



**Finger Lakes
Regional Economic
Development Council**

Upstate Revitalization Initiative

Public Meeting

August 19, 2015

Topics for today

Recap the principles of the URI competition

Update you on where we are in the process

Share current thinking on key areas of the plan

Reminder: This is preliminary plan, it will be refined with your input before the submission on October 5th

Preliminary – to be refined

Seven regions are competing for the \$500 million URI fund

Three regions will win \$500M, distributed over five years



- Finger Lakes
- Capital Region
- Central New York
- Mid-Hudson
- Mohawk Valley
- North Country
- Southern Tier

Five key principles for the URI plan

- 1** The plan must show how \$500 million will create good jobs, increase regional wealth, and draw private investment
- 2** Plan should formulate creative proposals that leverage the region's unique strengths, focusing on industry sectors
- 3** Potential investments should be specific projects tied to a private sector partner with clear leverage and job creation
- 4** The plan requires public engagement, regional consensus, and rigorous analytics, encompassing diverse populations
- 5** The URI plan is not a final decision on funding allocation: New York State will coordinate the funding process

URI guidelines lay out what is eligible for URI investment

Examples of eligible strategies



Support for companies, including startups and expansions



Development of sites that support industry



Commercially relevant research and innovation



Enabling programs that support economic growth



Operating funds to help new initiatives



Marketing (e.g., for tourism)

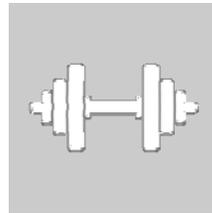
Examples of ineligible strategies



Broad-based public infrastructure



Direct funding for healthcare or education



Recreational facilities that primarily support local populations

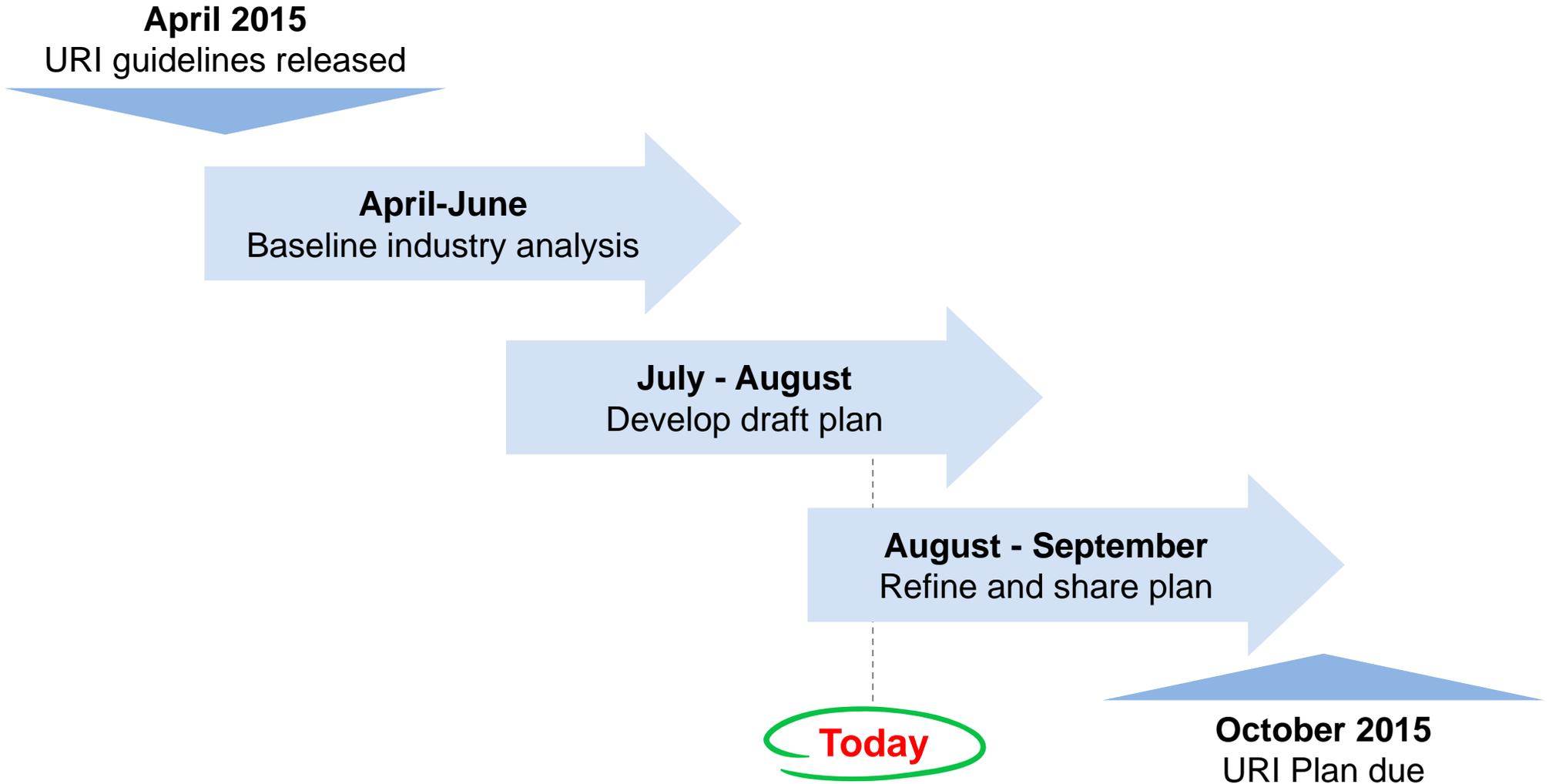


Corporate buy-outs and roll-ups

Does the strategy grow the regional economy?
Does the strategy attract private leverage?

URI Plan submission deadline is October 5th

Focus is currently on requesting public input

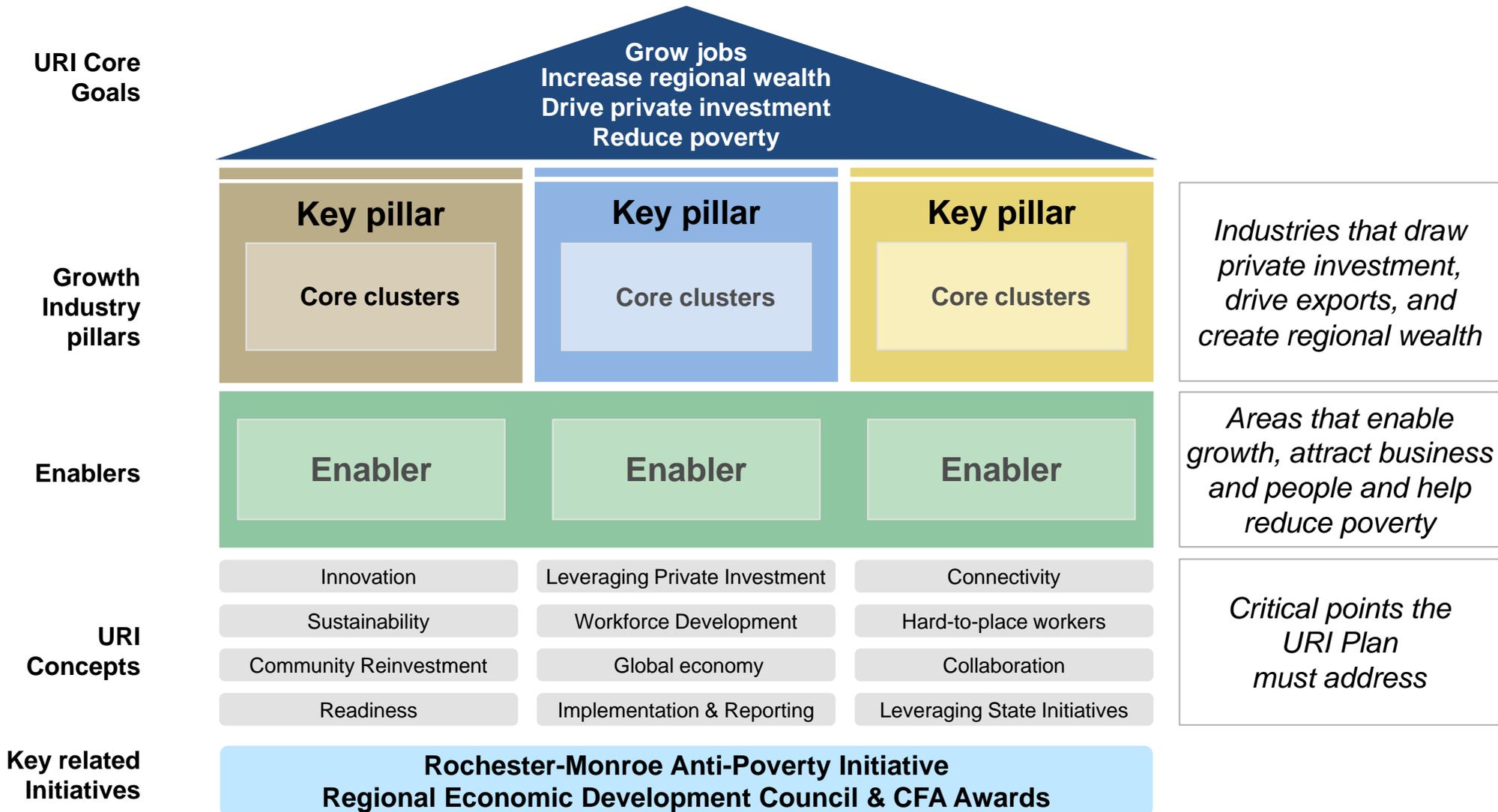


We have sought input from the community to draft the plan

Media exposure and public input	FLREDC and work group collaboration	Stakeholder engagement
 <p>15+ media engagements (e.g., live call in show, editorials)</p>	 <p>800+ participants in FLREDC public meetings</p>	 <p>120+ interviews with community stakeholders</p>
 <p>Large number of online public input forms received</p>	 <p>450+ work group members at URI Workshop</p>	 <p>6 Steering Committee Meetings</p>
 <p>Social media exposure through Twitter, Facebook, FLREDC website</p>	 <p>3 URI Public Forums</p>	 <p>20+ working team meetings</p>

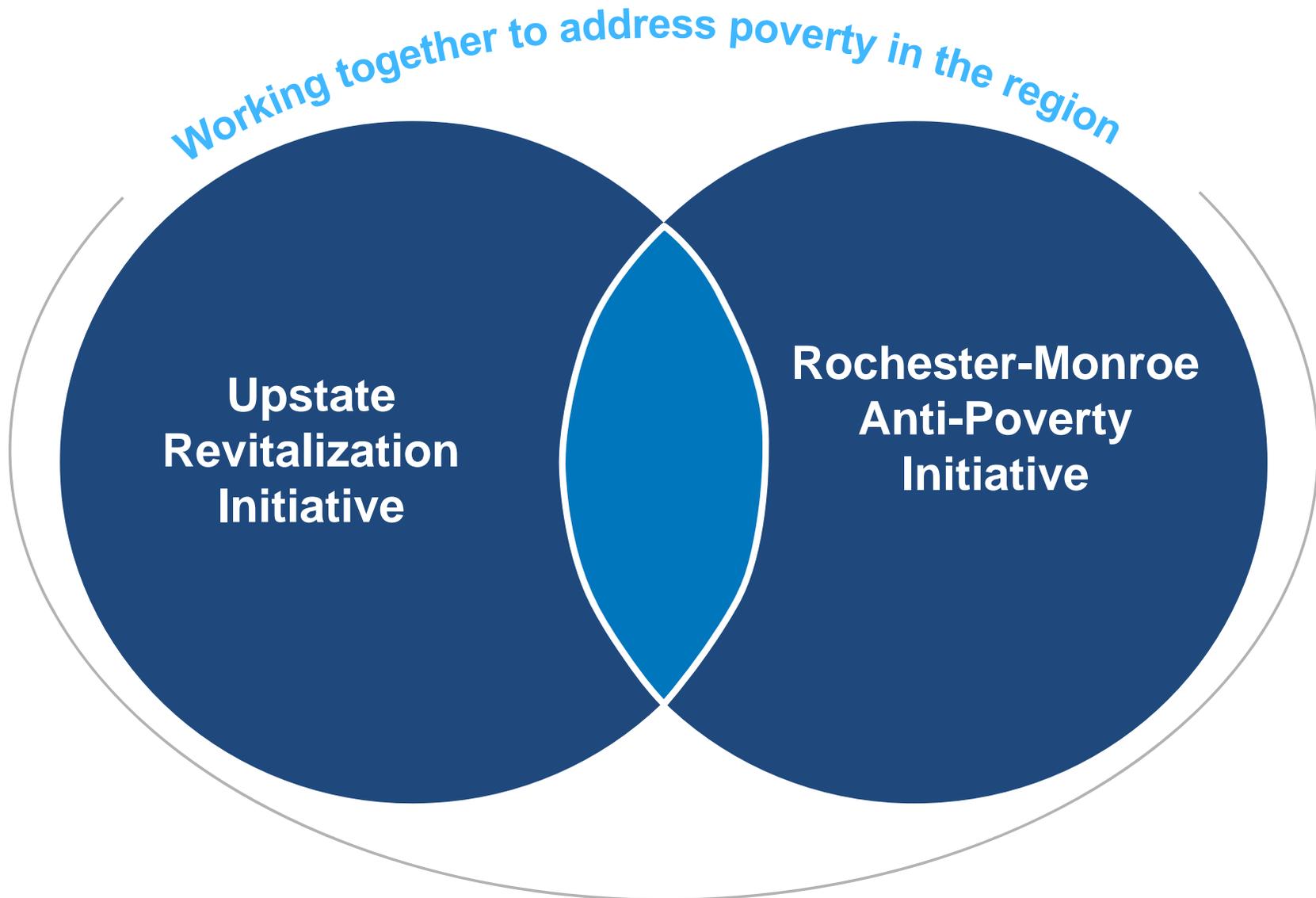
We will continue seeking your input until the submission

Approach: Our strategic framework "House"

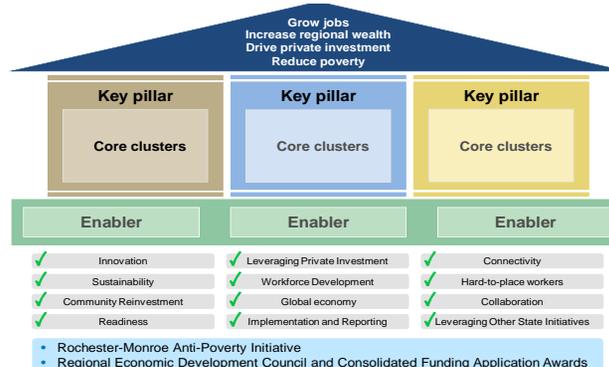


Preliminary – to be refined

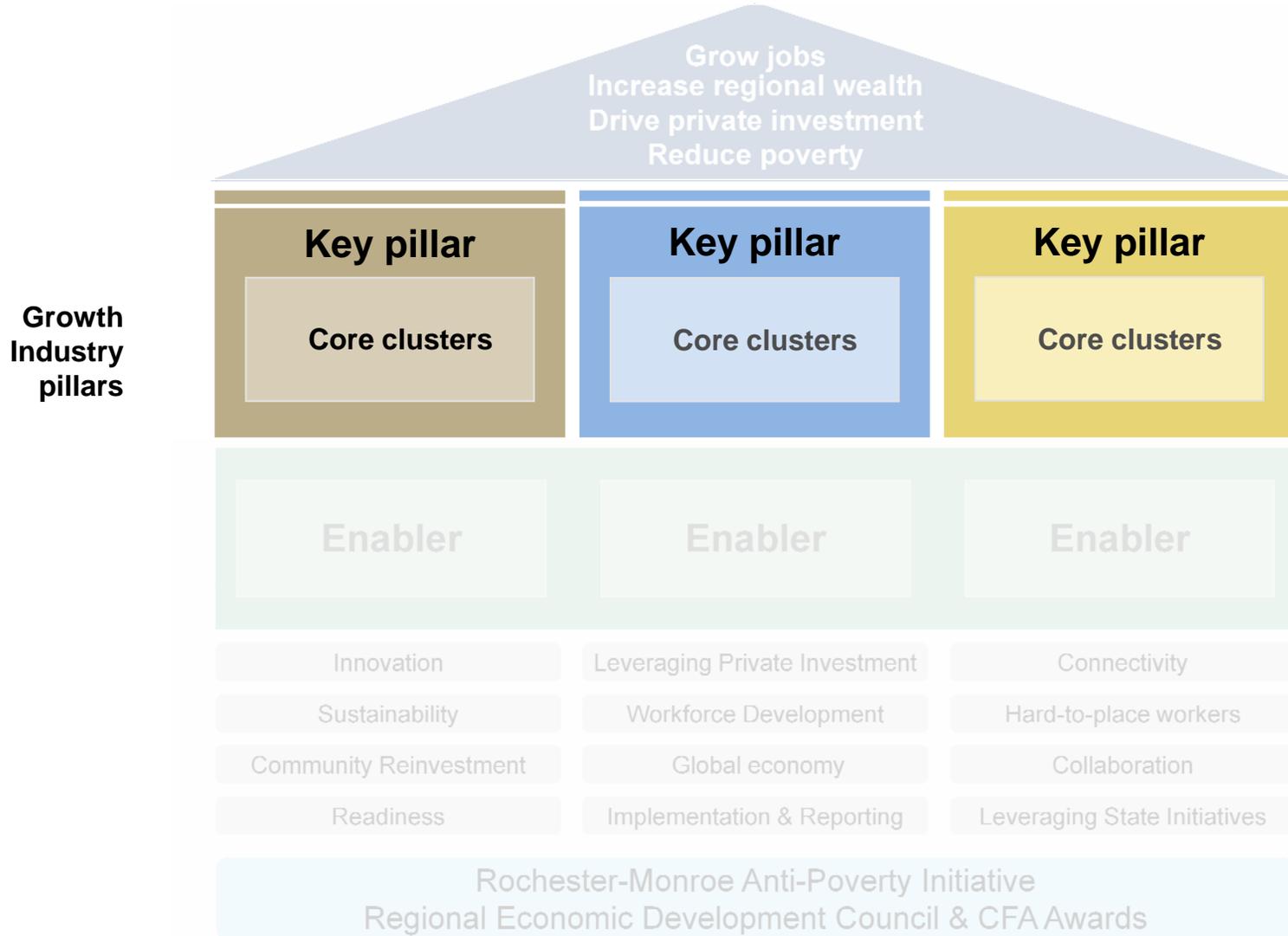
We are partnering with a set of other initiatives – for example the Rochester-Monroe Anti-Poverty Initiative



Team has distilled qualitative and quantitative data to create the draft plan – a few examples



Our Industry pillars



Evaluated 1,000+ industries to identify core clusters

Evaluated a broad set of
1,000+ sub-industries

Focusing on a set of
strong growth industry clusters

Encompassing...



Filters:

Job growth
Output growth
Regional focus
Regional fit
Interviews

many others



**Optics, Photonics,
and Imaging**



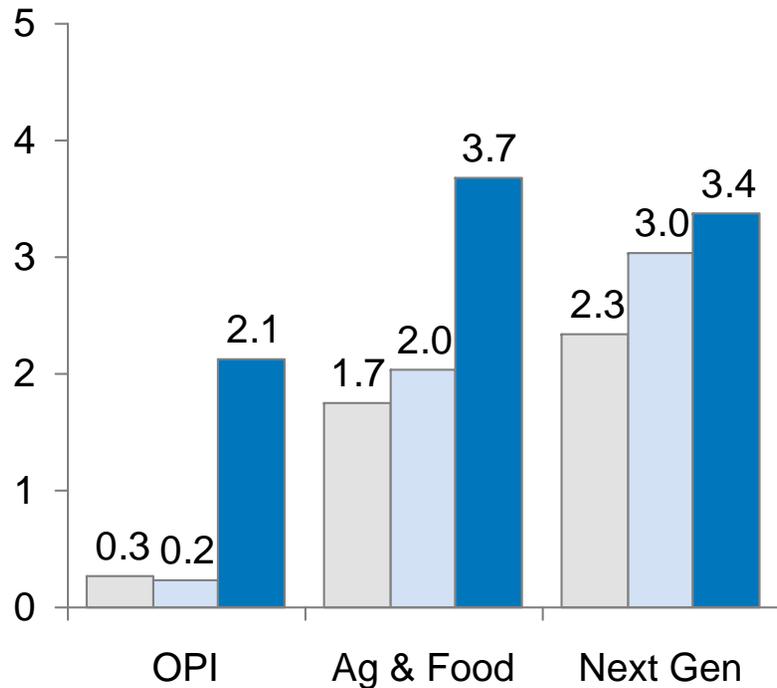
**Agriculture and
Food Production**



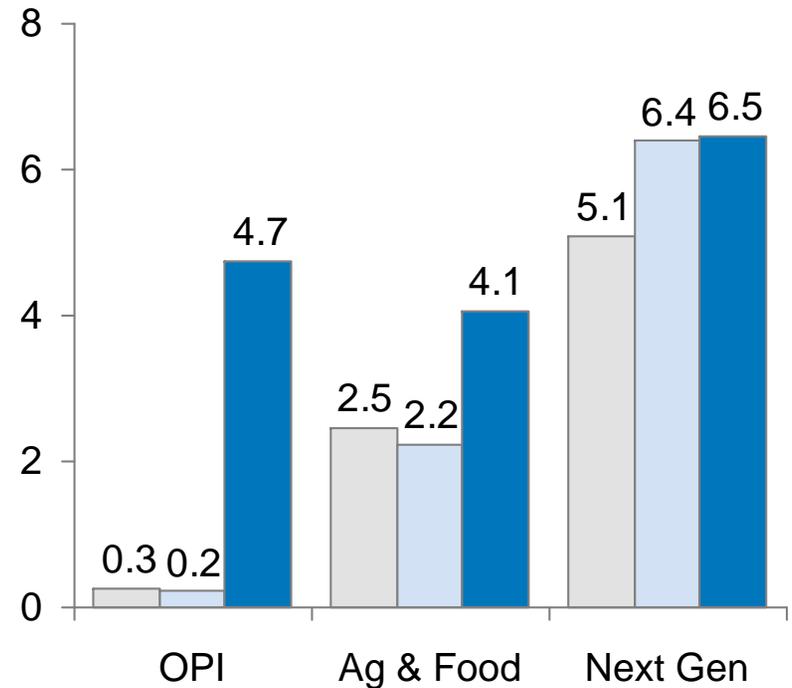
**Next-Generation
Manufacturing &
Technology**

Growth industry clusters are unique strengths of the region

Jobs % of total economy (2014)



Output (GRP) % of total economy (2014)



Rest of Upstate New York Total United States Finger Lakes

Optics, Photonics, and Imaging: Historical strength continuing to grow today

Finger Lakes has deep heritage in sector



Kodak



xerox



B+L
BAUSCH+LOMB

Today, commercial and academic strength

- ~26,000 jobs at ~120 companies (large and small businesses)
- Leading programs and research at UR, RIT
- Workforce programs at MCC and others

Investments will keep us on the cutting edge



- AIM Photonics: establish Rochester as center for new research and development

Agriculture and Food Production: Tying in assets from across the entire region

The Finger Lakes has strengths across the full value chain...



... leading the industry's transformation

Global and local research partnerships



Leader in NYS Agriculture

- 21% of upstate NY farmland
- #1 region for crops
- Increasing organic fields for transforming industry

Leader in NYS Food Production

- Wine
- Yogurt
- Nuts
- Canned foods

Next-Generation Manufacturing and Technology: Looking to grow into the future

Identified a set of key industries as high-potential for Finger Lakes



Batteries



3D Printing



Nanoscale Manufacturing

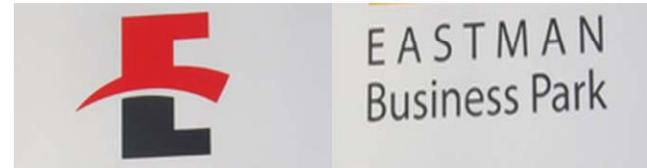


Biomaterials



Software Development

Three key hubs where innovation and progress are happening now



Eastman Business Park: Thanks to state support, we have turned a legacy asset into a hub for innovation

Industrial asset with significant resources, thanks to NYS investment

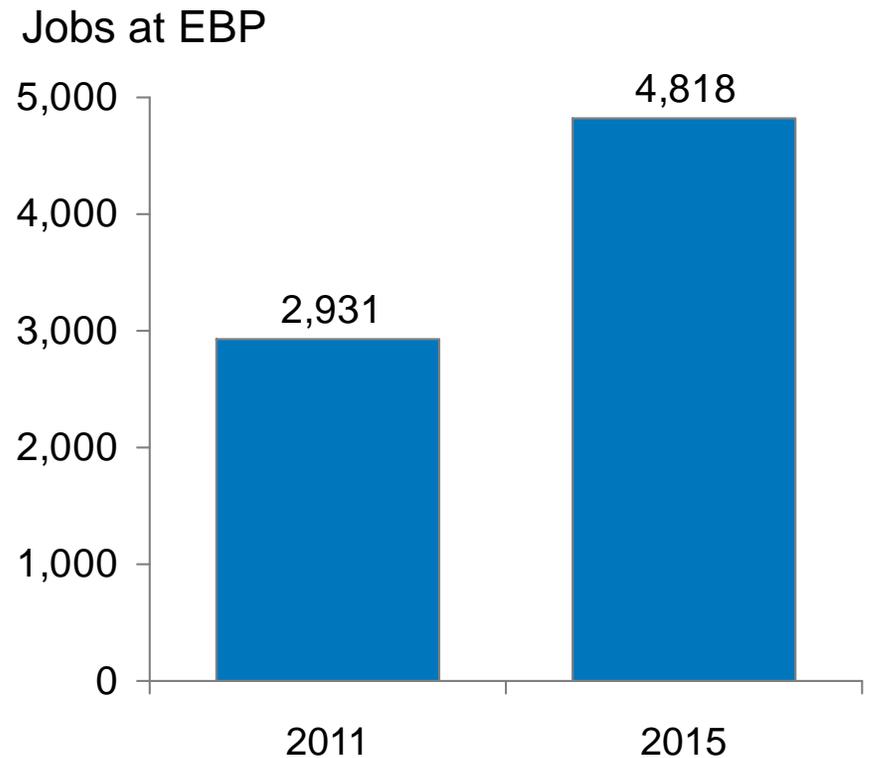


Battery testing center

Planned fermentation facility



Growing to ~5k industrial jobs with more to come



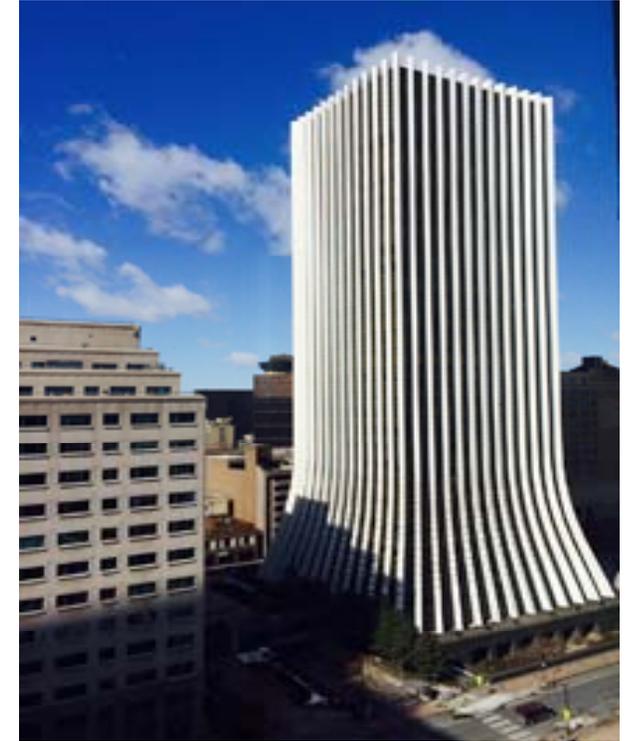
Downtown Innovation Zone: creating a thriving community that encourages innovation and growth



Sibley Building:
Emerging center for startups and innovative activity, with ample space to grow



Center for Urban Entrepreneurship:
Space and support services for startups, including START-UP NY space



Chase Tower:
Redeveloped into commercial and residential space, to create a vibrant downtown even on the weekends

Preliminary – to be refined

STAMP: Building on past investments to attract job growth and private investment

Thanks to state support, site is ready to accept its first tenant



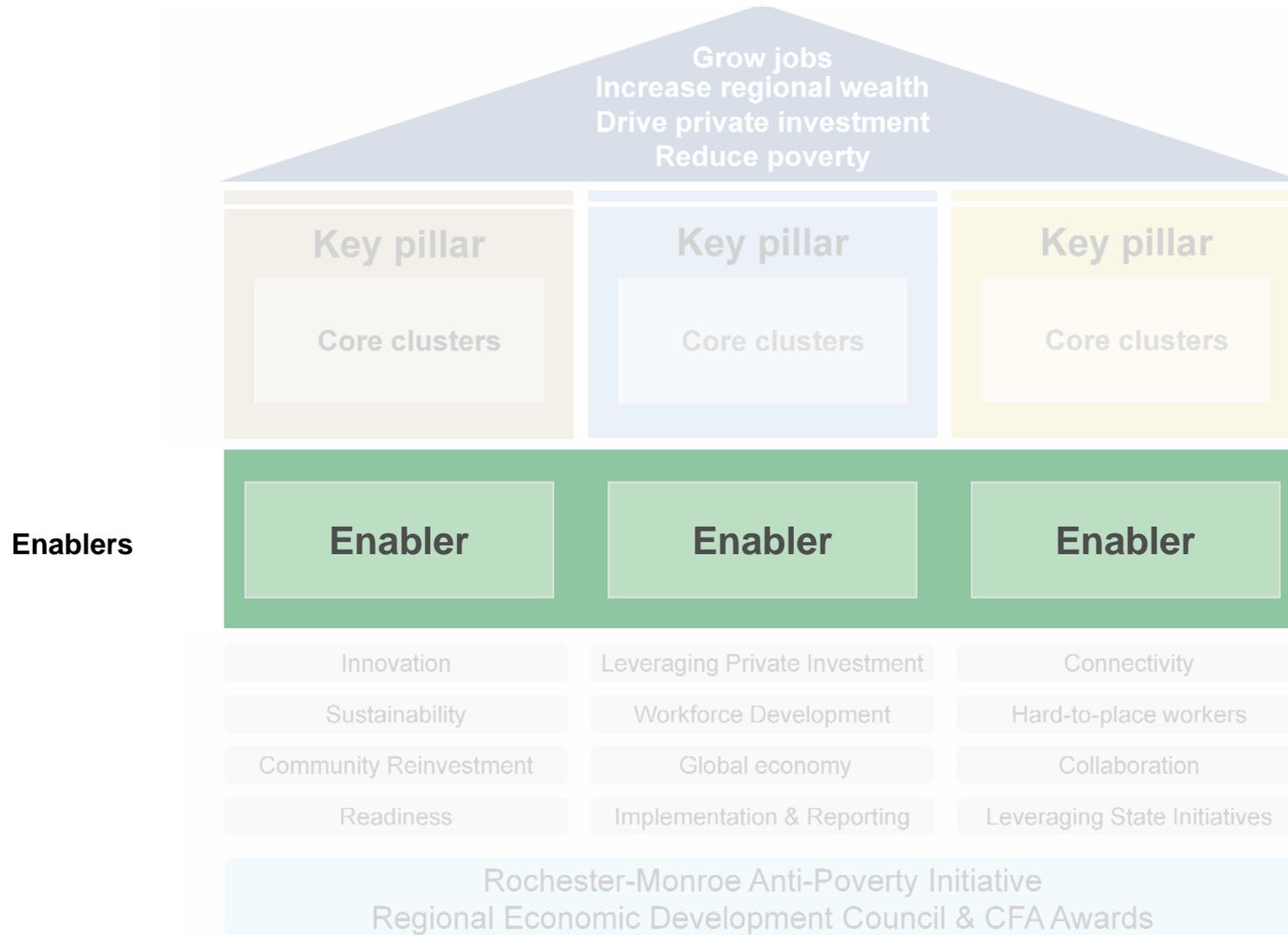
By continuing to invest, can unlock substantial upside

\$5+ billion potential investment depending on industry

10,000 jobs at full build

\$60k average employee wage

Our enablers



Three enablers identified as key to achieve URI goals and complement growth industry clusters

**Pathways to Prosperity:
Workforce Development**



**Entrepreneurship and
Development**



**Higher Education and
Research**



Pathways to Prosperity: develop workforce , ensuring all members of community benefit from URI

Workforce development is a critical part of the URI:

- ✓ **Provide programs to make advanced jobs accessible**
- ✓ **Target hard-to-place and low-income workers**
- ✓ **Improve graduation rates and decrease unemployment**
- ✓ **Enable economic mobility for all Finger Lakes residents**
- ✓ **Collaborate closely with the Anti-Poverty Initiative**

Build the supply of workers needed for the growth ahead of our region

Entrepreneurship and Development: Create an ecosystem where small business can thrive

Invest in accelerators and incubators



High-Tech Rochester



Center for Urban Entrepreneurship

Stimulate more new businesses in the region



Source: UBRI analysis of data from the U.S. Census Bureau.

Higher Education and Research: Leverage our strength to grow the broader economy

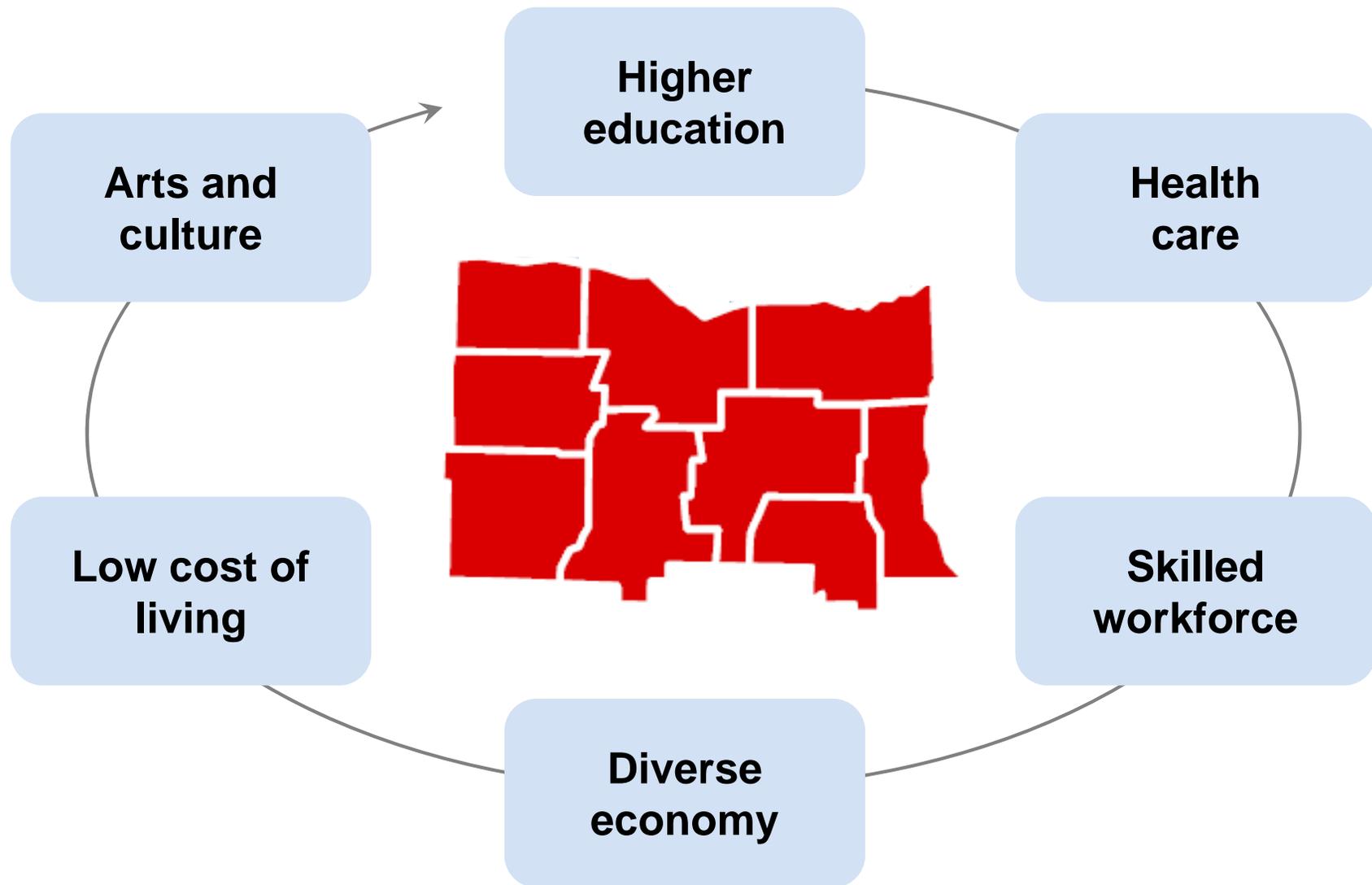
Higher education with 19 institutions a regional strength

Will use this advantage to grow our economy

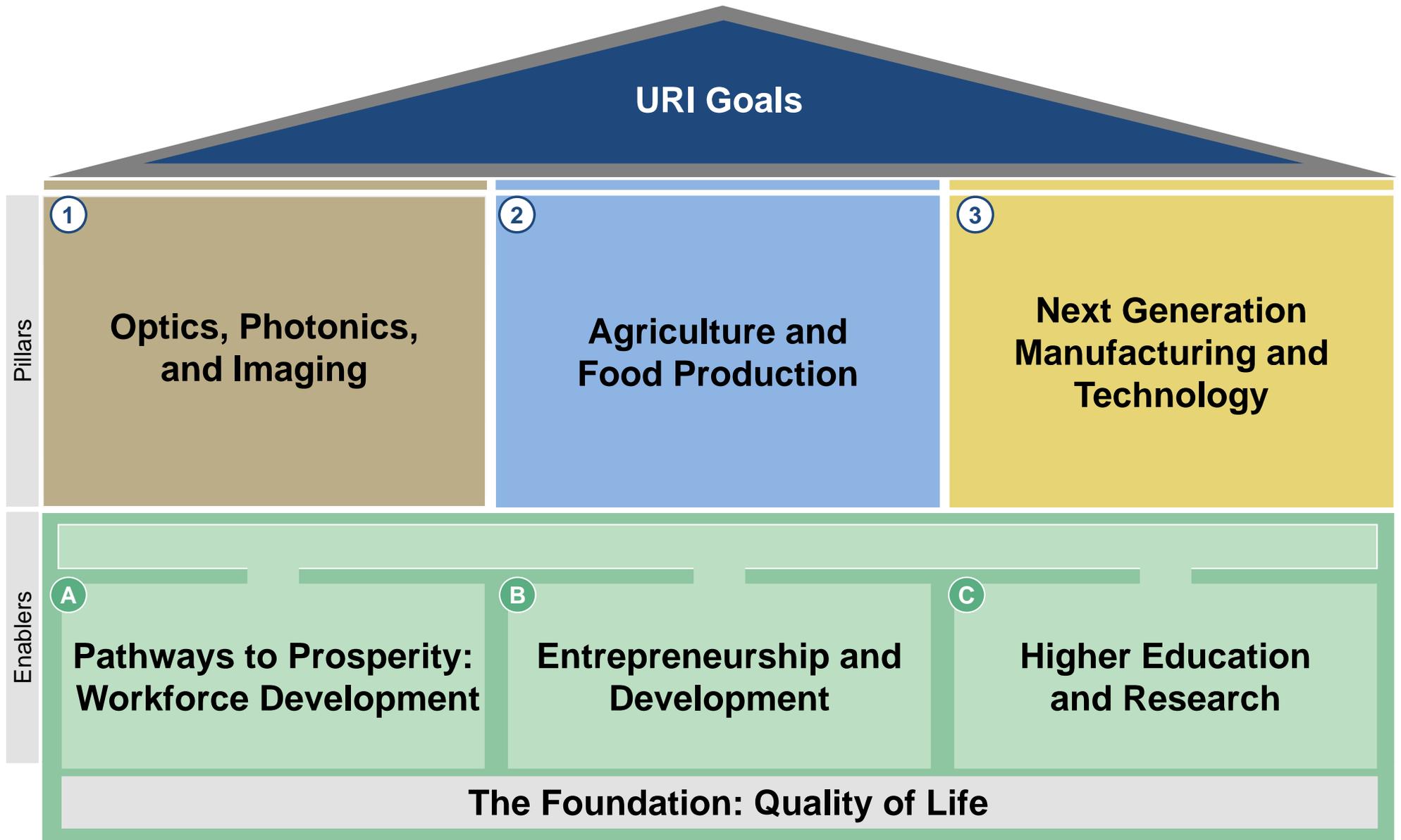


- Attract federal and private research dollars
- Grow student population
- Tie to commercialization and tech transfer through entrepreneurship programs
- Leveraging our strengths in:
 - Biomedical research and applications
 - Software development
 - Data science
 - Additive and sustainable manufacturing

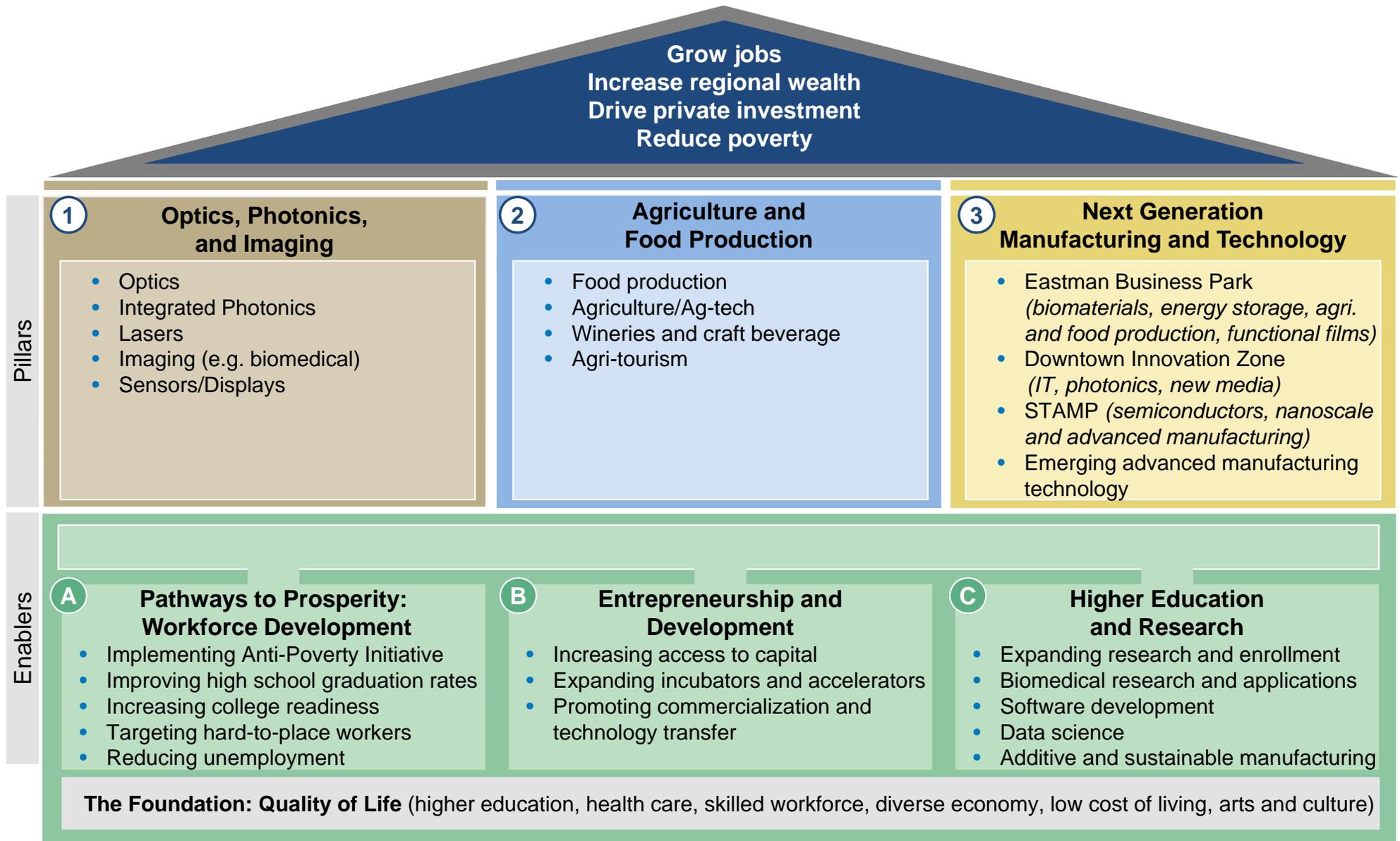
Our foundation: Quality of life is a strong asset of our region



These elements come together in the URI Framework



These elements come together in the URI Framework



How we'll move forward

Your feedback and support is critical to our region's success

We encourage you to submit comments via our website

The draft report will be released for your input

We will continue to refine the plan

We would invite you to help us choose our plan title

Option 1 Revitalize the Finger Lakes Region

Option 2 Finger Lakes Forward

Option 3 Reimagine Rochester

Option 4 Other – your suggestion

Please vote on our website and send your ideas!

<https://www.surveymonkey.com/r/FingerLakesURInamingcontest>