



**Finger Lakes**  
Regional  
Economic  
Development  
Council

**United for Success**

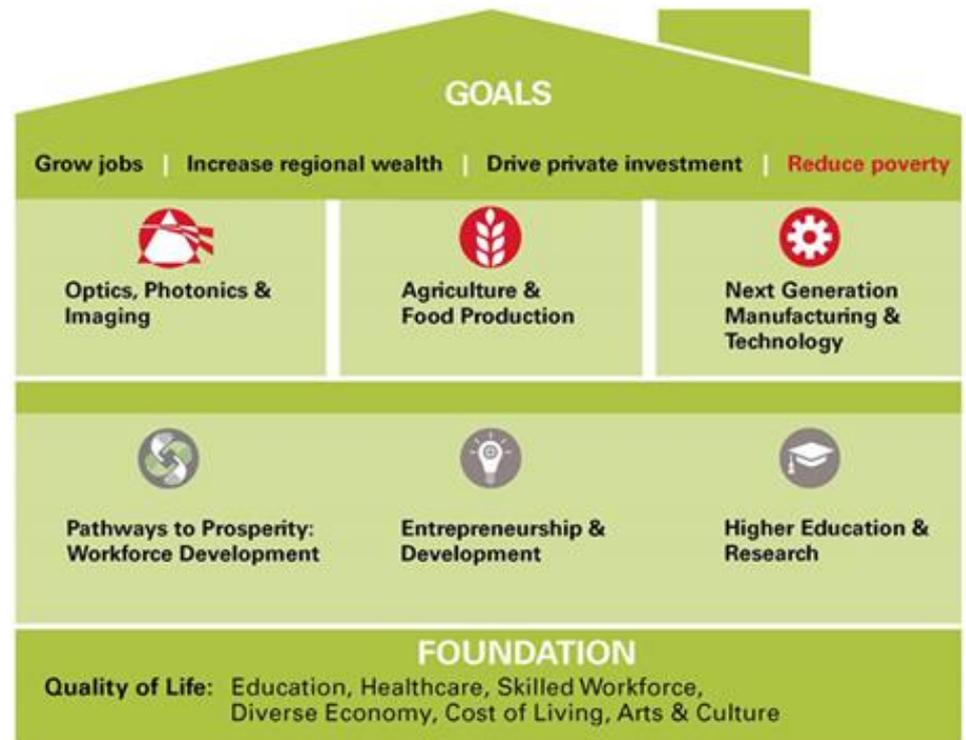


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# Upstate Revitalization Initiative - URI

- Three industry pillars
- Three core enablers
- Foundational strategies



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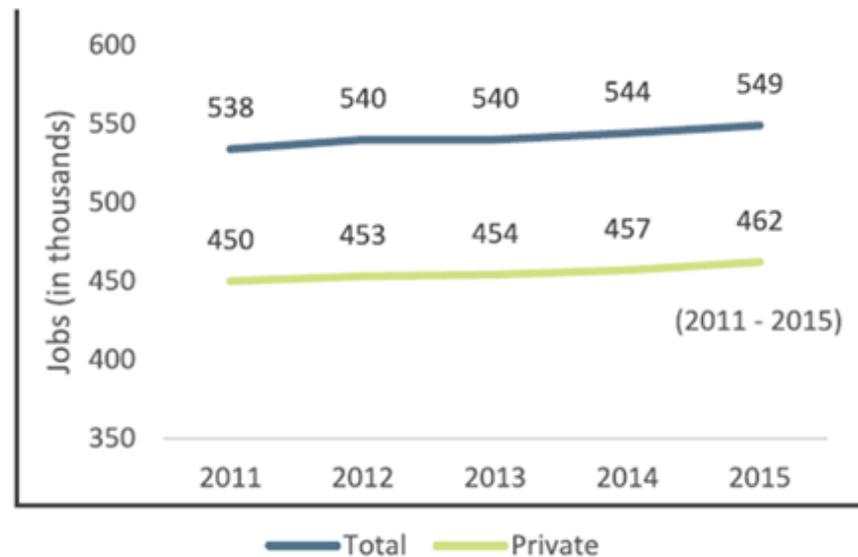


# Grow Jobs

- Total employment increased by 11,000 jobs, up 2%
- Job growth outpaced loss of 2,000 manufacturing jobs

Finger Lakes Total Employment reached over 549,000 in 2015.

### Finger Lakes Total Employment





# Past Priority Projects

## Aggregated status of ESD grant projects

Status	2011	2012	2013	2014	2015	Total	% of projects
Completed	3	14	7	10	5	39	37%
On schedule	2	4	4	17	33	60	57%
Contract not yet executed	0	0	0	2	0	2	2%
Progressing slow	0	1	0	0	2	2	2%
Concerns need to be resolved	0	0	0	1	0	1	1%
Cancelled or funding declined	0	2	0	0	0	2	2%
<b>TOTALS</b>	<b>5</b>	<b>21</b>	<b>11</b>	<b>30</b>	<b>39</b>	<b>106</b>	<b>100%</b>

- 94% of projects are completed or on schedule
- Completion rates of FLREDC priority projects jumped from 15% to 37%





# Past Priority Projects

## Leverage of State investment in all past Priority Projects

	ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5
Total projects	<b>5</b>	<b>21</b>	<b>11</b>	<b>30</b>	<b>39</b>
Total project cost	\$31,673,836	\$218,357,700	\$95,888,985	\$174,186,137	\$461,249,380
Total amount of ESD Capital Awards	\$7,800,000	\$24,775,000	\$6,300,000	\$25,000,000	\$30,000,000
Ratio of TPC to ESD Capital Awards	<b>4:1</b>	<b>9:1</b>	<b>15:1</b>	<b>7:1</b>	<b>15:1</b>

- \$980 million total investment
- \$94 million in State support



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# Past Priority Projects

## Job creation to date

	ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5	TOTALS
Permanent Jobs Created	1,130	756	143	115	1,063	<b>3,207</b>
Jobs Retained	3,781	900	363	931	4,260	<b>10,235</b>
Totals	4,911	1,656	506	1,046	5,323	<b>13,442</b>

- Investments in CFA projects are critical to retaining jobs in the Finger Lakes region



# Upstate Airport Economic Development & Revitalization Competition Funding

Greater Rochester International  
Airport \$40 million WINNER!



# Downtown Revitalization Initiative - DRI

City of Geneva





# A Strong Foundation

Utilizing the values found in the City's comprehensive plan as the starting point for planning efforts

- Protecting and enhancing our natural setting
- Preserving urban character
- Celebrating multi-cultural heritage
- Enhancing cultural assets
- Build on strong economy



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# DRI Outcomes

An impactful, implementable investment plan that leverages state resources with stakeholder investment

- Master Plan with site-specific strategies
- 3D Visualization
- Action Plan
- Marketing Strategy and Collateral
- Funding Strategy



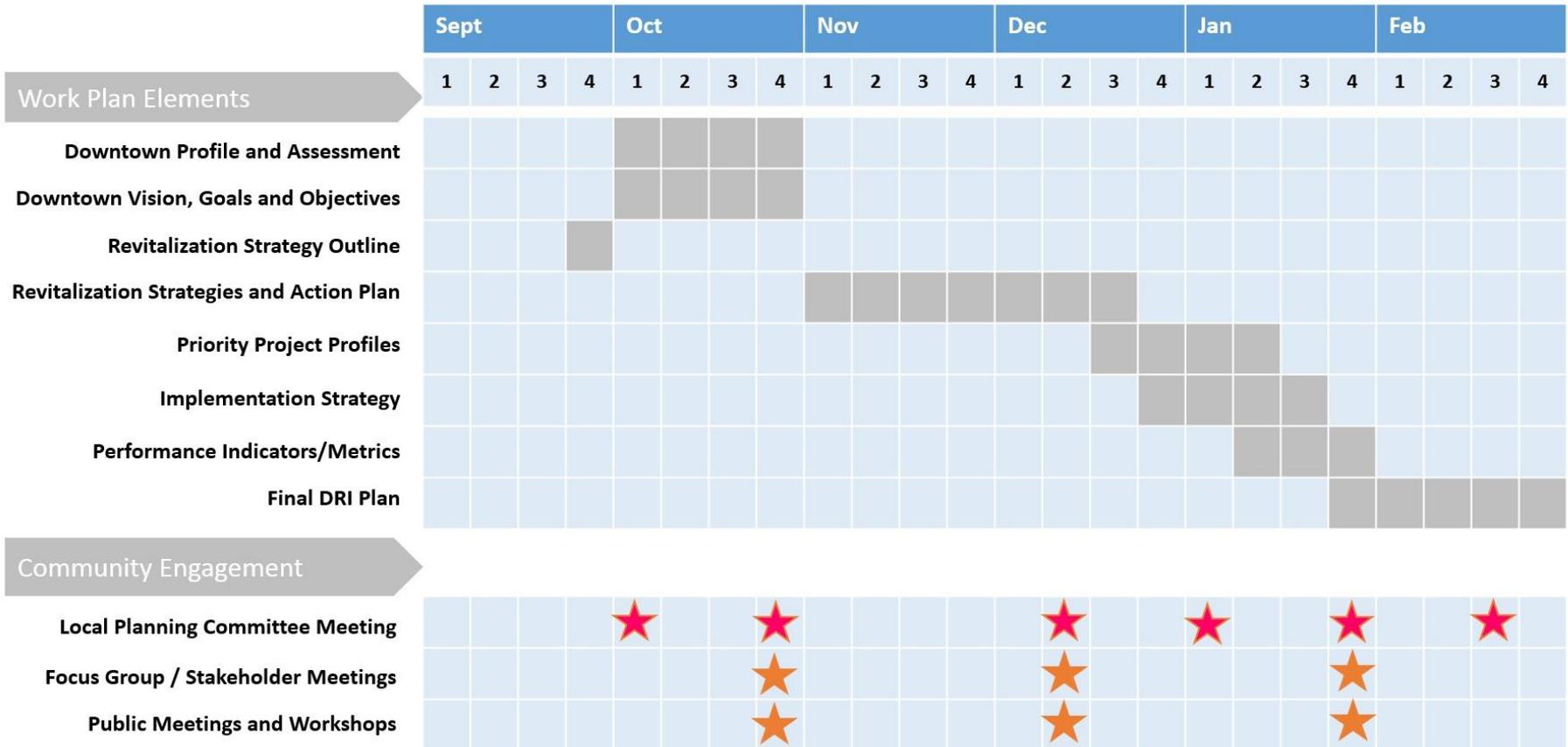


# Work Completed to Date

Community  
engagement  
driven vision  
supported by  
technical planning  
expertise

- Site Visits by Planners
- Base Mapping
- Review of Existing Plans
- Traffic/Parking Data Collection
- 3D Base Model
- Community Engagement





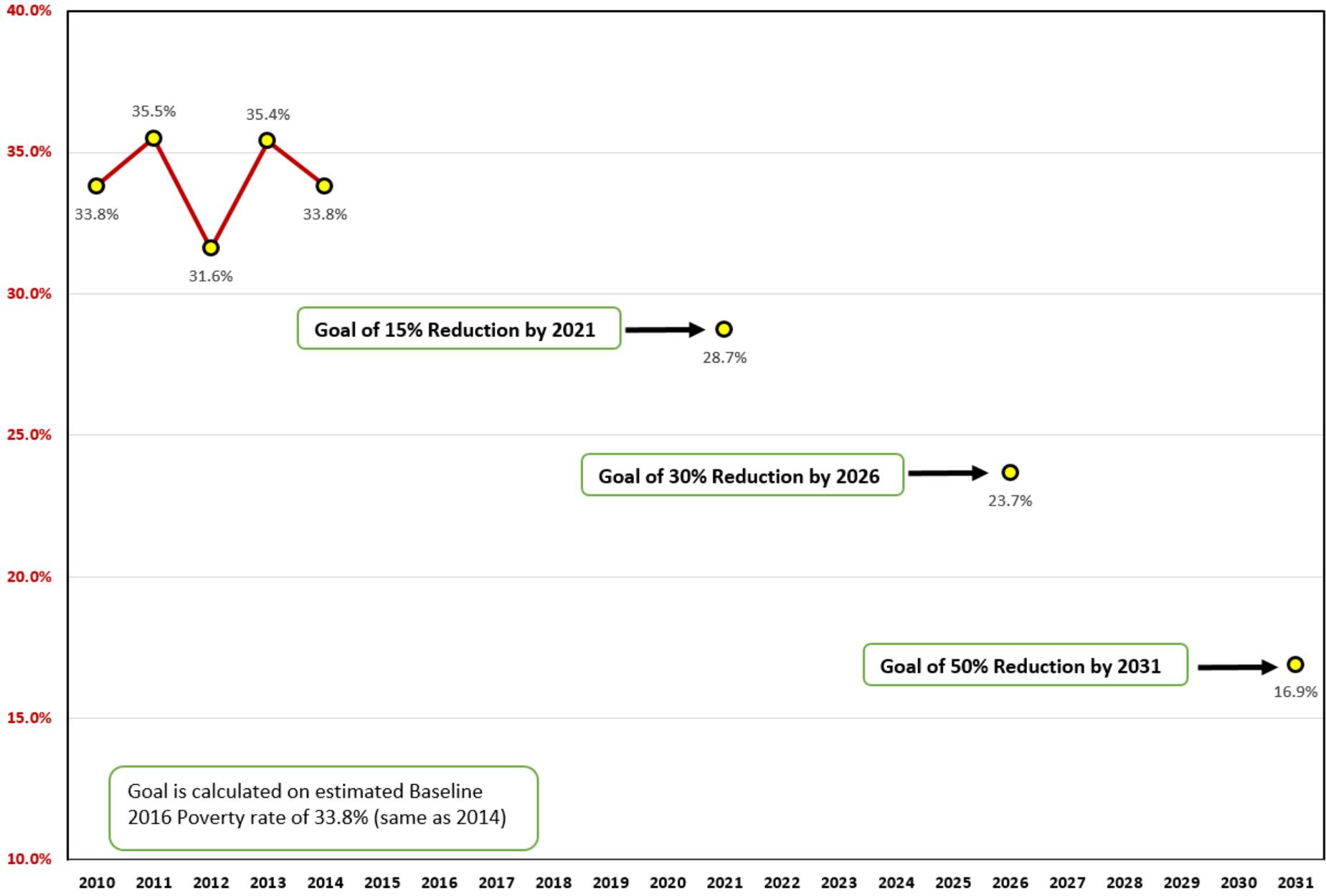
# DRI Timeline

# Pathways to Prosperity

A key component of the URI Plan was to build in a clear understanding of how each project will **impact poverty**.



# Poverty Rate in the City of Rochester



# Benefits Cliff Analysis

Single Parent & Two Children (HH of 3) & Parent begins employment while active Temporary Assistance - Monthly							
40 hours weekly at \$X hourly rate		\$ 9.00	\$ 12.00	\$ 15.00	\$ 18.00	\$ 21.00	\$ 24.00
Gross Wages - MONTHLY	\$ -	\$ 1,560	\$ 2,080	\$ 2,600	\$ 3,120	\$ 3,640	\$ 4,160
Annual GROSS Wages		\$ 18,720	\$ 24,960	\$ 31,200	\$ 37,440	\$ 43,680	\$ 49,920
Incremental over \$9.00 Base Wages			\$6,240	\$12,480	\$18,720	\$24,960	\$31,200
Annual Child Support	\$ 2,400	\$ 4,680	\$ 4,680	\$ 4,680	\$ 4,680	\$ 4,680	\$ 4,680
Cash Assistance	\$ 786	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
WIC (one child under 5)	\$ 50	\$ 50	\$ 50	\$ 50	\$ -	\$ -	\$ -
SNAP (Supplemental Nutrition Assistance Program)	\$ 468	\$ 330	\$ 176	\$ -	\$ -	\$ -	\$ -
Sub Total of Public Assistance - MONTHLY	\$ 1,304	\$ 380	\$ 226	\$ 50	\$ -	\$ -	\$ -
Annual Public Assistance	\$ 15,648	\$ 4,560	\$ 2,712	\$ 600	\$ -	\$ -	\$ -
Annual Health Coverage - Covered by Family	\$ -	\$ -	\$ 720	\$ 720	\$ 720	\$ -	\$ -
Annual Tax Credits / Refund	\$ -	\$ 6,764	\$ 5,443	\$ 4,396	\$ 3,352	\$ 2,265	\$ 2,867
Annual Taxes	\$ -	\$ 1,498	\$ 2,368	\$ 3,491	\$ 4,614	\$ 5,737	\$ 6,861
Net Income Earned after Taxes	\$ 18,048	\$ 33,226	\$ 34,707	\$ 36,665	\$ 40,138	\$ 44,888	\$ 50,606
Annual DayCare Covered by County	\$ -	\$ 11,288	\$ 9,620	\$ 7,460	\$ 5,252	\$ -	\$ -
Annual Housing Cost Covered by Gov.	\$ 10,236	\$ 6,120	\$ 5,244	\$ 3,876	\$ -	\$ -	\$ -
Annual Heating Cost Covered by County	\$ 600	\$ 600	\$ 600	\$ 600	\$ 600	\$ -	\$ -
Total Annual Direct & Indirect Compensation	\$ 28,884	\$ 51,234	\$ 50,171	\$ 48,601	\$ 45,990	\$ 44,888	\$ 50,606





**Benefits Cliff Analysis:**  
Total income decreases as hourly wage increases

# One Community Plan



**Health Improvements**  
Through early childhood supports

**Cradle**

**Educational Opportunities**

**300 families living in poverty**

**Youth Mentoring**

**Career**

**Adult Mentoring**

**Skill Dev/ Job Placement**

**Government-create incentives to work**



# Collaboration

**One Community  
Plan and the  
Finger Lakes  
Regional Economic  
Council**

- Major Initiatives recommended by Steering Committee of the FLREDC
- Approved b FLREDC membership
- Match by State up to \$10 million per year



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Rochester, NY – Imaging Capital of the World

# Optics, Photonics, & Imaging

Majority of Optics degrees  
are from University of  
Rochester

120 OPI companies

Employing 15,000 people

R&D resources, talent,  
legacy assets



\$250M state support

Will do for Photonics  
what Silicon Valley did  
for Electronics



Advanced Manufacturing

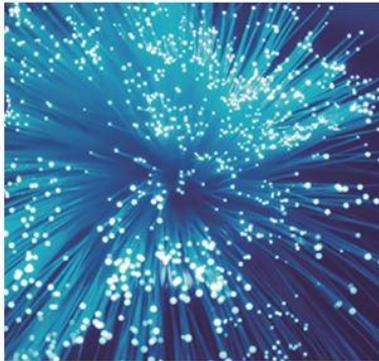


Energy Innovation



Life Sciences

# Next Generation Manufacturing & Technology



Optics Photonics and Imaging



Software and IT



\$857M investment  
revitalizing city core

121 high tech companies

Incubation District includes  
HTR Business Accelerator  
and RIT's CUE





# EASTMAN BUSINESS PARK

Transformation of 1200 acre industrial park

Home to 67 companies

Employing more than 6,700

Established NY BEST Energy Storage Ecosystem, only one of its kind





WESTERN NEW YORK  
**Stamp**  
SCIENCE & TECHNOLOGY ADVANCED MANUFACTURING PARK

1,250-acre mega site

Multi-regional cooperation-  
Western NY and Finger Lakes

State invested \$46M for  
infrastructure

Expected to yield 10K jobs over  
next decade



# Agriculture & Food Production

Fostering a robust, interconnected food ecosystem across nine counties, offering job opportunities for workers of all skill levels.

The Finger Lakes region has strengths across the **ECOSYSTEM**

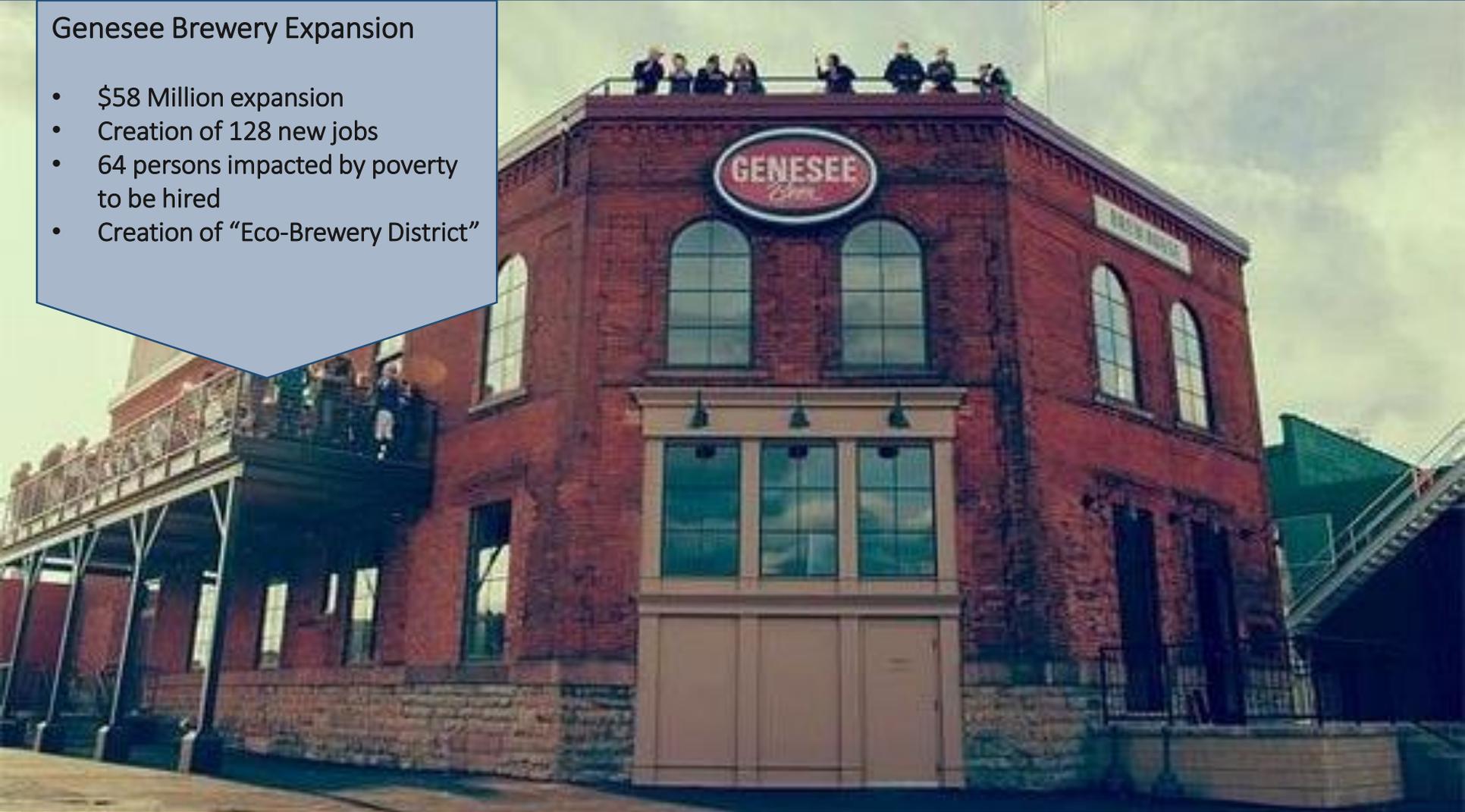


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## Genesee Brewery Expansion

- \$58 Million expansion
- Creation of 128 new jobs
- 64 persons impacted by poverty to be hired
- Creation of “Eco-Brewery District”



## Love Beets USA

- \$19 Million facility
- Creation of 111 new jobs
- LiDestri Foods manufacturing complex at Eastman Business Park
- Majority of beets to be sourced by NY Farmers



## Kreher's Farm Organic Egg Expansion

- \$60 Million facility
- Creation of 60 new jobs
- Pipeline project to convert farmland to organic wheat production

**Kreher's**

**FARM FRESH EGGS**

*Founded in 1924*



## Pride Pak

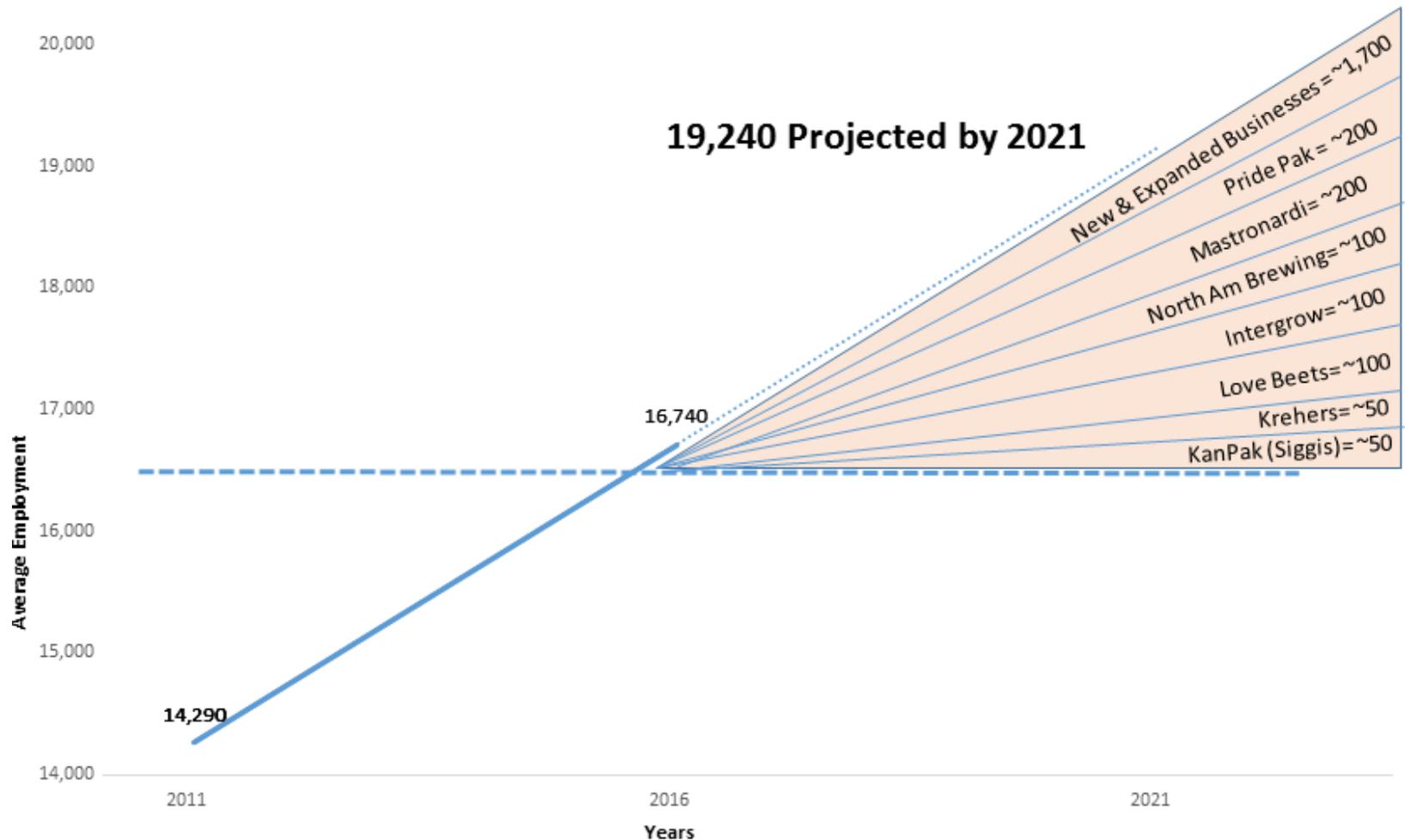
- \$25 Million facility
- Creation of 180 new jobs over 5 years

PRIDE **PP** PAK



# Agriculture, Food, & Beverage Production

## Projected job growth





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FINGER LAKES *FORWARD*



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