FLREDC Public Meeting

The Conference Center at Wayne-Finger Lakes BOCES
November 14, 2023

Diverse Economy

- Agriculture/ Value Added Ag
- High Tech Manufacturing
- Healthcare
- Tourism

Population: ~91,125

Median Household Income: $64,152

Workforce: 19,000+

604 sq.mi.

Median Value Owner-Occupied Housing: $134,800

Finger Lakes Regional Economic Development Council

NEW YORK WAYNE COUNTY At the core of opportunity

Agriculture

- Apples, Cherries, Dairy, etc.
- Baldwin Richardson Foods
- Intergrow/ Sungrow East
- Blakes Hard Cider
- Embark Hard Cider

23,685 Acres of Apple Farms (~50% of all NYS)

Number of Farms: 829

Land in Farms (acres): 159,093

Market Value of Products Sold: $221,295,000

High Tech Manufacturing

- Creation Technologies
- Optimax and OptiPro
- Harbec
- ABX Packaging
- Garlock Sealing Technologies
- Magnatag

Optimax $20M expansion

OptiPro New 15,000 Square Foot Machine Technology Center

Creation/IEC $22M expansion

Tourism

NEW YORK Finger Lakes Regional Economic Development Council

NEW YORK WAYNE COUNTY At the core of opportunity

Sodus Point

Chimney Bluffs

Port Bay and Blind Sodus Bay

Lake Ontario

Erie Canal

Apple Tasting Tour

Solar Eclipse (2024)

Fishing

Lake Ontario Wine Trail

www.waynecountytourism.com

Economic Development Initiatives

- Five Revolving Loan Funds
- Brownfield Program
- Shovel Ready Sites
- Start Up Grants
- Business Plan Assistance
- IDA Assistance
- Business Park Analysis

County Initiatives

EMS Project

Western Regional Wastewater Treatment Plant

Comprehensive Housing Study

Broadband Expansion

County Land Bank

GIS Needs Assessment and Implementation Plan

Electric Vehicle Location Plan

REDI Project Implementation

New York State of Opportunity — Finger Lakes Regional Economic Development Council

New York Wayne County — At the core of opportunity

Local Initiatives

- Newark DRI

- Macedon Small Business Assistance Program

- Multiple Restore NY Awards

Newark Health & Wellness Center

Thank You

waynecountyny.gov

Brian Pincelli

bpincelli@co.wayne.ny.us

315-946-5931

Executive Director Update (Last Meeting: 8/10/23)

FLREDC Member Updates:

Simeon Banister, President & CEO, Rochester Area Community Foundation

Project/Event Announcement Highlights:

08/23/23 Finalists announced for Round Five of Grow-NY Food & Ag Competition

08/31/23 HP Hood to Expand Operations in Genesee County

09/08/23 Groundbreaking of $650 Million Strong Memorial Hospital Emergency Department Expansion Project in Rochester

09/14/23 Application Window Opened for Round Seven of Luminate NY OPI Business Accelerator Competition

09/21/23 City of Rochester Celebrates Ribbon Cutting on Genesee Gateway Park (ROC The Riverway Project)

09/27/23 Round Six Winners of Luminate NY Accelerator Competition Announced

10/03/23 DOT Completed RT. 31 Bridge Rehab in Wayne County Over Erie Canal

10/23/23 Buffalo-Rochester-Syracuse Receive Tech Hub Designation

11/02/23 Nearly $90 Million Awarded Across the NYS Through Fast NY Program to Development Shovel-ready Sites

11/13/23 More than $57 million has been awarded to support 238 projects across NYS through the REDC initiative

<u>Executive Director Update</u> (Last Meeting: 08/10/2023) - Continued

NYS Funding Opportunities:

- ESD Capital Grants Batch 3 – Applications Due 1/31/24
- Office of Strategic Workforce Development Grants – Next Batch Deadline 12/29/23
- FAST-NY – shovel ready site preparation - rolling applications
- DASNY Nonprofit Infrastructure Capital Investment Program
  Rolling Application Submission 12/1/23-1/12/24

Other Updates:

- DRI & NY Forward Updates
- Round 13 CFA Announcement Format
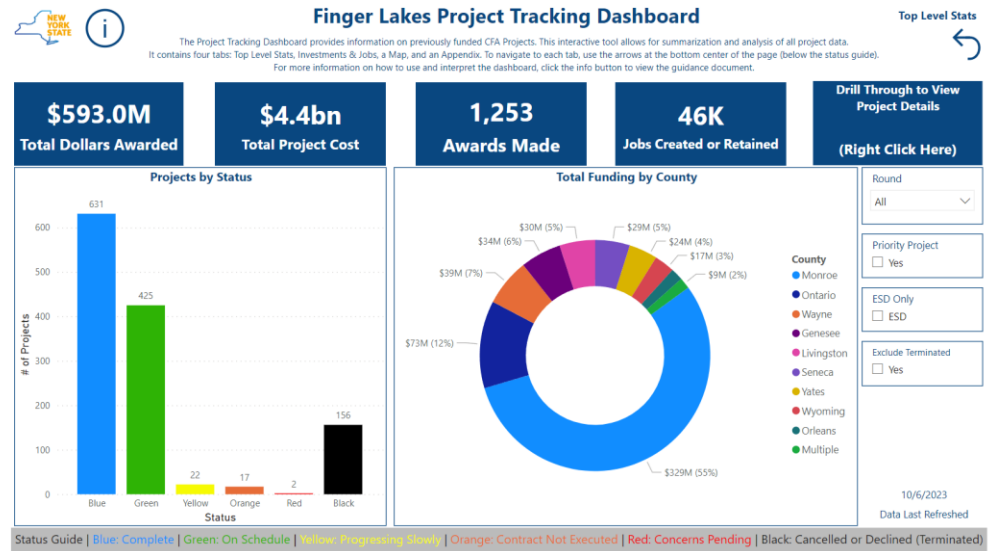- Project Dashboard on each REDC website

New York STATE OF OPPORTUNITY. | Regional Economic Development Councils

REDC AWARD BOOKLET 2023
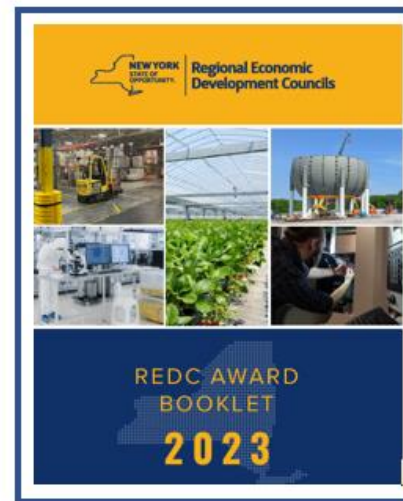
Consolidated Funding Application Project Tracking Dashboard

regionalcouncils.ny.gov/finger-lakes

The Buffalo-Rochester-Syracuse Consortium
NY SMART I-Corridor
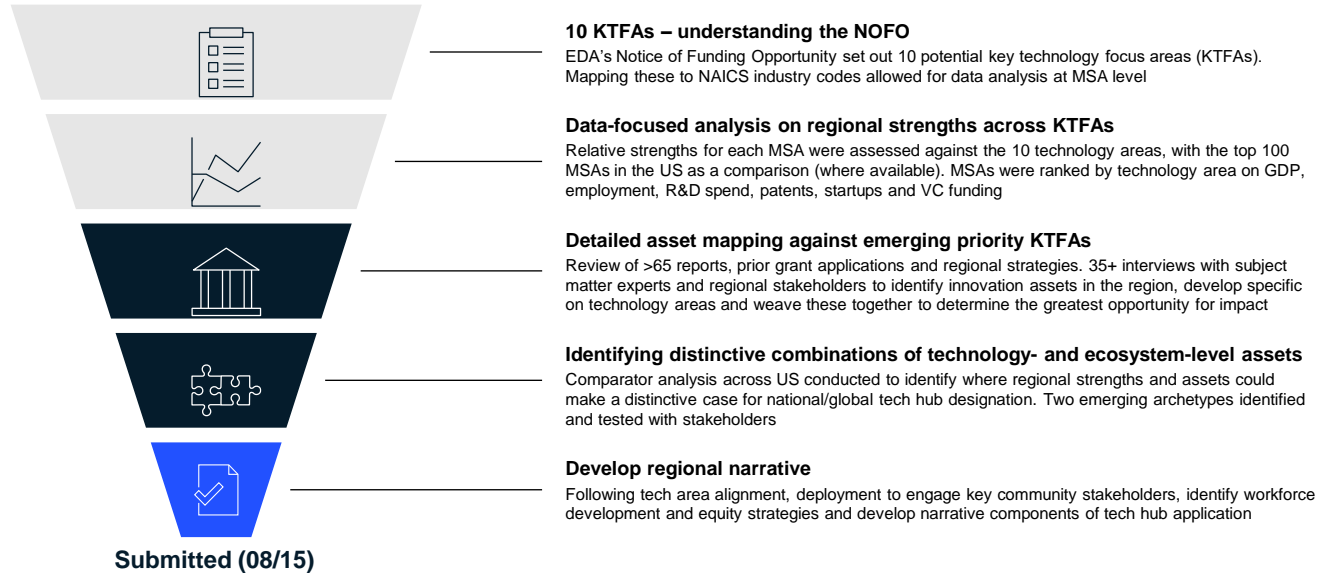
- 2+ years in the making

- Tech Hub opportunity created by CHIPS and Science Act

- 20+ member Steering Committee w/ one designated convener in each MSA

- 60+ consortium members (econ dev, gov, higher ed, workforce, philanthropy, industry, nonprofit, etc.)

- Phase 1 opened in May 2023 (submitted in August)

- Designees announced in October

- Phase 2 is now open (due in February)

A phased approach was used to identify the key technology focus area and develop a compelling narrative

10 KTFAs – understanding the NOFO

EDA's Notice of Funding Opportunity set out 10 potential key technology focus areas (KTFAs). Mapping these to NAICS industry codes allowed for data analysis at MSA level

Data-focused analysis on regional strengths across KTFAs

Relative strengths for each MSA were assessed against the 10 technology areas, with the top 100 MSAs in the US as a comparison (where available). MSAs were ranked by technology area on GDP, employment, R&D spend, patents, startups and VC funding

Detailed asset mapping against emerging priority KTFAs

Review of >65 reports, prior grant applications and regional strategies. 35+ interviews with subject matter experts and regional stakeholders to identify innovation assets in the region, develop specific on technology areas and weave these together to determine the greatest opportunity for impact

Identifying distinctive combinations of technology- and ecosystem-level assets

Comparator analysis across US conducted to identify where regional strengths and assets could make a distinctive case for national/global tech hub designation. Two emerging archetypes identified and tested with stakeholders

Develop regional narrative

Following tech area alignment, deployment to engage key community stakeholders, identify workforce development and equity strategies and develop narrative components of tech hub application

Submitted (08/15)

NOFO required regions to address 7 factors to demonstrate they are ready for designation as a Tech Hub

1 Tech-based potential for global competitiveness

(15 points)

- A Designated Tech Hub should be able to become **globally competitive in a KTFA within the next decade**, if they receive a Phase 2 Implementation grant and any additional, expected commitments
- EDA **will not fund basic and fundamental research** nor activities intended to increase capacity to conduct such research

2 Role of private sector

(6 points)

- Consortiums should have **clear, prominent, and strong private sector participation**, especially from firms in selected core technology area (EDA encourages 2+ firms in consortium's selected core technology to participate as direct members)
- Consortium strategy should **recognize the importance of private capital** to meet regional needs at various stages of maturity

3 Regional coordination and partnerships

(6 points)

- EDA will seek to understand how the **sum of the consortium members is greater than its parts** (successful consortia should demonstrate strong alignment and a shared strategic vision)
- **History of working together** in the past and achieving concrete successes will be considered relevant

4 Equity and diversity

(6 points)

- EDA expects applicants to describe clearly **how the consortium and other partners and stakeholders will actively engage underserved communities in planning and how benefits from the tech hub will be shared equitably**
- EDA seeks **evidence-driven equity and inclusion initiatives**, including those that support historically underrepresented innovators

5 Composition and capacity of regional workforce

(6 points)

- Regions need to **demonstrate ability to maintain competitiveness and scale the regional workforce** in the consortium's core tech area
- Apps should **include qualitative and quantitative descriptions** of the current regional workforce relevant to consortium's core tech area
- EDA encourages labor organizations, federations, or others representing workers to participate as participants in the consortium

6 Innovative "lab to market" approaches

(6 points)

- EDA intends to encourage and reward regions that can identify new and/or scaled-up proven existing models (e.g., innovative procurement policies) that will **overcome commercialization barriers and bring technologies and ideas to the market**
- Applicants should **discuss methods of translating research into local economic competitiveness** (e.g., specific programs, policies, incentives and practices)—including evidence that supports the success of those methods

7 Impact on US economic and national security

(6 points)

- Applicants must **clearly articulate how their success at becoming globally competitive** in their core tech area supports national priorities
- Successful applicants will **focus their strategies and investments in areas that serve their regional economies as well as U.S. economic and national security** and will demonstrate the likelihood of positive regional economic effect

Source: Economic Development Administration | FY 2023 Regional Technology and Innovation Hub Program Phase 1 Notice of Funding Opportunity (NOFO) (Tech Hubs Phase 1 NOFO)

BUF | ROC | SYR
NYSMART
I-CORRIDOR

The NY SMART I-corridor is competitive across all NOFO criteria

NOFO Criteria	Corridor distinctiveness
1 Tech-based potential for global competitiveness	• A **growing semiconductor manufacturing base** with over $100B in planned fab investments; Over 100 supply chain providers in the semiconductor or adjacent industries • A concentration of **world-leading scientific capabilities** – in sensing, supply chain, and green tech • NY SMART I-Corridor benefits from world-leading assets from across the broader state ecosystem
2 Role of private sector	• Robust industry **assets along the extended semiconductor and microelectronics value chain**, with private sector players making extensive investments and commitments • The corridor's private capital has increasingly supported the needs of private sector firms to accelerate innovation
3 Regional coordination and partnerships	• NY SMART I-Corridor represents the **continued evolution of decades of successful collaboration** across the BRS region • A regional coalition is required to deliver on goals and enable far-reaching impact
4 Equity and diversity	• NY SMART I-Corridor will **activate unparalleled opportunity for equitable growth**, which the consortium commits to delivering as it becomes a global leader in semiconductor manufacturing
5 Composition and capacity of regional workforce	• NY SMART I-Corridor has **strength, competitiveness, and scalability in its regional workforce** to become a global leader in semiconductor manufacturing • Plans include: growing the number, diversity and retention of STEM graduates and building new pathways and pipelines for technical, non-college graduates
6 Innovative "lab to market" approaches	• A strong **regional network of incubation and venture assets with successful commercialization track record**; we will establish the "R&D-to-market" playbook to innovate across the semiconductor manufacturing value chain
7 Impact on US economic and national security	• The US produces less than 15% of global semiconductor output but accounts for ~35% of global demand[1], exposing it to significant supply chain, geopolitical, and other risks • NY SMART I-Corridor will **directly enhance the quantity and quality of US semiconductor manufacturing**, benefiting the broader microelectronics ecosystem while creating high-quality American jobs that enhance national security

1. Semiconductor fabs: Construction challenges in the United States, McKinsey & Company (2023

BUF | ROC | SYR
NYSMART
I-CORRIDOR

The NY SMART I-corridor could become a globally competitive leader in semiconductor manufacturing

Industry context

- Global semiconductor market is estimated at ~$600Bn, and is expected to grow at 6-8% p.a., potentially becoming **a trillion dollar industry by 2030**[1]
- Establishing strong domestic semiconductor manufacturing capacity, talent and supply chain is **vital to the economic and national security of the United States**, a need made clear by unprecedented chip shortages in the last 2-3 years and projected rising demand
- National semiconductor manufacturing capacity trails global leaders, and existing capacity could **benefit from integration of embedded sensing and automation** technologies as well as sustainability innovations deployed at scale

Opportunity

- There is **rapidly growing momentum behind semiconductor manufacturing** in New York State and at the federal level
- The **US could have a ~200-300k craft labor gap** to address Advanced Industry[2] needs in the next 5 years
- **Critical to scaling semiconductor manufacturing capacity** is the development of a robust talent pipeline and the bolstering of supply chain inputs
- **"Sensorization", automation and sustainability are key unlocks** to improve quality and boost throughput of semiconductor manufacturing, particularly for domestic lagging-edge fabs

Vision

Within the next decade, the Buffalo-Rochester-Syracuse corridor could **become a global leader in semiconductor manufacturing**

The region could become:

- A **nationally leading talent pipeline** of both trade labor and highly specialized positions
- A **robust local supply chain** that "meets the moment" to scale local semiconductor manufacturing, while buttressing resiliency
- A **smart sensing "center-of-gravity"** for world-class research and development and components for advanced manufacturing of semiconductors
- A **lighthouse for sustainable semiconductor manufacturing** leveraging renewable energy and clean water

1. "The semiconductor decade: A trillion-dollar industry" McKinsey & Company; 2. US Bureau of Labor (includes expected demand from semiconductor, battery, solar panel, and data center facilities)

BUF | ROC | SYR
NYSMART
I-CORRIDOR

TECH HUBS
U.S. Economic Development Administration
OFFICIAL DESIGNEE
TECHHUBS.GOV
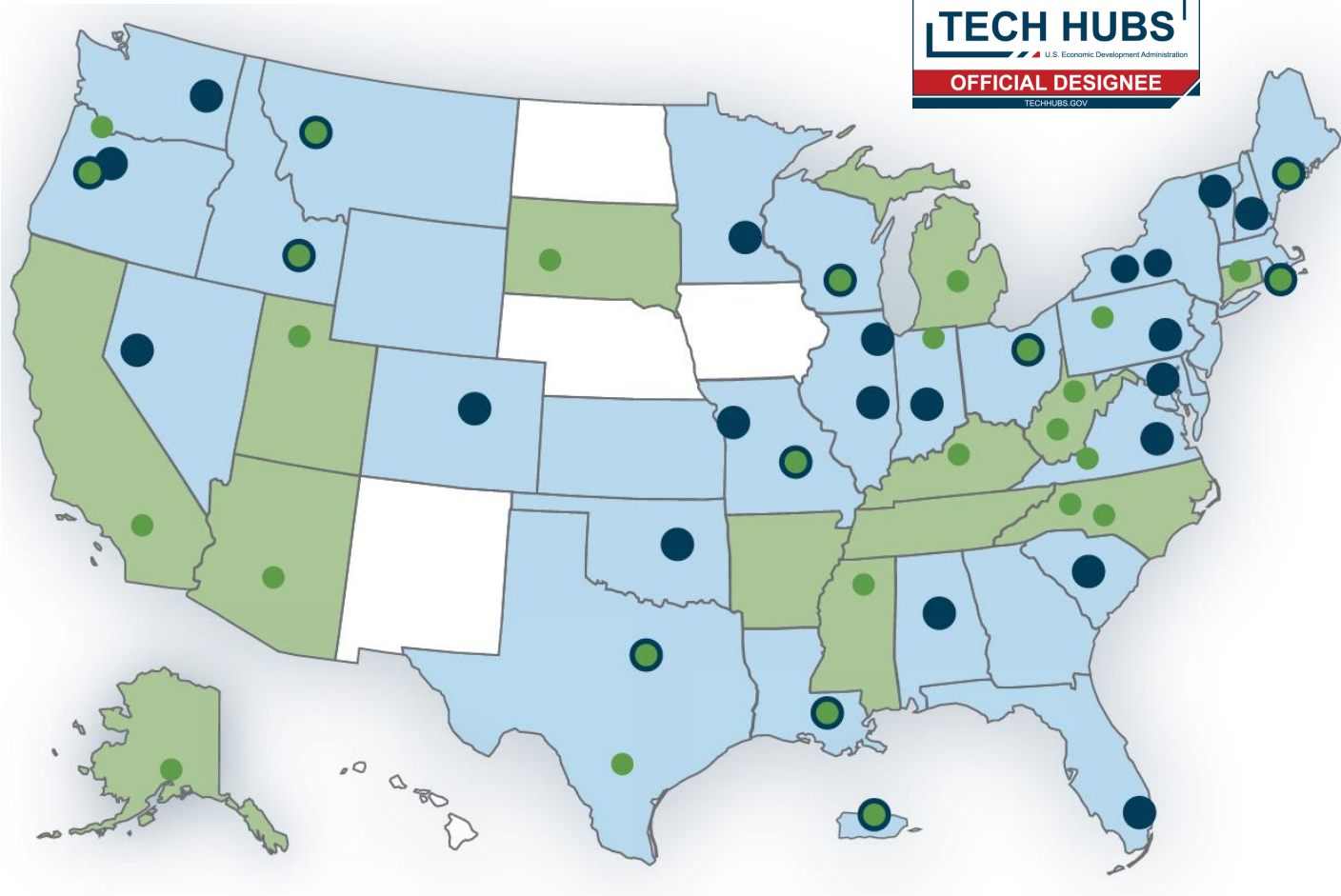
A. Tech Hubs NOFO section E.1.a: For a consortium to demonstrate a strong case for investment, they can address 7 factors

Tech Hubs NOFO pages 33-37: Tech Hubs Implementation grant criteria

1 **Project quality, ability to execute, and private sector integration** (16 points)

- The **evidence and analyses that underlie the projects' design**, the **Hub's ability to execute in light of the projects' plans** (e.g., are staffing plans, timelines, and goals unrealistic, subawards overly complicated, are benchmarks realistic), the **interconnections and interfaces among the component projects**, and the **role of the private sector**, including how the Hub leverages private capital

2 **Impact on economic and national security** (16 points)

- The extent to which the Tech Hub's strategy will likely lead to **inclusive growth and long-term stability in the chosen geography** and to a **globally competitive industry cluster in a selected core technology area** aligned with United States economic and national security goals within a decade

3 **Investment and policy commitments** (16 points)

- The **commitments' relevance to and alignment with the Hub's strategy and component projects**, the **magnitude or significance of the commitments**, and their **expected and likely impacts**

4 **Developing, recruiting, and retaining talent and workforce** (8 points)

- The Hub's **current talent pool** alongside the nature and feasibility of its **strategy to maintain, strengthen, and grow that pool**, as well as the extent to which the Hub's strategy is centered on and considers the **needs and potential of the region's workers and their access to good jobs**

5 **Capital formation, deployment, and access** (8 points)

- The Hub's current capital ecosystem, how the Hub proposes to **address gaps in that ecosystem that affect companies in the Hub's selected core technology area**, and the **feasibility that component projects and commitments will materially improve access to capital**

6 **Equity and diversity** (8 points)

- The proposed **strategies, approaches, key metrics, and projects that increase equitable economic growth** (including equitable wealth creation and retention) and **ensure that underserved communities are represented in and benefit** from the Hub
- Assessment of Hub's meaningful engagement with underserved communities

7 **Governance, leadership, and evaluation** (8 points)

- The **strength of the consortium's leadership team and RIO** (or its plan to identify and hire one) and the **framework and mechanisms the consortium will use to govern its activities, measure progress, build evidence, and continuously improve**

Next Steps

- Phase 2 applications due February 29, 2024
- Further detail Phase 1 vision and concept investments
- ***Step 1:*** Formalize strategic perspective
- ***Step 2:*** Identify gaps to realizing 10-year vision
- ***Step 3:*** Identify / prioritize component projects to address gaps
- ***Step 4:*** Build implementation and governance plan
- Leveraging federal $$ to build a larger capital stack

AGENDA

- Public Participation Updates

- Goal Area Priorities & Strategies

- Challenge Proposal

- Substantive Updates

- Next Steps

PUBLIC PARTICIPATION

PARTICIPATION ACTIVITIES

- Council Meetings August 10 & November 14
- Built Environment & Industry Growth
  - IDA/Econ Dev Roundtable & Priority Survey
- Quality of Life
  - Tourism Roundtable
  - Placemaking Roundtable
  - Housing Roundtable
  - Community Survey
- Workforce Development
  - Meeting with Co-Chairs of Workforce & Talent Workgroup (W&TW)
  - W&TW Information Sessions & Meeting
- Public Information Session
- Sustainability Roundtable
- Equity Roundtable

GOAL AREA PRIORITIES & STRATEGIES

STRATEGY GOAL AREAS

Strategy Topics: Training, Career Exposure & Advancement, Ecosystem Capacity & Collaboration, Workforce Supports (e.g. childcare, transportation, etc.)

Strategy Topics: Housing, Placemaking, Tourism, Talent Attraction

United for Success

FLX
FINGER LAKES *FORWARD*

Workforce Development

Quality of Life

Equity & Sustainability

Industry Growth

Built Environment

Strategy Topics: Target Industries, Business Attraction/ Growth, Job Growth, Innovation Ecosystem

Strategy Topics: Developable Sites, Utilities (e.g. water, wastewater, electric, etc.), Infrastructure (e.g. roadways, rail, air, etc.)

MRB *group*   Storm King Analytics   PROSPECT HILL CONSULTING LLC

STRATEGY GOAL AREAS

- Design and implement regional and national marketing campaign.

- Startup ecosystem investments.

- Leverage industry and university collaboration.

Equity & Sustainability

Industry Growth

- Business retention and expansion program.

- Support future energy needs through new technologies.

- Use formal ambassador program to recruit key industry allies in the attraction process.

United for Success
FLX
FINGER LAKES *FORWARD*

MRB | *group* Storm King Analytics PROSPECT HILL CONSULTING LLC

STRATEGY GOAL AREAS

- Regionalize prioritization for investments in site development and infrastructure.

- Help the region move to "fast permitting" for economic development projects.

- Regionalize our approach to infrastructure.

- Overall, prioritize projects that include (1) sustainability, (2) coalitions across the region, and (3) infill/brownfield reuse.

- Promote investments in the energy transition.

United for Success
FLX
FINGER LAKES *FORWARD*

Equity & Sustainability

Built Environment

MRB group · Storm King Analytics · PROSPECT HILL CONSULTING LLC

STRATEGY GOAL AREAS

Workforce Development

Equity & Sustainability

- Enhance the alignment, transparency, and accessibility of the workforce development ecosystem.

- Grow career exposure and advancement programming.

- Build a system of support for workers.
  - Invest in transportation & mobility infrastructure
  - Support the expansion of child care services.
  - Provide individualized social supports.

United for Success
FLX
FINGER LAKES *FORWARD*

STRATEGY GOAL AREAS

- Enhance and expand the housing stock to meet the needs of workers and residents across income levels.

- Advance placemaking strategies to increase community and economic vibrancy.

- Leverage and expand tourism assets to increase quality of life for residents and to attract new talent.

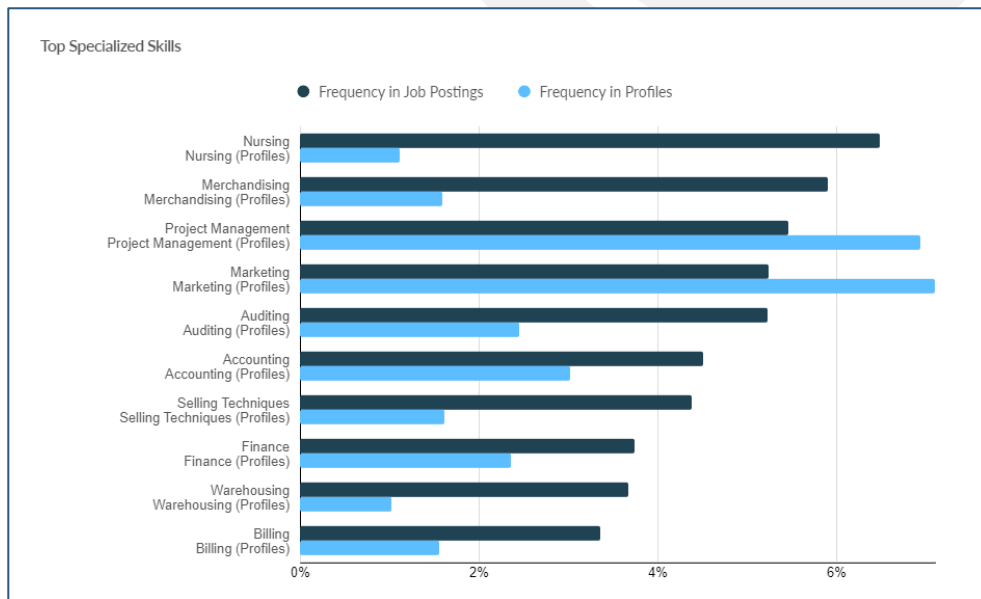Quality of Life

Equity & Sustainability
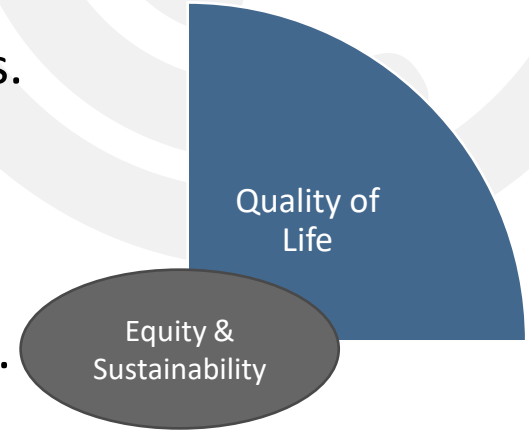
CHALLENGE PROPOSAL: WORKFORCE DEVELOPMENT

CHALLENGE PROPOSAL & ECOSYSTEM PRIORITIES

The Region has made a lot of progress in workforce development, but we know that the Workforce Development Ecosystem needs focus on:

- Alignment
- Transparency
- Accessibility
- Job placement
- Measurability/Trackability

Source: Lightcast

Implementing a Workforce Development Ecosystem in the FL Region

Implement a 2-year project to develop a baseline workforce development ecosystem that supports both providers and community members.

- Themes: Ecosystem: Collaboration, Transparency & Performance Metrics, Cross Sector Knowledge Transfer
- Leverage: Existing investment in and infrastructure of the MyWayfinder system.

Scaling HyFlex Smart Workforce for High-Tech Ecosystem

Address need for adaptable technical workers across entire high-tech ecosystem. HyFlex scheduling creates opportunity across the region, and allow adult participants to continue working while in the program

- Themes: Career Exposure & Advancement: K-12, Underemployed, Learn & Earn
- Leverage: FLCC facilities, FLCC efforts with regional school districts to acquire HyFlex equipment for distance learning, & additional funding sources

Good Jobs Finger Lakes

Multi-sector collaboration to expand the workforce pipeline through new and expanded curriculum offerings, career pathways and social support programs, and tailored outreach, recruitment, and engagement in the community.

- Themes: Worker Training & Supports: Learn & Earn, Transportation, Social Supports, Housing Development
- Leverage: Existing CCDBG, WIOA, and operating budgets of the backbone organizations.

Sponsor	Program	Adv. Mfg & Optics	Agri-business	Clean & Renewable Energy	Healthcare & Life Sciences	Software & IT	Budget
Together Now	**Implementing WD Ecosystem**	✔	✔	✔	✔	✔	$1,235,976
FLCC	**Scaling HyFlex**	✔	✔	✔	LS	✔	$2,031,700
RochesterWorks (with FLPPS, RTMA, Common Ground for Health, & UNiCON)	**Good Jobs FL**		✔	Contractors	HC		$6,732,324

SUBSTANTIVE UPDATES

EQUITY

Proposed:

There is still work to be done in terms of effectively incorporating equity and inclusion into this Plan, as well as facilitating effective implementation of this foundational goal area. To do so, the FLREDC is committed to ongoing collaboration, exploration, and work related to the following areas in advance of the 2024 CFA Round:

1. Enhanced outreach to a broader set of potential applicants.
2. Build a regional evaluation framework that better incorporates these priorities into the Statewide CFA Endorsement Standards and more comprehensively supports the FLREDC members in the scoring process.
3. Guidance for potential applicants regarding equity strategies and how to incorporate them into an application.
4. Exploring ways in which regional partners can support awarded projects in advancing proposed strategies, considering current programming and capacity, and then providing guidance to awarded projects on how to access that support.
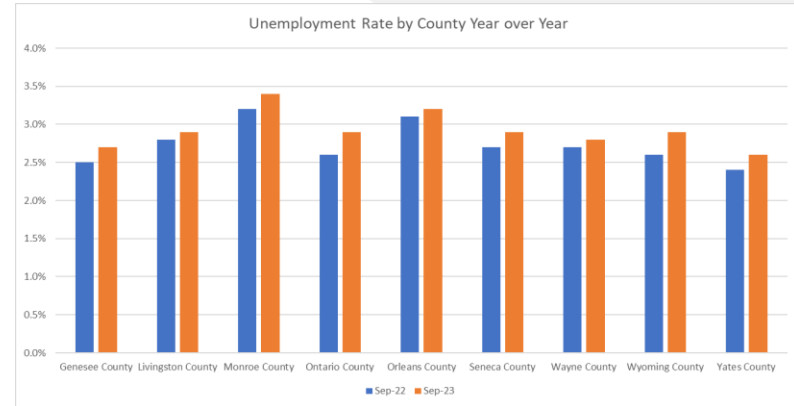5. How to track and follow up with awarded applicants regarding equity strategies.
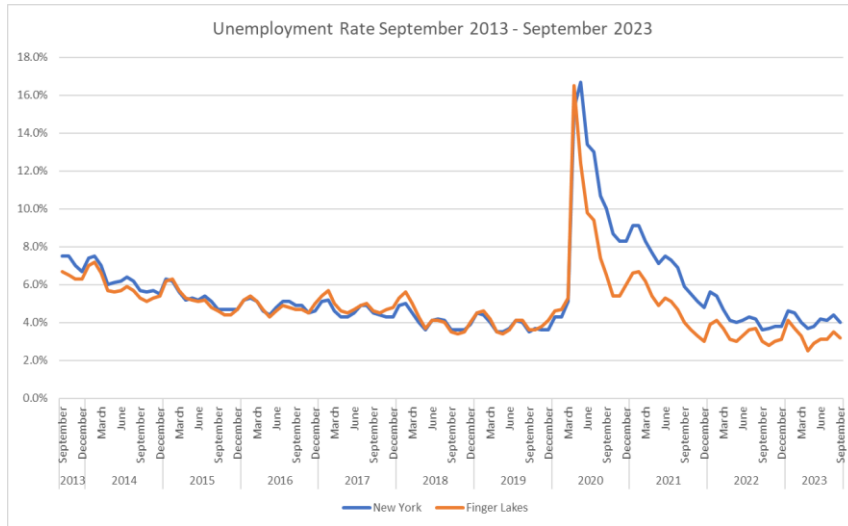
Changed source of unemployment and labor force data to align with regional partners
- Esri to NYS Department of Labor Local Area Unemployment Statistics

United for Success
FLX
FINGER LAKES *FORWARD*

Unemployment Rate September 2013 - September 2023

Unemployment Rate by County Year over Year

MRB | group   PROSPECT HILL CONSULTING LLC   Storm King Analytics

NEXT STEPS

PROJECT & MEETING SCHEDULE

Schedule

- November 15 – Comment deadline

- November 20 – Steering Committee

- November 30 – Final plan due

Activities

- Narrative
  - Review by Committee/Council
  - Updates

- Final design

- Submission

United for Success
FLX
FINGER LAKES *FORWARD*

MRB | *group*   PROSPECT HILL CONSULTING LLC   Storm King Analytics

QUESTIONS?

✉ MICHAEL.NDOLO@MRBGROUP.COM
TRACY.VERRIER@MRBGROUP.COM

✳ WWW.SMARTERLOCALGOV.COM

2023 FLREDC Workplan Highlights

Nov 14   FLREDC Public Meeting, 2pm-4pm Conf. Center Wayne-Finger Lakes BOCES
Nov 15   ESD Grants Round 13 Batch 2 Scoring Activities
Nov TBD   Strategic Plan Content Draft Due to NYS for Review
Nov 15+   Strategic Plan In Design, review prior to submission
Nov 30   Strategic Plan Final Report Due to NYS
Dec TBD   Presentation to State Implementation Assessment Team (SIAT) (Virtual)

Jan 31 2024   ESD Grants Round 13 Batch 3 Applications Due, scoring to follow
April 12 2024 ESD Grants Round 13 Batch 4 Applications Due, scoring to follow

*2024 FLREDC Meetings Are Being Planned Now – Details to Follow

FLREDC Public Meeting
The Conference Center at Wayne-Finger Lakes BOCES
November 14, 2023