promotion and Availability of Finger Lakes Region Wine

Regional Agriculture and Food Processing Venture Fund (low interest revolving loan fund for new agriculture and food processing ventures, value add/diversification)

RIT Center for Sustainable Packaging (sustainable and green innovation in and around new product packaging)

Develop and Support Entrepreneurial Activity in the sector.

Advanced Manufacturing Workgroup Dashboard Update

Co-Chairs:

Tyrone Reaves

Charlie Cook

Nabil Nasr

May 3, 2013

Workgroup Mission

Support the region's Advanced Manufacturing sector through the creation and preservation of industrial development and partnerships with academia to help companies meet their R&D needs and improve manufacturing processes and increase their production output and employment.

Performance Measures

- Increase overall market share in targeted manufacturing clusters
- Increase manufacturing exports
- Increase capital investment and production capacity
- Job creation/retention
- Investment in R&D
- Investment in training and workforce development
- Business incubation and company spinoffs

2012 Funded Priority Projects

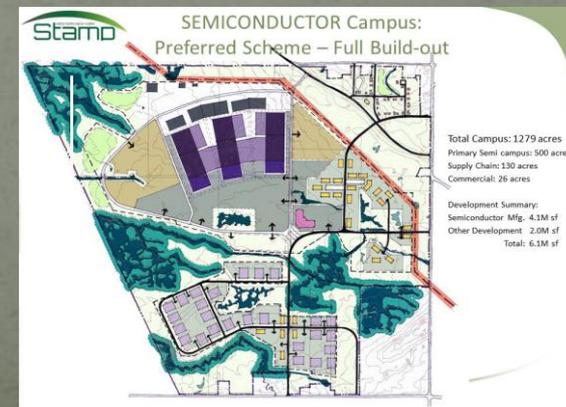
Golisano Institute for Sustainability \$5 million

Incentive proposal received & returned to ESD
Building opened and dedicated on April 12
Equipment acquisition in process
\$12 Research funding in 2012 and \$11 million in
new contracts



Science & Technology Advanced Manufacturing Park (STAMP) \$0.5 million

Project funding of \$.5M for STAMP leveraged an
added \$1.2M in funding from the Governor's office
and local sources to support land acquisition -
Nearly 416 acres of the site are now under
ownership or in the closing process



New Ideas Under Consideration

- Advanced manufacturing loan/grant funding for small business
- Knowledge Clearing House for business assistance
- Next generation nanoelectronic materials initiative
- Seeking more ideas

Path Through History Adventure (PTHA)*

Interactive visitor entertainment *app*



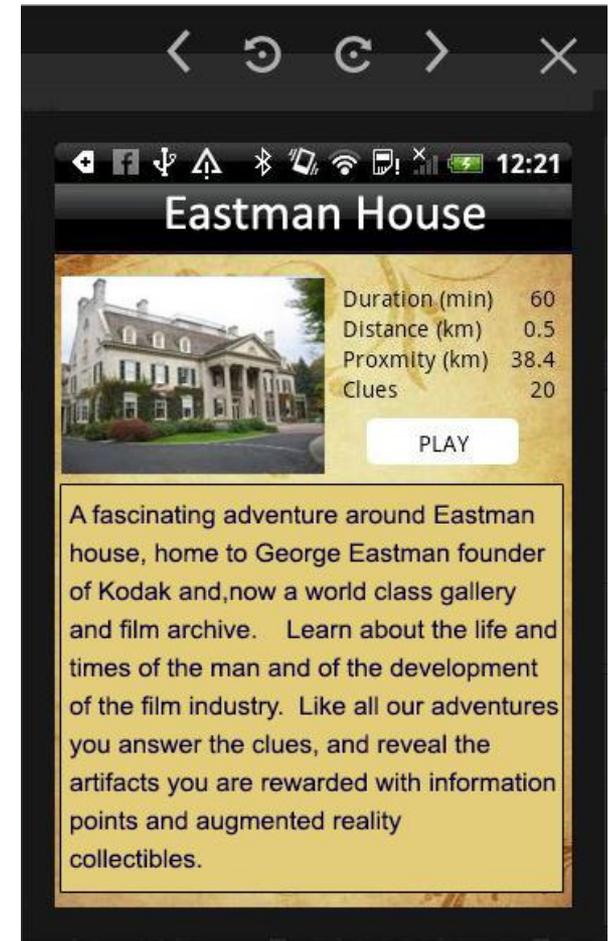
Project Overview

- Project Sponsor/Coordinator: RIT – Hospitality & Tourism Management Dept. & MAGIC Center
- Visitors use PTHA app to interactively engage with the historic attraction.
- Combination of Challenges (questions and puzzles) and “Scavenger Hunts” (find physical items and clues)
 - Visitors (Players) answer questions about the historic attraction (based on being there)
 - Visitors use augmented reality to gain clues and learn more about the historic site
- Creates interactions, learning and motivation to explore current historic attraction and visit new ones.



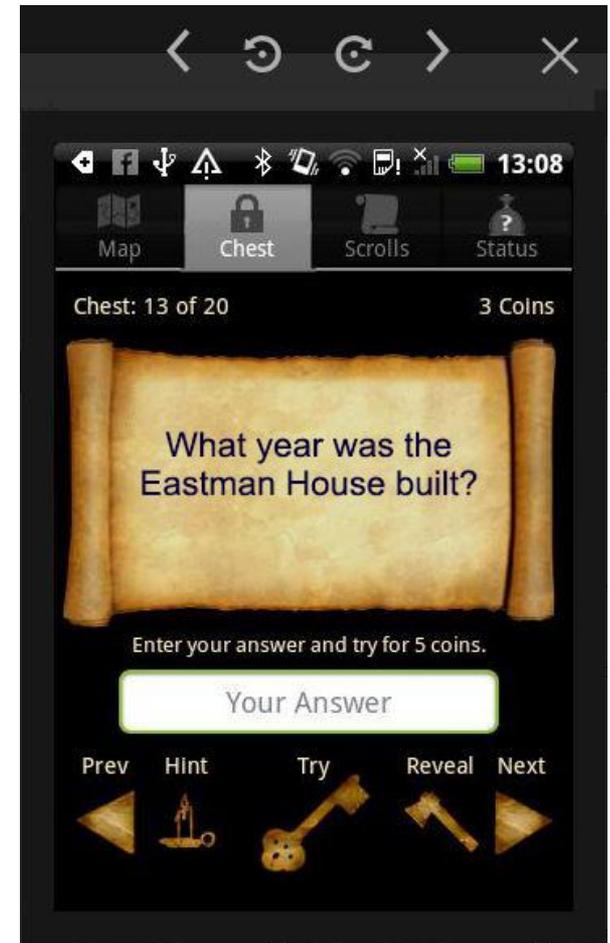
Explore and Interact at Visitor Sites

- Phase 1 - Initial 12 sites over 5 themes: Transportation and Canals, Native Americans, Natural History, Innovation and Commerce, Women's Rights
- Built in "game" rewards for visiting non-listed historic visitor sites
- Play on and off site



Challenges (questions and puzzles)

- Visitors answer questions and solve problems
- More “points” for questions answered from material onsite
- Able to play off-site
- Generates learning and interaction



“Scavenger Hunts”

(find physical items and clues)



- Smart device recognizes trigger images
- Creates new experiences in entertainment and learning at the site by launching overlaid visuals; images and animations
- Provides clues to questions
- Generates more “reward” points

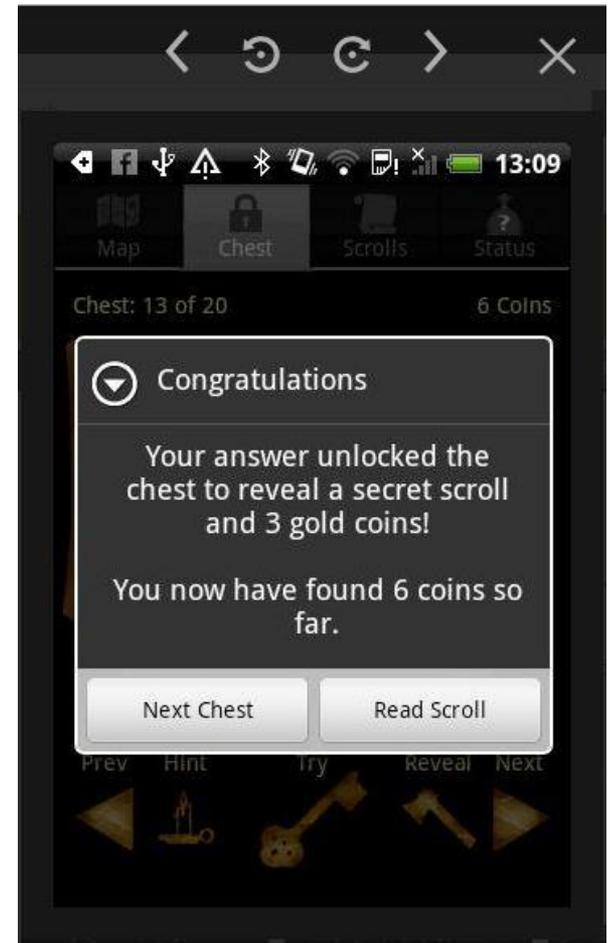


New Experiences in Entertainment and Learning at the Historic Attraction



Scoring and Game Levels

- Document where visitors are playing
- Provide scoring and themed levels
- Achieve Digital Badging – visitors view online level and performance



Marketing & P.R. Component

- On site signage
- Advertisements in local publications
- Rack cards/posters at historic attractions
- Access through app-stores
- Press release and launch event
- Website presence: ILoveNY/PTH, Regional Tourism sites, Historic/Tourist Attractions

Final Application Submission May 10

Formal Approval by REDC by May 17

Cleaner Greener Communities: Phase I Regional Sustainability Planning

Lindsay Robbins

NYSERDA

May 3, 2013

Cleaner Greener Communities

Empower regions to lead the development of sustainability plans and implement projects that will significantly improve the economic development and environmental well-being of their communities.

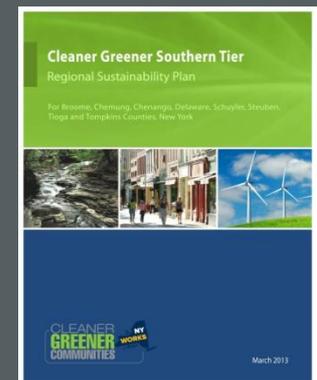
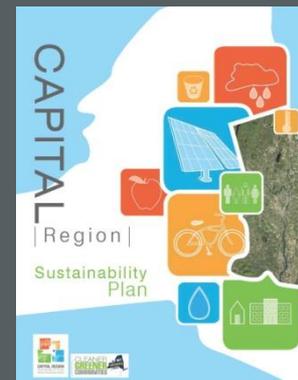
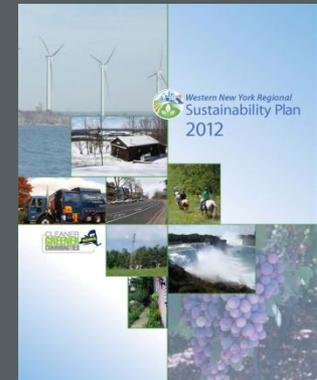
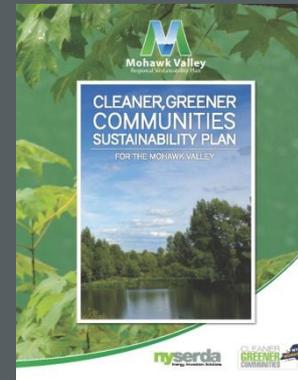
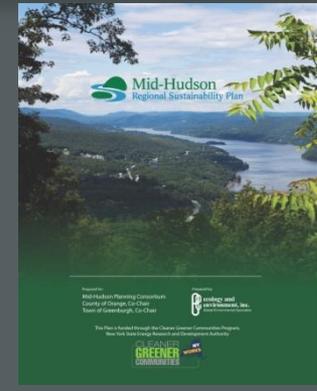
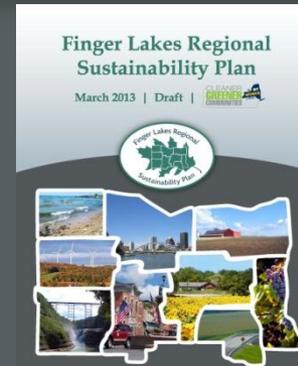


CGC Structure

- Two phase program
 - Phase I: Regional Sustainability Planning Grants (~\$10 million)
 - Phase II: Regional Sustainability Plan Implementation Grants (\$90 million)
- Phase I is almost complete
- Phase II is expected to launch in 2013
 - Will offer competitive grants for projects that support the achievement of the sustainability goals and targets identified through the Phase I planning process

Phase I: Regional Sustainability Planning

- NYS is the first state to create comprehensive regional sustainability plans for the entire state
- More than 2,500 people statewide have actively participated in the development of the plans
- Plans are all scheduled to be completed by May 2013



Comprehensive Sustainability



Energy



Land Use/
Livability



Transportation



Economic
Dev.



Water



Agriculture/
Forestry



Governance



Resiliency



Waste

Process

1. Establishing a baseline, goals and metric-based targets for improvement
2. Developing an implementation strategy to meet those goals and targets
3. Doing it all through a robust stakeholder engagement process

Projects in the Plans

1. Plans are focused on implementation strategies and do not prioritize or recommend any specific projects for funding.
2. Some projects are referenced in the body of the plans, but they are there to serve as representative examples only.
3. Any other projects discussed as part of the planning process are contained in an appendix.
4. Projects not contained in the plan will receive equal consideration for Phase II funding as those that are not.

CGC Next Steps

- Planning process will be completed, planning teams will work with their REDC to gain an endorsement and to implement the plans
- Final endorsed plans will be posted on NYSERDA's website
- Phase II launching in 2013
 - NYSERDA will release eligibility criteria and application details as soon as they are finalized
 - Scoring criteria will be linked to sustainability goals, indicators and targets in the plans

Finger Lakes Regional Sustainability Plan



FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM

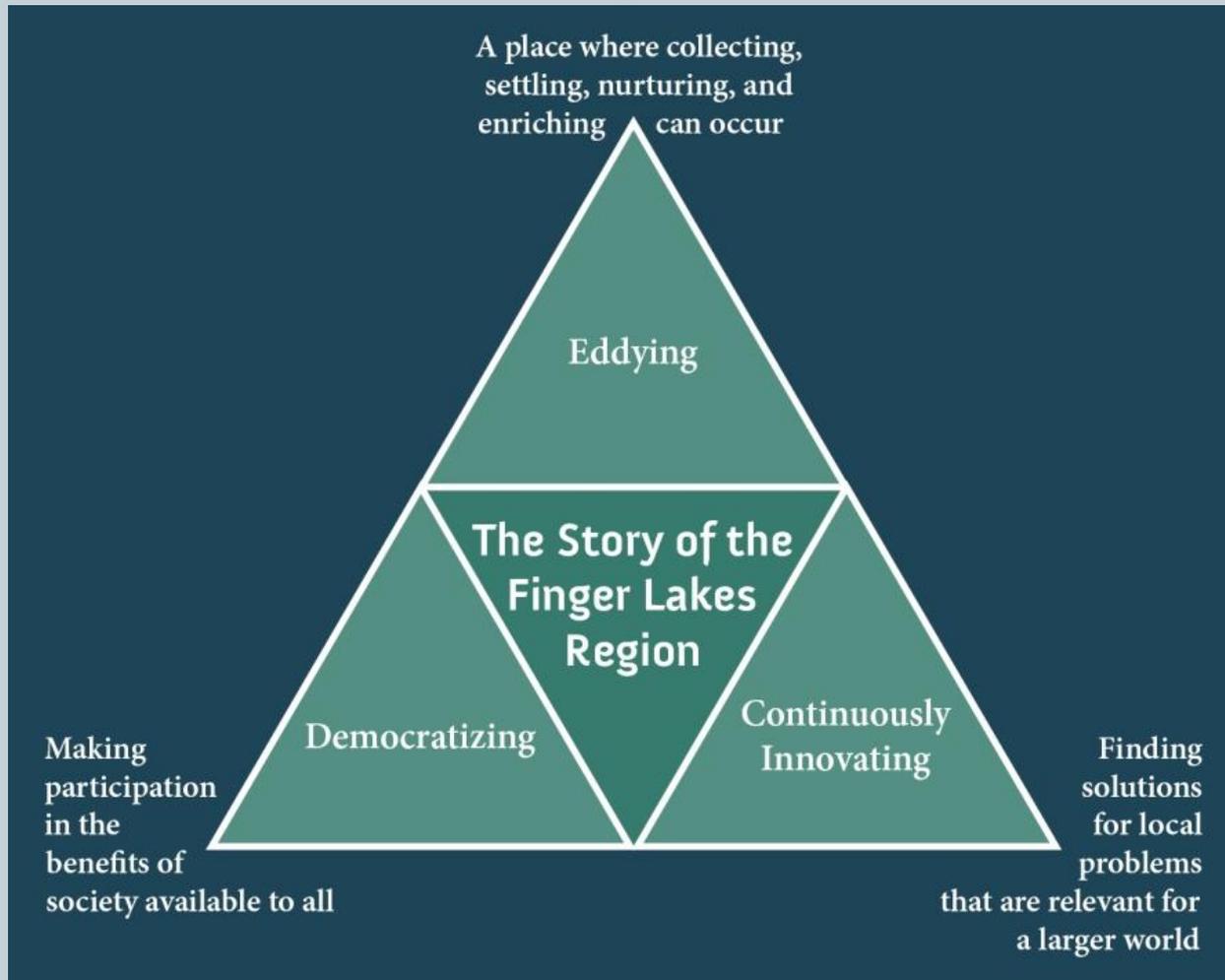
Plan Key Elements



- Vision
- Regional Guiding Principles
- Subject Area Goals
- Broad Strategies
- Sub-strategies/Project Ideas
- Representative Projects
- Indicators and Targets



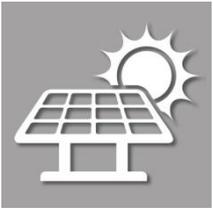
Story of Place



Strategies



Subject Areas	BROAD Strategies	Sub-Strategies	Representative Projects
Energy	5	18	17
Transportation	5	20	37
Land use	4	24	37
Materials/Waste Management	4	16	7
Water Management	5	19	18
Economic Development	5	11	113
Climate Change	4	8	6
Governance	2	6	4
Agriculture	5	18	21
Forestry	4	11	3
	43	151	263



Energy



Goal: Increase the generation and distribution of regional renewable energies while using energy efficient and alternate energy resources, along with conservation methods, to decrease the reliance on fossil fuels and non-renewable outside energy sources and to become a self-sustainable region.

E1: Develop, produce, and employ alternative energy

1.1 Identify funding for and encourage implementation of projects that use food waste to produce energy.

Project Examples:

- Epiphergy
- Sweetwater Energy
- Synergy Biogas (CH₄biogas)
- Seneca Ag-Bio Green Energy Park



Transportation



Goal: Provide an equitable transportation system that ensures safety, maximizes efficiency, addresses disaster resiliency, provides mode choice, and reduces dependence on fossil fuels.

T1: Provide for and promote alternative modes of transportation

1.1 Enhance and expand the bicycle and pedestrian infrastructure to close gaps and create connections between destinations.

Project Examples:

- City of Rochester Bicycle Master Plan
- Auburn Trail
- H.E.A.R.T. program grant for Finger Lakes Active Transportation Specialist



Land Use



Goal: Increase the sustainability and livability of the Finger Lakes Region by revitalizing the region's traditional centers, concentrating development in areas with existing infrastructure and services, and protecting agriculture and open space.

LU2: Revitalize existing centers and prioritize the value of place making

2.1 Encourage the adaptive reuse and/or historic preservation of existing buildings.

Project Examples:

- Eastman Business Park
- Perry Main Street



Materials/Waste Management



Goal: Decrease the generation of discards, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

MM1: Reduce the amount of solid waste generated in the region

1.1 Develop innovative approaches to: 1) reduce packaging, 2) incorporate sustainable materials in packaging, and 3) develop reusable packaging.

Project Example:

- R&D at RIT's Center for Packaging Innovation



Water Management



Goal: Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

WM2: Promote regional standardization of regulations and management

2.2 Provide training and technical resources to support local government in the implementation of land use regulations to protect water resources and mitigate flooding.

Project Example:

- Keuka Lake Watershed Annual Workshop and Training Program



Economic Development



Goal: Transform the economic landscape through embedding the region's uniqueness (the Story of Place), the Five Capitals (Human, Social, Natural, Built, and Financial), and resiliency into all policy and investment decisions.

ED2: Identify, recruit and support entrepreneurial enterprises that have the potential to innovate consistent with the Story of Place, add value to all Five Capitals and have broad commercialization potential.

2.1 Promote and identify funding for regional organizations that encourage and support entrepreneurship, technology transfer and small businesses focused on sustainability issues.

Project Examples:

- High Tech Rochester
- Rochester BioVenture Center
- Innovacracy



Climate Change Adaptation



Goal: Improve performance of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.

CC2: Upgrade existing assets and modify municipal and business practices to better withstand extreme conditions

2.1 Upgrade existing facilities (e.g. utilities, buildings, transportation infrastructure) to ensure their availability and accessibility during extreme conditions and reduce resource use.

Project Examples:

- County Hazard Mitigation Plans
- University of Rochester's Sustainability Report Card



Governance



Goal: Strive to achieve a more sustainable region and more vibrant communities through the promotion and establishment of stronger intermunicipal relationships and planning.

G2: Encourage regional cooperation and coordination

2.2 Encourage cooperation and better coordination of planning and zoning across municipal boundaries to achieve consistent development patterns and protect the natural and built environment.

Project Example:

- Seneca Lake Watershed Management Plan



Agriculture/Forestry



Goal: Increase the viability, accessibility, and ecological contribution of farms and forests, while decreasing waste and dependence on external inputs.

A1: Support the continued development of an efficient and productive regional food system

1.1 Support the expansion of regional processing and distribution facilities, and/or other facilities that add value to regional food products.

Project Example:

- R&D at RIT's Center for Integrated Manufacturing Studies (RIT-CIMS) Finger Lakes Food Processing Cluster Initiative

Alignment with FLREDC Strategic Plan



Finger Lakes Regional Sustainability Plan	FLREDC Accelerating Our Transformation: Year 2												Reduce GHG Emissions	Support Job Creation
	Regional Strategies						Sector Strategies							
	Optimize business creation, retention, and expansion	Strengthen Academic and Industry Partnerships	Align Workforce Development Efforts with Sector Needs	Invest in Community, Industrial Development & Infrastructure	Advanced Healthcare	Life Sciences	Energy Innovation	Optics, Imaging and Photonics	Business Services	Advanced Manufacturing	Agriculture and Food Processing	Tourism and the Arts		
Story of Place														
SP1 Eddying		◆				◆	◆	◆		◆	◆	◆		
SP2 Democratizing	◆		◆	◆	◆		◆				◆			◐
SP3 Continuously Innovating	◆	◆		◆		◆	◆	◆	◆	◆	◆		●	●
Energy														
E1 Develop, produce, and employ alternative energy	◆	◆					◆				◆		●	◐
E2 Promote energy conservation and efficiency by developing educational programs, increasing participation in available state and federal incentive programs, and adopting local and regional policies.	◆	◆		◆			◆						●	○
E3 Upgrade the existing conventional energy production and distribution in a sustainable way.				◆									○	◐
E4 Develop, produce, and employ renewable energy	◆	◆					◆				◆		●	◐
E5 Develop and implement micro-grid technology integrating local production/distribution with the storage and distribution capacity of a large grid.	◆	◆					◆						●	○

Finger Lakes Regional Sustainability Plan



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