Public Meeting
5/3/2013
Monroe Community College

• Welcome from Co-Chairs & LG Duffy
• Workgroup Presentations
• Presentations for FLREDC Approval
• Preview of REDC/CFA Round III
• Workgroup Changes
Goals of Workforce Initiative

• Assess gap between training capacity & skills need
  – Inventory training assets, particularly at community colleges & BOCES
  – Identify marketplace skills need
  – Fill the gap
• Focus training resources on needs of business
• Build middle-skill pipeline by expanding awareness at K-12 level
Regional Workforce Effectiveness – Prospective Indicator

Description: This measurement aims to provide a high-level gap analysis, comparing the total estimated number of learners completing post-secondary middle-skill training and education programs to current industry demands for middle-skill workers by occupational cluster. The measurement also conveys the high-level objectives of the FLREDC Workforce Development Workgroup by learner grade level and status along the grade 7 -14 continuum.

Middle Skill Occupational Cluster

<table>
<thead>
<tr>
<th>Middle-Skill Training Providers</th>
<th>Annual Completions*</th>
<th>Current Demand**</th>
<th>Gap (Δ)</th>
<th>Learner Output Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monroe Community College</td>
<td></td>
<td></td>
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<tr>
<td>Finger Lakes Community College</td>
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<tr>
<td>Genesee Community College</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BOCES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUNY Brockport: REOC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Data Sources:
*IPEDS and survey for non-credit programming
**Regional Skill Gap Survey, Precision Machining Survey, EMSI, Burning Glass
Identify Marketplace Skills Needs

- MCC/RBJ/CGR Survey of regional businesses
  - 334 respondents representing nearly 70,000 employees
  - Asked to identify number of positions “persistently unfilled” – over 600 among survey respondents
  - Specified occupations in demand & skills gaps
  - Still analyzing data
  - Will be periodic effort
Multiple Pathways Project:
Regional Objectives by Learner Grade Level and Status

Expose
7 - 10 Graders
(i.e. raise awareness and spark interest in middle-skills pathways via career exploration, workshops, programs, and curricula)

Engage
11 - 12 Graders
(i.e. participating in clubs and hands-on afterschool programs, internships, co-ops and apprenticeships)

Train
G.E.D. Recipients
H.S. Graduates
Unemployed
Displaced Workers
Incumbent Workers

Place
Post-Secondary Middle-Skill Program Graduates
(i.e. assist middle-skills license, certificate, and Associates in Applied Science degree holders with job placement)
Mobile Lab Metrics: Multiple Pathways

• Number of Learners Exposed to Middle-Skill Careers by Learner Grade Level and Status
• Number of Learners Trained
• Number of Mobile Lab Deployments (e.g. monthly, quarterly, and annual)
• Community Partnerships Supported
Vision

The Finger Lakes Region is recognized beyond New York State for its high quality arts, culture, and entertainment; lakes, rivers and canals; sports and recreation; and culinary, wine and beverage assets and experiences.
Existing Conditions

1) Significant and unique arts, culture, and entertainment destinations (including historical and architectural assets), aligned with trending visitor interests, represent a key opportunity to promote our region internationally.
Existing Conditions

2) Diverse water assets collectively represent a significant resource that should be further exploited as a tourism destination.
Existing Conditions

3) Sports and recreation represent a significant factor in tourism, especially golf and water sports. Pro golf events, in particular, offer opportunities to display and promote our region to an international audience.
4) Sophisticated wine, culinary, and beverage attractions are prevalent throughout the entire region and represent one of the fastest growing sectors.
Existing Conditions

5) Within the region’s geographical diversity, there is opportunity to better connect the efforts of all nine counties in a more collaborative manner.
Performance Measures

• Jobs and Payroll
• Participation
• Traveler spending
• Occupancy Tax

Finger Lakes Regional Economic Development Council
Tourism and the Arts Workgroup
### Performance Measures

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jobs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Number of direct jobs (1,000)</td>
<td>21.1</td>
<td>20.9</td>
</tr>
<tr>
<td><strong>Payroll</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Payroll (1,000,000)</td>
<td>$568</td>
<td>$498</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• To be developed</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Traveler Spending</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Traveler Spending</td>
<td>$1.5b</td>
<td>End of May</td>
</tr>
<tr>
<td><strong>Occupancy Tax</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Occupancy Tax (1,000,000)</td>
<td>$8.64</td>
<td>$8.82</td>
</tr>
</tbody>
</table>

*Not including Genesee and Livingston counties*

Data provided by Center for Governmental Research.

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**Finger Lakes Regional Economic Development Council**

**Tourism and the Arts Workgroup**
Goals/Strategy

1) Continue to invest in, preserve, develop, and promote the region’s major assets:
   a. Arts, culture, and entertainment destinations (including history and architecture)
   b. Lakes, rivers, and canals
   c. Sports and recreation
   d. Wine, culinary, and beverage industry (including agricultural and food micro enterprises)

2) Build on a positive destination image by leveraging partnerships and promotions of the region’s quality assets and high profile events for tourism and business development, expansion and retention.

3) Priority Projects – To be developed

Finger Lakes Regional Economic Development Council
Tourism and the Arts Workgroup
Tourism and the Arts Workgroup

Rollie Adams, The Strong
John Adamski, Finger Lakes Museum
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, FLRED/ESD
Dan Fuller, Bristol Mountain/Roseland Waterpark
Wayne Hale, Orleans County Planning and Tourism
Grant Holcomb, Memorial Art Gallery
Marc Iacona, Xerox Rochester International Jazz Festival
Howie Jacobson, Dixon Schwabl
Don Jeffries, Visit Rochester
Tim Joseph, NYS Parks & Historical Preservation
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
Sarah Lentini, Arts & Cultural Council for Greater Rochester
Susan Lindsay, City of Rochester
Mike Linehan, Yates County Chamber of Commerce
Rich Parker, NYS Parks & Historical Preservation
Tom Parrish, Geva Theatre
Kyle Polite, Rochester Philharmonic Orchestra
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
Rachael Tabelski, Genesee County Econ Dev Agency
Mark Thomas, NYS Parks & Historical Preservation
Jim Trezise, New York Wine Grape Foundation
Christine Worth, Wayne County Tourism
Finger Lakes Region
Economic Development Council
Optics, Photonics, Imaging & Display ("OPID")
Rochester, New York
May 3, 2013
What is Optics, Photonics, Imaging and Displays ("OPID")?

- Flat Panel Displays
- Photonic & Fiber Optic Communications
- Smartphone Cameras
- Infrared Imaging
- Lenses for Computer Chip Manufacturing
- Advanced Optical Systems
- Clinical Diagnostic Instruments
- Minimally Invasive Surgical Tools
OPID is a $500 Billion Market

For Comparison, the OIPD Market is bigger than:

1) The Big Three U.S. auto makers - 2012 revenues were ~ $300 billion.
2) The semiconductor market - 2010 revenues were ~ $304 billion (KPMG).
Situation Analysis

- Rochester’s “Big Three”
  - Kodak
  - Xerox
  - B & L

- Big Three employment under 13,000 at the end of 2012
- Employment remains in decline

- Rochester has over 50 small and mid-size OPID companies
  - Combined employment at nearly 14,000 in 2012
  - Added ~ 1,500 jobs last year
  - 13% annual growth rate
- Goal of 10,000 jobs in 5 - 7 years
Finger Lakes OPID Customers

- Philips
- Google
- GE
- Corning
- Honeywell
- Siemens
- Raytheon
- 3M
- HP
- CAT
- NASA
- Lockheed Martin
- IMAX
Proposed 2013 OPID Action Plan

2013 - Focus on Infrared Imaging

- Precision 5 Axis Non-Contact Profilometer for Measuring Visible and Infrared Free Form Optical Components: $500,000
- Infrared Interferometer for Testing Infrared Optical Components: $500,000
- MOCVD Deposition Tool for Fabricating Photonic Devices, Lasers and Infrared Sensors: $1,500,000

Total Request: $2,500,000
Q & A
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 and smaller start-ups
- Sector employs 6,500 individuals in the region with $619 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 Measure
- Patents Awarded
### Sector Performance Measure: Patents Awarded

<table>
<thead>
<tr>
<th>County</th>
<th>Year 2009</th>
<th>Year 2010</th>
<th>Year 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monroe</td>
<td>802</td>
<td>1,110</td>
<td>1,117</td>
</tr>
<tr>
<td>Wayne</td>
<td>57</td>
<td>79</td>
<td>81</td>
</tr>
<tr>
<td>Ontario</td>
<td>32</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>Livingston</td>
<td>19</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>Genesee</td>
<td>3</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Orleans</td>
<td>6</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Yates</td>
<td>3</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Seneca</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wyoming</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>927</td>
<td>1,294</td>
<td>1,302</td>
</tr>
</tbody>
</table>
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
**Priority Project**

**Business Accelerator Cooperative**

**Goal**
To create an interconnected hub and node business support infrastructure to provide needed incubation facilities and support services throughout the region.

**Progress**
- Site for Rochester hub location has been identified
- Most outlying county node sites selected
- Video conferencing system architecture/proposal in final stages
- Developing plan for entrepreneurs resource center
- HTR planning to apply for U.S. EDA support for construction/renovation of the site

**Timeline**
Received a total of $5 million through REDC CFA Process
- $2.5 million 2011 CFA Award: Award incentive proposal signed
- $2.5 million 2012 CFA Award: Award in process
HTR plans to submit CFA application for the project in 2013
## Priority Project
### Upstate Stem Cell cGMP Facility (USCGF)

<table>
<thead>
<tr>
<th>Goal</th>
<th>To develop the only regulatory-approved academic facility in upstate NY designed to create stem cell lines suitable for testing in humans</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,600 sq. ft. USCGF facility opened Fall 2012</td>
</tr>
</tbody>
</table>
| Progress | Facility constructed with $3.3 million Empire State Stem Cell  
  • Board Shared Facilities Grant (2010)  
  • Two NYSTEM Consortium Grants awarded (2013)  
    • $10.8 million Retinal Stem Cell Consortium Grant  
    • $12.1 million Consortium Grant for treatment of Myelin Disease |
| Timeline | • External Funding Leveraged: More than $26 million  
  • Users: Collaborations with SUNY Upstate Medical Center, UB, Albany Regenerative Research Foundation |
Potential 2013 Projects

Instructional Design for High Performance Computing at HSCCI

Project Goals
- Provide training in high performance computing through a hub and spoke model
- Facilitate better training at local universities and within the business community
- Provide support/training for development of instructional design and online education
- Center hub to be based at UR with 5 satellite sites located in the community

Potential Funding Request
- Hub facility at UR: $2.5 million from NYS for development of space/infrastructure
- Satellite sites: $2.5 million for infrastructure development ($500k per site)

USCGF Stem Cell Process Development Laboratory

Project Goals
- Expand capabilities of USCGF
- Accelerate clinical trials and commercialization of new stem cell products
- Provide cutting-edge analytical tools and equipment to refine/optimize cell production processes to produce safe, reproducible materials for human use
- Facility will be available to scientists throughout the region and upstate NY

Potential Funding Request
To be determined
Infrastructure and Transportation

Mission/Vision
To ensure that regional infrastructure and transportation 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.
- Inadequate resources limit ability to maintain existing assets (many of which are reaching end of their useful life) and pursue transformational projects.
- One-third of bridges are Structurally Deficient or Functionally Obsolete (2013).
- Regional energy generation is far below consumption. Significant investments are being made to enhance the system, ensure reliability, and serve new customers.
- Availability of access to broadband varies within region. Progress made through Connect NY grants awarded in Seneca and Yates Counties.
Infrastructure and Transportation

Performance Measures

- Regional Energy Generation Per Capita: 19.6 Million British Thermal Units (2010)
- Total Water Demand Per Capita: 0.866 Million Gallons/Day (2010)
- Regional Transit Service Annual Ridership: 18,082,000 (SFY 2012-2013)
- Tons of Freight Originating in the Region: 34,392,000 (2010)
- Percent of Households Served by Broadband*: 91% for Region / 83% outside of Monroe County (2012)

*As defined by NYS Broadband Program Office based on minimum FCC Download Speed
Infrastructure and Transportation

Priority Projects

- I-390/Kendrick Road Interchange:  
  *Fully-funded / Design-Build contract awarded*
- I-390/Exit 16 and NYS Route 15A over the Erie Canal:  
  *Designed but not funded / Submitted to GTC & NYSDOT*
- Portageville Freight Rail Bridge Replacement:  
  *$2 million awarded (2011 CFA) / Additional funds being sought*
- Inner Loop East Transformation Project:  
  *Construction not funded / Preliminary engineering underway / Submitted to NYSDOT*
- Improvements to NYS Route 77 to Support STAMP:  
  *Traffic study completed / Submitted to NYSDOT*
- Mill Seat Power Plant:  
  *Permit being processed / Additional funds being sought*

Additional projects are being identified:

- Reconfigure I-390/I-490/Lyell Avenue Interchange (Monroe)
- Repair Dansville & Mount Morris Railroad (Livingston)
- Complete Sewer Line along NYS Route 318 (Seneca)
- Subset of Workgroup to Assess Broadband Needs (Regional)
Higher Education Workgroup
Dashboard Update

May 3, 2013

Co-chairs: Dr. 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: 34,882
  - Payroll: $1.9 billion

- 90,000 students from all 50 states and beyond our borders

- Ranked 3rd in degrees per capita (one of the most productive regions in the nation)
  - 1st in degrees in the physical sciences and mathematics
  - 2nd 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
2011 & 2012
Funded Priority Projects

Golisano Institute for Sustainability
$5 million
Incentive proposal received & returned to ESD
Building opened and dedicated on April 12
Equipment acquisition in process

Health Sciences Center for Computational Innovation
$10 million
Incentive Proposal under NYS review
Installation of the IBM Blue Gene Q – June 2012
Facility dedication – August 2012
$108 million in external research generated
Over 600 users
2013 Priority Projects Under Consideration

Criteria
Regional and Programmatic Diversity
Alignment with Strategic Plan
Jobs and Leverage Potential

- Wellness & Rehabilitation Institute, Nazareth College (Monroe County)
- Performing Arts Center, Hobart & William Smith Colleges (Ontario County)
- Pathway to Employment in Food Processing, Genesee Community College (Genesee County)
- Next Generation Nanoelectronic Materials Initiative, RIT (Monroe County)
- Instructional Design for High Performance Computing, UR (Monroe County)
- Center for Urban Entrepreneurship, RIT (Monroe County)
NYSUNY2020 Projects

Success by Design
SUNY Brockport, MCC & REOC
(Monroe County)

Regional Advanced Manufacturing Programs
and University Partnerships in New York
MCC Lead for all SUNY CC’s (Statewide)

Center for Inquiry, Discovery, and Development, SUNY Geneseo
(Livingston County)
Blood Pressure Advocate Program

Goals and Methods:

- As a component of existing high blood pressure initiative, utilize clinic-based Community Health Advocates (CHA) working with the primary care team to improve the management of high blood pressure in hypertensive patients – particularly those at high risk.

- Partnership of Finger Lakes Health Systems Agency, Rochester Business Alliance, URMC Center for Community Health
Current Investment and Status

- $300,000 Economic Development investment.
- 4.5 FTEs trained and deployed.
- Program running at four clinic sites.
- Program well-received by clinicians/patients.
- Financial sustainability mechanism is in place for year two utilizing an inpatient surcharge in partnership with Rochester hospitals, insurers, business community.
Target Population – 4 sites

- Total patients with HBP diagnosis: 6217
- Total patients w/ up to date BP reading: 5589
- BP > 140/90 (not in control): 2191 (39%)
- Total patients w/out up to date reading: 628 (10%)
- Total patients for intervention (1st phase): 2819 (45%)
BPAP Future Directions

- Year one evaluation – June 2013
- Program revisions/CQI ongoing.
- Expansion of program to other clinics
- Integration community interventions (Center for Medicare and Medicaid Innovation, Patient Centered Medical Home…)
- Explore expansion to other chronic conditions; diabetes, congestive heart failure, coronary artery disease, primary prevention
Finger Lakes Regional Council
Entrepreneurship and Innovation Work Group
Business Accelerator Cooperative
Update

May 3, 2013
# Work Group Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Baron</td>
<td>Sweetwater Energy</td>
</tr>
<tr>
<td>Terran Birrell</td>
<td>NextPlex</td>
</tr>
<tr>
<td>Richard Glaser</td>
<td>Merrill Lynch</td>
</tr>
<tr>
<td>Don Golini</td>
<td>Rochester Angel Network</td>
</tr>
<tr>
<td>Steve Griffin</td>
<td>Finger Lakes EDC &amp; Yates County IDA</td>
</tr>
<tr>
<td>Bill Jones</td>
<td>RIT Venture Creations</td>
</tr>
<tr>
<td>Doug Maybaum</td>
<td>SCORE</td>
</tr>
<tr>
<td><strong>Theresa Mazzullo</strong></td>
<td><strong>Excell Partners, Inc.</strong></td>
</tr>
<tr>
<td>Duncan Moore</td>
<td>University of Rochester Simon School</td>
</tr>
<tr>
<td>Paul Morrell</td>
<td>Geneseo SBDC</td>
</tr>
<tr>
<td>Dr. dt Olgalvy</td>
<td>RIT Sauders College of Business</td>
</tr>
<tr>
<td>Jan Pisanczyn</td>
<td>Brockport SBDC</td>
</tr>
<tr>
<td>Peter Robinson</td>
<td>University of Rochester Medical Center</td>
</tr>
<tr>
<td>Jim Senall</td>
<td>High Technology of Rochester</td>
</tr>
<tr>
<td><strong>Chris Whitman</strong></td>
<td><strong>Complemar Partners, Inc.</strong></td>
</tr>
<tr>
<td>Alex Zapesochny</td>
<td>I-Cardiac</td>
</tr>
</tbody>
</table>

- Facilitators: Josh Farrelman, Vinnie Esposito
- Volunteers: Gary Miller, Del Smith
Vision, Strategy, Goal

- **Vision/Strategy:** To optimize business creation, retention and expansion. To strengthen and expand (both in terms of capacity and geographic reach) 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.
Projects & Measures

Priority Projects – 2013
✓ Design and install a region wide hub & node video conferencing system
✓ Create a Resource Portal – a comprehensive Entrepreneur’s Resource Guide & means for ongoing communication to and with Accelerator Cooperative members
✓ Identify Facility for Finger Lakes Business Accelerator Hub

Performance Measures:
✓ Economic Benefit
✓ Jobs Created
✓ Capital Invested
✓ Frequency of meetings
✓ Inclusiveness (9 counties)
## Project #1: Region wide video conferencing system

Hub & Node locations -confirmed to date

<table>
<thead>
<tr>
<th>Nodes &amp; Hub</th>
<th>Project Manager</th>
<th>Contact</th>
<th>Address of Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orleans County</td>
<td>James Whipple</td>
<td></td>
<td>121 North Main Street, Albion NY 14411. COIDA Offices</td>
</tr>
<tr>
<td>Genesee County</td>
<td>Chris Suozzi</td>
<td></td>
<td>99 MedTech Drive Batavia, NY 14020</td>
</tr>
<tr>
<td>Wyoming County</td>
<td>James M. Pierce</td>
<td></td>
<td>TBD:36 Center Street, Warsaw NY OR 6470 Rt. 20A, Perry, New York 14530</td>
</tr>
<tr>
<td>Livingston County</td>
<td>Paul Morrell</td>
<td></td>
<td>SBDC Office, DOTY Bldg, 1 College Circle, Geneseo, NY 14454</td>
</tr>
<tr>
<td>Ontario County</td>
<td>Michael J. Manikowski</td>
<td></td>
<td>Have some questions that need to be answered: call 4/30</td>
</tr>
<tr>
<td>Wayne County</td>
<td>Peg Churchill</td>
<td></td>
<td>TBD</td>
</tr>
<tr>
<td>Seneca County</td>
<td>Robert J. Aronson</td>
<td></td>
<td>One DiPronio Drive, Waterloo, NY 13165</td>
</tr>
<tr>
<td>Yates County</td>
<td>Steve Griffin</td>
<td></td>
<td>1 Keuka Business Park, Penn Yan, NY 14527</td>
</tr>
<tr>
<td>High Tech Rochester-Monroe County Hub</td>
<td>Jim Senall</td>
<td></td>
<td>Temporary -Lennox Tech Enterprise Center, 150 Lucius Gordon Drive, Suite 100, West Henrietta, New York 14586</td>
</tr>
<tr>
<td>Center for Urban Entrepreneurship</td>
<td>Del Smith</td>
<td></td>
<td>New - 40 Franklin Street (the historic Rochester Savings Bank), Rochester</td>
</tr>
</tbody>
</table>
Project 1: Region wide hub & node video conferencing system

- **Video**
  - Dual-screen system at each end point for graphics and video images
  - Integrated Audio

- **Conferencing Table, Fully Integrated Connections and Access**
  - New wired conference room table (*Supplied by a Genesee County Firm*) and chairs at each end point to facilitate connection and cable management

- **Lighting**
  - Evaluated per end point location to avoid shadows and poor video

- **Acoustics**
  - Window and wall treatments to be evaluated per each end point location. Ambient light control and background colors matter
Project #2: Create a Resource Portal:
Entrepreneur’s Resource Guide & Member Interaction

**Startup Assistance & Incubators**

- Lennox Tech Enterprise Center
- R·I·T Venture Creations
- The Technology Farm
- NYS Small Business Development Center
- Clean Energy Incubator
- SCORE
- Entrepreneur Affiliate Program
Education / Networking

The Entrepreneurs Network

DIGITAL ROCHESTER

Meetup

Pre-Seed Workshop

Rochester Open Coffee Club

PARиемus for Innovators

MONROE COMMUNITY COLLEGE PRESENTS PATHWAYS TO ENTREPRENEURIAL SUCCESS
Student / Young Entrepreneurs

College Programs

R·I·T

Nazareth College

School of Management

...and many more

High School and Younger

Young Entrepreneurs Academy

Virtual Enterprises International

Junior Achievement

Biz Kids
Entrepreneur’s Resource Guide

Powered by High Tech Rochester

Startup Resources

- Networking/Support Groups
- Funding Sources
- Events & Competitions
- Training & Workshops
- Business Planning & Coaching
- Associations
- Incubators & Accelerators
- Shared Space & Infrastructure

Small Business Resources

- Networking/Support Groups
- Funding Sources
- Events
- Training & Workshops
- Business Planning & Coaching
- Associations
- Shared Space & Infrastructure

Entrepreneurial Education

Latest Videos:

- Pitching to VC’s
- Finger Lakes Funds
- The Art of Hiring
- PR on a Shoestring

About Us

Getting Listed

Contact Us
Project 3: Facility for Finger Lakes Business Accelerator Cooperative – Alexander Street, Rochester
Dashboard

- **Priority Project Performance:**
- **Time Period: 2012**
- Jobs Created or saved: 857
- Frequency of meetings: Monthly
- Inclusiveness: 7 entities covering 9 counties

¹Rollup Reporting Entities:

<table>
<thead>
<tr>
<th>NAME</th>
<th>TYPE</th>
<th>COUNTIES</th>
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<tbody>
<tr>
<td>High Tech Rochester</td>
<td>Incubator/expansion</td>
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<td>Venture Creations</td>
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<td>Monroe</td>
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<td>Urban Accelerator</td>
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<td>Excell Partners</td>
<td>Seed Venture Funds</td>
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<td>Small Business Dev Corp</td>
<td>Business Support</td>
<td>Brockport, Geneseo</td>
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<td>Rochester Angel Network</td>
<td>Angel Fund</td>
<td>Monroe</td>
</tr>
<tr>
<td>SCORE</td>
<td>Business Financing</td>
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</tbody>
</table>
Summary

- Economic Benefit – HTR Alone ~$28M (3 quarters)
- Jobs Created - Created 857 jobs in 2012
- Capital Invested - TBD
- Frequency of meetings - Monthly
- Inclusiveness - 9 county representation, collaboration with other work groups
- Good progress on 2013 projects – video conferencing, Resource Portal and Accelerator facility.
Energy Innovation Sub Group Update

Matt Fronk
Co-Chair
May 3, 2013
Energy Innovation Sub Group Mission Statement

From the 2011 Strategic Plan:

- Encourage “Energy” Companies to expand and relocate to the region thru the development of shovel ready sites and other incentives.

- Create the resources and infrastructure that will accelerate R&D and Commercialization of new energy technologies.

This is still relevant today
# Status & Metrics

**Status:**

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<tr>
<td>Energy Innovation</td>
<td>7,855</td>
<td>8,144</td>
<td>290</td>
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</table>

2011-12 Job Growth: 3.7%

* Suggest a Post Mortem on the loss of 350 GM Fuel Cell jobs

**Metrics for future:**

- # of Companies in the region involved in energy innovation as it relates to manufacturing of products in the energy storage and generation spaces
- 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
Project Updates

NY BEST Product Commercialization Center

- Testing Partner Selected – will invest between $7.5-15M in development of Center
- EBP Bldg #308 site selected
- Construction Project started with two local firms:
  - SWBR Architects & M/E Engineering
  - LeChase Construction
- Target first operation late summer/Initial hiring in place
- Instrumental in attracting NOHMs by providing “eco system”

NOHMs

- Planning in process to move from Ithaca to EBP
- Kentucky has offered a VERY attractive counter proposal
- Have needs for a “Dry Room” for assembly that will be incorporated into the NY BEST Center
- Will employ 8-12 people at EBP location by year end

Graphene Devices

- Received $400k last year
- Won HTR Regional Business Plan Contest
- Located at EBP
Potential Opportunities

- **Local Company**
  - Looking to expand manufacturing capabilities for high performance magnets
  - Need a location
  - Need a lot of electric power
  - Need quality personnel
  - An opportunity for our area not to lose what we have

- **NY BEST**
  - Since Super Storm Sandy and Boeing incidents the need for additional types of testing has become highlighted
  - Micro grid, renewables, and energy storage device(s) integration to main grid
  - Certification/Abuse type testing
  - Full integrated system testing to validate for grid connects & impact on grid
  - There is not a lot of this capability available in the US – an opportunity for our region to develop
  - This will attract more companies due to larger breadth of “eco system”
Finger Lakes Economic Development Council

Eastman Business Park Council
May 3, 2013
VISION/STRATEGY

- NYS Premier Center for Commercialization of new technology in the areas of energy storage, functional films and biomaterials.

- Key growth projects will build on the Finger Lakes Region’s deep manufacturing competence and EBP’s unique capacities.
KEY PERFORMANCE METRICS

- Grow Jobs-on-Site from 6500 → 7900
- Grow total payroll from $542M → $613M
- Grow new energy ventures – firms and jobs:
  firms    2 → 15
  Jobs     14 → 620
- New companies 5 year capital investment of $650M
Overview for FLEDC May 3, 2103

KEY PROJECTS

- Energy Storage -- NY-BEST Commercialization Center, NOHM & Graphene Devices.
- Biomaterials -- Cerion, Gevo, Sweetwater, Destiny Energy,
- Functional Films – Natcore Solar, Touch Screen Sensors - UniPixel
Community Development

Vision / Strategy—Invest in Community and Industrial Development and Infrastructure:

- Not just “bricks and mortar.”
- Improve quality of life.
- Address poverty, affordable housing, graduation rates, unemployment, access to opportunities.

Meetings—30 organizations, 4 meetings plus committees established.

Outreach / Inclusiveness—Solicit proposals for consideration.

Performance Measures—Direct impact of projects and community health indicators.
**Priority Projects Update**

**College Town**—Ground breaking May 2\(^{nd}\):
- $4 million ESD / $97 million investment.
- 821 construction jobs / 330 new FTE.

**Midtown Rising**—Construction September:
- $5.2 million NYS / $54.3 million investment.
- 400 construction jobs / 86 new FTE.

**Port of Rochester**—Marina construction October and RFP soon:
- $4.48 million NYS / $19.74 million marina and $20-39 million private Phase I.
- 200 construction jobs marina only and 75 to 100 new FTE Phase I.

**Penn Yan Waterfront**—Construction starts within 90 days:
- $490,000 ESD / $19 million investment.
- 250 construction jobs / 30 new FTE.

**PathStone Enterprise Fund**—Status update?:
- $2 million ESD / $4 million projected investment.
- Projected 34 loans, 234 direct jobs, 50 indirect jobs.
Performance—Impact of 4 priority projects on previous slide:

- Investment—$190 million.
- Leverage—13 to 1!
- Job Creation—1,671 construction jobs / 521 new FTE.
- Housing Units—300.

Existing Needs & Conditions—City/Rural indicators:

- Poverty (2000 to 2011): City—26% to 31% / Rural—9% to 11%.
- Unemployment (2010 to 2012): City—10.8% to 10.8% / Rural—8.4% to 8.2%.
- Graduation Rate (2010 to 2011): City—46% to 45% / Rural—82% to 83%.
- Housing Affordability (2000 to 2011): City—34% to 42% / Rural—26% to 31%.
Plan Recommendations:

• Ensure sustainable home ownership opportunities.
• Target initiatives in distressed urban and rural communities.
• Provide opportunities through training, tech assistance and financing.

Strategies—Work Group committees developing and considering:

• Downtown Revitalization Program.
• MLK Housing Fund.
• Prior year projects.
• New projects.
• Opportunity Agenda.
Strategy/Vision

- “Capitalize on the recent trends in the business services sector and drive incremental job growth thru 2016. While focusing on both the higher wage earning segments and middle skills segment.”

Performance Measures

- Grow 5,000 Jobs
- Increase number of graduates placed in the Region
The Finger Lakes Region is an emerging leader in business services.

- 18K Back Office/Outsourcing Employees projected to grow 7% (Call Centers, Telemarketing, Employment Agencies)

- 35K Front Office employees projected to grow 4% (HR, Payroll, Legal, Engineering, Advertising, etc.)

High quality of life, an abundant workforce, and strong pool of college graduates is a factor in attracting jobs here.
Priority Project #1

Call Center Cooperative
“Toll Manufacturing for customer care”

Goals & Benefits
• Create a minimum of 100 new jobs.
• Provide access to world class call center at attractive rate for early stage companies.
• Enable start-ups to scale faster.

Overview
• New concept: “call center cooperative”
• Synergistic with the Entrepreneurship & Innovation Workgroup - Accelerator Project
• Services provided include Inbound & Outbound Marketing, Customer Care, and Technical Support
Priority Project #2

Placing College Interns & Keeping Graduates in our Region

**Goals & Benefits**

- MORE "in college" jobs (internships, co-op, etc.).
- Early “capture” of feeder base
- Keep MORE of our local college graduates employed and in the region.

**Overview**

- “Matchmaking Platform” focused on our Regions’ jobs, companies, and colleges.
- Companies from start-up, small, to large
- Includes undergrad / graduate and recently graduated students.
## Business Services Team Members

<table>
<thead>
<tr>
<th>Name</th>
<th>First Name</th>
<th>Last Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Andre</td>
<td>Godfrey</td>
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<td>Entre Computer Services</td>
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<td>Pamela</td>
<td>Heald</td>
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<td>Reliant Community FCU</td>
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<tr>
<td>Ken</td>
<td>Kaisen</td>
<td></td>
<td>Billmizer</td>
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<td>Pickhardt</td>
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<td>Laurie</td>
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<td>Amy</td>
<td>Keswick</td>
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<td>Bill</td>
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<td>Wegmans</td>
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<tr>
<td>Joseph</td>
<td>Hamm</td>
<td></td>
<td>NYS Dept. Of Labor</td>
</tr>
</tbody>
</table>
Vision / Mission

Diversify and increase the value of agriculture and food products

Gain Access to new markets

Provide incentives and resources for the creation and expansion of the region’s food supply chain (Farm to Fork)

Develop academic and other private partnerships to increase production and manufacturing efficiencies

Invest in projects that create synergy between the region’s agriculture and green energy sectors.
This trend affects the quality of life to the residents.
Finger Lakes Region Market Share of Crop and Livestock Product Sales as Percentage of Total NYS Sales

We are the Breadbasket
This is a big deal for our economy
Opportunity to reverse the trend with our priority projects
Priority Projects

**Workforce Development** (reinvigorating vocational education, GAP- Good Agricultural Practices - training and certification, one stop for training availability)

**Funding Agricultural Research** (CFA funding needs to be in place for supporting current research by the region’s agriculture businesses)

**Anaerobic/Biogas Energy Production** (energy production from food waste, biomass and manure to produce on site power utilizing variable sized units).

**Enhanced Marketing, Promotion and Availability of Finger Lakes Region Wine**

**Regional Agriculture and Food Processing Venture Fund** (low interest revolving loan fund for new agriculture and food processing ventures, value add/diversification)

**RIT Center for Sustainable Packaging** (sustainable and green innovation in and around new product packaging)

Develop and Support Entrepreneurial Activity in the sector.
Advanced Manufacturing Workgroup Dashboard Update

Co-Chairs:
Tyrone Reaves
Charlie Cook
Nabil Nasr

May 3, 2013
Support the region’s Advanced Manufacturing sector through the creation and preservation of industrial development and partnerships with academia to help companies meet their R&D needs and improve manufacturing processes and increase their production output and employment.
Performance Measures

- Increase overall market share in targeted manufacturing clusters
- Increase manufacturing exports
- Increase capital investment and production capacity
- Job creation/retention
- Investment in R&D
- Investment in training and workforce development
- Business incubation and company spinoffs
2012 Funded Priority Projects

Golisano Institute for Sustainability
$5 million

Incentive proposal received & returned to ESD
Building opened and dedicated on April 12
Equipment acquisition in process
$12 Research funding in 2012 and $11 million in new contracts

Science & Technology Advanced Manufacturing Park (STAMP)
$0.5 million

Project funding of $.5M for STAMP leveraged an added $1.2M in funding from the Governor's office and local sources to support land acquisition - Nearly 416 acres of the site are now under ownership or in the closing process
New Ideas Under Consideration

- Advanced manufacturing loan/grant funding for small business
- Knowledge Clearing House for business assistance
- Next generation nanoelectronic materials initiative
- Seeking more ideas
Path Through History Adventure (PTHA)*

Interactive visitor entertainment *app*

* All names, ideas and images are for display purposes only and are subject to change
Project Overview

• Project Sponsor/Coordinator: RIT – Hospitality & Tourism Management Dept. & MAGIC Center

• Visitors use PTHA app to interactively engage with the historic attraction.

• Combination of Challenges (questions and puzzles) and “Scavenger Hunts” (find physical items and clues)
  – Visitors (Players) answer questions about the historic attraction (based on being there)
  – Visitors use augmented reality to gain clues and learn more about the historic site

• Creates interactions, learning and motivation to explore current historic attraction and visit new ones.
Explore and Interact at Visitor Sites

- Phase 1 - Initial 12 sites over 5 themes: Transportation and Canals, Native Americans, Natural History, Innovation and Commerce, Women’s Rights
- Built in “game” rewards for visiting non-listed historic visitor sites
- Play on and off site
Challenges (questions and puzzles)

- Visitors answer questions and solve problems
- More “points” for questions answered from material onsite
- Able to play off-site
- Generates learning and interaction
“Scavenger Hunts”
(find physical items and clues)

- Smart device recognizes trigger images
- Creates new experiences in entertainment and learning at the site by launching overlaid visuals; images and animations
- Provides clues to questions
- Generates more “reward” points
New Experiences in Entertainment and Learning at the Historic Attraction
Scoring and Game Levels

• Document where visitors are playing
• Provide scoring and themed levels
• Achieve Digital Badging – visitors view online level and performance
Marketing & P.R. Component

• On site signage
• Advertisements in local publications
• Rack cards/posters at historic attractions
• Access through app-stores
• Press release and launch event
• Website presence: ILoveNY/PTH, Regional Tourism sites, Historic/Tourist Attractions

Final Application Submission May 10
Formal Approval by REDC by May 17
Cleaner Greener Communities: Phase I Regional Sustainability Planning

Lindsay Robbins
NYSERDA
May 3, 2013
Empower regions to lead the development of sustainability plans and implement projects that will significantly improve the economic development and environmental well-being of their communities.
CGC Structure

- Two phase program
  - Phase I: Regional Sustainability Planning Grants (~$10 million)
  - Phase II: Regional Sustainability Plan Implementation Grants ($90 million)
- Phase I is almost complete
- Phase II is expected to launch in 2013
  - Will offer competitive grants for projects that support the achievement of the sustainability goals and targets identified though the Phase I planning process
Phase I: Regional Sustainability Planning

- NYS is the first state to create comprehensive regional sustainability plans for the entire state
- More than 2,500 people statewide have actively participated in the development of the plans
- Plans are all scheduled to be completed by May 2013
Comprehensive Sustainability

- Energy
- Land Use/Livability
- Transportation
- Economic Dev.
- Water
- Agriculture/Forestry
- Governance
- Resiliency
- Waste
1. Establishing a baseline, goals and metric-based targets for improvement
2. Developing an implementation strategy to meet those goals and targets
3. Doing it all through a robust stakeholder engagement process
Projects in the Plans

1. Plans are focused on implementation strategies and do not prioritize or recommend any specific projects for funding.

2. Some projects are referenced in the body of the plans, but they are there to serve as representative examples only.

3. Any other projects discussed as part of the planning process are contained in an appendix.

4. Projects not contained in the plan will receive equal consideration for Phase II funding as those that are not.
CGC Next Steps

- Planning process will be completed, planning teams will work with their REDC to gain an endorsement and to implement the plans
- Final endorsed plans will be posted on NYSERDA’s website
- Phase II launching in 2013
  - NYSERDA will release eligibility criteria and application details as soon as they are finalized
  - Scoring criteria will be linked to sustainability goals, indicators and targets in the plans
Finger Lakes Regional Sustainability Plan

FUNDED BY: NYSERDA – CLEANER, GREENER COMMUNITIES PROGRAM
Plan Key Elements

- Vision
- Regional Guiding Principles
- Subject Area Goals
- Broad Strategies
- Sub-strategies/Project Ideas
- Representative Projects
- Indicators and Targets
Story of Place

A place where collecting, settling, nurturing, and enriching can occur

The Story of the Finger Lakes Region

- Eddying
- Democratizing
- Continuously Innovating

- Making participation in the benefits of society available to all
- Finding solutions for local problems that are relevant for a larger world
## Strategies

<table>
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<tr>
<th>Subject Areas</th>
<th>BROAD Strategies</th>
<th>Sub-Strategies</th>
<th>Representative Projects</th>
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<td>Forestry</td>
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<td><strong>Total</strong></td>
<td><strong>43</strong></td>
<td><strong>151</strong></td>
<td><strong>263</strong></td>
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</table>
Goal: Increase the generation and distribution of regional renewable energies while using energy efficient and alternate energy resources, along with conservation methods, to decrease the reliance on fossil fuels and non-renewable outside energy sources and to become a self-sustainable region.

E1: Develop, produce, and employ alternative energy
1.1 Identify funding for and encourage implementation of projects that use food waste to produce energy.

Project Examples:
- Epiphergy
- Sweetwater Energy
- Synergy Biogas (CH4biogas)
- Seneca Ag-Bio Green Energy Park
**Goal:** Provide an equitable transportation system that ensures safety, maximizes efficiency, addresses disaster resiliency, provides mode choice, and reduces dependence on fossil fuels.

**T1: Provide for and promote alternative modes of transportation**

1.1 Enhance and expand the bicycle and pedestrian infrastructure to close gaps and create connections between destinations.

**Project Examples:**
- City of Rochester Bicycle Master Plan
- Auburn Trail
- H.E.A.R.T. program grant for Finger Lakes Active Transportation Specialist
**Land Use**

**Goal:** Increase the sustainability and livability of the Finger Lakes Region by revitalizing the region’s traditional centers, concentrating development in areas with existing infrastructure and services, and protecting agriculture and open space.

**LU2: Revitalize existing centers and prioritize the value of place making**

2.1 Encourage the adaptive reuse and/or historic preservation of existing buildings.

**Project Examples:**
- Eastman Business Park
- Perry Main Street
Goal: Decrease the generation of discards, increase the recovery and reuse of materials currently in the discard stream, manage materials using a highest-and-best-use framework, and create economic opportunities and improved environmental stewardship as a result.

MM1: Reduce the amount of solid waste generated in the region
1.1 Develop innovative approaches to: 1) reduce packaging, 2) incorporate sustainable materials in packaging, and 3) develop reusable packaging.

Project Example:
• R&D at RIT’s Center for Packaging Innovation
**Goal:** Improve and protect the water environment with respect to quality, quantity, and availability; promote and understand the value of our water reservoirs, watercourses, and built infrastructure; maximize the social, economic, and ecological potential of our water resources toward equitable sharing of their benefits for both the short and long terms.

**WM2: Promote regional standardization of regulations and management**

2.2 Provide training and technical resources to support local government in the implementation of land use regulations to protect water resources and mitigate flooding.

**Project Example:**
- Keuka Lake Watershed Annual Workshop and Training Program
Goal: Transform the economic landscape through embedding the region’s uniqueness (the Story of Place), the Five Capitals (Human, Social, Natural, Built, and Financial), and resiliency into all policy and investment decisions.

ED2: Identify, recruit and support entrepreneurial enterprises that have the potential to innovate consistent with the Story of Place, add value to all Five Capitals and have broad commercialization potential.

2.1 Promote and identify funding for regional organizations that encourage and support entrepreneurship, technology transfer and small businesses focused on sustainability issues.

Project Examples:
- High Tech Rochester
- Rochester BioVenture Center
- Innovacracy
Climate Change Adaptation

**Goal:** Improve performance of community assets (buildings and infrastructure systems, natural systems, and agriculture and business systems) under normal and extreme conditions.

**CC2:** Upgrade existing assets and modify municipal and business practices to better withstand extreme conditions

2.1 Upgrade existing facilities (e.g. utilities, buildings, transportation infrastructure) to ensure their availability and accessibility during extreme conditions and reduce resource use.

**Project Examples:**
- County Hazard Mitigation Plans
- University of Rochester’s Sustainability Report Card
Goal: Strive to achieve a more sustainable region and more vibrant communities through the promotion and establishment of stronger intermunicipal relationships and planning.

G2: Encourage regional cooperation and coordination

2.2 Encourage cooperation and better coordination of planning and zoning across municipal boundaries to achieve consistent development patterns and protect the natural and built environment.

Project Example:
- Seneca Lake Watershed Management Plan
Goal: Increase the viability, accessibility, and ecological contribution of farms and forests, while decreasing waste and dependence on external inputs.

A1: Support the continued development of an efficient and productive regional food system

1.1 Support the expansion of regional processing and distribution facilities, and/or other facilities that add value to regional food products.

Project Example:
- R&D at RIT’s Center for Integrated Manufacturing Studies (RIT-CIMS) Finger Lakes Food Processing Cluster Initiative
## Alignment with FLREDC Strategic Plan

<table>
<thead>
<tr>
<th>Finger Lakes Regional Sustainability Plan</th>
<th>FLREDC Accelerating Our Transformation: Year 2</th>
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<tbody>
<tr>
<td>Story of Place</td>
<td>Regional Strategies</td>
</tr>
<tr>
<td>SP1 Eddyng</td>
<td>Energy Innovation</td>
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<tr>
<td>SP2 Democratizing</td>
<td>E1 Develop, produce, and employ alternative energy</td>
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<td>SP3 Continuously Innovating</td>
<td>E2 Promote energy conservation and efficiency by developing educational programs, increasing participation in available state and federal incentive programs, and adopting local and regional policies.</td>
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<tr>
<td></td>
<td>E3 Upgrade the existing conventional energy production and distribution in a sustainable way.</td>
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<td>E4 Develop, produce, and employ renewable energy</td>
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<td>E5 Develop and implement micro-grid technology integrating local production/distribution with the storage and distribution capacity of a large grid.</td>
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<td>Sector Strategies</td>
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<td>Business Services</td>
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<td>Agriculture and Food Processing</td>
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<td>Reduce GHG Emissions</td>
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<td>Support Job Creation</td>
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<td>E1 Develop, produce, and employ alternative energy</td>
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Finger Lakes Regional Sustainability Plan

Funded by: NYSERDA – Cleaner, Greener Communities Program