



# Finger Lakes Regional Economic Development Council

## FLREDC Public Meeting

*Seasons on Keuka Lake*

August 10, 2023



# WELCOME TO YATES COUNTY



**YATES COUNTY**  
— NEW YORK —



**Leslie Church**  
**Chairperson,**  
**Yates County Legislature**  
**Supervisor,**  
**Town of Milo**



# YATES COUNTY OVERVIEW

- Rural community of 25,000 in the heart of the Finger Lakes.
  - Keuka, Canandaigua & Seneca Lakes
  - Penn Yan is county seat
  - 20%+/- of population is Mennonite
- Large agriculture, manufacturing & tourism industries
- Craft Beverage Scene
  - 100+ wineries, breweries, distilleries in and around Yates County
- Led Finger Lakes Region in multiple job growth categories
- \$2 Billion in Annual Expenditures  
(within a 20-mile radius)



# DIVERSE ECONOMY

## Top Industries by Total Employment:

- **Manufacturing: 18%**
  - Ag Mfg: KanPak, Birkett Mills (operated in Penn Yan since 1797!)
  - Automotive: Coach & Equipment (75 years in operation)
  - Chemical Polishing: Vibrantz Technologies
  - Crypto Mining: Greenidge Generation
  - Plastic Injection Molding: Silgan Plastics
- **Healthcare: 13%**
  - Soldiers & Sailors Hospital
  - Finger Lakes Community Health (designated as subject matter experts telehealth)
- **Education: 12%**
  - Keuka College, multiple public and private primary schools
- **Retail: 10%**
- **Accommodation & Food Services: 7%**

Images provided by: Greenidge Generation, Finger Lakes Community Health, FLEDC



# Economic Development Categories - 20 years of growth

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- Since 2001:
  - 14% increase in total business establishments
  - 46% increase in manufacturing jobs
    - *The region, state and nation all lost at least 20% of their manufacturing jobs over the same time period.*
  - 58% increase in financial services
  - 23% increase in construction jobs
  - 16% increase in agricultural jobs
- 77% increase in tourism spending per capita since 2005
  - 2x the regional average
- 6% increase in salaries since 2001
- 4% increase in median household income since 2014
  - *The only county in the region with an increase*
- Decreased our poverty rate by nearly 2% since 2014
  - *The region (+4%) and state (+2%) both saw increases in their poverty rates.*



# LAST 10 YEARS

- 300+ Projects
- \$320,000,000 in new capital investment
- 800+ jobs created
- Sales tax revenue has doubled
  - Yates County has had the largest year over year quarterly sales tax revenue increase in NYS multiple times.
    - Source: NYS Office of Comptroller
- Occupancy tax revenue has tripled
- Hosted Economic and Government Officials from numerous countries interested in rural economic development
- FLEDC highlighted by IEDC as one of seven “Highly Performing EDO’s” in the world

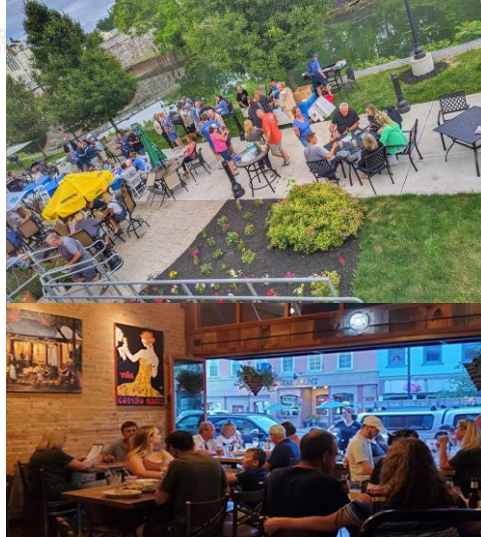
Images provided by: The Chronicle-Express, FLEDC



# DOWNTOWN REVITALIZATION

Downtown development primary focus

- 44 projects / 150+ jobs / \$83 Million
- Penn Yan – 2018 DRI winner
- Restore NY
- Three National Chain hotels & Seasons conference center (600 person capacity)
- Restaurant Loan Fund
  - 20+ restaurants
- 100+ market rate housing units added
- Over 70 storefronts at near 100% occupancy





# Stay & Explore!

- Arts & Culture
  - Vast Live Music Scene
  - Art Centers & Galleries
  - The Windmill Farm & Craft Market
- Recreation & Well-Being
  - Lake life
  - Keuka Outlet Trail
  - Hiking
  - Waterfalls
- Farms & Food
  - Farm-to-Table Restaurants
    - 20+ formal sit down restaurants just in the Village of Penn Yan
  - Farmer's Market
  - Wine Pairing Dinners
  - Keuka & Seneca Lake Wine Trails
- Festivals & Events
  - Community Table Dinner
  - Trunk or Treat
  - Penn Yan Fall Festival
  - Wing Walk Chicken Wing Competition





## **Executive Director Update** (Last Meeting: 5/10/23)

### **FLREDC Member Updates:**

Simeon Banister, President & CEO, Rochester Area Community Foundation

Julia Hoyle, Winemaker, Hosmer Winery

### **Project/Event Announcements:**

5/11/23 \$24 Million Awarded Through Round XII of REDC Initiative Statewide (Batch 3)

5/15/23 Launch of Round XIII Regional Economic Development Council Initiative

5/15/23 PGA Championship in Rochester

5/22/23 Additional \$146 Million Restore New York Awards Announced

5/31/23 Grand Opening of TOPTICA Photonics New Headquarters in Monroe County

6/14/23 Interagency Small Business Tour to Connect Businesses Across New York State to Vital Resources and Services

6/28/23 Third Round of Office of Strategic Workforce Development Grant Awards Totaling Nearly \$11 Million statewide

6/30/23 Completion of The Strong National Museum of Play's \$75 Million Expansion Project in Downtown Rochester

7/26/23 Completion of Renowned Clothing Manufacturer Tom James Acquisition of Former Hickey Freeman Facility in Rochester

7/26/23 \$200 Million in Funding Available for Downtown Revitalization Initiative and NY Forward Programs

7/27/23 Applications Now Open for \$500 Million in Child Care Workforce Grants

7/31/23 \$27 Million+ Awarded Through Round XII of the REDC Initiative (Batch 4)

8/08/23 AMD established state-of-the-art research and design facilities in spaces at the Linden Oaks Office Park in Monroe County

## Executive Director Update (Last Meeting: 05/10/2023) - Continued

### NYS Funding Opportunities:

- Office of Strategic Workforce Development (Round 5) – Applications Due Sept 29  
*\*Upcoming Webinar: Workforce Funding Opportunities Through OSWD. August 31 from 11:00 AM – 12:00 PM*
- New York’s Child Care Workforce Retention Grant Program - Funding can be used for staff retention bonuses and recruitment activities
- FAST-NY – shovel ready site preparation - rolling applications
- Downtown Revitalization Initiative (DRI) Round 7 & NY Forward Round 2 – Applications open  
Letter of Intent to apply due August 18  
Applications due September 29





**Division of Small Business  
& Technology Development**

# **State Small Business Credit Initiative (SSBCI) Briefing**

**Finger Lakes Regional Economic Development Council**

**August 2023**

**A Division of Empire State Development**

# State Small Business Credit Initiative (SSBCI)

ESD is expected to receive \$501M in federal funds for the **State Small Business Credit Initiative (SSBCI)**.

- SSBCI supports 10 new ESD programs for small businesses, including **socially and economically disadvantaged individual (SEDI)** owned businesses and **very small businesses (VSB)**.

**\$501M**

Total expected NYS SSBCI allocation:

**\$282M**

Six Debt Program

**\$219M**

Four Equity Programs

**\$5B**

Total NYS impact: 10-year program with 10x leverage



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# SSBCI ESD Programs Overview

## SSBCI Programs Overview

10 programs

- 6 debt programs: \$282M
- 4 equity programs: \$219M

| Program Name                                | Type   | Program   | Funding |
|---|--------|-----------|---------|
| Capital Project Loan Fund                   | Debt   | New       | \$106M  |
| Small Business Revolving Loan Fund          | Debt   | Expansion | \$56M   |
| New York Forward Loan Fund                  | Debt   | Expansion | \$47M   |
| Capital Access Program                      | Debt   | Expansion | \$29M   |
| Contractor Financing Revolving Loan Fund    | Debt   | New       | \$22M   |
| Bonding Guarantee Program                   | Debt   | Expansion | \$22M   |
| Emerging and Regional Partner Program Fund  | Equity | New       | \$102M  |
| Community and Regional Partner Program Fund | Equity | New       | \$52M   |
| NYS Innovation Venture Capital Fund         | Equity | Expansion | \$35M   |
| Pre-seed and Seed Matching Fund Program     | Equity | New       | \$30M   |



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& Technology Development**



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& Technology Development**

# Capital Access

**Rafael Salaberrios**  
**SVP Capital Access**



# Capital Access

ESD's Capital Access team supports small businesses statewide, especially those that have difficulty accessing financing, including socially and economically disadvantaged individual (SEDI) owned businesses and very small businesses (VSB).

- Programs provide loans for short-term working capital, capital projects and equipment, and for contractors on public capital projects. Loan products and programs work across various industries and loans typically range from \$500 - \$500,000 and go up to \$12M.
- Financing and technical assistance is provided directly by ESD or through partnerships with Community Development Financial Institutions (CDFI), banks, credit unions, and community-based lending organizations, who we support through a variety of tools to increase access to capital.

Learn more: [esd.ny.gov/doing-business-ny/small-business-hub](https://esd.ny.gov/doing-business-ny/small-business-hub)



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# Capital Access Sample Programs

## **\$560M The Linked Deposit Program**

Lowers the cost of borrowing for businesses by providing an interest rate reduction on term loans. Eligible businesses can receive up to a 2 or 3 percent interest rate reduction for projects to expand their operations or improve competitiveness.

## **\$25M Community Development Financial Institution (CDFI) Fund**

Multi-year fund in partnership with the New York State Department of Financial Services to support the CDFI model as a way of providing affordable financial products and services, including access to capital and technical assistance services, to low- and moderate-income New Yorkers, small businesses, non-employer firms and non-profit organizations.

## **\$1.4M CDFI Assistance Program**

ESD funded awards of up to \$80,000 toward the operations of 22 CDFIs in the efforts to provide capital and direct assistance to NYS small businesses.

**The Capital Access team also manages six debt programs under SSBCI totaling \$282M**



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# Capital Access SSBCI Debt Programs

## **\$106M Capital Project Loan Fund**

Provides direct loans for the growth of manufacturing and other eligible businesses within New York State, by financing a portion of the cost of acquiring and renovating existing buildings or constructing new buildings or for purchasing machinery and equipment.

**How it works:** Capital Access team sources and evaluates eligible economic development projects to provide financing.

## **\$56M Small Business Revolving Loan Fund**

Provides shorter-term microloans and loans typically under \$250,000. Addresses inequitable capital access by bridging the financing gaps facing new companies, under-banked communities and small businesses.

**How it works:** Small businesses apply for lending through a participating CDFI. 16 lenders have signed up to participate in the program. Eligible companies will be able to start applying for loans through participating lenders

## **\$47M New York Forward Loan Fund**

Provides flexible, low interest loans for small businesses via an online application portal for loans of up to \$150,000.

**How it works:** Eligible businesses can apply through an online application portal on ESD's website by May 2023.



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## Capital Access SSBCI Debt Programs (cont.)

### **\$29M Capital Access Program**

Provides portfolio insurance for participating lenders designed to increase financing opportunities for New York State's small businesses.

**How it works:** Eligible small businesses can apply for loans through participating lenders.

### **\$22M Contractor Financing Revolving Loan Fund**

Provides funding to contractors in need of working capital to deploy and execute federal, state, and local government related contracts via participating lenders.

**How it works:** Eligible applicants apply directly to our current list of lenders which is available on the ESD website.

### **\$22M Bonding Guarantee Program**

Provides access to bid bonds, payment and performance bonds for contractors performing on publicly funded projects throughout New York State via participating surety companies.

**How it works:** Eligible contractors can apply through participating surety companies.



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# **Division of Science, Technology, and Innovation (NYSTAR)**

**Heidi Knoblauch  
Interim Director**

# Division of Science, Technology, and Innovation (NYSTAR)

ESD leverages New York State's world-class innovation assets with programs that can help start-up companies grow and mature companies innovate.

## Manufacturing and Supply Chain Assistance

**Manufacturing Extension Partnership (MEP) Centers** connect small / mid-sized manufacturers to resources, programs, and expertise needed to scale cost-effective production and operation. MEP Centers help existing manufacturers incorporate new technology and new manufacturers commercialize.

## Commercialization and Applied Research Support

ESD fosters collaborations between industry and academic research through **Matching Grants Leverage Program**, the **Centers of Advanced Technology (CATs)**, **Centers of Excellence (CoEs)**, and the **Cornell Center for Materials Research**. The **Science and Technology Law Center** provides legal research, education, and information to commercialize new technologies from lab to market.

Learn more at: [esd.ny.gov/innovation-development-support](https://esd.ny.gov/innovation-development-support)



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# NY Ventures

**Jennifer Tegan**

**Managing Director, NY Ventures**

# NY Ventures

Through our funds, ESD makes equity investments across the state in diverse entrepreneurs and their high growth companies, and supports companies as they grow.



NY Ventures has more than \$300M for making matching investments in **Pre-Seed to Series B** start-ups and the fund managers who invest in them



To date, across all programs, **more than 200 NYS companies have received funds** who are building the future in climate technology, health care, life sciences, advanced manufacturing, agricultural technology, computing/data/AI.



NY Ventures works to assure access to resources entrepreneurs and innovators need to grow their business regardless of location or background of the founder. For example, via its direct fund program, the NYS Innovation Venture Capital Fund, **70% of companies are led by minorities or women (or both).**

Learn more at: [esd.ny.gov/venture-capital](https://esd.ny.gov/venture-capital)



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& Technology Development**



## Direct Investment Programs

**\$30M Pre-Seed and Seed Matching Fund (New):** Supports high growth start-ups at the earliest stages of growth

**\$135M New York State Innovation Venture Capital Fund (Legacy):** Venture capital fund for equity investments in diverse entrepreneurs and high-growth startups to support New York's innovation ecosystem. The existing fund is \$100M and an additional \$35M is supported by SSBCI

## Indirect Investment Programs

**\$102M Emerging and Regional Partner Program Fund (New):** Fund to support growth and establishment of diverse emerging and regional fund managers

**\$52M Community and Regional Partner Program Fund (New)** (with NYSTAR) Fund to provide matching funds to accelerators, venture studios, and/or incubators providing structured support to NYS entrepreneurs with high growth potential





**Division of Small Business  
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# Thank you

## Q/A

[esd.ny.gov/doing-business-ny](https://esd.ny.gov/doing-business-ny)





**Office of Planning  
and Development**

# **Downtown Revitalization Initiative (DRI) and NY Forward (NYF)**

An Office of the New York State Department of State

# WHAT IS THE DRI AND NY FORWARD PROGRAM?

*The Downtown Revitalization Initiative and NY Forward programs focus on creating healthy, vibrant, walkable downtowns that catalyze sustainable economic development and accrue numerous economic, social, and environmental benefits to the locality, the region, and the State as a whole.*



# DRI & NY FORWARD PROGRAM GOALS



Create an active downtown, with a strong sense of place



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



Attract new businesses that create a robust mix of shopping, entertainment, and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries



Grow the local property tax base



Provide amenities that support and enhance downtown living and quality of life



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts



**Downtown  
Revitalization  
Initiative**

**NY Forward**

*Two complementary programs - one centralized application*

## DRI Round 7



- \$100 million for 10 downtowns
- \$10 million per downtown
- One award per region

## NYF Round 2



- \$100 million for 20 downtowns
- \$4.5 million per downtown
- 2 awards per region



## CREATING VIBRANT DOWNTOWNS

# DRI Round 7

Governor Hochul has announced the seventh round of the DRI along with the second round of [NY Forward](#), a program targeted at revitalizing smaller and rural communities. This year, DRI will invest \$100 million in 10 new communities to be selected by the REDCs, bringing the total amount of funding allocated for all rounds of DRI and NYF to \$1 billion.

### DEADLINES

Intent to Apply (optional): August 18, 2023

(NYC ONLY) Borough President Office submittal: September 8, 2023 at 4:00 pm

Application submittal: September 29, 2023 at 4:00 pm

BROCHURE

APPLICATION

CFA SUBMITTAL LINK



**Downtown  
Revitalization  
Initiative**

**NY Forward**

**ADVANCING THE RENAISSANCE OF OUR SMALLER DOWNTOWNS**

## **NY Forward Round 2**

Governor Hochul has announced the second round of the NY Forward program, a program targeted at revitalizing smaller and rural communities. This year, NYF will again invest \$100 million. Each of the State's ten Regional Economic Development Councils (REDCs) will have the option of recommending two communities for \$4.5 million NY Forward awards, or three communities one of which will receive \$4.5 million and two will be awarded \$2.25 million; bringing the total amount of funding allocated for all rounds of DRI and NYF to \$1 billion.

### **DEADLINES**

Intent to Apply (optional): August 18, 2023

(NYC ONLY) Borough President Office submittal: September 8, 2023 at 4:00 pm

Application submittal: September 29, 2023 at 4:00 pm

**BROCHURE**

**APPLICATION**

**LETTER OF INTENT**



**Downtown  
Revitalization  
Initiative**

**NY Forward**

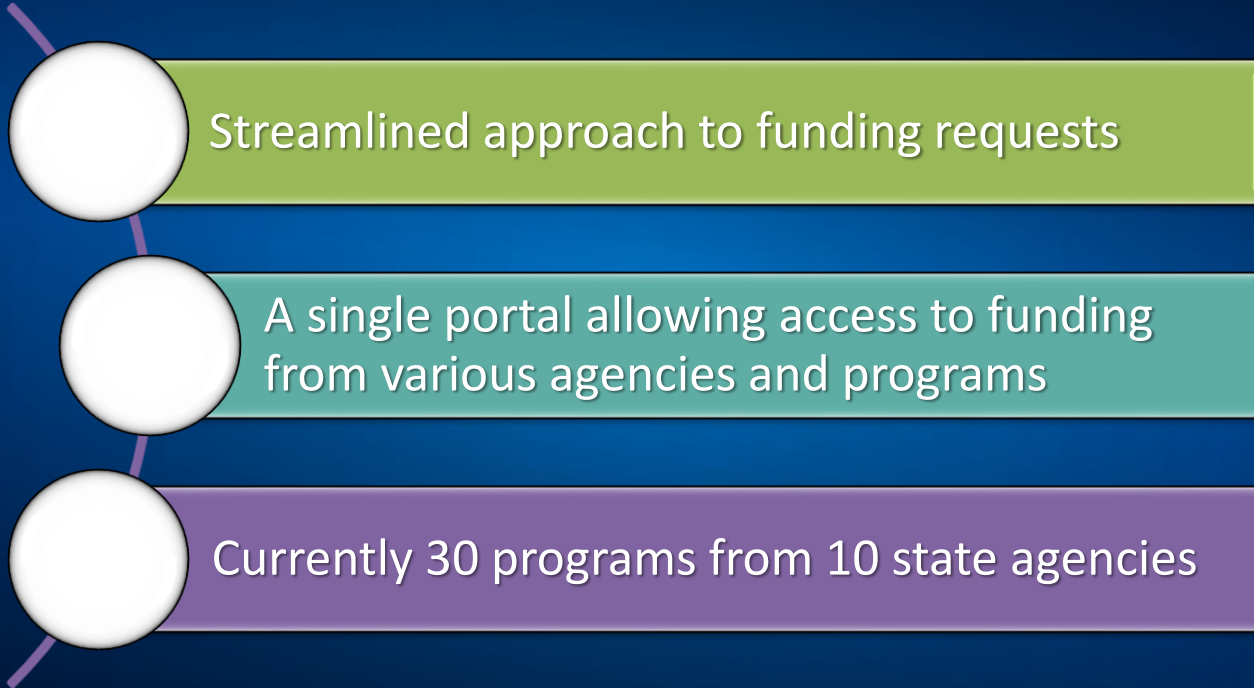


# Regional Economic Development Councils Round 13



**Regional Economic  
Development Councils**

# The Consolidated Funding Application (CFA)



# CFA Timeline

## Deadline Programs

**MAY 15, 2023**

**CFA OPENS**



**JULY 28, 2023**

**CFA closes at 4PM sharp**

**No late submissions!**



**LATE FALL 2023**

**Award announcements**

## Open Enrollment Programs

**MAY 15, 2023**

**CFA OPENS**



CFA remains open until funds are exhausted.

Projects are reviewed on quarterly basis or more frequently if needed.



Regional Economic  
Development Councils

# 2023 CFA Available Resources

## Available Resources for Regional Councils in 2023

### Programs subject to the 4:00 PM July 28, 2023 Deadline

#### Empire State Development: Up to \$31 million

- Up to \$15 million for Market New York
- Up to \$5 million for New York State Business Incubator Program
- Up to \$1 million for Strategic Planning and Feasibility Studies
- Up to \$5 million for Craft Beverage Micro Grant Program\*
- Up to \$5 million Not-For-Profit Capital Grant Program\*

#### Homes and Community Renewal: Up to \$24.2 million

- Up to \$4.2 million for New York Main Street Program
- Up to \$20 million for New York State Community Development Block Grant Program\*

#### Office of Parks, Recreation and Historic Preservation: Up to \$27.9 million

- Up to \$26 million for Environmental Protection Fund Grants Program for Parks, Preservation and Heritage (EPF)
- Up to \$1.9 million for Recreational Trails Program (RTP)

#### Department of State: Up to \$26.8 million

- Up to \$16.3 million for the Local Waterfront Revitalization Program
- Up to \$2.5 million for the Brownfield Opportunity Area Program
- Up to \$2 million for the Smart Growth Comprehensive Planning Grant Program\*
- Up to \$2 million for the Smart Growth Countywide Resiliency Planning Grant\*
- Up to \$4 million for Local Government Efficiency Program\*

#### New York State Canal Corporation: Up to \$1 million

- Up to \$1 million for the Canalway Grants Program

#### New York State Department of Agriculture & Markets: Up to \$5.8 million

- Up to \$5.8 million for the NYS Grown & Certified Infrastructure, Technology & R&D Program

#### New York State Energy Research and Development Authority: Up to \$25 million

- Up to \$10 million for Carbon Neutral Economic Development Program
- Up to \$15 million for Commercial and Industrial (C&I) Carbon Challenge

#### Department of Environmental Conservation: Up to \$86 million\*

- Up to \$8 million for the Climate Smart Communities Grant Program\*
- Up to \$75 million for the Water Quality Improvement Project (WQIP) Program\*
- Up to \$3 million for the Non-Agricultural Nonpoint Source Planning and Municipal Separate Storm Sewer System (MS4) Mapping Grant Program\*

#### Environmental Facilities Corporation: Up to \$18 million\*

- Up to \$15 million for the Green Innovation Grant Program\*
- Up to \$3 million for NYS EPC Wastewater Infrastructure Engineering Planning Grant \*

## Open Enrollment Programs

#### Empire State Development: Up to \$225 million

- Up to \$150 million for ESD Grant Funds
- Up to \$75 million for Excelsior Jobs Program

#### New York State Energy Research and Development Authority: Up to \$15 million\*

- Up to \$15 million for Energy Efficiency Programs\*

#### New York State Power Authority: Up to 19.4 Megawatts

- Up to 19.4 Megawatts for the ReCharge NY Program

#### Federal Industrial Development Bond Cap: Up to \$150 million\*

- Up to \$150 million for Industrial Development Bond Cap (IDBC)\*

Open Enrollment programs will continue to accept applications on an ongoing basis and are not subject to the July 28th deadline.

*\* These are the Other NYS Programs. REDCs will be made aware of projects applying to these programs but REDCs will not score these projects.*

VISIT [REGIONALCOUNCILS.NY.GOV](https://REGIONALCOUNCILS.NY.GOV)



Regional Economic  
Development Councils

## REDC Round XIII

### *New for Round XIII*

- **Encouraged applications that advance strategic focus areas**
  - Green buildings & sustainable development
  - Childcare projects
  - Projects in Severely Distressed Communities
  - Innovative Public-Private Partnerships
- **Projects that support these priorities may qualify for an enhanced incentive**



# REDC Round XIII

## *New for Round XIII*

Launch of two new sub-programs using Regional Council Capital Funds

- Craft Beverage Micro Grant Program (\$5 million)  
*Grant awards from \$25k-\$50k*
- Non-Profit Capital Facility Needs Program (\$5 million)  
*Grant awards from \$25k-\$100k*

\*REDCs will be made aware of projects applying to these programs but REDCs will not score these projects

\*THANK YOU for spreading the word about these programs!

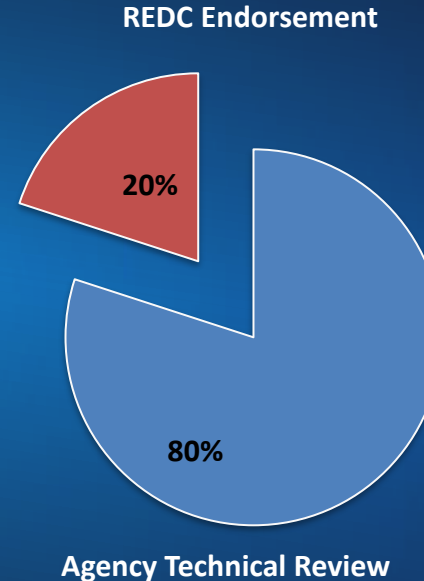


Regional Economic  
Development Councils



# CFA Review & Scoring

| Regional Council Statewide Endorsement Standard   |             |        |
|---|-------------|--------|
| For each CFA the Regional Council reviewer will determine the degree to which the application implements the regional strategic plan and assign the corresponding number of points. |             |        |
| IMPLEMENTATION OF THE PLAN  | DEGREE      | POINTS |
| The proposal is identified as a priority project by the Regional Council.   | Priority    | 20     |
| The proposal is identified in the plan and has regional benefits  | Very Strong | 15     |
| The proposal advances the plan and has local benefits   | Strong      | 10     |
| The proposal is consistent with the plan and has project level benefits.  | Moderate    | 5      |
| The proposal has limited relationship to the plan.  | Weak        | 0      |



# FLREDC Strategic Plan Framework: [regionalcouncils.ny.gov/finger-lakes](http://regionalcouncils.ny.gov/finger-lakes)



Regional Economic  
Development Councils



# STRATEGIC PLAN UPDATE & CHALLENGES COMPETITION

## Finger Lakes REDC Meeting

AUGUST 10, 2023

# AGENDA

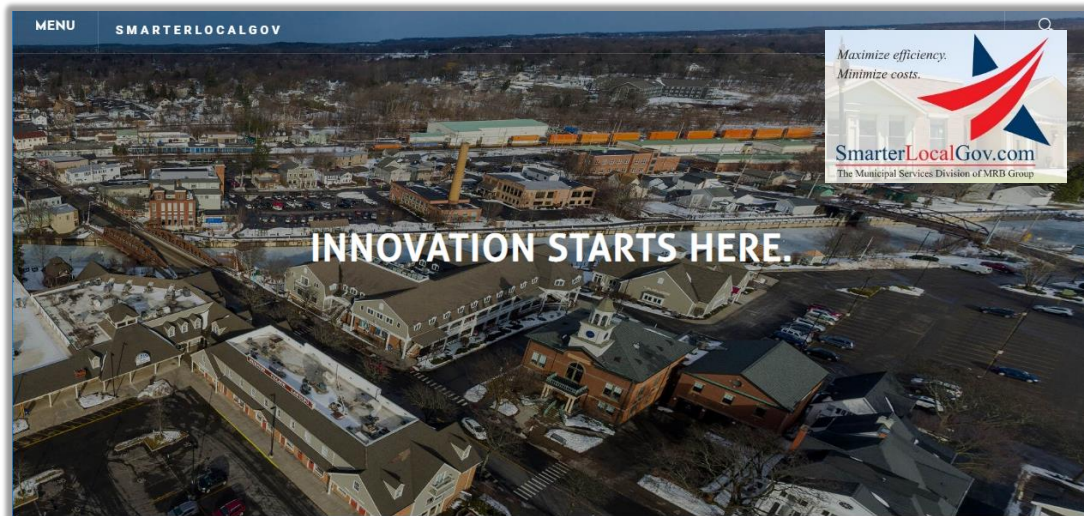
- Introductions
- Project Schedule & Key Decision Points
- Challenges Competition
- Steering Committee
- Public Participation Planning
- Next Steps

# MRB Group and SmarterLocalGov

MRB Group has been serving local governments for nearly a century as engineers and architects.

SmarterLocalGov was established in 2010 as the firm's local government management arm.

Today, we support local governments around Upstate and elsewhere in their management, community, and economic development needs.



MENU SMARTERLOCALGOV

Maximize efficiency.  
Minimize costs.

SmarterLocalGov.com  
The Municipal Services Division of MRB Group

## INNOVATION STARTS HERE.

### IT ALL STARTS WITH COMMUNITY

SmarterLocalGov is an initiative of MRB Group; a multidisciplinary firm with over a century of service to local government. After working with over 100 communities around the country, our principals identified common themes that communities are struggling with. We began to assemble the best and brightest local government minds in the hopes of advancing total community health—the financial, social, and environmental sustainability and resilience of our communities.

# SmarterLocalGov & Prospect Hill Team



**MICHAEL N'DOLO**

Michael is our Director of Economic Development. He has decades of experience in strategic economic development planning experience.



**TRACY VERRIER**

Tracy is a Senior Economic Analyst and Project Manager for this project. She is a former economic development director who led up a local economic development organization, chamber, and two IDAs. She was also a member of the CNY REDC.



**JENNY MOGAVERO**

Jenny is the President of Prospect Hill Consulting. She is an accomplished GIS specialist, project manager and innovative technology lead with 20 years of experience in the environmental consulting field.



**SUSAN CHARLAND**

Susan is a facilitator of large and small group discussions that result in high stakes decisions. She is experienced with community planning, public meeting design and facilitation, public participation.



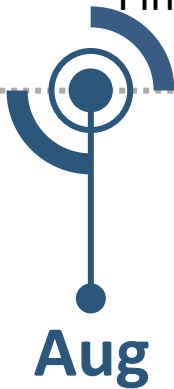
# PROJECT SCHEDULE & DECISION POINTS

10<sup>th</sup> – Council Kickoff

- ❖ Define Steering Committee Structure
- ❖ Delegate Final Challenge Selection

Activities

- Data collection
- Market analysis
- Steering Committee kickoff
- Finalize Public Participation Plan



Sep



15<sup>th</sup> – Challenge Selection Due to State

Activities:

- Stakeholder engagement
- Steering Committee engagement
- Strategy development

# PROJECT SCHEDULE & DECISION POINTS

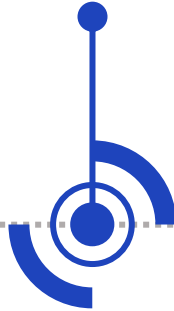
## 10<sup>th</sup> – Report Outline Due to State

### Activities:

- Report outline development
- Strategy development
- Stakeholder engagement
- Report content development



Nov



13<sup>th</sup> – 15<sup>th</sup> – Council Meeting

❖ Approve Report Content

30<sup>th</sup> – Final Report Due to State

### Activities:

- Council content review & feedback
- Content edits/updates
- Report graphic design



## CHALLENGES COMPETITION

# OVERVIEW

- Council selects one of seven Challenges identified by the State
- Propose an innovative strategy to address that Challenge
- The Strategic Implementation Assessment Team (SIAT) will evaluate each proposal based on at least the following criteria:
  - Vision
  - Process & Implementation
  - Leverage of Other Resources
- Three regions will receive up to \$10 million to implement their Challenges solution

# THE CHALLENGES

## Blight

- Examples: empty storefronts, abandoned buildings, brownfields, substandard or vacant housing.

## Workforce

- Examples: employer – workforce alignment, training, transportation, wraparound services.

## Pop./Talent

- Examples: quality of life amenities, align employer needs with attraction efforts, infrastructure, placemaking.

## Sustainability & Clean Energy

- Examples: sprawl reduction, renewable energy, emerging workforce.

## Housing

- Examples: housing quality, affordability, availability, diversity.

## Tourism

- Examples: visitor and resident destinations, tourism infrastructure.

## Equity

- Examples: supporting MWBEs and BIPOC entrepreneurs, promoting growth in disadvantaged neighborhoods.

**Equity**  
is a  
consideration  
for all

# POLL RESULTS

## Ranked Challenges

1. Workforce (41)
2. Population/Talent (39)
3. Blight (24)
4. Housing (18)
5. Equity (11)
6. Sustainability & Clean Energy (11)
7. Tourism (4)

## Themes from Comments

- Workforce, housing, and population/talent are interrelated and important for regional growth.
- Blight commonly appeared in tandem with workforce and population/talent, and was noted as a potential detriment to those areas.
- Equity should be considered for all challenges.
- Government representatives all selected housing within their top 3.
- Higher ed representatives tended to select workforce, population/talent, and equity.



# INITIAL DATA

## Workforce

- Labor force participation is 60.5%
  - Lower than pre-pandemic (62%) and national (62.5%) levels, but higher than state (60.1%).
- 28.2% of the workforce is overqualified for the jobs currently offered
- 3.3% unemployment rate
  - lowest since 2017
- Common skills: customer service and management  
Specialized skills: white collar
- Net exporter of labor (more commute out than in)
- Top gap occupations: first-line supervisors of production and operating workers, electrical engineers, civil engineers, computer user support specialists, project management specialists, machinists

## Population/Talent

- Finger Lakes region has become more diverse –
  - US Census Bureau Diversity Index Score increased from 34.6 to 42.7 between 2010 and 2020
- Private sector employment increased by 1.2% since 2022
- Finger Lakes population increased .5% between 2010 and 2020

# DISCUSSION

- What is the top priority?
- What is the region best positioned to address?
- Which of these does not already have a concentrated effort?
  - What are the existing assets/programs to leverage or avoid duplicating?

Blight

Workforce

Pop./Talent

Sustainability & Clean  
Energy

Housing

Tourism

Equity

## STEERING COMMITTEE

## ROLES & RESPONSIBILITIES

- \*Make the final decision regarding selection of the challenge topic for the Challenges Competition.
- Provide guidance, insights, and expertise to the consulting team during the strategic planning process.
- Review draft documents prior to distribution to the full Council.
- Make recommendations to the consulting team and full Council.

*\*Only item for which that the Steering Committee would have sole decision-making authority.*

# RECOMMENDED STRUCTURE

- Executive Committee + 3 additional Council Members
- Empowered to make final Challenge selection
  - Considering poll results and discussion



# PUBLIC PARTICIPATION PLAN



## BACKGROUND

FLREDC seeks to **give stakeholders a voice** in the programs and initiatives that impact the region. As part of the overall strategic plan update process, the stakeholder participation effort will be greatly enhanced by developing a plan to **capture diverse perspectives**, including those from a range of industry sectors, geographic areas, as well as demographic and economic groups. This will ultimately help the REDC understand the evolving needs and desires of the region and better position the region to achieve the recommendations in the Strategic Development Plan.

## DISCUSSION - PAST ENGAGEMENT

For those who were part of developing the 2010 Strategic Plan:

- What aspects of stakeholder participation worked well?
- What could be improved?

## DISCUSSION - DEFINING SUCCESS

1. What kind of feedback from stakeholders would help the Council make the most informed decisions about the content of the Strategic Plan?
2. Over the course of the next few months, what would a successful participation program look like?
3. How would you describe your overall objectives for stakeholder participation for this initiative?

# DISCUSSION - DEFINING SUCCESS

In addition to representatives of key regional partners (listed below), who should we include?

Arts in the Loop  
Common Ground Health  
Destination Finger Lakes  
Excell Partners, Inc.  
Finger Lakes Regional  
Tourism Council  
Finger Lakes Tourism Alliance  
Genesee/Finger Lakes Regional  
Planning Council  
Genesee Transportation Council  
Greater Rochester Chamber  
of Commerce  
Greater Rochester Enterprise  
Ibero American Action League

NextCorps  
NYS Photonics Board and AIM  
Photonics  
PathStone Development  
Corporation  
Regional Revitalization  
Partnership  
Advisory Committee  
ROC the Riverway Advisory Board  
ROC2025  
RocCity Coalition  
Rochester Area Colleges (RAC)  
Rochester Area Community  
Foundation

Rochester Downtown  
Development Corporation  
Rochester Downtown Partnership  
Rochester Monroe Anti-Poverty  
Initiative (RMAPI)  
Urban League of Rochester  
Visit Rochester



## NEXT STEPS

## NEXT STEPS

- Kickoff Steering Committee
- Challenge Selection
- Finalize Public Participation Plan

Later on:

- Develop working group
- Data collection/market analysis



**Finger Lakes  
Regional Economic  
Development Council**

**MRB** | *group*

# QUESTIONS?

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# 2023 FLREDC Workplan Highlights

|                 |   |
|-----------------|---|
| <i>Jul-Nov</i>  | Strategic Plan Activities                                       |
| <i>Aug-Sept</i> | CFA Scoring Activities  |
| <i>Aug 18</i>   | DRI and NY Forward Intent to Apply (optional) Due               |
| <i>Sept 15</i>  | Strategic Plan Challenge Area Identified                        |
| <i>Sept 29</i>  | DRI and NY Forward Application Submission Due (via CFA System)  |
| <i>Oct 10</i>   | Strategic Plan Outline Due to NYS                               |
| <i>Oct TBD</i>  | ESD Grants Round 13 Batch 2 Applications Due, scoring to follow |
| <i>Nov TBD</i>  | Strategic Plan Draft Due for Review                             |
| <i>Nov TBD</i>  | FLREDC Public Meeting (Date and Location TBD)                   |
| <i>Nov 30</i>   | Strategic Plan Final Report Due to NYS                          |
| <i>Fall TBD</i> | Round 13 CFA Awards Announcements                               |
| <i>Dec TBD</i>  | ESD Grants Round 13 Batch 3 Applications Due, scoring to follow |



# Finger Lakes Regional Economic Development Council

## FLREDC Public Meeting

*Seasons on Keuka Lake*

August 10, 2023



FINGER LAKES *FORWARD*



CHAMPION FOR GREATER ROC