



**Finger Lakes  
Regional Economic  
Development Council**

**United for  
Success**



FINGER LAKES *FORWARD*

**FLREDC Public Meeting  
SUNY Geneseo  
May 22, 2019**

## **Executive Director Update** (Last Meeting: 4/2/2019 @ MCC)

- Announcements:
  - 4/5 \$10.4M VOC Liberty Landing groundbreaking in Rochester
  - 4/19 DRI Round 4 launch
  - 4/24 \$12.5M for transportation enhancements in the Finger Lakes
  - 4/28 Deployment of flood prevention resources to Lake Ontario communities
  - 5/1 CBC Manufacturing consolidating operations in Rochester
  - 5/1 CFA Round 9 launch
  - 5/3 \$175M NYS Workforce Development Initiative launch
  - 5/13 REDCOM Laboratories, Inc. expansion in Victor
  - 5/17 Reimagine the Erie Canal Initiative
  - 5/17 \$14M for four affordable housing projects in the Finger Lakes

# Regional Economic Development Council Round IX Competition Overview



Regional Economic  
Development Councils

# ROUND IX TIMELINE

**MAY 1, 2019**

**CFA OPENS**



**JULY 26, 2019**

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



**OCTOBER 1, 2019**

**REGIONAL COUNCIL UPDATES AND SCORES DUE**



**LATE FALL**

**ROUND IX AWARDS CEREMONY**



**Regional Economic  
Development Councils**

## 2019 COMPETITION BREAKDOWN

- **\$150M in Capital Grants and \$75M in Excelsior tax credits available**
- **In 2019, five Top Performers will be awarded a portion of \$100 million in ESD Capital Grants. The remaining five regions will be awarded a portion of \$50 million in ESD Capital grants.**
- **Emphasis should be placed on choosing priority projects that align with your strategic plan, and are strong and ready to go.**
- **Over \$525M in additional state funding through the Consolidated Funding Application (CFA) from various state agencies.**
- **\$10M to each region for Downtown Revitalization Initiative.**



# 2019 COMPETITION CRITERIA

- **Work with local businesses and communities to identify childcare needs and develop potential solutions**
- **Develop an environmental justice strategy for the region as it relates to economic development**
- **Support Downtown Revitalization Plans and downtown projects**
- **Identify community place making needs and sustainable community development strategies**
- **Track the progress of the strategic plan and CFA projects**



## DOWNTOWN REVITALIZATION INITIATIVE ROUND IV

- **\$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 May 31, 2019**



# Downtown Revitalization Initiative

## Round Four

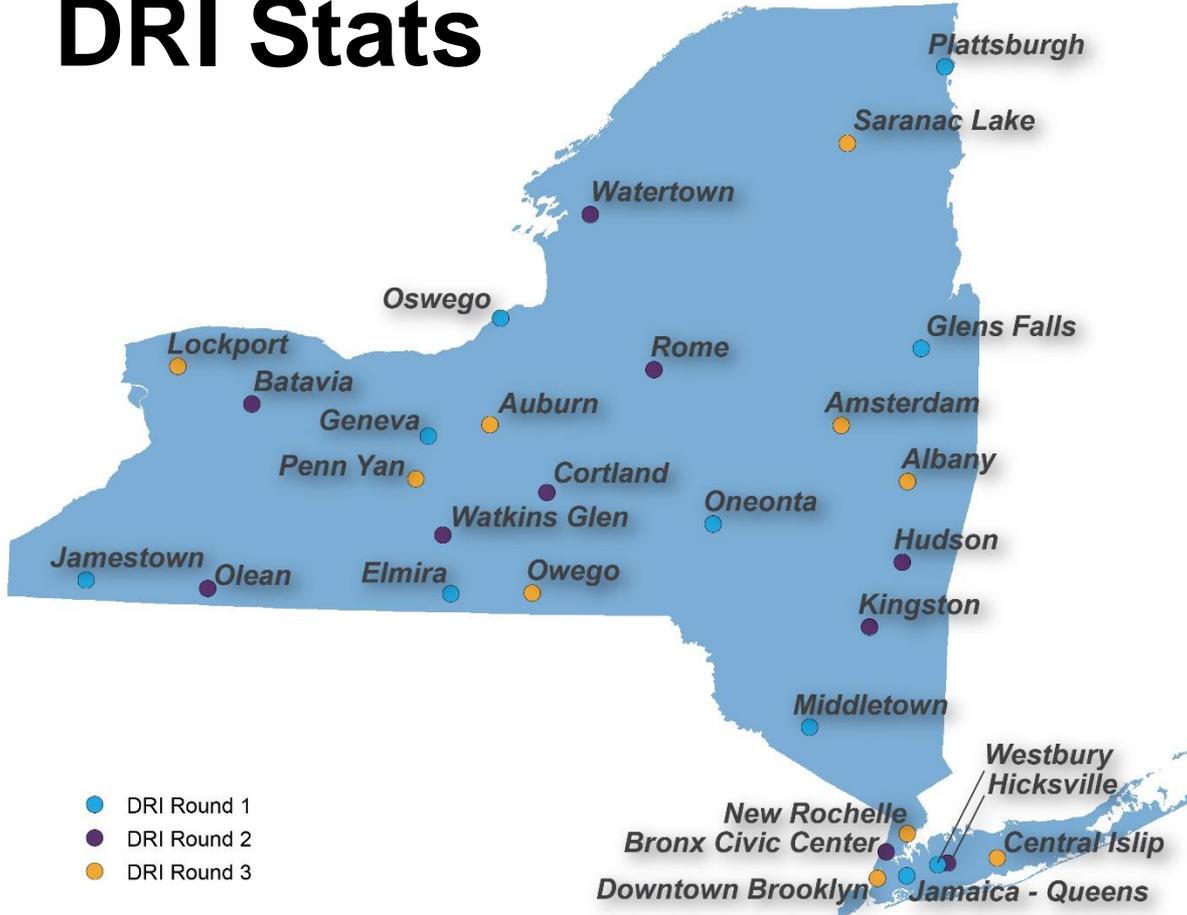


NYS Department of State  
NYS Homes & Community Renewal  
Empire State Development



**Downtown  
Revitalization  
Initiative**

# DRI Stats



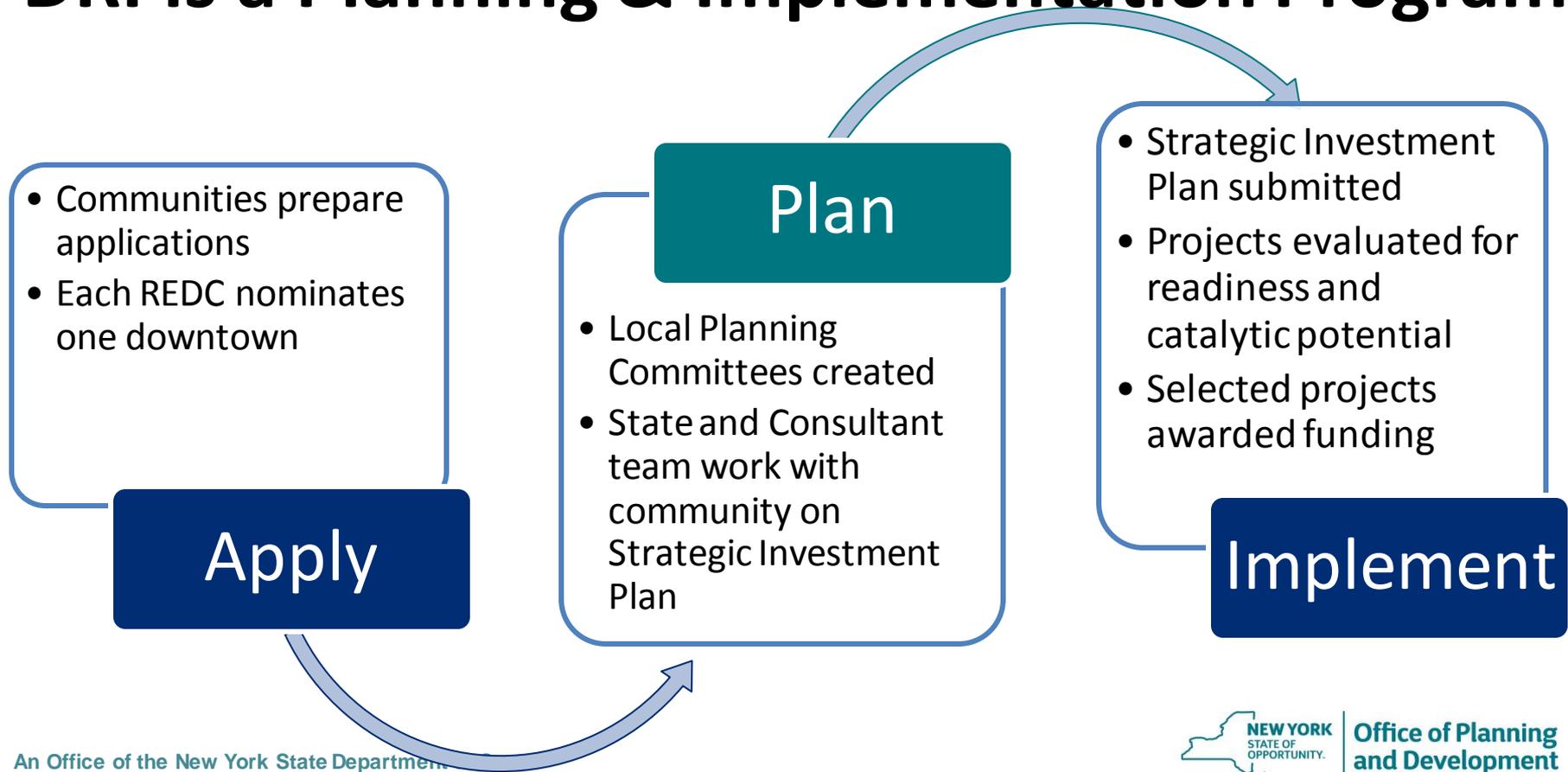
- Three Rounds
- 30 DRI Communities
- \$200 Million Awarded + \$100 Million this summer

# Downtown Revitalization Initiative (DRI)

Invests \$100 Million in 10 downtowns (one in each region)

- Downtowns with a critical mass of activity, strong local economy, and high quality of life for diverse residents.
- Robust downtown population and business growth that bolsters both the local and regional economies
- Pipeline of new transformative housing, economic development, transportation, and community projects
- Ability to leverage DRI funds with other public and private funding sources

# DRI is a Planning & Implementation Program



# DRI Strategic Investment Plan

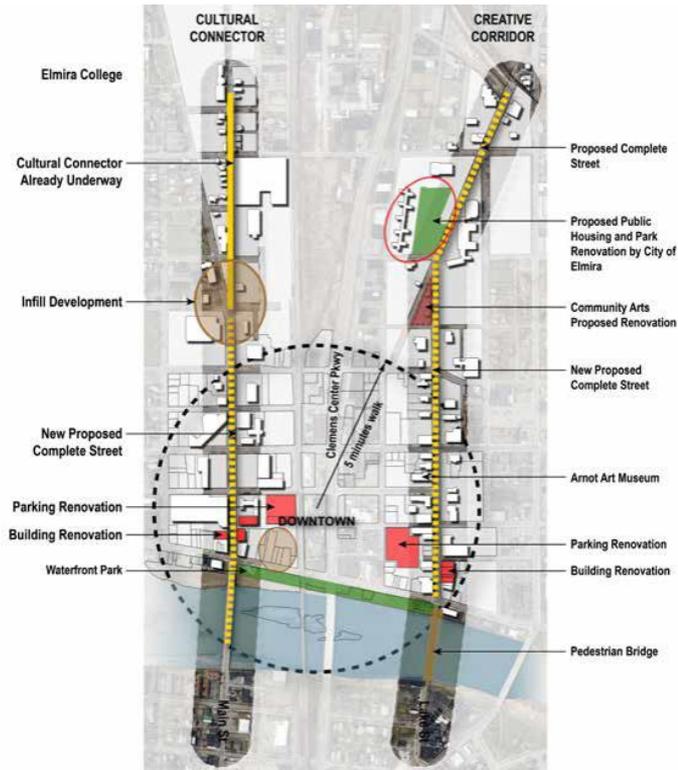
- ❑ A clear vision for the downtown.
- ❑ Goals and strategies to accomplish the vision.
- ❑ An action plan with a timeline for projects, initiatives, and actions.
- ❑ A strategic investment plan with catalytic projects to implement the plan.

## Geneva:

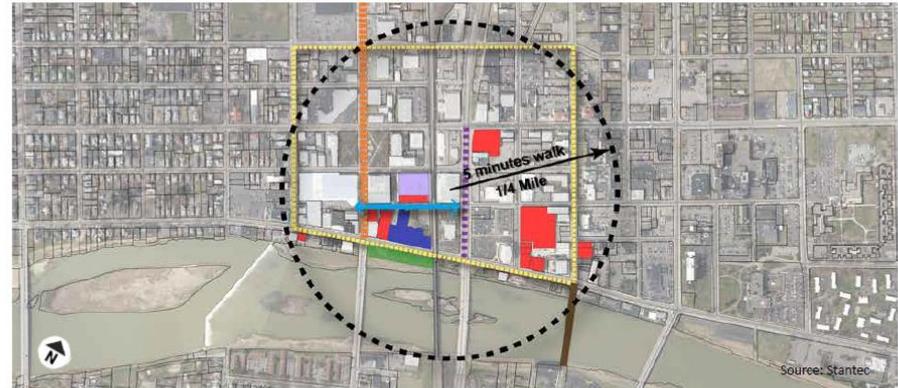
Beautiful, Prosperous,  
Equitable, Connected,  
and Sustainable.



# Goal: Synergistic Projects



## Key Plan of Priority Projects



- Support for Small Businesses
  - Establish Elmira Small Business Revolving Loan Fund
  - Develop Downtown and Regional Signage
  - Improve Downtown On-Street Parking
  - Develop West Water Street Parking
- ↔ Build Elmira Clemens Square
- Activate Buildings in Downtown Elmira
- Renovate Centertown Parking Garage
- Improve Main Street
- Renovate Lake Street Pedestrian Bridge
- Develop West Water Street Mixed-use Development
- Improve Clemens Center Parkway
- Develop Elmira Riverfront Boardwalk

# Goal: Catalytic Investment

- Nearby investments
- Continuity with REDC vision and recent area plans
- Developable properties
- Anchor institutions
- Current commitment to downtown
- Potential for quality and attractive affordable housing
- Existing infrastructure to support development
- Investment in arts and cultural institutions
- Support for Smart Growth principles

# Round Four Applications



- Need community involvement in developing DRI application
  - At least one event for public input
- Should include “real” projects with identified sponsors and site control
- Encourage communities in region to start pre-application activities
- Applications due: May 31 (tentative)

# REDCs Nominate Communities-

## NEED YOUR HELP



- Each Regional Economic Development Council (REDC) nominates one community for DRI each year
- Applications are submitted through REDC website
- REDCs review proposals and should request presentations from applicants (all or just finalists), by video link if necessary
- A proposal evaluation worksheet will be provided for REDCs to use when reviewing DRI applications
- Nominations due July 12 (tentative)

# Desired Downtown Attributes

- Well-defined boundaries
- Sufficient catchment area
- Past investments, future potential
- Recent or impending job growth
- Attractive physical environment
- Quality of life policies
- Support for the local vision
- Readiness



# State Funding Programs Support Downtown Revitalization

CFA applications that demonstrated they would advance downtown revitalization through transformative housing, economic development, transportation and community projects that will attract and retain residents, visitors and businesses were given priority consideration.





**More Information:  
[www.ny.gov/DRI](http://www.ny.gov/DRI)**

**Questions?**



**NEW  
YORK  
STATE**

**JUSTICE AGENDA**  
**THE TIME IS NOW**

# **THE BUSINESS CASE FOR CHILD CARE**

## CHILD CARE LANDSCAPE IN NY

- ✓ There are **18,900** child care providers in NYS
- ✓ Nearly **800,000** children 6 years of age or younger with parent(s) who work
- ✓ **Approx. 180,000** children receive child care subsidies across NYS
- ✓ Child care subsidy program in NYS is overseen by OCFS and locally administered by a county's **LDSS**

## FLX CHILD CARE LANDSCAPE

### SUPPLY- CHILD CARE SLOTS

Genesee County

1,472

Livingston County

1,603

Monroe County

26,852

Ontario County

3,642

Orleans County

787

Seneca County

390

Wayne County

2,453

# FINGER LAKES REDC

0

## FLX CHILD CARE LANDSCAPE

### DEMAND

	Children Under 6 with Both Parents in Labor Force	Children Under 6 in Single-Parent Families	Females Working Part-Time with Children Under 6
Finger Lakes	<b>30,083</b>	<b>31,665</b>	<b>9,308</b>

Prepared by: New York State Department of Labor, Division of Research and Statistics.  
Source: 2017 ACS Public Use Microdata Sample (PUMS) 1-Year Estimates.

FLX CHILD CARE LANDSCAPE

SUPPLY DOES **NOT** MATCH DEMAND

Supply Gap of **32,699**

## A Lack of Affordable & Quality Child Care Can...

- ✓ Lead to employee absenteeism, productivity reductions, and turnover leading to cost U.S. businesses an estimated **\$3 BILLION** annually

# FINGER LAKES REDC

During the wage gap hearings for New York's "Closing the Wage Gap in NYS" Report the most pressing issue was **CHILD CARE**

✓ Over **40%** of respondents with children under the age of 5 had missed work in the past 3 months because of child care issues.

**AND**

✓ Over **70%** of non-working, low-income adults with children under 5 cite "taking care of home/family" as the reason they are not working.

# FINGER LAKES REDC

## ECONOMIC IMPACT

✓ Nearly \$8.6 billion economic impact

✓ Directly and indirectly impacts 172,000 jobs

✓ \$4.3 billion industry in NY

0

## **Access to Affordable & Quality Child Care Can...**

- ✓ **Increase labor force participation**
- ✓ **Contribute to higher individual earnings**
- ✓ **Support state and regional economic growth**

## ECONOMIC IMPACT

Every \$1 spent on high-quality early childhood programs returns \$8 to \$16 to society

**AND**

Every \$1 invested in high-quality early childhood programs earns a \$2 to \$3 ROI to the state from increased jobs or earnings for state residents

**High Quality Affordable Child Care is  
Essential Infrastructure for the  
Economy. With it, children:**

- ✓ **Have greater success in education**
- ✓ **Reduce special education placement by 50%**
- ✓ **Attain hard and soft skills key to future employment**

**High Quality Affordable Child Care is  
Essential Infrastructure for the  
Economy. With it, parents:**

- ✓ **Improve their labor productivity**
- ✓ **Miss fewer work days**
- ✓ **Work more hours and increase their earnings**

## **High Quality Affordable Child Care is Essential Infrastructure for the Economy. With it, employers:**

- ✓ **Gain a pivotal edge on recruitment.**
- ✓ **Parents of young children whose employers offer on-site childcare reported that access to good childcare was a significant factor in employee recruitment, retention, and productivity**

## **High-quality affordable child care is essential infrastructure benefitting the local economy:**

- ✓ **Higher-quality labor supply. More and better jobs are attracted, leading to higher local earnings.**
- ✓ **Added productivity. With participation comparable to Quebec's, 5.5 million more American women in the labor force help add \$500 billion more economic activity.**
- ✓ **Higher property values. \$1 in annual spending on high-quality pre-K is estimated to raise local property values by \$13**

## QUEBEC MODEL

In 1997, the Canadian province of Quebec launched the “politique familiale” (family policy)

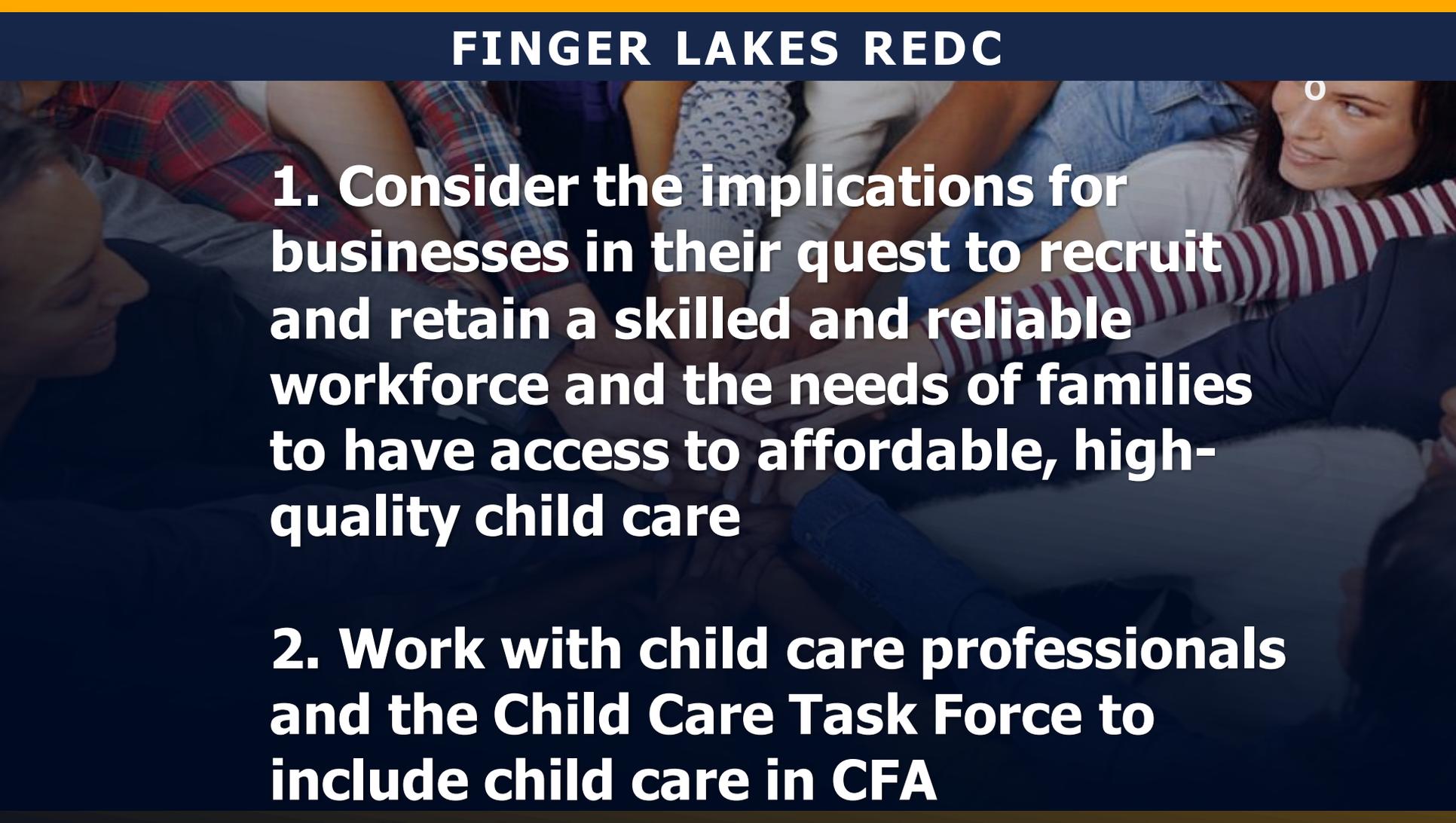
- ✓ 55 weeks of paid leave
- ✓ Yearly allowance of \$500 to \$1,900 per child
- ✓ Full-day, year-round child care program for all children under 5 subsidized public funding
- ✓ Families cover part of the costs on a sliding

## QUEBEC MODEL

### Key Results from Quebec:

- ✓ **labor force participation in Quebec went up by over 16% (from 64 to over 80% for women with kids under 6)**
- ✓ **tax revenues from higher earnings and economic activity have more than paid for the program**

# HOW THE REDCs CAN HELP



**1. Consider the implications for businesses in their quest to recruit and retain a skilled and reliable workforce and the needs of families to have access to affordable, high-quality child care**

**2. Work with child care professionals and the Child Care Task Force to include child care in CFA**

## **Develop Tailored Strategies that:**

- ✓ **Identify community needs**
- ✓ **Leverage & maximize existing funding streams**
- ✓ **Child care business development**
- ✓ **Workforce development techniques**

*“For American business, advancing high-quality childcare is a winning proposition. It’s a wise investment in America’s future – strengthening business today while building the workforce we’ll depend on tomorrow and for decades to come.”*

*-U.S. Chamber of Commerce*



Together, we will build  
**A GREATER FINGER LAKES**  
for generations to come

***Kerri Neifeld- Asst. Secretary for Human Services- Kerri.Neifeld@exec.ny.gov***

***Kelli Owens- Director of Women's Affairs- Kelli.Owens@exec.ny.gov***

***Monique Owens- Empire Fellow- Monique.Owens@dcjs.ny.gov***

***Emily Badalamente- Excelsior Fellow- Emily.Badalamente@exec.ny.gov***



**JUSTICE AGENDA**  
**THE TIME IS NOW**



**NYSERDA**

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

**CFA 2019**

# NYSERDA CFA Programs

- **Standard Offer- Energy Efficiency Programs (up to \$10 Million)**
  - Industrial and Process Efficiency Program
  - FlexTech Program
  - Commercial New Construction Program
  
- **Competitive Programs (\$30 Million)**
  - Net Zero Energy for Economic Development
  - Commercial Industrial Carbon Challenge

# Net Zero Energy for Economic Development

Category A: up to \$1 million available per project

- Commercial/ Industrial/ Municipal or Mixed Use projects
- Rehabbing existing buildings
- New Construction projects

Category B: \$2-5 million available per project

- Community-scale Development
  - Campuses
  - Large-scale Private Development projects
  - Minimum Project Threshold:
    - Total project size: 2 million square feet; or
    - Total project cost: \$100 million
- Within a contiguous boundary

# Net Zero Energy for Economic Development

## Eligible Costs & Incentives

- Category A: 70% of Eligible Costs up to \$1 Million
  - Design, Energy Modeling, Energy Efficiency, Renewables, Heat Pumps, Electric Vehicle Charging, Battery Storage, Commissioning
- Category B: 75% of Eligible Costs \$2-5 Million
  - Planning, Design Parameters, Energy Modeling, Technical Assistance, Bid Documents, Technical Guidelines, Case Studies

## Increased Incentive Cap Opportunities

- Category A: up to an additional \$1.5 Million
- Category B: up to an additional \$1 Million

# Commercial & Industrial (C&I) Carbon Challenge

## Program Goal:

- Meaningful, cost-effective carbon emission reduction

## Program Benefits:

- \$15 million available
  - Awards ranging from \$500,000 – 5 million
- One-stop-shop for NYSERDA incentives
- Phased payments to match expenditures
  - 70% of award available up-front
  - 30% based on project performance

# C&I Carbon Challenge

## *Eligible Applicants*

### **Commercial and Industrial\*:**

- Colleges and Universities
- Food and Beverage Processing
- Health Care Facilities
- Manufacturing
- Mining and Extraction
- Municipal Facilities
- Multifamily Residential
- Not-For-Profit and Private Institutions
- Office Buildings
- Public and Private K-12 Schools
- Retail
- State and Local Governments
- Warehouse and Distribution Facilities
- Wastewater Treatment Plants

### **Size**

- Annual average demand > 3 MW at one site or aggregated across multiple customer sites
  - > 1.5 MW of demand from accounts subject to the Systems Benefits Charge

\* Including, but not limited to



**NYSERDA**

# C&I Carbon Challenge

*Eligible Activities*

## Project Types:

- Energy efficiency improvements
- On-site renewable energy systems (photovoltaics, wind, or solar thermal)
- Ground-source or air-source heat pumps
- Battery storage
- Other process, energy efficiency, or renewable energy measures with carbon emission reduction potential

# For more information...

## VISIT [NYSERDA.NY.GOV](https://www.nyserra.ny.gov)

Net Zero Energy for Economic Development-

[Lori.Borowiak@nyserra.ny.gov](mailto:Lori.Borowiak@nyserra.ny.gov)

C/I Carbon Challenge-

[Sean.Mulderrig@nyserra.ny.gov](mailto:Sean.Mulderrig@nyserra.ny.gov)

## 2019 Work Group Reorganization

*Italics=Tentative/TBD*

- Agriculture & Food Production (*multi-region w/ CNY, ST?*)
- *Optics, Photonics & Imaging (AIM, Luminare, LSI, etc)*
- Life Sciences & Healthcare
- *FLX Digital (digital tech adoption, software/IT, talent pipeline)*
- Entrepreneurship & Innovation
- *Community Development*
- Workforce Development Committee
- Child Care (2019 Task Force)
- Environmental Justice (2019 Task Force)
- Other: *Eval Team*, DRI Selection Cmte, subgroups for DIZ/EBP/STAMP

# Other FLREDC Business

## **Upcoming Events (Work Plan)**

- CFA Workshops: 5/22 @ SUNY Geneseo, 6/4 @ Monroe Community College
- 6/25-6/27 Light & Sound Interactive Conference
- 6/27 Luminate NY Demo Day

## **Next FLREC Public Meeting Agenda (6/4 @ Monroe Community College):**

- REDC Business: NYS Workforce Development Initiative



**Finger Lakes  
Regional Economic  
Development Council**

**United for  
Success**



FINGER LAKES *FORWARD*