



**Finger Lakes  
Regional Economic  
Development Council**

**United for  
Success**



FINGER LAKES *FORWARD*

**FLREDC Public Meeting  
Finger Lakes Community College  
June 8, 2018**

## **Executive Director Update** (Last Meeting: 3/9/2018 @ GCC)

### Announcements:

- 3/26 Restore NY Round 5 awards (including \$1M for mixed-use development project at 10 Chapin St. in Canandaigua)
- 4/3 TOPTICA Photonics expansion in the Town of Farmington
- 4/11 Innovative Solutions expansion in the Town of Henrietta
- 4/19 OFD Foods ground breaking in the Town of Henrietta
- 4/24 ROC Airport Construction Milestone
- 5/2 CoverWallet opening in the Town of Brighton
- 5/3 LiveTiles new IUX Hub in Rochester's High Falls District
- 5/8 AIM Photonics tool installation work has begun at TAP Facility

## Executive Director Update (continued)

- 5/9 ON Semiconductor expanded TAP facility opening at EBP
- 5/10 \$24M awarded to FL affordable housing (including \$4.8M for Pintail Crossing in the Town of Farmington)
- 5/24 Beaver Creek Apartments construction in the Town of Farmington
- 5/24 Portageville Bridge completion at Letchworth State Park
- 5/24 EmployeeChannel will move to RIT CUE in downtown Rochester
- 5/29 The Landmark at Sibley Square grand opening
- 5/30 FL Welcome Center grand opening in Geneva
- 6/1 DRI Round 3 applications received from 5 cities, towns, villages

**COMMITTED: \$387,910,000 (of \$500M)**

**Leverage (Direct): \$1,8637,140,209**

**Additional NYS: \$104,281,000+**

**Jobs: 11,000+**

## GOALS

**Reduce poverty**

**Grow jobs | Increase regional wealth | Drive private investment**

\*Highlighted Initiative in the FLXFWD URI Plan  
*Italics: Non-URI funds*

Optics, Photonics, & Imaging	Agriculture & Food Production	Next Gen Manufacturing & Technology
<p><u>COMMITTED: \$207,160,000 (TARGET: \$50M)</u>                      AIM Photonics* (\$177M to date) + \$40M non-URI Photonics Attraction Fund (\$30M)  <i>Precision Optical Transceivers @ EBP</i>  <i>CFA Round V (\$160K)</i></p>	<p><u>COMMITTED: \$19,400,000 (TARGET: \$75M)</u>                      North American Breweries* (\$2M) + \$4.5M Excelsior                      American Packaging (\$7.7M) + \$7M Excelsior                      WNY Cheese (\$1.3M) + \$700K Excelsior                      Clearwater Organics* (\$3M) + \$2M Excelsior                      OFD Foods (\$500K)                      HP Hood (\$2M) + \$5M Excelsior  <i>Newstead Ranch, Bonduelle, Duncan, Baldwin, Intergrow</i>  <i>CFA Round V (\$1.4M)</i></p>	<p><u>COMMITTED: \$78,400,000 (TARGET: \$125M)</u>                      NY-BEST Cell Assembly Pilot Mfg Center @ EBP (\$1.2M)                      Datto @ DIZ (\$2.1M)                      DuPont Danisco @ EBP (\$1.5M)                      Kodak Alaris (\$2M)                      Paychex (\$2.5M) + \$11.5M Excelsior                      ON Semi @ EBP (\$4.3M) + \$1.7M Excelsior                      Conduent (\$2M) + \$3M Excelsior                      ROC The Riverway (\$50M)                      IEC Electronics (\$2M) + \$3M Excelsior                      LiveTiles @ DIZ (\$3.5M) + \$3.5M Excelsior  <i>CFA Round V (\$7.8M) + Akoustis (STC,) NEST iON (EBP)</i></p>
Pathways to Prosperity	Entrepreneurship & Development	Higher Education & Research
<p><u>COMMITTED: \$20,650,000 (TARGET: \$100M)</u>                      MCC FWD Center* @ EBP (\$5.4M) + \$6M SUNY2020                      Hillside Work-Scholarship* (\$3M)                      RMAPI/CFC Adult Mentors* (\$1.5M)                      North American Breweries* (\$3M)                      Clearwater Organic Farms* (\$1M)                      Early Childhood Supports (\$4.75M)  <i>CFA Round V (\$2M) + TruForm/YAMTEP (\$1.1M Excl/ESPRI)</i></p>	<p><u>COMMITTED: \$10,275,000 (TARGET: \$75M)</u>                      Luminate NY Photonics Challenge* (\$10M)  <i>CFA Round V (\$275K)</i></p>	<p><u>COMMITTED: \$41,100,000 (TARGET: \$75M)</u>                      REMADE Institute @ RIT (\$20M)                      UR-Harris Data Science Consortium* (\$20M)  <i>CFA Round V (\$1.1M)</i></p>

**Foundation** (Quality of Life): Education, Healthcare, Skilled Workforce, Diverse Economy, Cost of Living, Arts & Culture (CFA Round V: \$11.3M)

# Regional Economic Development Council Round VIII Competition Overview



**Regional Economic  
Development Councils**

# ECONOMIC DEVELOPMENT

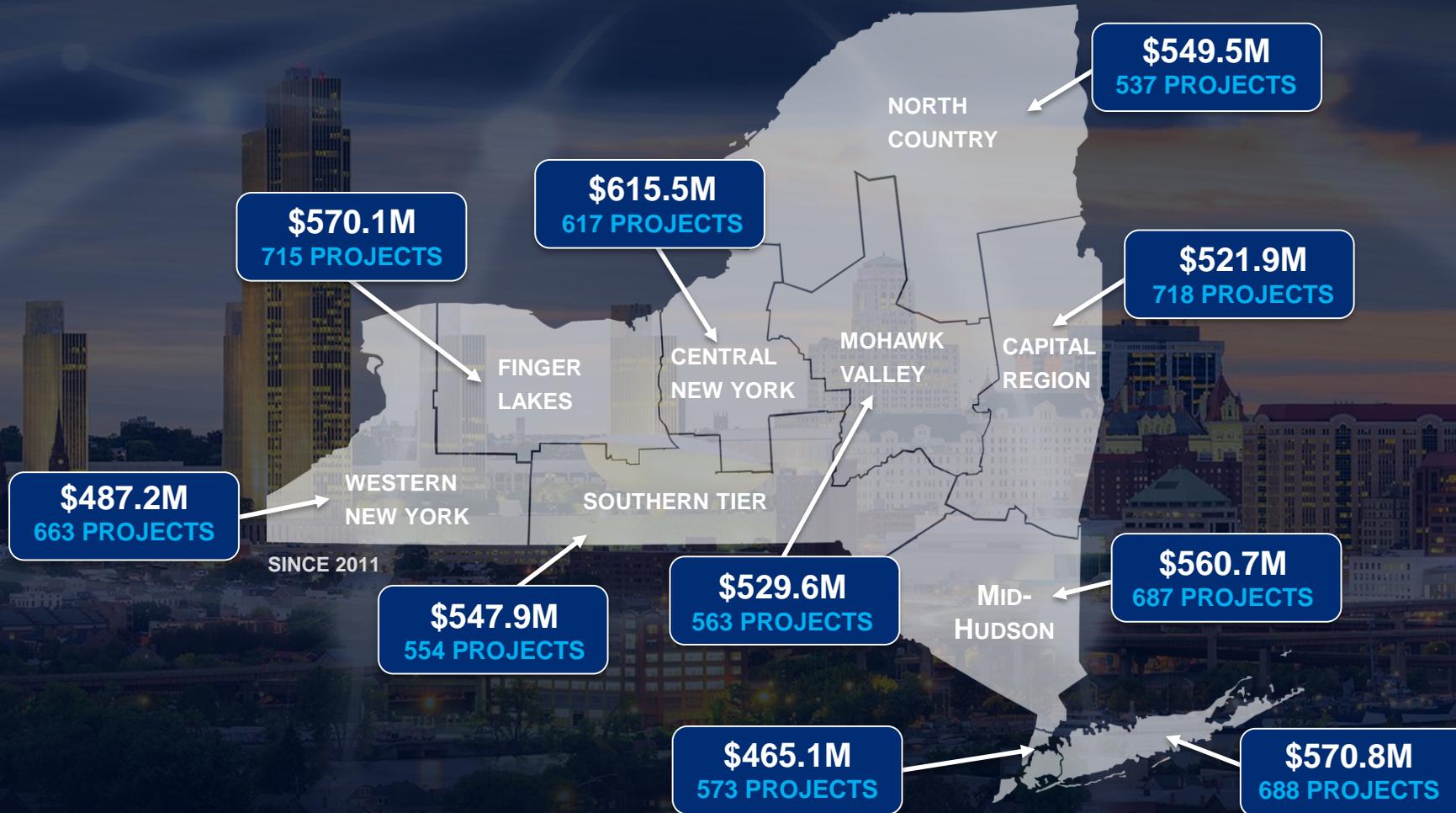
- The Regional Economic Development Councils (REDCs) were created to transform the State's economic development process from the top down.
- REDCs re-built the statewide framework for a bottom-up approach to regional economic growth.

Since 2011:

- Over \$5.4 Billion awarded/committed to support over 6,300 projects statewide.
- Commitments for 220,000 jobs created/retained.
- Thousands of businesses have received funding for startup or expansion.
- Leveraged additional private investment at a minimum of a 5:1 ratio.



# REGIONAL ECONOMIC DEVELOPMENT COUNCIL AWARDS



# 2017 HIGHLIGHTS



- ✓ \$755.6 million awarded statewide
- ✓ 1,041 projects received funding
- ✓ 10 Downtown Revitalization Initiative winners

## 2018 COMPETITION BREAKDOWN

- All 10 regions will be competing this year for designation as a top performer.
- **FIVE TOP PERFORMERS** will receive up to \$20 million in ESD capital grants.
- The **REMAINING FIVE REGIONS** identified as Regional Awardees will receive up to \$10 million in ESD Capital Grants.
- \$150M in Capital Grants.
- \$75M in Excelsior tax credits.
- Over \$525M in additional state funding through the Consolidated Funding Application (CFA) from various state agencies.
- \$10M to each region for Downtown Revitalization Initiative.



# 2018 COMPETITION BREAKDOWN

In 2018, Governor Cuomo has made over \$750 million available from over 30 programs across 11 state agencies.



**Regional Economic Development Councils**

**NYS CONSOLIDATED FUNDING APPLICATION**  
Total Grants, Tax Credits & Other Resources *(in millions)*

Agency	
<b>Direct Assistance to Businesses and Other Organizations</b> .....	<b>up to \$242.37</b>
Empire State Development	
<b>Community Development</b> .....	<b>up to \$55.7</b>
Homes and Community Renewal	
Office of Parks, Recreation, and Historic Preservation	
Council on the Arts	
<b>Waterfront Revitalization</b> .....	<b>up to \$16</b>
Department of State	
Canal Corporation	
<b>Energy</b> .....	<b>up to \$45</b>
Energy Research and Development Authority	
New York State Power Authority	
<b>Environmental Improvements</b> .....	<b>up to \$97</b>
Department of Environmental Conservation	
Environmental Facilities Corporation	
<b>Sustainability Planning and Implementation</b> .....	<b>up to \$12.78</b>
Department of Environmental Conservation	
Department of State	
<b>Education/Workforce Development</b> .....	<b>up to \$5</b>
Department of Labor	
<b>Low-Cost Financing</b> .....	<b>up to \$300</b>
Industrial Development Bond Cap	

VISIT [REGIONALCOUNCILS.NY.GOV](http://REGIONALCOUNCILS.NY.GOV)



**Regional Economic Development Councils**

## 2018 COMPETITION CRITERIA

- Identify projects for the State life sciences cluster.
- Support the Downtown Revitalization Initiative & identify projects to implement.
- Continue to work with industries and educational institutions to identify workforce development strategies for business' workforce needs.
- Implement strategies through the project pipeline.
- Update ongoing regional initiatives in Progress Report.
- Update performance measures.



# ROUND VIII TIMELINE

**MAY 1, 2018**

**CFA OPENS**



**JULY 27, 2018**

**CFA CLOSSES AT 4 PM SHARP - NO LATE SUBMISSIONS!**



**OCTOBER 1, 2018**

**REGIONAL COUNCIL UPDATES AND SCORES DUE**



**LATE FALL**

**ROUND VIII AWARDS CEREMONY**



**Regional Economic  
Development Councils**

## **DOWNTOWN REVITALIZATION INITIATIVE ROUND III**

- **\$100M Program - \$10M awarded for one community in each region.**
- **Develop strategic plan that will identify economic development, transportation, housing and community projects.**
- **Use investments to reinforce and secure additional public and private investments.**
- **Applications are due June 1, 2018.**



## ONGOING INITIATIVES

- ✓ **Regional Industry Cluster Plans**
- ✓ **Opportunity Agenda**
- ✓ **Business Incubator and Hot Spot Program**
- ✓ **Veteran's Initiative**
- ✓ **Engage Local Governments**



# STATEWIDE ECONOMIC DEVELOPMENT PRIORITIES

- ✓ **PLACEMAKING** is the notion that where investment occurs matters. In order to attract a talented workforce, our built environment must emphasize creating accessible job centers, sustainable infrastructure and livable communities.
- ✓ **WORKFORCE** is the belief that people drive the economy. Targeted job training and education ensures that jobs in high-paying, in-demand, tradeable sectors are filled in an equitable way.
- ✓ **TRADEABLE SECTORS** describes which industries New York State is targeting to increase export based employment opportunities. They are the industry sectors that are part of a global market like manufacturing, agricultural products, and energy.
- ✓ **INNOVATION** is the strategy of investing in creating synergies between research and commercialization to drive the economy forward.



**QUESTIONS?**

# Regional Economic Development Council Round VIII Competition Overview



Regional Economic  
Development Councils



**NYSERDA**

# **New York State Energy Research and Development Authority**

# Agenda

## **NYSERDA's New CFA Program**

- **Net Zero Energy for Economic Development**

## **Additional New Commercial / Industrial Programs**

- **Carbon Challenge Program**
- **On-site Energy Manager**

# NYSERDA's *New* CFA Program

- **Net Zero Energy for Economic Development Program**
  - One stop service for incentives
  - Streamlined program requirements
  - Phased payments to match outlays
  - Multi-year program

# Net Zero Energy for Economic Development

## Support REDC & State Priorities

- Supports the local REDC Strategic Plan
- In an REDC stated Economic Cluster
- Supports State Priority Issue Areas

## Geographic Distribution

- Opportunity Available Statewide
- Long Island REDC- not required to pay the System Benefits Charge (SBC)
- All other REDCs- projects must pay SBC

# Net Zero Energy for Economic Development

## Eligible Sectors

- Commercial Facilities (*not including multifamily or retail*)
- Healthcare Facilities
- Public & Private K-12 schools
- Colleges & Universities
- Not-for-Profit Corporations
- Food Processing Facilities
- Agricultural Facilities
- Municipalities (Local Government)
- State Agencies & Other State Government
- Warehouses & Distribution
- Light Industrial
- Wastewater Treatment Plants
- Mixed Use

# Net Zero Energy for Economic Development

## Net Zero Energy

- Net Zero Energy Performance
  - An energy efficient facility where the actual annual energy used on site is less than or equal to the on-site renewable energy produced
- Includes all Technologies
  - Energy efficiency, renewable energy, battery storage, electric vehicle charging stations, etc.
- Process Loads

# Net Zero Energy for Economic Development

## Activities & Incentives

- Eligible Costs
  - Design, Energy Modeling, Energy Efficiency, Renewables, Heat Pumps, Electric Vehicle Charging, Battery Storage
- Incentives- 70% of Eligible Costs up to \$1,000,000
- Increased Incentive Cap
  - Downtown Revitalization Initiative, Opportunity Zones, Brownfields, or Stretch Code Communities

# Additional NYSERDA Programs in the CFA

# Industrial and Process Efficiency Program

Offers performance-based incentives to offset the cost of energy efficiency projects at manufacturers and data centers

- Industrial Manufacturing Improvements – produce faster, better and at a lower energy-per-unit cost
  - Throughput increases
  - Scrap reduction
  - Quality improvements
  - Controls optimization
  - Yield improvements
  - Support system upgrades
- Data Center Improvements – optimize IT and facility infrastructure to improve energy per unit of computing
  - Server upgrades
  - Server virtualization
  - Storage consolidation
  - Airflow management
  - UPS upgrades
  - Cooling system upgrades

# Commercial New Construction Program

Effect a permanent transformation in the way new and substantially renovated buildings are designed and constructed by providing energy related technical and financial support.

- **Program Services:**
  - Technical support
  - Financial support
- **Three Support Levels:**
  - Level 1 - Overview and Suggestions
  - Level 2 - Energy Analysis and Report
  - Level 3 – Technical and Financial Support for Zero Net Energy, Deep Savings and Smart Buildings
- **Technical Support (All Levels):**
  - No-cost or cost shared depending upon Level
  - Added support for Integrated Project Delivery and Advanced HVAC Controls Commissioning
- **Financial Support (Level 3 only):**
  - Energy Performance Incentive:
    - Projected greenhouse gas reductions
  - Smart Buildings Incentive:
    - Offset portion of equipment cost

**Facilities must pay into the System Benefits Charge (SBC).**

# Additional NYSERDA Commercial / Industrial Programs

# Commercial & Industrial Carbon Challenge

\$10 Million pilot for largest energy C&I users in the State

- Seeking proposals for highly cost-effective Clean Energy Actions
- Awards ranging from \$2 million to \$5 million
  - Serves as the single source of support for projects carried out through this program (i.e. cannot receive support from other utility or NYSERDA programs for these same projects)
- Competitive selection process
- Large users – minimum 10 MW average annual demand

## Program Goal:

To determine if more flexible program funding can unlock cost-effective energy-related carbon emission reductions

- \$27/mtCO<sub>2</sub> reduction - CEF benchmark

<https://www.nyserdera.ny.gov/All-Programs/Programs/CI-Carbon-Challenge>

# On-site Energy Manager (OsEM)



- Builds on previous Industrial OsEM pilot
  - 6 Industrial OsEM engagements are underway; significant savings opportunities
  - Continues 75% cost share
  - Adds bonus to encourage continuation of role and energy savings
- Offers flexible participation:
  - Open enrollment solicitation through December 2019
  - Commercial & Industrial sites are eligible
  - Full or part time OsEM; can be new hire, contracted staff, or hybrid of supplementing permanent staff with contract staff
  - Agreement (Purchase Order) is with applicant (C&I customer)

<https://www.nyserda.ny.gov/osem>

# Questions?

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(518) 862-1090 ext. 3004



Success. It's In Our Nature.



**FINGER LAKES  
Regional Economic Development Council**

**Welcome  
To  
Ontario  
County**

**JACK MARREN**  
Chairman, Ontario County  
Board of Supervisors

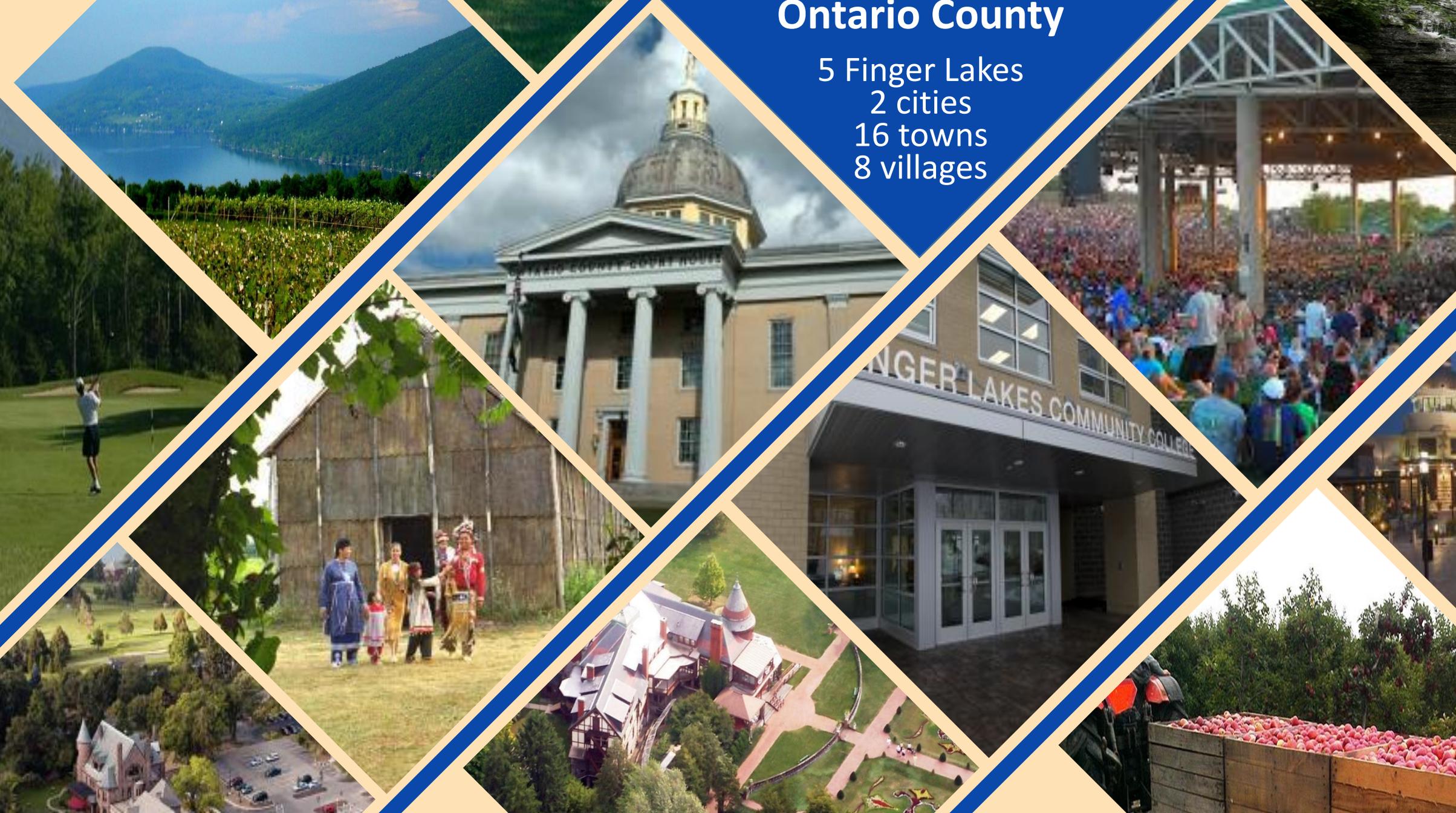


# Ontario County

5 Finger Lakes  
2 cities  
16 towns  
8 villages

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8 villages



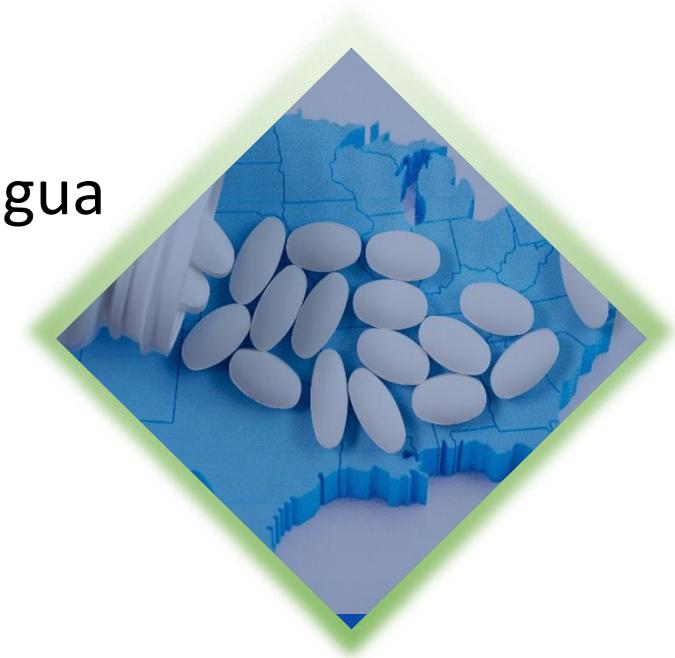
## GROWTH and ACHIEVEMENT

- ▶ Between 2000 and 2016, County population grew 9.6%
- ▶ Jobs grew 13% between 2000 and 2016
- ▶ Average salary grew by 20%
- ▶ 90% high school graduation rate achieved in 2017



## CHANGES and CHALLENGES

- ▶ Ontario County's population is aging faster
- ▶ Child poverty rates have increased
- ▶ Poverty rates higher in Cities of Geneva and Canandaigua and Town of Naples than rest of the County
- ▶ Opioid epidemic



A photograph of the Finger Lakes Community College Main Campus. The image shows a modern building with large glass windows and a sign that reads "FINGER LAKES COMMUNITY COLLEGE". In the foreground, there are vibrant pink and purple flowers, a paved walkway, and a bench. A blue diamond-shaped graphic is overlaid on the center of the image, containing text about the college's student population and locations.

FINGER LAKES  
COMMUNITY COLLEGE

---

**Finger Lakes  
Community College**

6,350 Students  
5 Locations

**Main Campus**

FINGER LAKES  
COMMUNITY COLLEGE



**Victor  
Campus**



**Geneva  
Campus**



**Newark  
Campus**



**Viticulture and  
Wine Center**

**Finger Lakes  
Community College**

6,350 Students  
5 Locations

FINGER LAKES  
COMMUNITY COLLEGE

# Finger Lakes Community College

Signature  
Programming

Hospitality  
and  
Culinary  
Arts

Viticulture  
and Wine  
Technology

Technology  
and  
Cyber  
Security

Health Care  
and  
Sports  
Medicine

Conservation  
and  
Horticulture

# Finger Lakes Community College

Workforce  
Development



**Health  
Care**



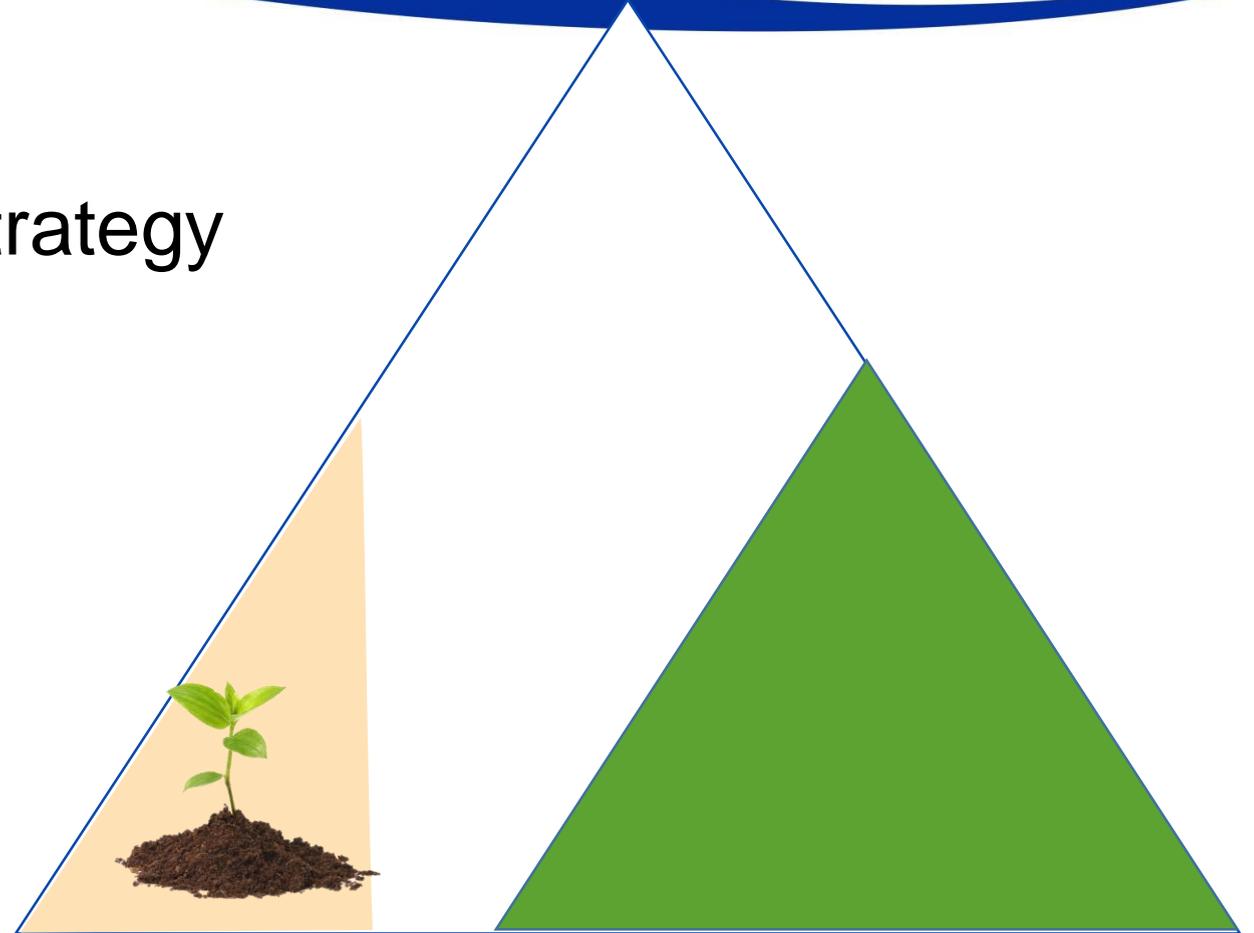
**Worker  
Training**



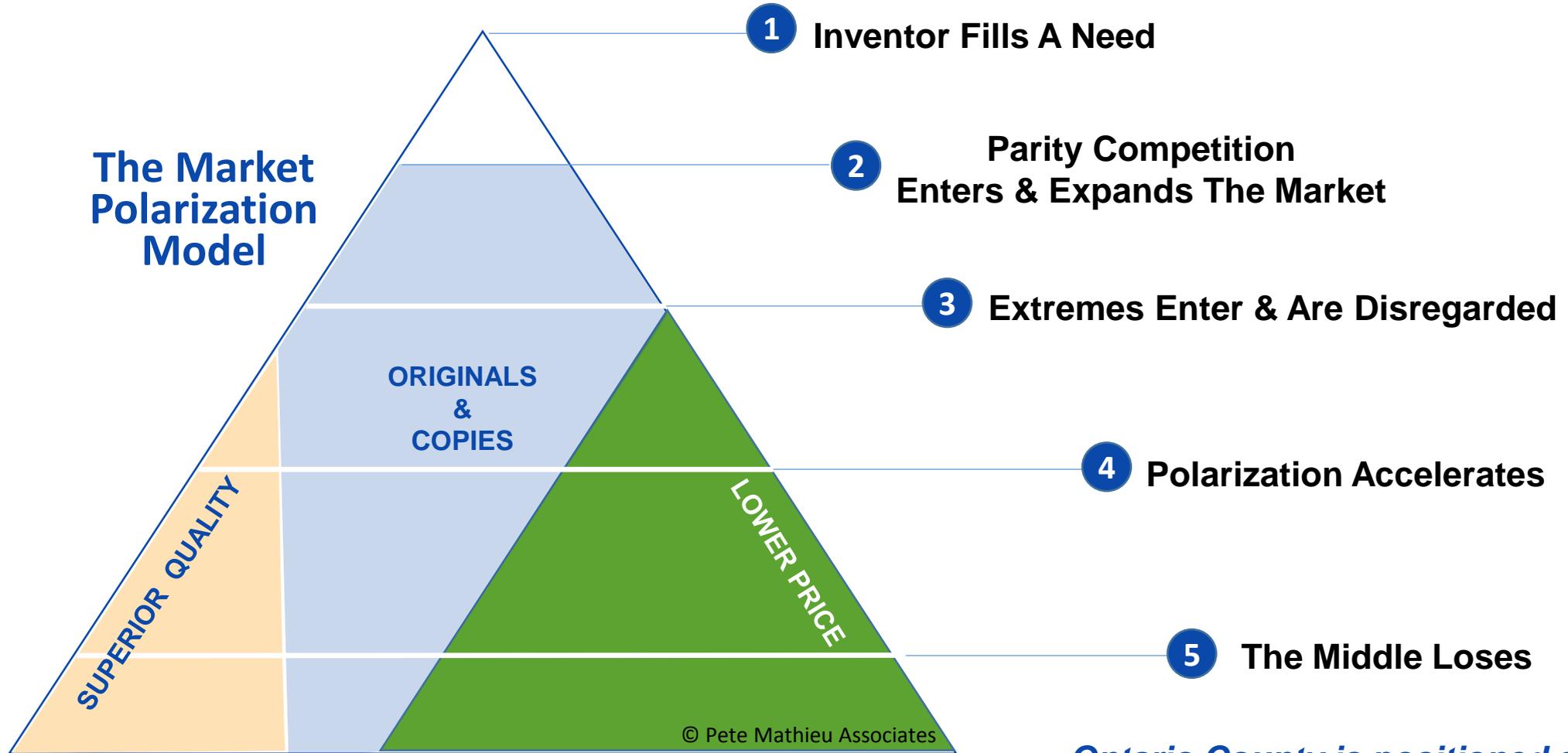
**Advanced  
Manufacturing**

Economic Development Strategy

***The Importance of  
Internal Harvesting  
And Partnership***



# The Strategic Approach



As markets, mature, they polarize between superior quality and lower price.

*Ontario County is positioned as a **SUPERIOR QUALITY** location for high-value-added technology development.*

# The Strategic Approach

## INDUSTRY TARGETS

- ▶ Ag/Food/Beverage Technology
- ▶ Advanced Manufacturing and Technology
- ▶ High-Tech Producer Services
- ▶ Select Signature Community Development Projects
- ▶ Health Care



## Tactical Adjustments Approved In 2016

### Continue to Emphasize Internal Harvesting:

- ▶ Business Retention and Expansion
- ▶ Workforce Development
- ▶ B2B
- ▶ Local Content in Universal Tax Exempt Policy
- ▶ Tech Farm
- ▶ FLCC Partnership
- ▶ Center of Excellence in Ag and Food Tech



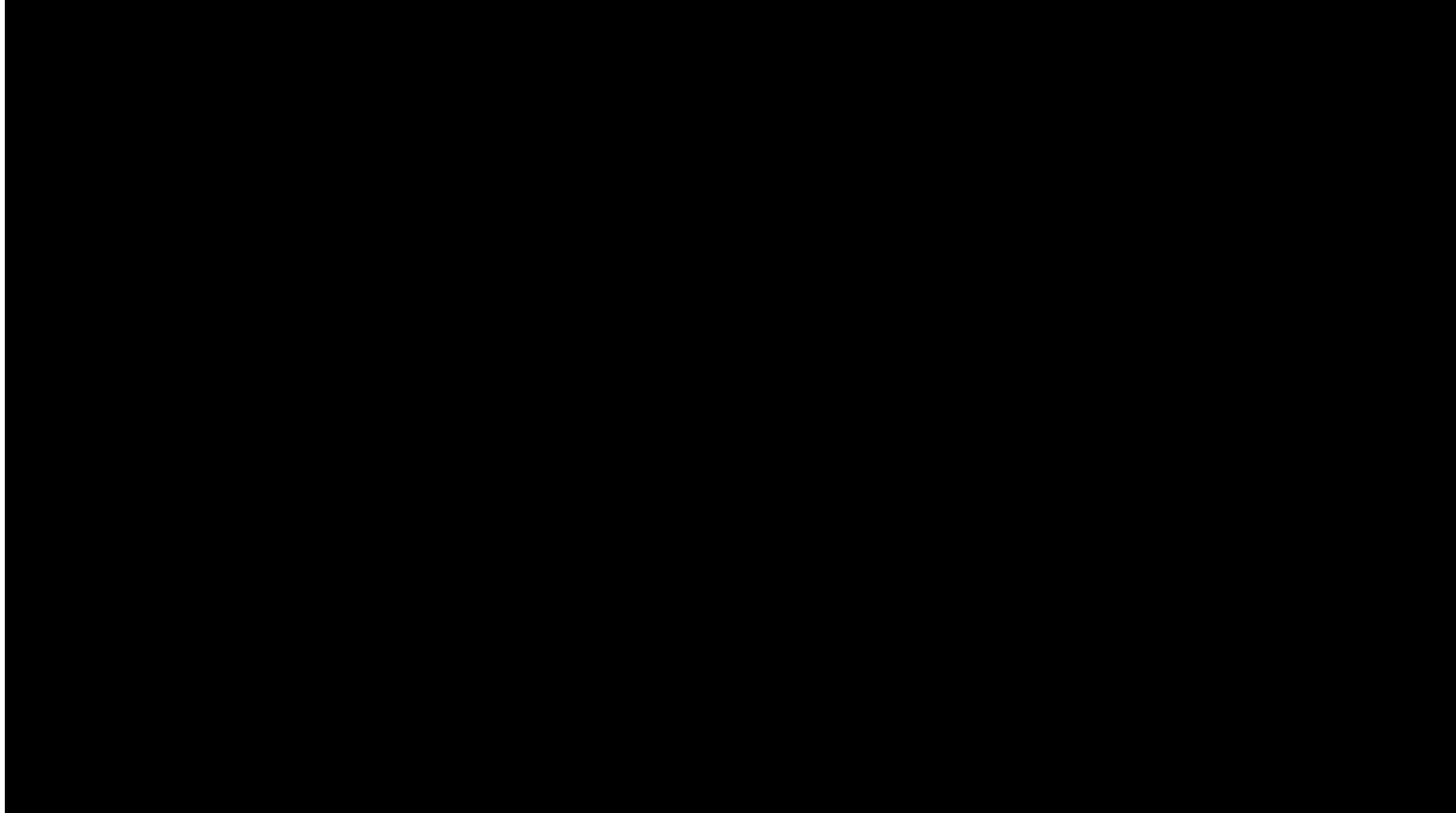
FINGER LAKES  
COMMUNITY COLLEGE

**FLCC  
Start-Up NY  
Successes**

**Construction  
Robotics**

- ▶ **Idea Boxx**
- ▶ **Star Cider**

**Clear  
Cove**

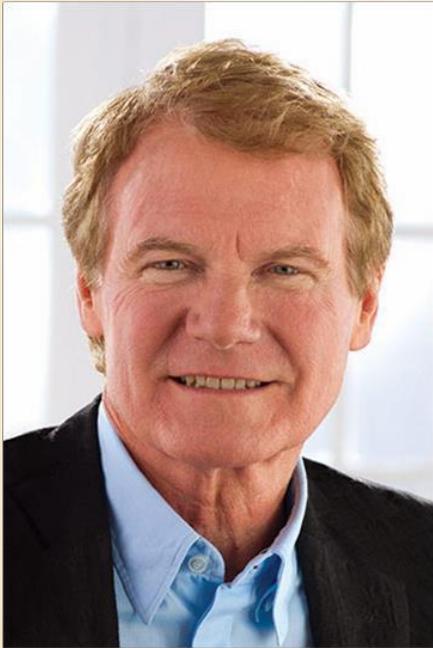


# CENTER OF EXCELLENCE IN FOOD AND AGRICULTURAL TECHNOLOGY

AT

CORNELL AGRITECH





***“The food business is changing more rapidly now than ever before. This offers us a great opportunity to be innovative, use the latest technologies, and be on the forefront of the industry”***

**-Danny Wegman**

*Wegmans*

# Center of Excellence in Food and Agricultural Technology



Will catalyze business development in the agriculture and food industry by serving as a connecting point and clearinghouse between startups and existing corporations and innovation assets, thereby sparking investments and economic growth.



# PUSH

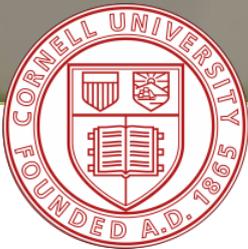
new technologies to  
commercialization  
within New York State

# PULL

existing companies into  
New York State,  
attracted by the  
opportunities to work  
with sources of  
innovation and  
research

# GROW

existing agriculture and  
food technology  
companies in New York  
State





# PUSH: Case Study



In response to drought challenges in California and consumer demands for fresher, locally grown, organic produce, a new Controlled Environment Ag startup will build an organic baby leaf hydroponic operation in the Finger Lakes.

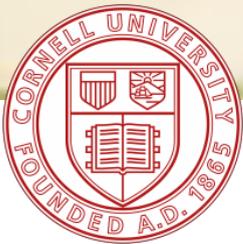




- Identify, catalog, and market resources unique to NYS ag and food industry.
- Work with IDAs, ESD, and others to Identify and attract companies to locate operations in NYS.
- Conduct a promotional campaign to establish the identity of NYS as a global leader in agricultural and food innovation.

# PULL: Case Study

A European dairy company is drawn to open a facility in New York State because it is attracted to dairy resources marketed by CoE and other key assets such as the dairy pilot plant at Cornell.





- Promote NYS resources, companies, and entrepreneurs through events and programs building the NYS reputation as a global leader in agriculture and food innovation such as precision agriculture using drones.
- Connect existing companies and entrepreneurs to support resources.
- Catalog existing companies that can be used as resources for new or expanding companies like co-packers.

# GROW: Case Study



Help to find new techniques for growing grapes and hops, and connecting with new markets like NYC to help existing NYS wineries and craft brewers expand.



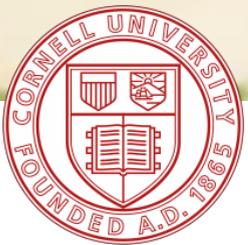


# Sherpas

- Help you find the right path.
- Carry your gear and oxygen.
- Make mountaineering possible & successful.

# CoE “Sherpas”

- Direct businesses to NYS resources.
- Advise, teach, & mentor entrepreneurs.
- Help NYS businesses be successful and grow.



CoE FAT Cornell AgriTech

# External Partners and Supporters

U of Rochester – NextCore (formerly HTR)



RIT – Venture Creations

Geneva Technology Farm



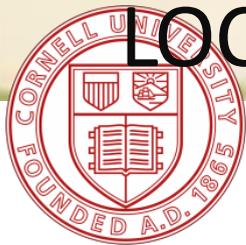
Wegmans

NYS Agriculture and Markets



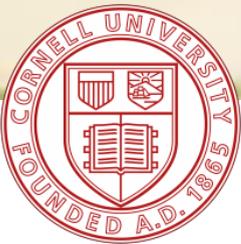
NYSTAR

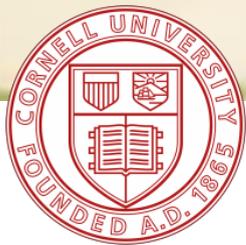
LOCATE Finger Lakes



# Center of Excellence in Food and Agricultural Technology at Cornell AgriTech

- Food is already one of the most successful economic sectors in NYS and the CoE will accelerate its growth
- NYS has all of the ingredients needed for a vibrant food ecosystem and the CoE will blend the ingredients to produce a world class ecosphere







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