



Finger Lakes

Regional Economic Development Council

Public Meeting

5/21/2014

Monroe Community College

- Welcome from Co-Chairs
- CFA Round IV & FLREDC Work Plan
- Workgroup Presentations
- Workgroup Assignment for 6/25
- CFA Workshop (post-meeting, 1-4pm)



Finger Lakes

Regional Economic Development Council

CFA Important Dates

Monday June 16 – CFA system closes at 4pm

Tuesday July 1 – State agencies make final eligibility determinations for all CFA projects submitted

Tuesday August 5 – Draft priority project list due to NYS

Friday August 15 – Updated implementation plan and priority project lists due to NYS



Finger Lakes

Regional Economic Development Council

FLREDC Work Plan

Wed June 25, 1:30-4pm @ Wegmans Conf Center
Workgroup priority project presentations

Tues July 15, 10am-Noon @ MCC
CFA scoring & Progress Report first draft

Wed August 6, 10am-Noon @ MCC
Final approval of Progress Report & Priority Project Lists



Finger Lakes Regional Economic Development Council

Workgroup Progress Reports

May 21, 2014



Life Sciences

Presented by: Rob Clark



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/smaller start-ups
- Sector **employs 5,800** individuals in the region with **\$568 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

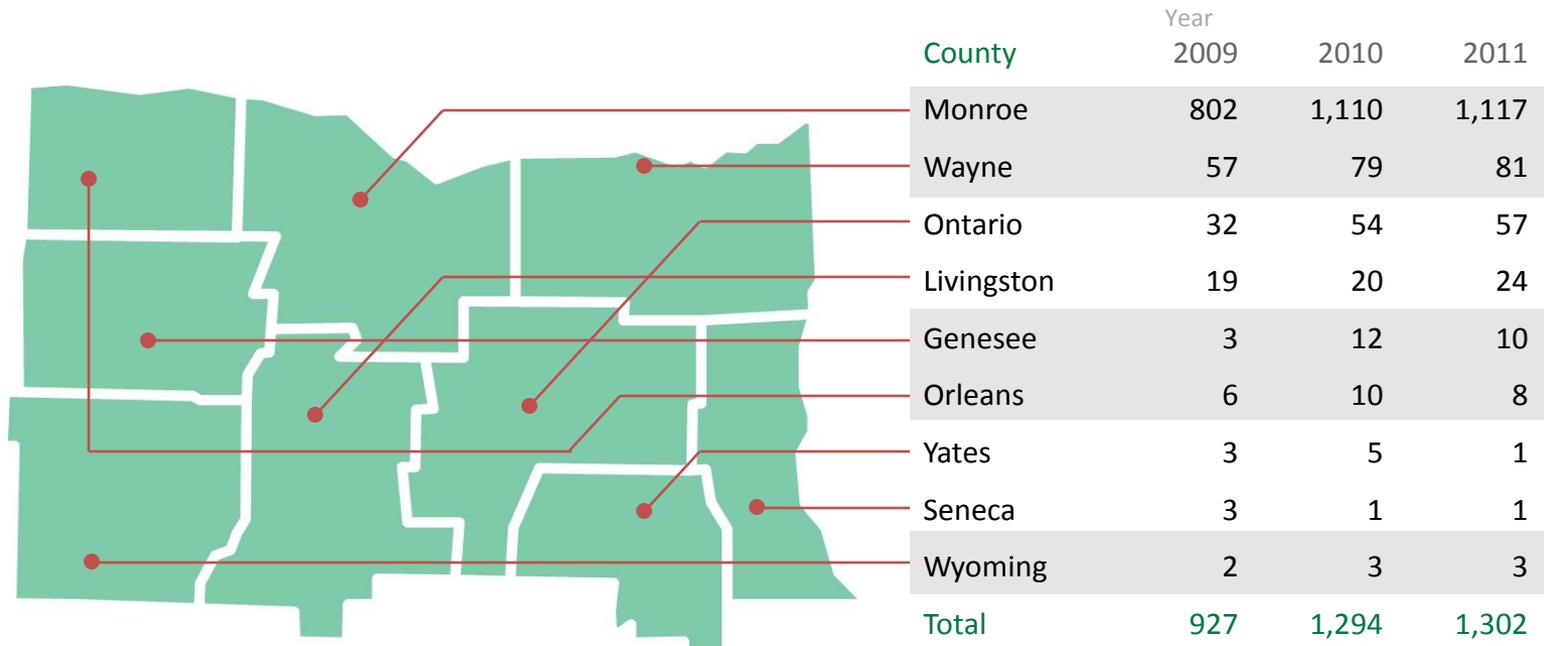
Sector Performance Measures

- Patents awarded
- Kodak patents vs. rest of region



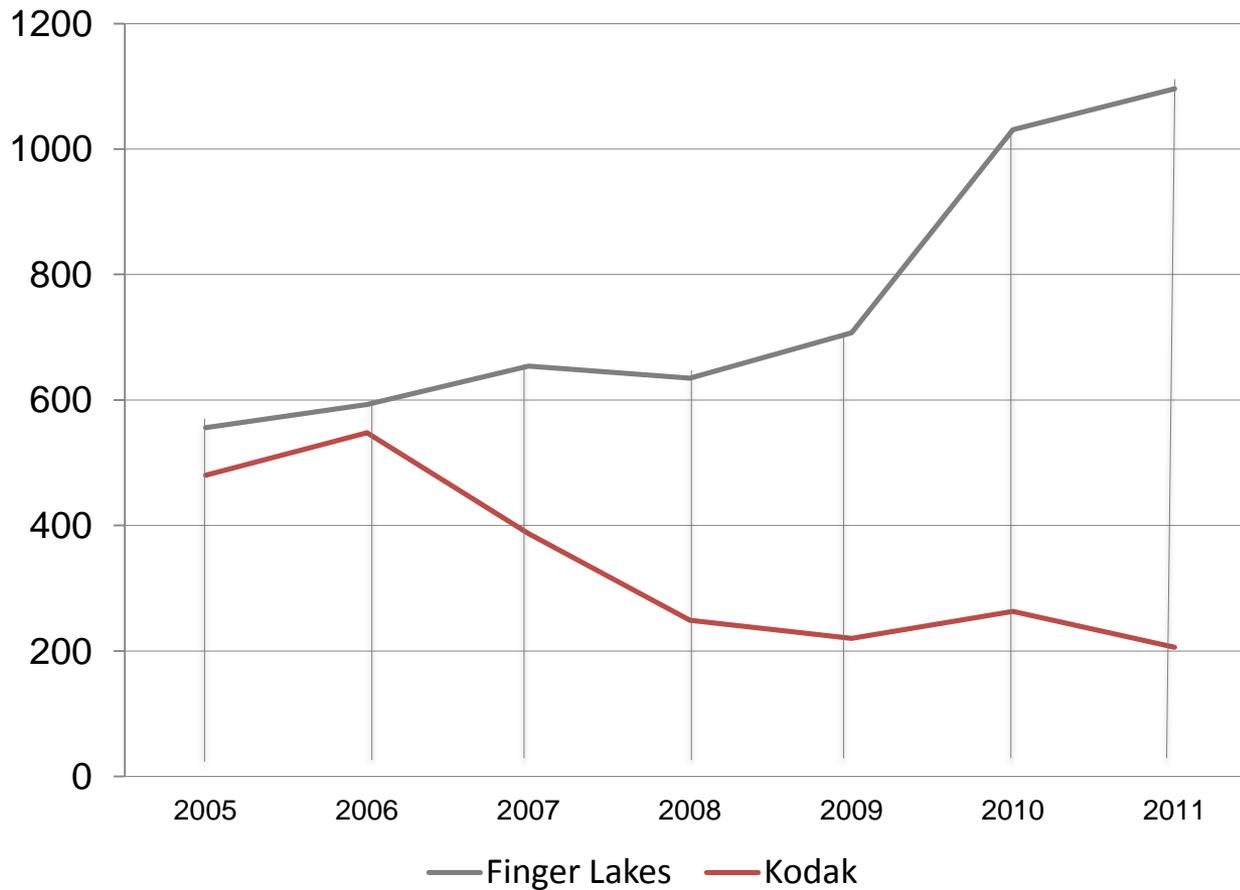


Sector Performance Measure: Patents Awarded





Patents awarded in Finger Lakes Region vs. Patents awarded to Kodak





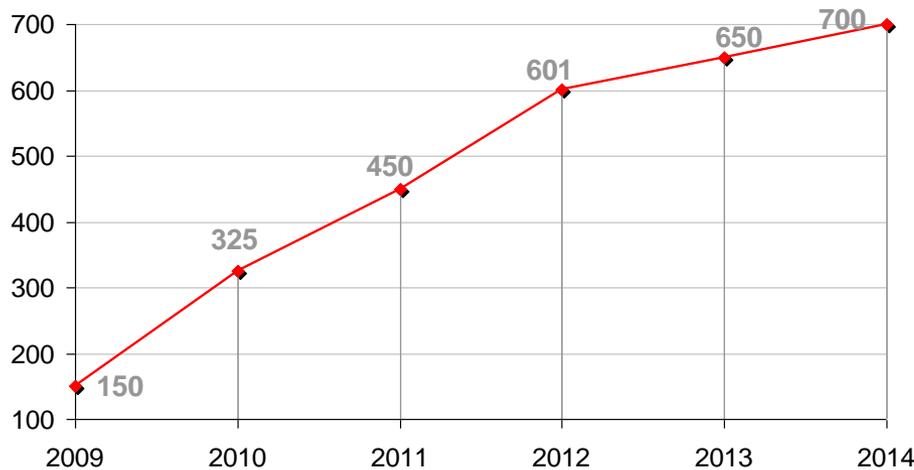
Priority Project

Health Sciences Center for Computational Innovation (HSCCI)

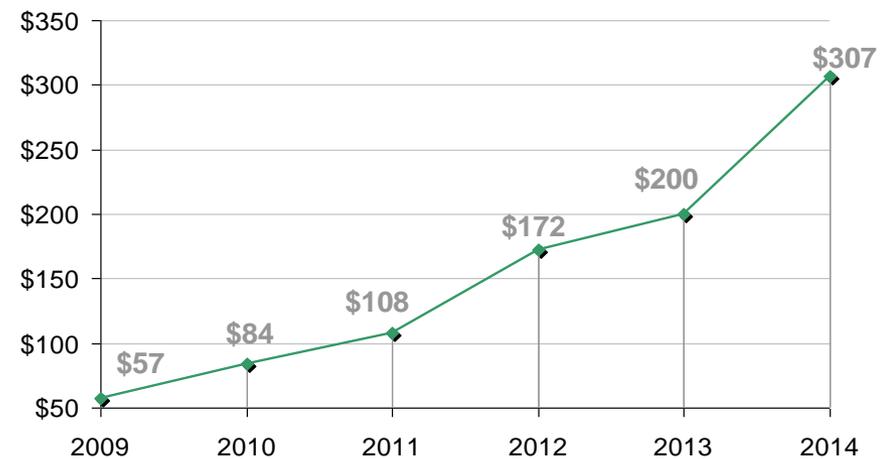
- Goals**
- To create one of the most advanced computer systems dedicated to health research in the world.
 - Leverage \$205 million in external research funding in 10 years



HSCCI Users



Funding (in millions)





2013 Priority Project

Regenerative Medicine and Data Science Initiative (HSCCI Phase 3)

Goals

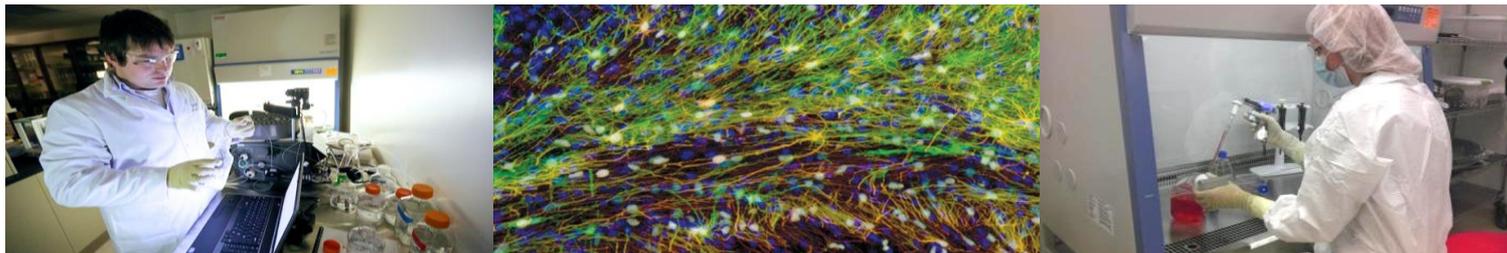
- Expand capabilities and capacity of HSCCI and Upstate Stem Cell cGMP facilities in clinical genomics and high throughput screening
- Accelerate clinical trials and commercialization of new stem cell products
- Refine/optimize cell production processes to create safe, reproducible materials for human use
- Further develop cGMP facility collaborations with SUNY Upstate, UB and Albany

Progress

- **Awarded \$500,000 through CFA in 2013**
- ESD incentive proposal signed, March 2014
- Take delivery on capital equipment within 60 days

Job Creation

Create up to 10 jobs over 5 years





New Priority Project Institute for Data Science

Goals

- Build on UR strengths, including HSCCI, and collaborations to create the Institute for Data Science
- Construct new, \$25 million, 50,000 sq. ft. state-of-the-art building on UR campus to house Center of Excellence in Data Science
- Attract \$530 million in research funding over 10 years

Progress

- \$872,333 included in 2014-2015 Enacted Budget to establish Rochester Center of Excellence in Data Science
- \$10 million in private support committed
- CFA Letter of Interest in process

Jobs

- 460 jobs over 10 years

2014 CFA Request

- **\$5 million**





Tourism & Arts

Presented by:

Don Jeffries, Kelly Kiebala
and Tom Parrish

Round IV Tourism & Arts Workgroup



Finger Lakes Regional
Economic Development Council



Vision

The Finger Lakes Region has an abundance of tourism destinations and world-class arts and cultural assets, which create jobs, positively impact economic development, and enhance quality of life.

These assets have been grouped into four sectors:

- Arts, Culture & History
- Wine, Beer, Spirits & Culinary
- Sports, Recreation & Entertainment
- Waterways

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Existing Conditions

Arts, Culture & History

- Significant and unique destinations (including historical and architectural assets)
- Aligned with trending visitor interests
- Opportunity to promote the region internationally

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Existing Conditions

Wine, Beer, Spirits & Culinary

- Sophisticated and abundant attractions throughout the entire region
- Represents one of the fastest growing trends in tourism

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Existing Conditions

Sports, Recreation & Entertainment

- Represent an important factor in tourism
- Pro-sporting events i.e. *LPGA*
- Nationally recognized events i.e. *Xerox Rochester International Jazz Festival , festivals*
- Opportunities to display and promote the region to an international audience

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Existing Conditions

Waterways

- Diverse collection of canals, rivers, lakes and waterfalls
- Should be further leveraged and promoted as a tourism destination

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Existing Conditions

Collaboration for the *Finger Lakes Brand*

Within the region's geographical diversity, there is opportunity to better connect the efforts of all nine counties in a more collaborative manner to broaden and strengthen our national and international reputation.

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Performance Measures

| Performance Measures | 2012 | 2013 |
|--------------------------|---------|------------|
| Jobs | | |
| • Number of direct jobs | 20.9K | 21.2K |
| Payroll | | |
| • Payroll | \$498M | End of May |
| Traveler Spending | | |
| • Traveler Spending | \$1.49B | End of May |
| Occupancy Tax | | |
| • Occupancy Tax | \$9.36M | End of May |

Data provided by EMSI (jobs & payroll) and Tourism Economics, both via Empire State Development. County Tourism Promotion Agencies provided occupancy tax information. Compiled by Center for Governmental Research.

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Goals/Strategy

1. Continue to invest, preserve, develop and promote the region's major assets.
2. Leverage partnerships for business development, expansion and retention.
3. Broaden and strengthen our national and international reputation for tourism and arts using collaborative marketing and promotion to more fully realize our potential.
4. Priority Projects – To Be Determined.

Finger Lakes Regional
Economic Development Council
Tourism & Arts Workgroup



Round IV Tourism & Arts Workgroup Members

Rollie Adams, The Strong

John Adamski, Finger Lakes Museum

Bruce Barnes, George Eastman House

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

Rachel DeGuzman, 21st Century Arts

Dan Fuller, Bristol Mountain/Roseland Waterpark

Wayne Hale, Orleans County Planning and Tourism

Marc Iacona, Xerox Rochester International Jazz Festival

Don Jeffries, Visit Rochester

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

Susan Lindsay, City of Rochester

Mike Linehan, Yates County Chamber of Commerce

Dave Manfield, Three Brothers Winery & Estates

Rich Parker, NYS Parks & Historical Preservation

Tom Parrish, Geva Theatre Center

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

Jim Trezise, New York Wine Grape Foundation

Christine Worth, Wayne County Tourism

END Tourism & Arts Workgroup



Finger Lakes Regional
Economic Development Council





Community Development

Presented by: Del Smith



GUIDING STRATEGY

Identify transformational projects that meet regional economic development needs, leverages significant private investment and public-private collaboration.

Focus:

- Job Creation and workforce development;
- Improvement of housing stock and infrastructure within depressed areas;
- Investment in key growth sectors that support regional strengths and strategic vision;
- Development of Innovation Hot Spot and Opportunity Agenda projects.



CHALLENGES

- 160,699 people in the nine-county Greater Rochester region live below the federal poverty level. Poverty rates between 9.7 percent to 31.1% (Rochester has 40% of regions poverty);
- 1/3 of the Region's poor are children;
- Rochester has the 5TH highest poverty concentration in the nation; 2nd nationally for extreme poverty.
- 43.4 percent graduation rate for RCSD; Statewide 74%.

| Chart 5: Poverty by Race and Ethnicity | | | | |
|--|-----|--------|--------|----------|
| | All | Whites | Blacks | Hispanic |
| Our Region | 13% | 10% | 34% | 33% |
| United States | 14% | 12% | 26% | 23% |
| NY State | 14% | 11% | 22% | 25% |
| NY State without NYC | 11% | 9% | 23% | 18% |

Source: U.S. Census Bureau – American Community Survey (2007-11).



2012 PROJECTS

College Town: A transformational development of a 14-acre pedestrian-scaled district that will bring together a mix of vibrant retail, residential, hospitality, and commercial uses.

CFA award: \$4,000,000 / Total development cost: \$97MM

Construction completion: Fall 2014

Permanent jobs to be created: 330/Construction jobs: 500

Midtown Rising: Includes approximately 168 residential units and 160,00 square feet of commercial space on the first three to five floors of the Tower and plaza. Anchors a commercial campus.

CFA award: \$4,000,000 / Total development cost: \$59MM

Construction completion: Fall 2015

Permanent jobs to be created: 29/ Construction jobs: 300



2013 PRIORITY PROJECT UPDATES

Canandaigua Lakefront Redevelopment Phase 1: Project to begin in June with site remediation; construction to start in August. \$1.5 million NYS ESD Funding/\$30 million Private Investment in Phase 1; 256 Construction Jobs/69 Permanent Jobs.

RIT CUE: The incentive agreement has been completed and returned to ESD; 3 floors have been designated as Start-up New York space; RFP approved for initial renovations. Several innovative Entrepreneurial based programs underway.

Rochester Public Market: The master plan and design development completed. Bids for Phase I by July 1, 2014. This phase includes Construction of a new farmers' market shed that will provide 48 new spaces, increasing capacity by nearly 30%. Phase 1 also includes the construction of a new 9000 sq. ft. storefront building near the Union Street entrance to the Market. This part of the project is funded privately and will be constructed on City owned property leased to the developer. Construction begins in Sept. 2014.



2014 PRIORITY PROJECT UPDATES

Sibley Building: Predevelopment phase largely completed including new RPD police substation, new building awnings, entrance and lobby improvements, and public art gallery.

Phases I affordable housing and Phase II market rate housing and office use to begin construction December 2014. Phase III additional office and construction schedule dependent on leasing.

CFA Round 3 award: \$500,000 / Total development cost \$190,150,000

CFA Round 4 request: \$6,000,000 - ESD

Public Market: Retained as a priority, pursuing funding for Phase II including demolition and reconstruction of the Market Wintershed to expand use and create a more efficient and well equipped facility. Also includes construction of new restaurant kiosk spaces. Construction Phase II to begin spring 2015.

CFA Round 3 award: \$500,000

CFA Round 4 request: \$5,500,000 / Total development cost \$9,115,000



Infrastructure & Transportation

Presented by: Bill Carpenter



Infrastructure and Transportation

Mission/Vision

To ensure that regional infrastructure, transportation and telecommunication 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.
- Significant portions of our transportation, water, and sewer infrastructure are reaching the end of their useful life and need to be replaced if this capacity is to be maintained.
- Regional energy generation is far below consumption. Significant investments (over \$200M Annually) are being made to enhance/modernize the system, ensure reliability of service to customers.
- Access to broadband Internet varies widely within the region including fully un-served areas where economic development and job creation opportunities are strongly limited as a result.
- Inadequate resources limit our ability to even maintain existing assets much less pursue transformational projects.
- Funding for infrastructure, transportation, and telecommunications should be increased but is only part of the equation: we need to think differently about how we prioritize and deliver projects.





Infrastructure and Transportation

Performance Measures

- Number/Percent of Deficient Bridges in the Region: 525 of 1,599 / 33 % (2014 data)
- Total Water Demand Per Capita: 0.866 Million Gallons/Day (2010) Unable to update; USGS does not expect to have data until late-2014 at the earliest (see <http://water.usgs.gov/watuse/> as of May 9, 2014).
- Regional Transit Service Annual Ridership: 18,071,246 (SFY 2013-2014)
- Enplanements at Greater Rochester Int'l Airport: 1,221,792 (CY 2013)
- Value of Exports from the Rochester Metro Area: \$5,329,839,321 (CY 2012)
- Number of Address points Un-served by Broadband*: 34,543 (2013 data)
* Broadband is defined by NYS Broadband Program Office
- Updated Water Facility/Project Needs and Water Demand Per Capita data forthcoming from Environmental Protection Agency and US Geological Survey



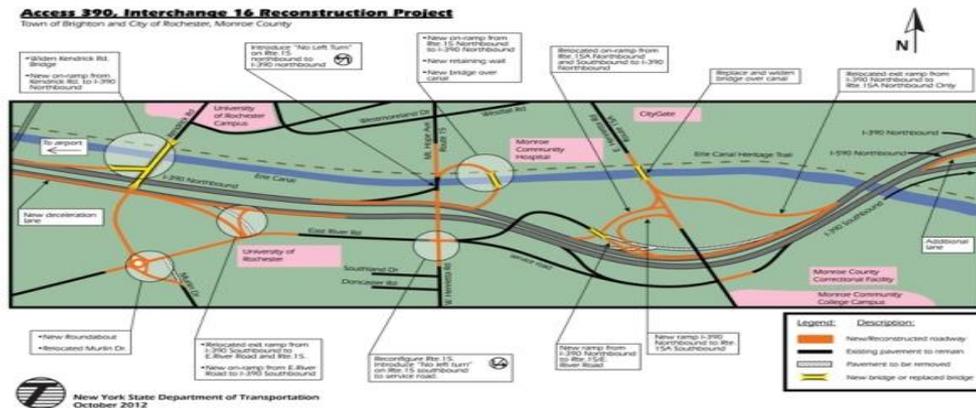


Infrastructure and Transportation

Highest Priority Transformational Project

➤ Access 390 Initiative

- ✓ *New off-ramp at East River Rd. and roundabout at East River Rd./Kendrick Rd. completed August 2013 with new on-ramp at East River Rd. under construction*
- ✓ *New on-ramp at Kendrick Rd. and widening of Kendrick Rd. Bridge over I-390 begun June 2013 with completion anticipated late-2014*
- ✓ *New on-ramp at West Henrietta Rd., rehabilitation of West Henrietta Rd. bridge over I-390 fully funded and expected to begin spring 2014*
- ✓ *Funding for new East Henrietta Rd. bridge over Erie Canal and reconfiguration of I-390/East Henrietta Rd. interchange announced January 2012 by Governor Cuomo, latest affirmation of commitment to fund by NYSDOT in June 2013*





Cuomo: Money for I-390 work secured

Joseph Spector, Wires 6 p.m. EST February 19, 2014



(Photo: CARLOS ORTIZ, Staff file photo 2012)

SHARE

3 CONNECT

<https://twitter.com/intent/tweet?url=http://on.rocne.ws/1bmSbNI&text=Cuomo%20Money%20>

ALBANY – The final two phases of the reconstruction of Interstate 390 in Rochester will soon begin, Gov. Andrew Cuomo announced Wednesday.

The funding for the \$70 million state-funded project has been secured, the governor announced. Cuomo will be in Rochester on Thursday to promote his budget proposal for the fiscal year that starts April 1.

The I-390 project aims to improve traffic and open up access to the major universities, mainly the University of Rochester, Monroe Community College and the Rochester Institute of Technology.

The work is in the area of East Henrietta Road and West Henrietta Road in Brighton and the city of Rochester.

"The I-390 reconstruction project is a major investment in New York's transportation infrastructure," Cuomo said in a statement. "This project will improve safety and mobility on a busy corridor so that we can meet modern traffic needs by residents, visitors and businesses in the Rochester area."

The project was split into four phases and includes improved access between I-390 and the adjacent roads, including Kendrick and East River roads.

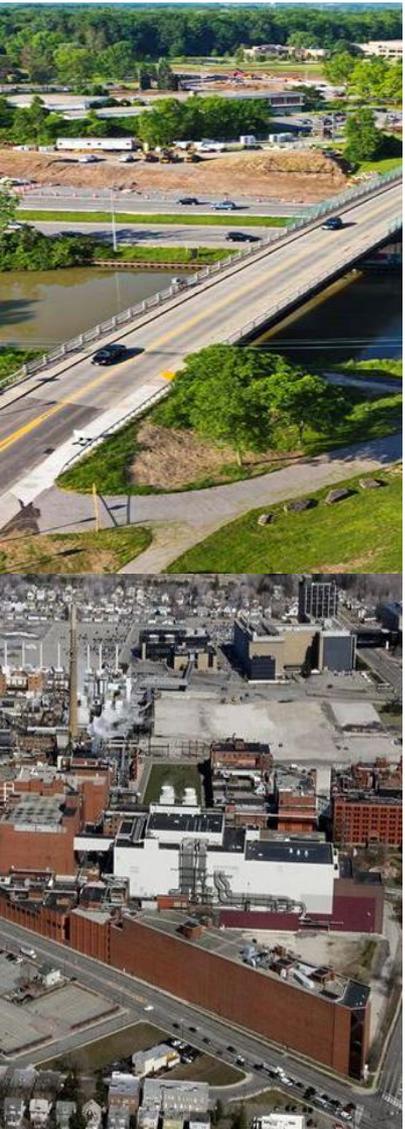
The first phase, at a cost of \$8.2 million, is finished. The second, \$14.8 million phase is underway, and the whole project will be done by 2017, Cuomo said.

The third phase will improve traffic at Route 15 (West Henrietta Road), including a loop ramp from Route 15 northbound to I-390 northbound. The work is expected to start this summer and finish by the end of 2015.

The final phase will focus on Route 15A (East Henrietta Road) interchange with I-390, including replacing the bridge over I-390 and the Erie Canal. Construction is expected to start by early 2015 and finish in spring 2017, Cuomo said.

JSPECTOR@Gannett.com

February 2014





Infrastructure and Transportation

High Priority Transformational Projects

- Inner Loop East Transformation Project
 - ✓ Funding for construction obtained from USDOT in 2013
 - ✓ Work to begin in 2014.
Per City of Rochester on May 6, 2014.
- Monroe County Sustainable Agricultural Park
 - ✓ Funds being sought for comprehensive plan to create 40-acre renewable greenhouse using energy from Mill Seat Landfill
 - ✓ 2013 CFA not selected for award in 2013; Monroe County and RIT seeking other funding
- STAMP Infrastructure and Transportation Improvements
 - ✓ \$33 million awarded in SFY 14-15 NYS Budget for engineering and infrastructure connections
 - ✓ Future funding to be sought for roadway and other improvements as needed based on build out
 - ✓ Active sales and marketing activity underway – projects in the pipeline
Per Genesee County Economic Development Center on May 9, 2014





Infrastructure and Transportation

High Priority Transformational Projects

- Portageville Freight Rail Bridge Replacement
 - ✓ \$2 million awarded in 2011 CFA with additional \$10 million of federal funds awarded by NYSDOT in December 2013
- NYS Route 390/I-490/Lyell Avenue Interchange
 - ✓ Reconstruct interchange and adjacent roads and bridges to ensure viability of Eastman Business Park and address identified safety and congestion issues
 - ✓ Volumes at interchange are equal to Manhattan and Brooklyn Bridges combined
 - ✓ \$160 million total cost, will be constructed in phases – funding TBD





Infrastructure and Transportation

Expanded Focus of This Sub-Committee

- Continue to review projects and prioritize Transformational Opportunities
- Continue to review and score projects that apply through the CFA process
- Expanded scope to include Infrastructure and Transportation Projects that are applying for New York State competitive funds outside the CFA process and timeline
 - Projects applying for competitive funds in NYS are scored both on their worthiness in comparison to other projects across the state as well as the score provided by the appropriate REDC
 - Our committee will review and score projects, then forward to the Executive Committee for their review
 - Projects that score well at FLREDC improve their likelihood of success



Higher Education Workgroup Dashboard Update

May 21, 2014

Report presented by:

Co-chairs: 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: 34,300
 - Payroll: \$2.0 billion
- Total Economic Impact, over \$5 billion
- 89,500 students from all 50 states and beyond our borders
- Ranked 5th in degrees per capita (one of the most productive regions in the nation)
 - 1st in degrees in the physical sciences and mathematics
 - 3rd 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

Performance Measures

- Consider new CFA priority issues
 - Global NY
 - Veterans re-entry and transition
- Capitalize on START UP NY
 - Attract new companies
 - Grow existing companies
 - Spark additional university affiliations with businesses

SUNY 2020

- SUNY 2020 Workgroup formed as subgroup of Higher Ed Workgroup
 - John Halstead to convene
 - Seeking additional information on specific charge to this workgroup
 - Leverage START UP NY

Funded Priority Projects

- U of R: Health Sciences Center for Computational Innovation (funded 2011-2012)
 - 2011 contract fully executed and disbursed: 2012 incentive proposal approved
 - Linux cluster (BlueHive2) acquired: January, 2014
 - Power/cooling enhancements completed: April, 2014
 - Visualization center: expected completion June, 2014
 - \$307 million in external research generated
 - 100 faculty & 700 scientists & staff users

Funded Priority Projects

- RIT: Golisano Institute for Sustainability (funded 2012-13)
 - GIS has secured \$10M in new research funding
 - 9 new open positions are currently open for recruitment due to expansion of programs
 - Played a major role in winning an NNMI award in Digital Manufacturing and Design Innovation (up to \$20 Million for RIT). RIT is the only NYS university to date to be part of a winning NNMI team
 - Designed a Makers Lab to help regional entrepreneurs and companies in product realization and proof of concept. The lab will be completed within 6 months
 - Equipment funding is 98% spent or obligated

Funded Priority Projects

- RIT: Center for Urban Entrepreneurship (funded 2013-14)
 - Incentive agreement completed and returned to ESD
 - Three floors of building designated for START UP NY, first company anticipated soon
 - Federal funds approved and RFP issued for initial renovations beginning soon

Funded Priority Projects

- Nazareth College: Wellness and Rehabilitation Institute
 - Construction began March, 2014
 - Construction/renovation on target to meet construction milestones:
 - West Wing addition and renovation: March, 2015
 - East Wing renovation: July, 2015
 - Facility opening: Fall, 2015
 - Estimated 100+ construction jobs created to date.
 - \$15,800,043 Phase I funding complete

Funded Priority Projects

- St. John Fisher College: Integrated Science and Health Sciences building
 - Site clearing: May – June, 2014
 - Foundations and slab: June – August, 2014
 - Steel & shell: August – December, 2014
 - Mechanical and electrical distribution systems: December, 2014 – March, 2015
 - Interior framing: January – March, 2015

Funded Priority Projects

- Hobart and William Smith Colleges:
Performing Arts Center
 - \$28.5M towards a total project cost of \$31.5M has been raised
 - Final construction contracts approved by the HWS Board of Trustees: in April, 2014
 - Public ground-breaking: June, 2014
 - Anticipate building occupancy: January, 2016 (18-month construction period)

Funded Priority Projects

- Roberts Wesleyan College: Next Gen Health & Sciences Initiative
 - Ground breaking: March, 2014
 - Raised funds for the first phase of the science and nursing center
 - Working to secure funding to complete the second phase
 - Construction completion: Fall, 2015

Next Steps

- Several projects submitted for Workgroup consideration
- Meeting in mid June to prioritize, hopefully by consensus
- Workgroup members request opportunity to convey its priorities to Scoring and Exec. Committees and answer questions if needed



Entrepreneurship & Innovation

Presented by: Theresa Mazzullo

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

May 21, 2014



Vision, Strategy, Goal

- **Vision/Strategy**: To optimize business creation, retention and expansion. To strengthen and expand the capacity and geographic reach of 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.



Priority Projects

- ✓ Design and install a region wide **Hub & Node Video Conferencing System**
- ✓ **Create an Entrepreneurs' Resource Portal** – a comprehensive Entrepreneur's Resource Guide & means for ongoing communication to and with Accelerator Cooperative members
- ✓ Support the Development **Center for Urban Entrepreneurship (CUE)**
- ✓ Identify **Facility for Finger Lakes Business Accelerator Hub**



Project 1: Region Wide Video Conferencing System



Video Conferencing System

| PROGRESS | SCHEDULED | TIMELINE |
|---|--|---|
| <ul style="list-style-type: none">Comprehensive assessment completedSystem has been selected & pricing negotiatedAll nodes have been identified and have committed to matching fundsBandwidth upgrades have been completed at node locationsInitial equipment has been purchased. Final items to be purchased May 2014. Installations to be completed by July 2014 | <p>Select video conference equipment and place purchase order – Completed</p> <p>Order remaining hardware, TVs, mounting equipment, and schedule installations</p> | Operational region-wide by July 2014 |

Project 2: Create a Resource Portal - Entrepreneurs' Resource Guide www.rocgrowth.com



The screenshot shows a web browser window with the address bar displaying "www.rocgrowth.com". The website header features the RocGrowth logo (a play button icon) and the text "RocGrowth Resources For Upstate NY Entrepreneurs". A navigation menu includes links for HOME, ABOUT, RESOURCES, VIDEOS & BLOG, and CALENDAR. The main content area is divided into two sections: a welcome message and a featured video.

Welcome to **RocGrowth!**
The Resource Portal For Entrepreneurs in the Rochester / Finger Lakes Region of NY State

Business is booming in our nine county region with an active startup culture, hundreds of advanced growth businesses and a healthy local company scene. RocGrowth was created to help entrepreneurs quickly find the right resources to grow their Upstate businesses, whether it's a Finger Lakes winery, a software startup or a rapidly growing clean tech company. To get started, try the "Resources" link above, to find local, regional, state and national business resources, area universities, business organizations and more.

Featured Video: Startup Insider: Engaging Employees with Author Gregg Lederman

The video thumbnail shows two men in a studio setting. One man is holding a book titled "StartUP INSIDER". The video title is "Engaging Employees, with Author Gregg Lederman".

RocGrowth Partners:

High Tech Rochester (Innovate, incubate, grow), R.I.T., University of Rochester, Excell (Partnership), SCORE (Counselors to America's Small Business), America's SBDC (New York), and Rochester Angel Network.

Entrepreneurs' Resource Guide

| PROGRESS | SCHEDULED | TIMELINE |
|---|--|---------------------------------|
| <ul style="list-style-type: none">▪ Subcommittee identified and catalogued all entrepreneurial resources in the Finger Lakes region▪ www.RocGrowth.com was successfully launched and is actively being used▪ Note: Private sector funding was obtained to complete this project | <p>COMPLETED</p> <p>New content being added on a continual basis (like videos)</p> | <p>COMPLETED</p> <p>ONGOING</p> |

Project 3: Finger Lakes Business Accelerator Hub Facility



- Hub of entrepreneurial activity, events, & programs
- Centralized location in downtown Rochester
- Office space for high-tech and biotech startups
- Office space for entrepreneurial ecosystem partners – venture funds, service providers, etc.
- Modeled after successful efforts in other regions

Finger Lakes Business Accelerator Hub Facility

| PROGRESS | SCHEDULED | TIMELINE |
|---|-----------|--------------|
| <ul style="list-style-type: none"><li data-bbox="54 382 832 429">▪ Looked at dozens of potential sites<li data-bbox="54 496 755 715">▪ Selected location (developer to donate facility), signed LOI, developed architectural & engineering drawings<li data-bbox="54 782 807 943">▪ Did not win 2013 NYS CFA award, delaying fundraising efforts and pushing back project start<li data-bbox="54 1011 852 1172">▪ Recently began active private sector fundraising campaign with goal of raising \$5M<li data-bbox="54 1239 842 1400">▪ Evaluating some new alternative location options that could provide faster time to project completion | DELAYED | Launch 2014. |

Project 4:

Center for Urban Entrepreneurship (C U E)

| PROGRESS | SCHEDULED | TIMELINE |
|---|------------------|--------------------|
| <ul style="list-style-type: none">▪ New Director Hired. Welcome, Carl Carballada! | COMPLETED | COMPLETED |
| <ul style="list-style-type: none">▪ New Programs already underway. | LAUNCHED | IN PROGRESS |
| <ul style="list-style-type: none">▪ Renovations | UNDERWAY | ON TARGET |
| <ul style="list-style-type: none">▪ Fundraising | LAUNCHED | ONGOING |

Recent Entrepreneurial Activities of Workgroup Members



- April 25-27
- > 100 entrepreneurs participated



- 22 applicants
- Winner selected May 2, \$50k+ in prizes



nexus-ny

- New \$6M clean tech accelerator program
- Launched 1st class Feb. 2014

**Innovation
Hot Spot**

- RIT-HTR led consortium of incubators
- 1 of 5 awards in NYS
- Mentoring and tax breaks



Victor Hwang

- Keynote at Celebration of Entrepreneurship lunch (300 attendees)
- Led private 4-hour workshop for local leaders



AT&T
Rochester
Civic App
Challenge

- 23 applicants
- Winning apps announced May 13

STARTUPNY

- Multiple designated locations including RIT Venture Creations, CUE, and Medtech Centre

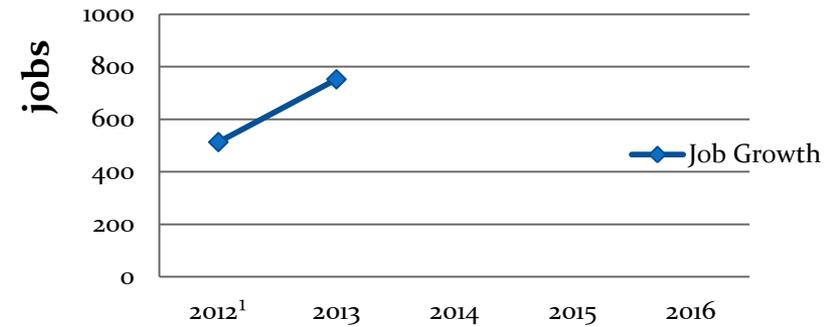


- Software startups
- Demo day June 3rd / 18th

Dashboard

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

- **Priority Project Performance:**
 Time Period: 2013
- Jobs Created or saved 752
- Capital Invested:
 - New \$17.8 Million
 - Follow On for Startups \$13.4 Million
- Frequency of meetings Monthly
- Inclusiveness – 7 entities covering 9 counties



| | |
|---|--------------------------------|
| Video Conferencing System | On Target – July Launch |
| Online Entrepreneurs’ Resource Guide | Completed & Active |
| Business Accelerator Hub Facility | In Progress |
| Center for Urban Entrepreneurship | Development Underway |





Energy Innovation Sub-Group Update

**Matt Fronk & Courtney Reich
Co-Chairs**

May 21, 2014



Energy Innovation Sub Group Mission Statement

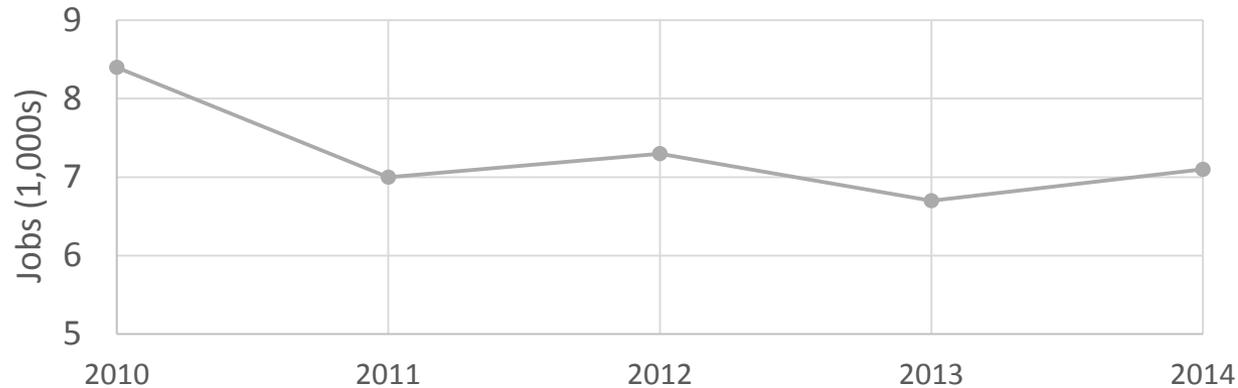
Modified from the 2011 Strategic Plan:

*Encourage and support companies involved in the development of energy storage products, energy generation technologies, and products that use energy more efficiently to **stay or relocate to the region** thru the **development of shovel ready sites, access to intellectual capability**, and other incentives.*

*Create the **resources and infrastructure** that will accelerate both **R&D AND Commercialization** of these new products*



Energy Innovation Sector Jobs



Suggest a Post Mortem on the loss of 350+ GM Fuel Cell Jobs 2012-2013

Metrics for future:

- # of Companies in the region involved in energy innovation as it relates to manufacturing of products in the energy storage, generation, and “efficient use” sectors
- 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

Best Test & Commercialization Center



**Awarded
2011**





Grand Opening April 30th – B308

Construction:

- Modernize facilities - \$3.M
- 3000Amps/480V 3phase
- Chilled water

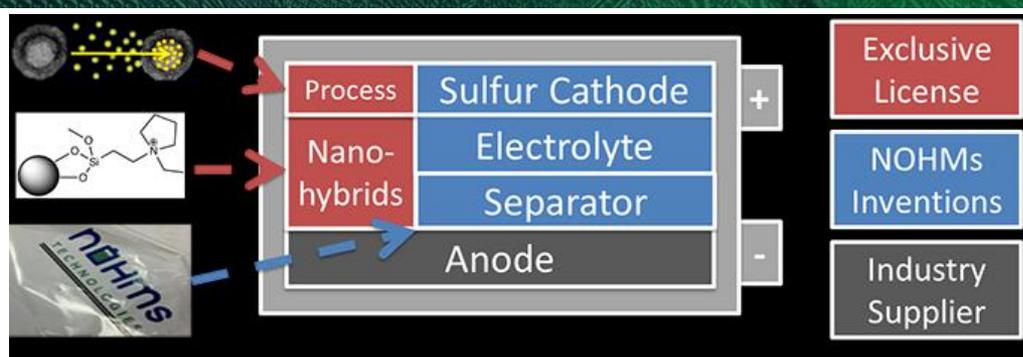
Equipment:

- Cyclers from single cell to 240kW packs
- Environmental Chambers for same -40C to +85C
- Additional testing capabilities for Hi Temp batteries ex. GE Durathon
- Total \$3.5M investment

Potential:

- Certification/abuse testing
- Coordination with prototyping at RIT and electrode mfg at EBP or elsewhere





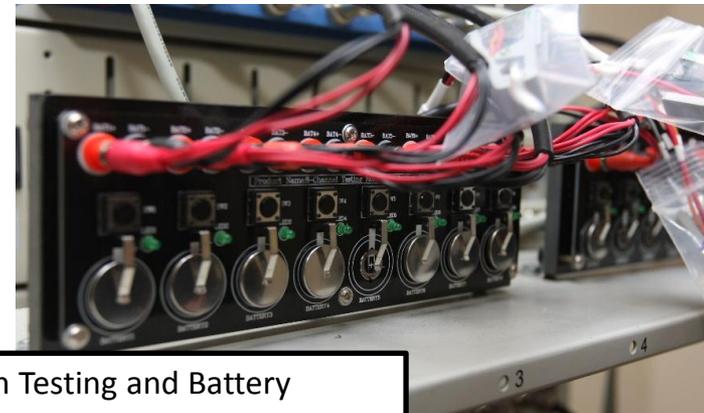
Moved in at B320 EBP August, 2013

Current:

- Fundamental materials R&D
- Electronics integration and testing
- Coin cell Assembly & Test

Planned:

- Pilot scale cathode materials mfg
- Increased electrolyte materials development and scale up
- Additional testing capabilities
- Pouch Cell Assembly & Test



340 ft² Electronics Integration Testing and Battery Cycling



2,400 ft² Office – 12 full time employees on site (14 in NY)



1,750 ft² Wet Labs – Hoods and wet chemistry spaces (fundamental material R&D – cathode, electrolyte)



1,750 ft² Wet Labs – Glove boxes (coin cell builds) Fundamental material R&D



2013 Expanded Commercial Operations

1) Regional Grape Waste Processing

Process Pomace from Over 30 Wineries
Producing Finger Lakes Grape Seed Oil
Expanded Sales to 75 Wineries & Stores
Now Introduced Into Wegmans



2) Constructing Pilot Biodiesel Plant

Purchased and Installed Pilot Equipment
Negotiating Trap Grease Contracts
Expecting Partnering Expansion 2014



3) Planned Facility Expansion 2014

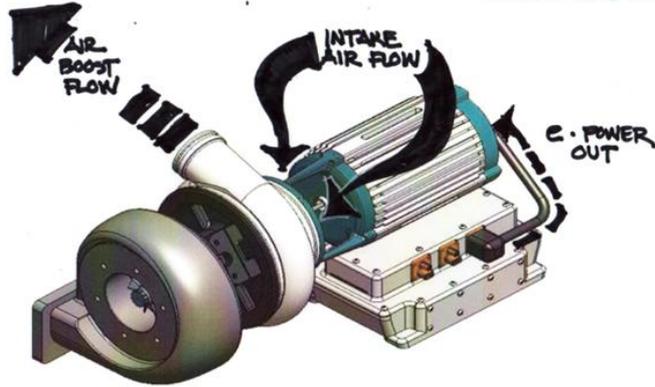
Planned Anaerobic Digestion System for
Dairy & Food wastes – On-Site Biogas Use
Planned Food-Grade Dehydration System for
Custom Drying Operations





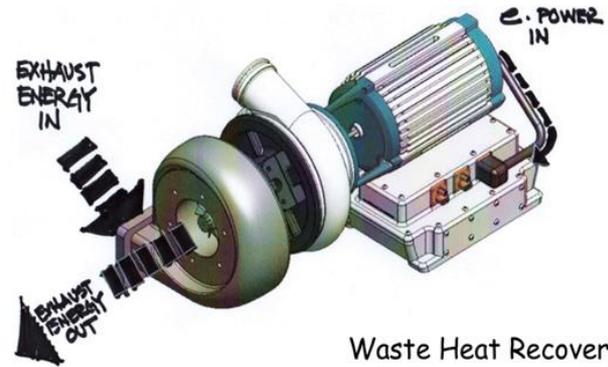
Engine Boost Mode

Time to boost
reduced from
3 sec to ≤ 1 sec



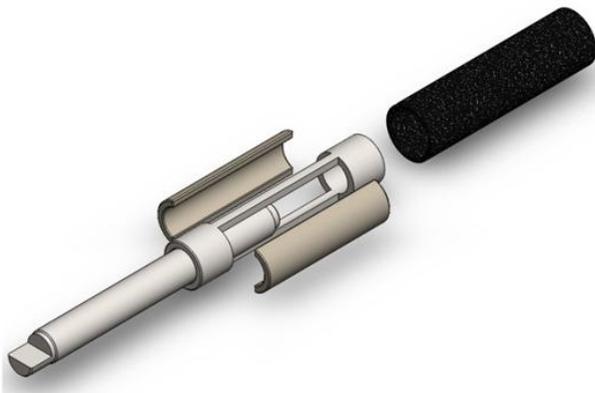
ReGeneration Mode

5%-9% increase in
fuel efficiency



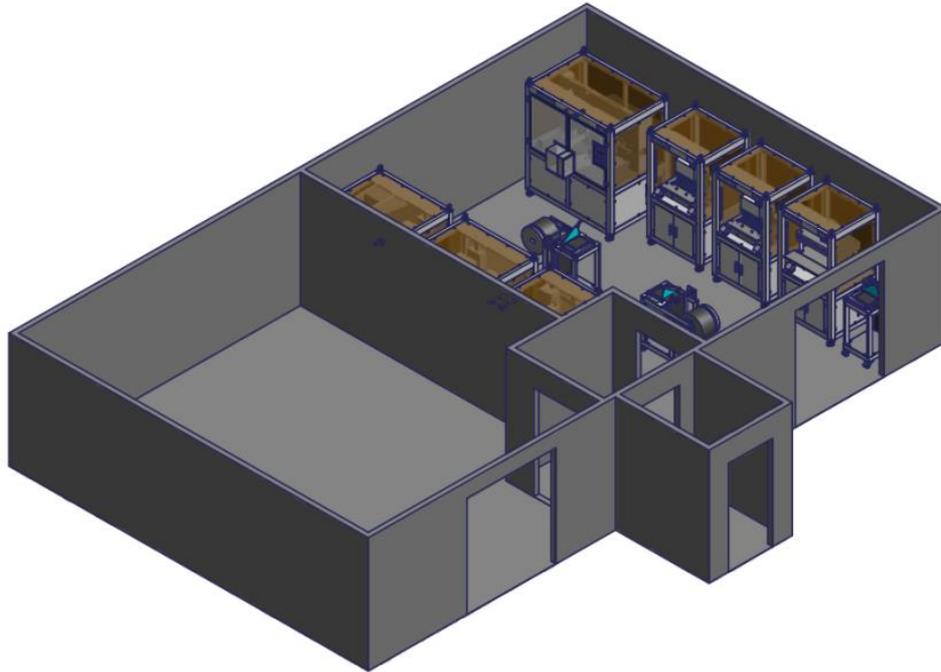
Waste Heat Recovery

New CAFE Rules Nearly Double Fuel Economy by 2025





Battery Prototyping Center @ RIT



1,000 ft² dry room – 6 person occupancy
Building TBD - RIT

Dry Room Advantages

- Fully staffed – self build or toll cell assembly
- Full pouch cell capabilities with state of the art assembly equipment
 - Coating development future add on
- Split dry room – cell assembly AND customer specific development work spaces
- 10+ potential customers/users identified to date

TARGET: 10/1/14 start of operations



Next Steps



- **3 year track record** of successfully awarded projects
 - (2011 – BEST Center, 2012 – NOHMs, 2013 – Arnold, Dry Room)
 - Building the **Energy Ecosystem**
 - Providing a **compelling reason** to locate a business in the Finger Lakes Region

- Active work group giving **personal attention** to potential companies
 - Making **valuable connections** in the area
 - Demonstrating the **assets** and **potential** in the area
 - Identifying best sites for relocation

- Bottom-line – if we want to continue make our region successful we have to **personally & actively engage** in taking all roadblocks out of the way – for both companies that want to come to the area and ones that are already established here.



Sustainability Workgroup Report

Co-Chairs:

Nabil Nasr

Tom Mitchell

May 21, 2014



Workgroup Mission

To support the economic development council by overseeing the NYSERDA Cleaner Greener Committees (CGC) program and assisting in strengthening applications. We will also advise the council on advancing the objectives of the Finger Lakes Regional Sustainability Plan with the economic development process.



Sustainability Performance Measures

- Alignment with Regional Sustainability Plan
- Energy efficiency savings
- Renewable energy implementation
- Transportation energy consumption per capita
- Climate resiliency and adaption
- GHG emissions reduction cost effectiveness
- Adherence to Smart Growth Principles for location



Economic Development Performance Measures

We will assure recommended projects:

- Create or retain jobs
- Have economic development impact
- Offer regional diversity or impact
- Consider infrastructure to support project is available



2013 Funded Priority Projects

Genesee Biogas LLC Project

Company will design, build and operate a biogas plant to support the Genesee Valley Agri-Business Park in Batavia. The plant will convert organic waste streams produced by dairy farms, agricultural, and food processors into renewable energy for use by park tenants and regional industry. \$17 million project received a \$2 million CGC grant in 2013.



I-Square Project in Irondequoit

Project entails the creation of a 92,000 square foot urban style town square in the Town of Irondequoit that will revitalize 2.5 acres of empty storefronts, vacant buildings, and rundown housing, converting it into a cultural district that includes retail, restaurants, and office space. \$4.3 million project received a \$393K CGC grant in 2013.





2014 Initiatives

1. Regional Sustainability Strategy
 - a. Make recommendations on strategy to Council
 - Provide template for review of every CFA
 - b. Define “Regional impact”; (i.e. ROI, leverage)
 - c. Provide guidelines or “gates” for EDC to consider sustainability for CFA

2. CFA Interview Team
 - a. Review pre-applications to provide guidance
 - b. Help CFA applicants meet CGC criteria. Make sure eligibility requirements are in the CFA submittal.
 - c. Interview CFA sponsors in regard to their projects.
 - Share information with the workgroup prior to scoring recommendation



2014 Initiatives (con't)

3. Evaluating Committee
 - a. Make recommendation to Council on strategy for scoring submittals to improve outcome
 - Prioritize projects that come from the Council or NYSERDA CGC funding.
 - b. Alignment of CFA & Scoring with Regional Sustainability Plan (RSP).



Optics, Photonics, Imaging

Presented by: Jay Eastman



Finger Lakes Region Economic Development Council Optics, Imaging & Photonics

Rochester, New York
May 21, 2014

The \$500 Billion Optics, Imaging and Photonics (“OIP”) Market



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

Finger Lakes OIP Situation Analysis



Rochester's "Big Three"

- Kodak
- Xerox
- B & L



Rochester's 50+ small and mid-size OIP companies added ~ 1,500 jobs in 2012 (~13% growth).

Finger Lakes OIP Customers



OIP is about 50% of the Region's \$10 billion industrial output.

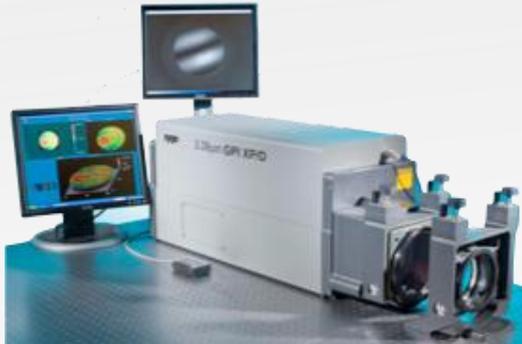
2013 OIP CFA Submission - 1st CFA

2013 - Focus on Infrared Imaging



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

\$ 497,500



Infrared Interferometer and Associated
Hardware for Testing Infrared Optical
Components & Infrared Systems

\$ 497,500

Sub-total - \$ 995,000

Total matching funding from OIP companies in the Region is about \$TBD

CFA Applicant: Photonics Industry Association of New York

Q

&

A



Workforce Development

Presented by: Augie Melendez

Proposal for the

“NEXT BIG THING”

Workforce Development Work Group

JOBS

Numbers to Date

5 # of High Demand Industries of Focus

Numbers to Date

5 # of High Demand Industries of Focus

27 # of People on our Weekly Core Team

Numbers to Date

- 5 # of High Demand Industries of Focus
- 27 # of People on our Weekly Core Team
- 43 # Organizations Represented

Numbers to Date

| | |
|-----|--------------------------------------|
| 5 | # of High Demand Industries of Focus |
| 27 | # of People on our Weekly Core Team |
| 43 | # Organizations Represented |
| 112 | # of Jobs Filled to Date |

Numbers to Date

| | |
|-----|--------------------------------------|
| 5 | # of High Demand Industries of Focus |
| 27 | # of People on our Weekly Core Team |
| 43 | # Organizations Represented |
| 112 | # of Jobs Filled to Date |
| 315 | # of Jobs Committed for 2014 |

Actions to Date...

- Job commitment for 2014 from the 5 Industry Sectors (Results Oriented)
- 3 Mobile Simulation Labs to communicate careers to youth (Exposure)
- Pursuit of CTE Diploma (Multiple Pathways to success)
- Determining Supply vs Demand for employment opportunities by Industry (Metric)
- Utilizing Hillside Work-Scholarship Connection to expand job opportunities to underserved Youth with Business Partners in the Community (Collaboration)

Finger Lakes – Regional Economic Development Council
 Workforce Development Team
 Job Commitment for 2014

| | Hillside Students | Other High School Students | Adult | YTD Total | Year End 2014 Commitment |
|-------------------------------|-------------------|----------------------------|-------|-----------|--------------------------|
| Culinary | 1 | - | 33 | 34 | 50 |
| Health Care | 5 | 13 | 28 | 46 | 100 |
| Skilled Trades | - | 13 | 9 | 22 | 65 |
| Advanced Manufacturing | - | - | 6 | 6 | 75 |
| Information Technology | 4 | - | - | 4 | 25 |
| Totals = | 10 | 26 | 76 | 112 | 315 |

Number of Hillside students currently employed through existing Work-Scholarship program is **328**



Opportunity Agenda

Presented by: Dr. Anne Kress

Opportunity Agenda

Task Force

Update

May 21, 2014

Task Force **Mission**

- To use the lessons we have learned as a Regional Council and the collaborations we have forged to add strategies to our Strategic Economic Development Plans that will help people in distressed communities overcome barriers to entry into the workforce.

Opportunity Area

- 2013: The El Camino neighborhood was designated as the FLREDC's Opportunity Area
- 2014: We will expand the Opportunity Area to include more of the City of Rochester

Existing Conditions

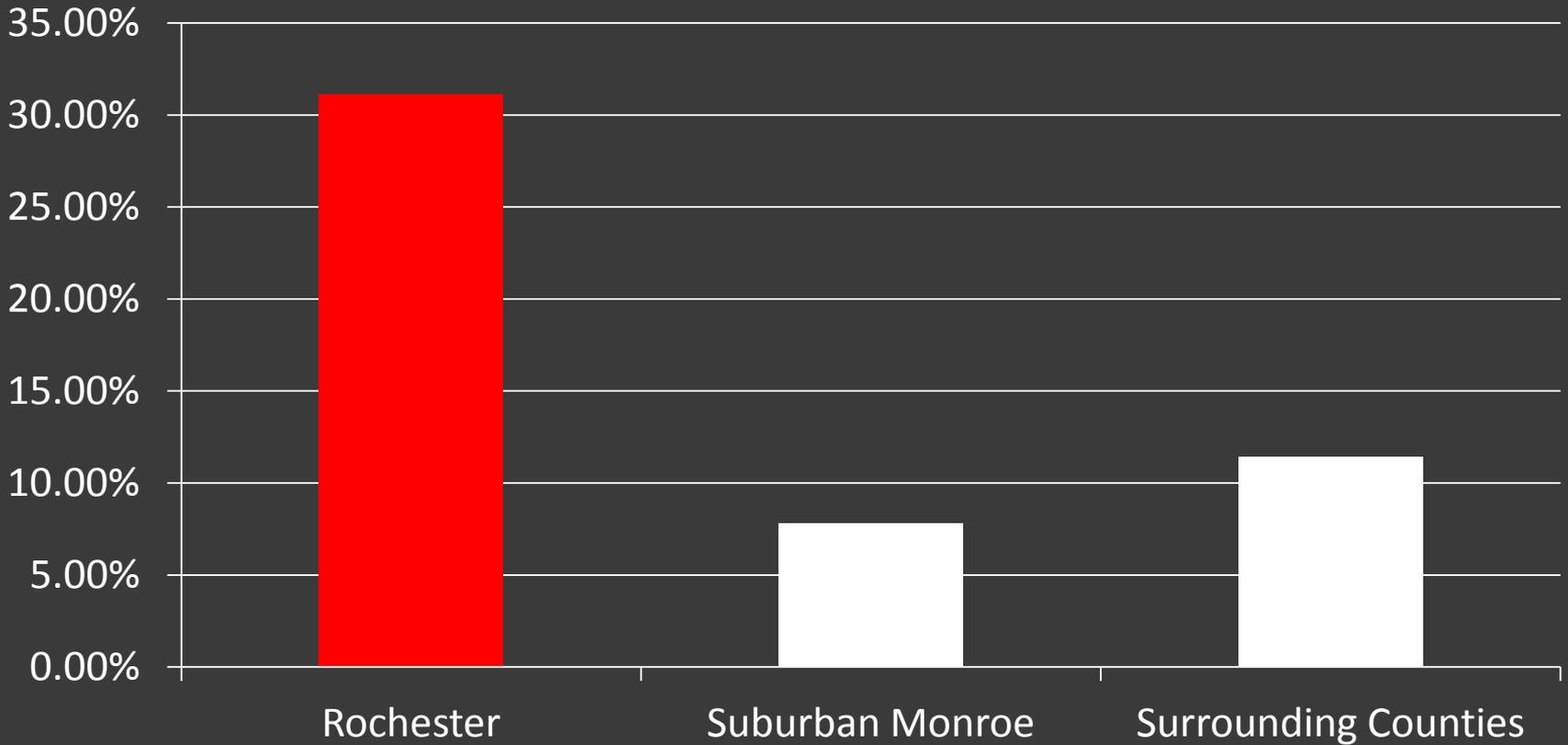
(City of Rochester)

- The fifth poorest city in the country (among the 75 largest metro areas)
 - Median household income: \$30,000
 - Children poverty rate: 46%
- Single-family households: 68%
- City school students who graduate college ready: 36%

Existing Conditions

(City of Rochester)

City-Suburb Poverty Rates



Opportunity Agenda **Strategies**

Help remove the common barriers that individuals face by increasing their access to:

- ✓ Affordable Housing
- ✓ Healthy, Nutritious Food
- ✓ Quality Health Care and Health Education
- ✓ Immediate and Sustained Employment

Performance Measures

- Metrics associated with the central Opportunity Agenda project (MCC's Accelerated Precision Tooling Certificate Program):
 - Student enrollment
 - Job placement
- Metrics associated with the supporting Opportunity Agenda projects
 - Affordable housing units
 - Fresh food offerings and capacity
 - Job creation

2013 Central OA Project **Update**



Accelerated Precision Tooling Certificate Program

Looking for a new career? Learn the machining trade at Monroe Community College in 22 weeks. Scholarships will be available through an Opportunity Grant. Upon successful completion of this 32 credit-based college program, candidates will receive a MCC Precision Tooling Certificate, along job placement assistance from Rochester Technology and Manufacturing Association (RTMA).

Tentative Dates: September 8, 2014 – February 27, 2015, Monday – Friday, from 4:00 - 10:00 PM

- Partnering with **Ibero & El Camino Neighborhood Block Leaders** to recruit & “ready” students
- Partnering with **RTMA** for job placement
- Class runs **Sept 8, 2014 – Feb 27, 2015**

Supporting OA Project **Updates**

- RIT Center for Urban Entrepreneurship
 - ✓ \$1M awarded in CFA Round 3 for renovation of historic downtown building
- Public Market Master Plan Implementation
- Finger Lakes High Blood Pressure Collaborative
- Sibley Mixed-Use Downtown Redevelopment
- Foodlink Healthy Corner Store Initiative
- Urban League of Rochester Affordable Housing Project

Next Steps

- Evaluate Round 4 CFAs applying for Opportunity Agenda (CSBG) and other funding
- Develop a list of recommended priority projects
- Refine the FLREDC Opportunity Agenda



Agriculture & Food Processing

Presented by: Beth Claypoole



Vision / Mission

- Diversify and increase the value of agriculture and food products
 - Estimated region ag and food systems output is \$9.2 bill, and 9.3% of regional economy, including 79,000 jobs and 11.5% of workforce
- Gain access to new markets
 - Value Added Processing and Food Safety
- Provide incentives and resources for the creation and expansion of the region's food supply chain
 - Demand exceeds supply
- Develop academic and other private partnerships to increase production and manufacturing efficiencies
 - Increase potential employee skill levels
- Invest in projects that create synergy between the region's agriculture and green energy sectors
 - Energy production with “recycled” products and those grown for energy



Current Projects -

- Cooling Project - \$200,000 in cost share and technical support for small to medium size farms, continue into 2015, statewide
 - 50 farms, more \$377K in construction, \$681K in ↑ value
 - Several farms are doubling production this year
 - 5 permanent FTE's and 24 seasonal
- Dairy Food Processing – trained over 400 employees (processing and safety), 27% take on higher level positions, 58% new jobs
 - 18 food and dairy processors statewide
 - Developing AAS degree in Food Processing Technology with GCC
 - Developing certificate program with ECC



- Good Agricultural Practices (GAPS) – standardizing food safety at the farm level, opens doors for increased sales to intermediaries
 - 275 people, including 140 farms, and 46 agency and consultants
 - Maintained or increase sales potential about 30%
- Apple Project
 - Relationships building: CCE Wayne County, Wayne County Food Service Managers, Wayne County Farms, Foodlink
 - Collaborative Product Development in Packaging, Processing and Distribution
 - Processing 1.5 tons of sliced apples going into every Wayne County School, plus (total 40 schools districts in 8 counties)
 - Demand exceeds production



2014 Current Projects for Proposal

- Foodlink Food Hub: building capacity by relocating and expanding Value Added Processing Center, and better equipping it to meet the growing regional demand (tripling sliced apple production, from 1.5 tons per week to more than 5 tons)
- Ag Loan Fund (GAIN: Growing the Ag Industry Now): \$3 million revolving loan fund for farm diversification, new technology, markets, etc. A work group priority for 3-years; regional impact > \$4.5M of investment; 150 direct jobs created; Cornell Study cites job multipliers of 1.5 to 5+ for every new job
- Food Pilot Plan: Geneva Experiment Station, shared kitchen for developing small scale Value Added Processing
- Food, Ag and Wellness: Beaver Hollow Demonstration Farm and Dairy Exhibit, combining wellness with agriculture production



Global NY

Presented by: Leah George

Greater Rochester, NY Region

Where **smart people live** and **smart businesses grow.**

May 21, 2014 - FLREDC Meeting
Global NY Work Group

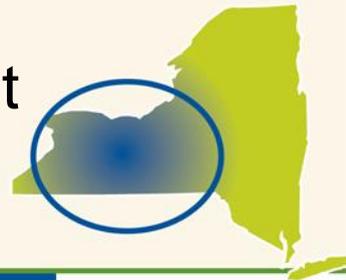
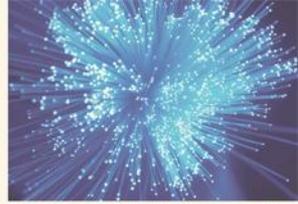


GRE
GREATER ROCHESTER ENTERPRISE



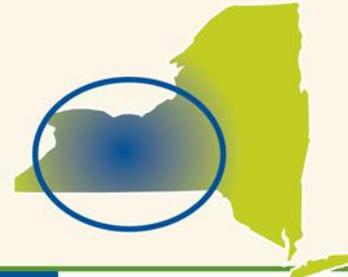
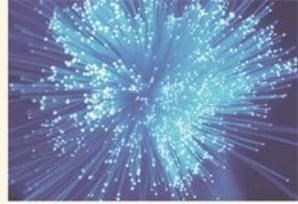
Global New York: Who? & Why?

- 70% of the world's purchasing power is outside the US
- Increased foreign demand for US products and services = more jobs
- US exports supported 12.2M jobs (2010)
- On a per capita basis, the Rochester MSA ranks among the top exporting metros in the US
- The Rochester MSA accounted for 6.3% of NY's merchandise exports (2012) making it the 2nd largest exporting region in the state behind NYC

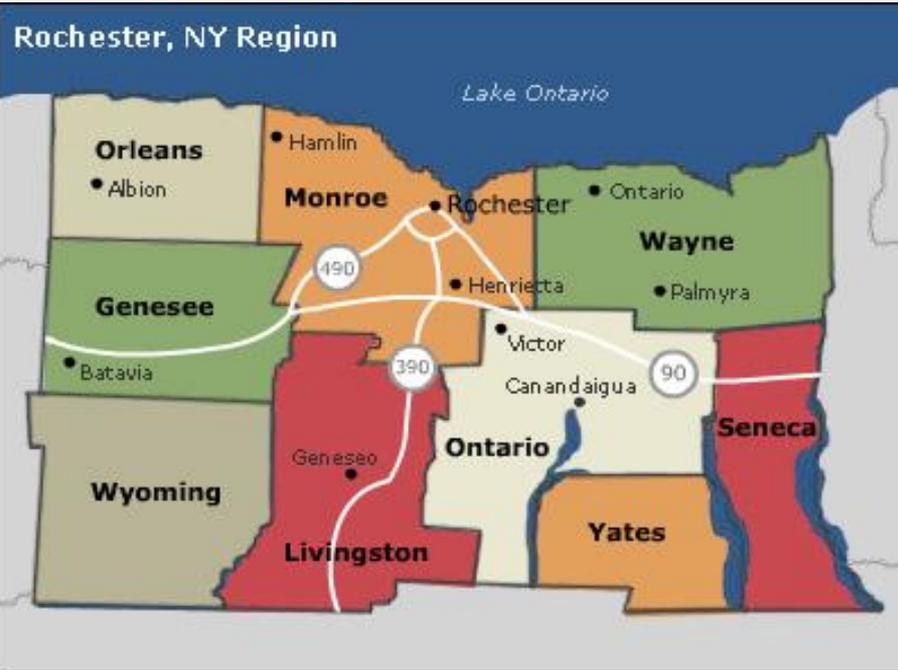
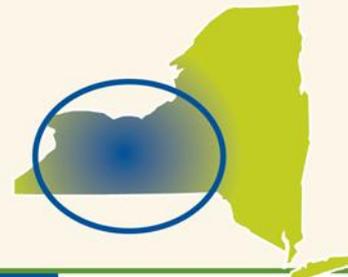
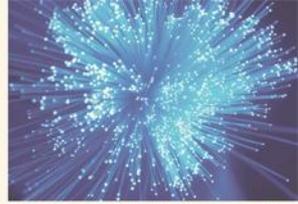


Existing Trade Conditions

- **\$8.8 billion in Trade (FY 2012)**
 - Chemicals
 - Communications Equipment
 - Machinery
 - Precision Instruments
 - Computer & Electronic Products
 - Food
- **Top trade partners:**
 - Canada (\$1.2 billion)
 - China (\$593 million)
 - Mexico (\$522 million)
 - Germany (\$338 million)
 - Japan (\$231 million)



U.S. Foreign Trade Zones



- **Monroe County**
- **Genesee County**
- **Ontario County**

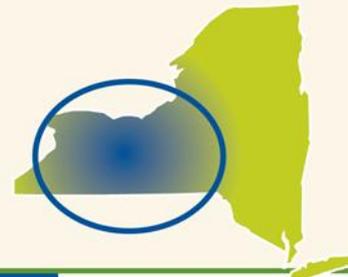
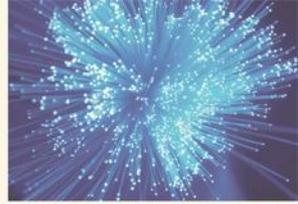
More than \$350+ Million in FDI



TM



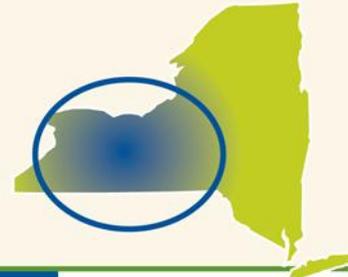
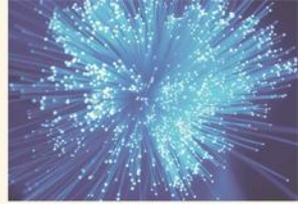
The choice of Italy



2014 CFA: Is this a Global NY Project?

Global Marketing and Export Strategies:

1. Catalyze under-exporters and provide targeted export interventions
2. Promote the Finger Lakes region's global advantage
3. Promote greater academic-industry partnerships
4. Build on past trade successes





Finger Lakes

Regional Economic Development Council

Other Work Group Updates:

- Eastman Business Park
- Healthcare
- Business Services
- Advanced Manufacturing
- *Veterans (Workforce Development)*
- *SUNY 2020 (Higher Education)*



Finger Lakes
Regional Economic Development Council

Work Group Assignment

Priority Project Recommendations
To be presented at 6/25 FLREDC meeting



Finger Lakes
Regional Economic Development Council

CFA Workshop

1-4 pm Today

Plenary Session downstairs in Forum at 1pm
Followed by 2 breakout sessions