



MRB | *group*



FL REDC STRATEGIC PLAN UPDATE

Community Information Session

OCTOBER 19, 2023

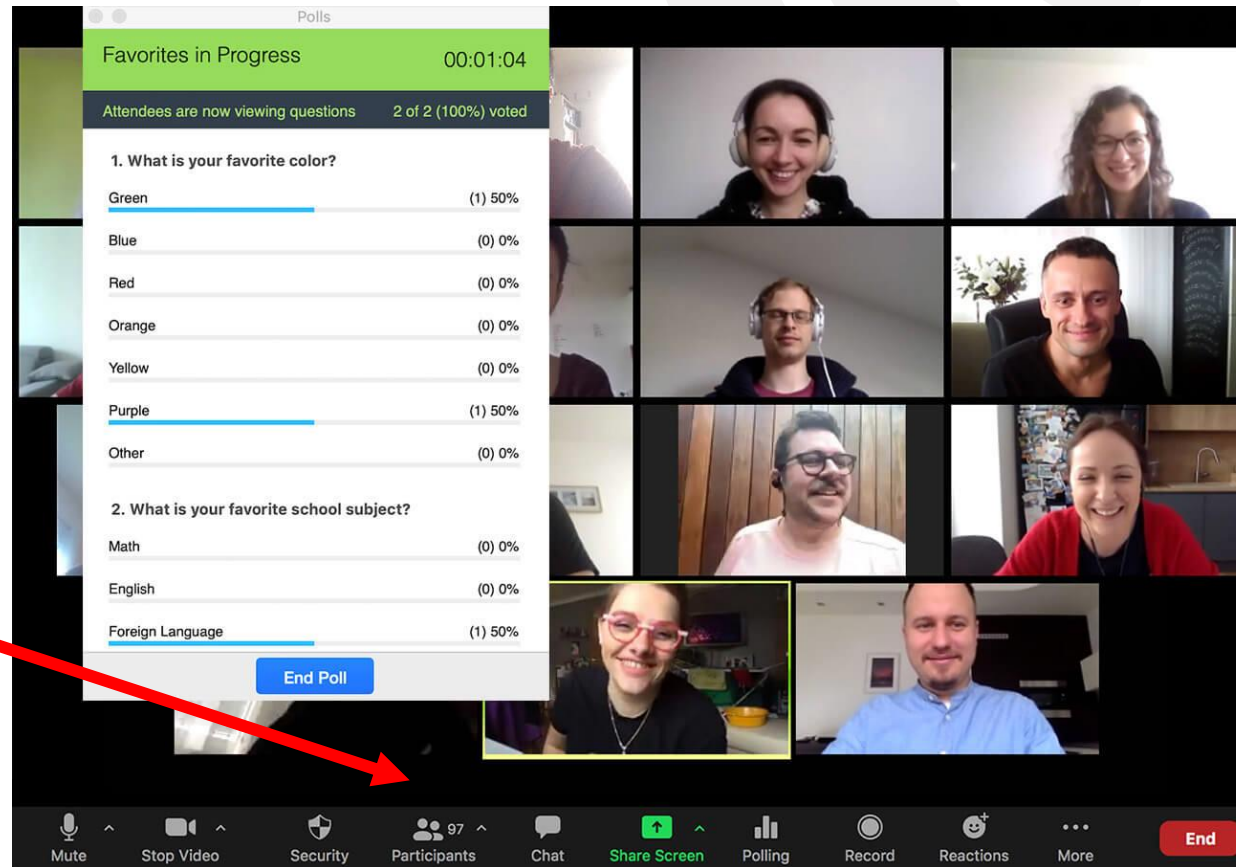
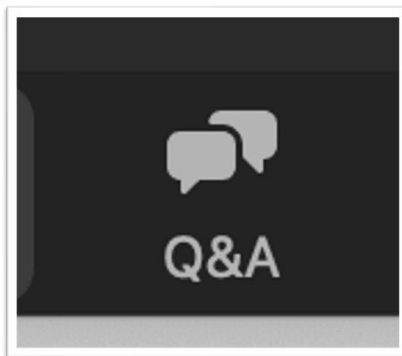
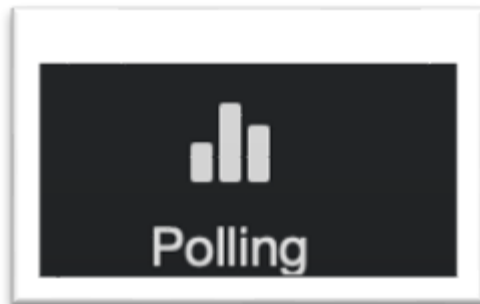
United for Success



FINGER LAKES FORWARD

WELCOME: USING ZOOM

Look for the Polling and Q&A icons in your Zoom toolbar.

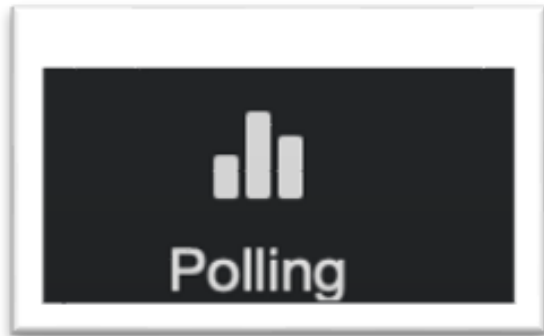


The image shows a Zoom meeting interface with a poll overlay. The poll is titled "Favorites in Progress" and has a timer of 00:01:04. It shows two questions with their respective options and vote counts.

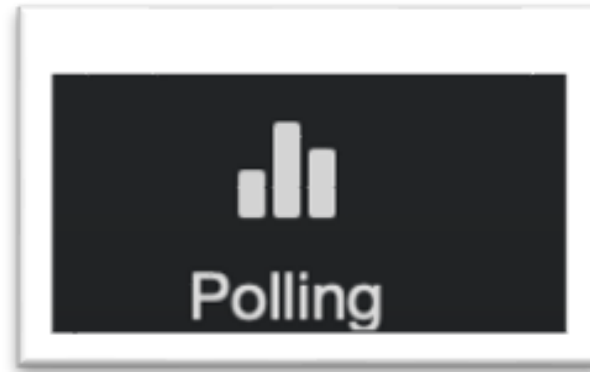
Question	Option	Count	Percentage
1. What is your favorite color?	Green	(1)	50%
	Blue	(0)	0%
	Red	(0)	0%
	Orange	(0)	0%
	Yellow	(0)	0%
	Purple	(1)	50%
2. What is your favorite school subject?	Math	(0)	0%
	English	(0)	0%
	Foreign Language	(1)	50%
	Other	(0)	0%

The poll overlay also includes an "End Poll" button. The Zoom toolbar at the bottom shows various controls: Mute, Stop Video, Security, Participants (97), Chat, Share Screen, Polling, Record, Reactions, More, and End. A red arrow points from the Q&A icon on the left to the Polling icon in the Zoom toolbar.

POLL #1: WELCOME



POLL #2: YOUR INVOLVEMENT



AGENDA

- Who: Introductions
- Why: Background & Purpose
- What: Strategic Plan & Challenge Proposal Overview
- When: Timeline
- How: Process to Date
- Feedback: Goal Areas

FINGER LAKES REDC TEAM

Co-Chairs	Bob Duffy, <i>Greater Rochester Chamber of Commerce*</i>	Denise Battles, <i>SUNY Geneseo*</i>
Council Members	<p>Dr. DeAnna R. Burt-Nanna, <i>Monroe Community College</i> Matt Cole, <i>Commodity Resource Corp.</i> Steve Griffin, <i>Finger Lakes Economic Development Center & Yates County Industrial Development Agency*</i> Matt Hurlbutt, <i>Greater Rochester Enterprise*</i> Steve Hyde, <i>Genesee County Economic Development Center</i> Tony Jackson, <i>Panther Graphics</i> Grant Malone, <i>Rochester Building & Construction Trades Council</i> Faheem Masood, <i>ESL Federal Credit Union*</i> Theresa B. Mazzullo, <i>Excell Partners</i></p>	<p>Steve Mowers, <i>Claims Recovery Financial Services</i> David Munson, <i>Rochester Institute of Technology</i> John Noble, <i>Noblehurst Farms*</i> Wade Norwood, <i>Common Ground Health</i> Peter Robinson, <i>University of Rochester Medical Center</i> Jaime Saunders, <i>United Way of Greater Rochester</i> Erin Tolefree, <i>Baldwin Richardson Foods*</i> Veronica Dasher, <i>NYSEG and RG&E</i> Simeon Banister, <i>Rochester Area Community Foundation*</i> Julia Hoyle, <i>Hosmer Winery</i></p>
Ex-Officio	<p>Adam Bello, <i>Monroe County Executive</i> Harry Bronson, <i>NYS Assembly</i> Leslie Church, <i>Yates County Legislature Chair</i> Malik Evans, <i>City of Rochester Mayor</i> Michael Enslow, <i>Seneca County Board of Supervisors Chair</i> Eugene Jankowski, <i>Batavia City Council President</i> Lynne Johnson, <i>Orleans County Legislature Chair</i></p>	<p>David LeFeber, <i>Livingston County Board of Supervisors Chair</i> Todd Campbell, <i>Ontario County Board of Supervisors Chair</i> Phil Eygnor, <i>Wayne County Board of Supervisors Chair</i> Rochelle Stein, <i>Genesee County Legislature Chair</i> Rebecca Ryan, <i>Wyoming County Board of Supervisors Chair</i></p>
Staff	Laura Fox O’Sullivan, <i>Regional Director</i>	Bridget O’Brien, <i>Deputy Director</i>

SmarterLocalGov & Prospect Hill Team



MICHAEL N'DOLO

Michael is our Director of Economic Development. He has decades of experience in strategic economic development planning experience.



TRACY VERRIER

Tracy is a Senior Economic Analyst and Project Manager for this project. She is a former economic development director who led up a local economic development organization, chamber, and two IDAs. She was also a member of the CNY REDC.



SUSAN CHARLAND

Susan is a facilitator of large and small group discussions that result in high stakes decisions. She is experienced with community planning, public meeting design and facilitation, public participation.

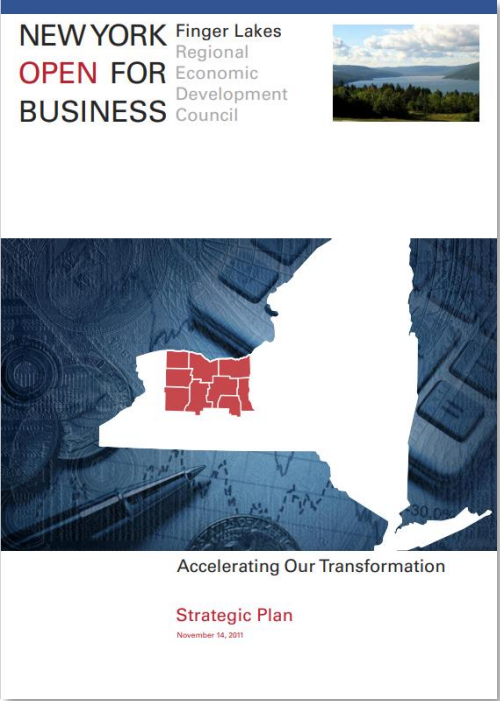


JENNY MOGAVERO

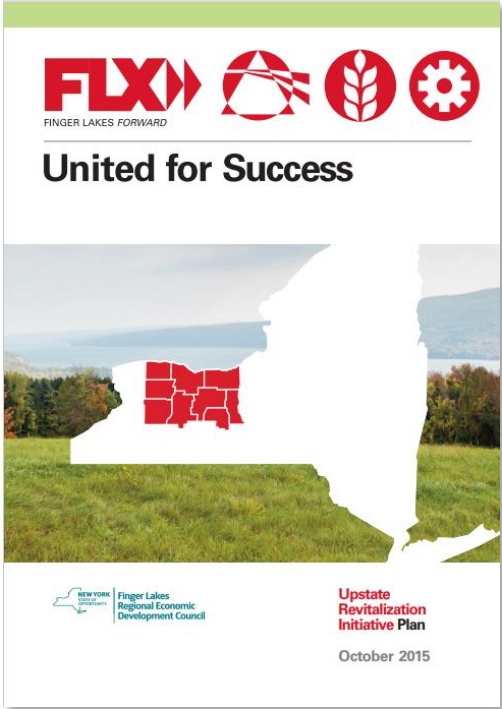
Jenny is the President of Prospect Hill Consulting. She is an accomplished GIS specialist, project manager and innovative technology lead with 20 years of experience in the environmental consulting field.

WHY: BACKGROUND & PURPOSE

PAST STRATEGIES & PLANS



2011 Strategic Plan



2015 URI Plan

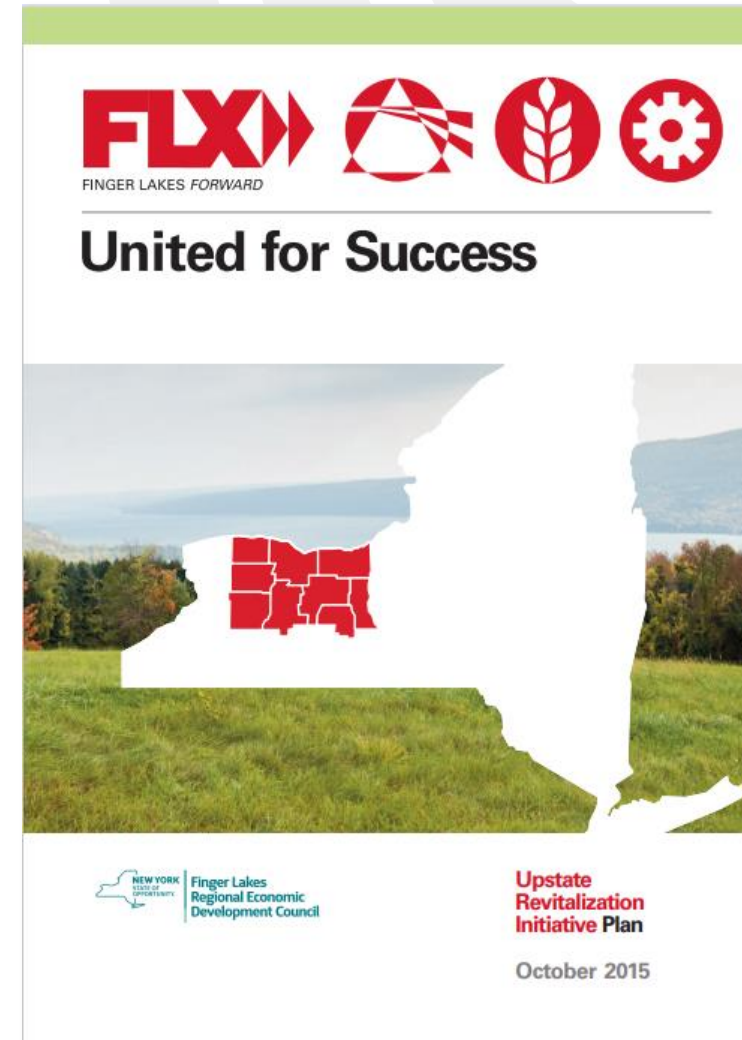


2020 Recovery Strategy



2022 Workforce Development Strategy

FIRST COMPREHENSIVE UPDATE SINCE 2011



GOALS

Grow Jobs

Increase Regional Wealth

Drive Private Investment

Reduce Poverty

Economic Justice: Diversity, Equity, Inclusion

Pillars

1 Optics, Photonics & Imaging



- Integrated Photonics
- Imaging
- Lasers
- Sensors
- Displays

2 Agriculture & Food Production



- Dairy, Fruit, & Vegetable Production
- Wineries & Craft Beverages
- Ag-tech, Ag-research, & Sustainable Farming
- Agro-tourism

3 Next Generation Manufacturing



- Advanced Manufacturing
- Nanoscale Manufacturing
- Energy Storage
- Biomaterials
- Other Advanced Technology Applications

4 Health Care & Life Sciences



- Medical Devices (Incl. Tissue, Wearables, Apps)
- Diagnostics & Imaging
- Health Care IT, Data Science, & Analytics
- Precision Medicine
- Drug Discovery
- Health Care Provision

5 Software & IT



- Software development
- Digital media
- AI
- Data Science
- Cybersecurity
- Augmented & Virtual Reality

Enablers

A Skills & Talent Development

B Digital Technology Adoption

C Entrepreneurship

D Higher Education & Research

FOUNDATION

Rich Asset Base: Eastman Business Park, STAMP, Water Resources (Lake Ontario, Finger Lakes, Erie Canal), Region-wide Sites

Vibrant Urban Cores: Downtown Innovation Zone, ROC the Riverway, Arts & Culture, Urban Entrepreneurship

High Quality of Life: Quality of Education, Cost of Living, Quality of Health Care, Connectivity, Tourism, Equitable Access to Economic Opportunities

WHAT: STRATEGIC PLAN & CHALLENGE PROPOSAL OVERVIEW

STRATEGY & CHALLENGE PROPOSAL

Strategy Update

- High level priorities and focus areas
 - Ideas of types of projects, not specific actions
- Guidance for future funding decision
 - Broad enough to last, specific enough to be helpful

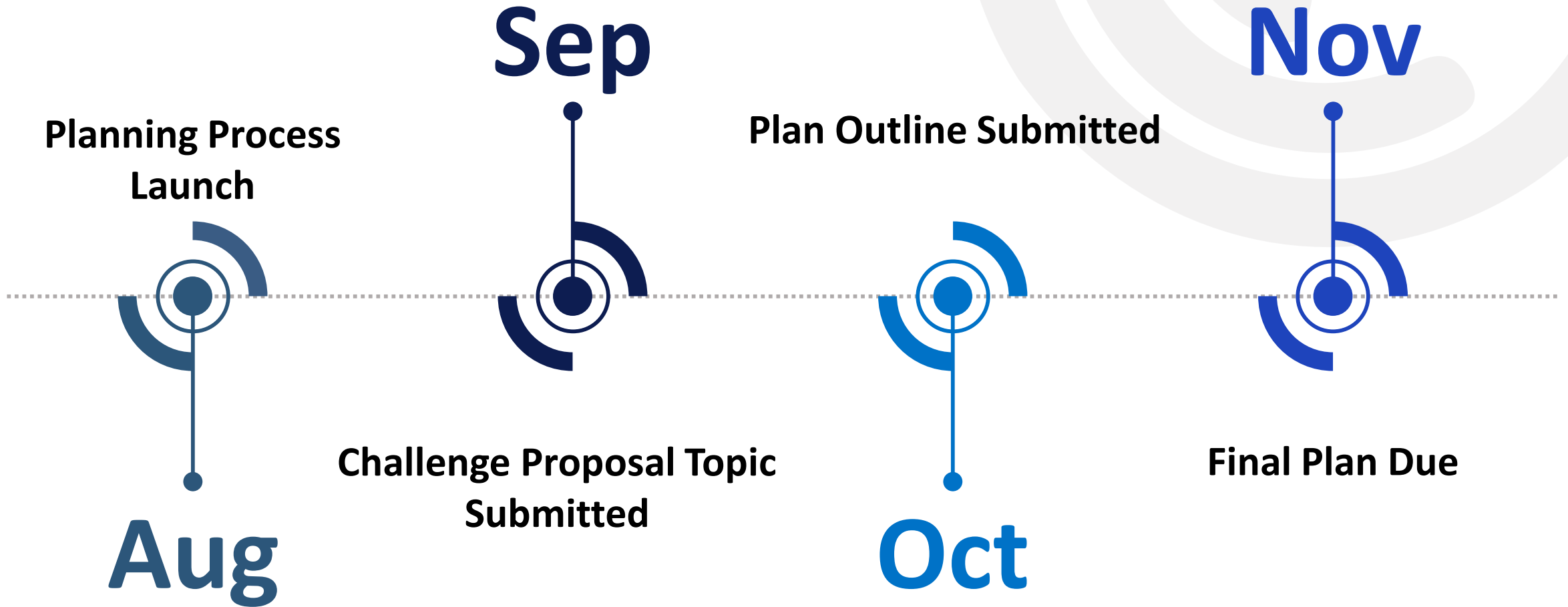
Challenge Proposal

- Targeted
- Actionable
- Fundable

3 Regions will get \$10m for implementation

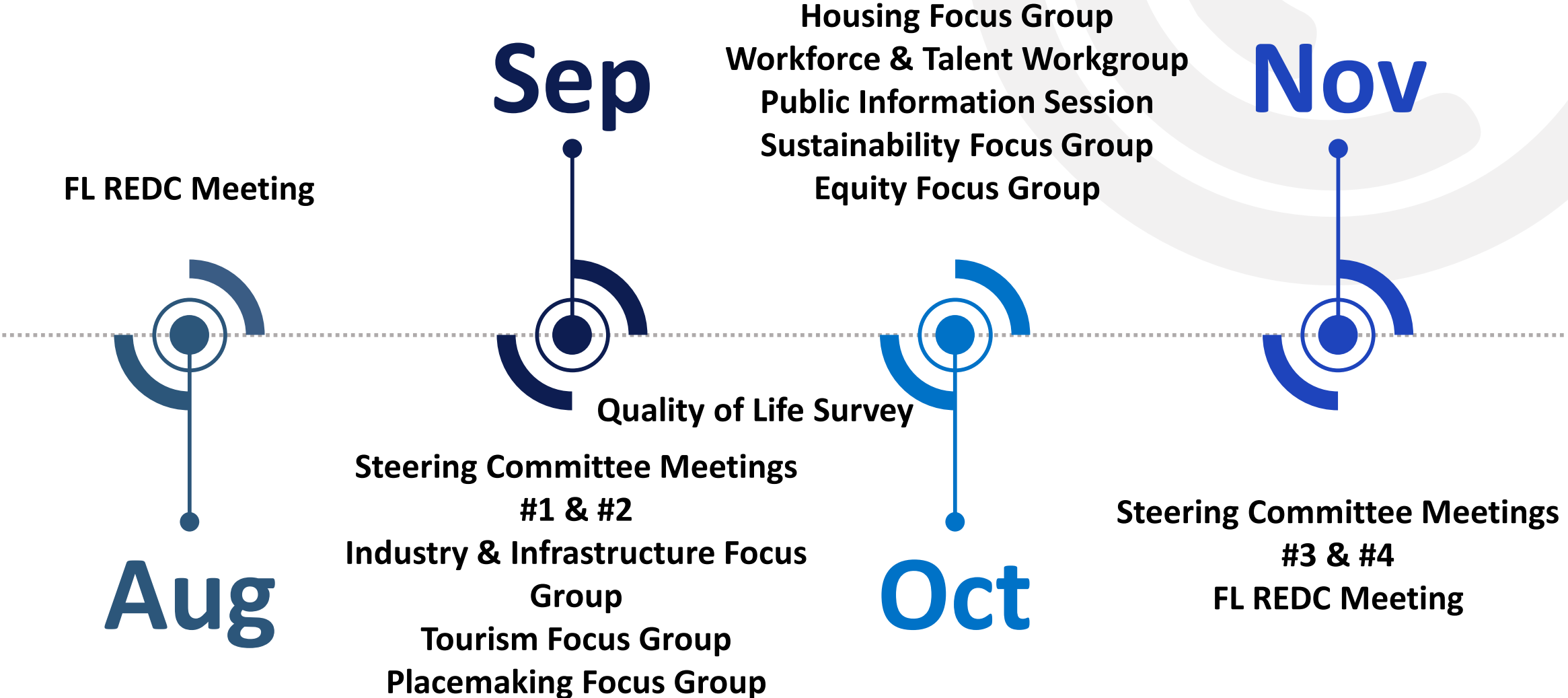
WHEN: TIMELINE

PLANNING PROCESS TIMELINE



HOW: PROCESS TO DATE

STAKEHOLDER ENGAGEMENT



COMMUNITY SURVEY

Please tell us how you would rate the quality and performance of the following factors in the Finger Lakes region.

	High quality/performing well	Needs Improvement	Neutral/don't know
Community services and resources (for low-income, homeless, aging, youth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity, equity, and inclusion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Health & Accessible health care options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child care options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing (supply, affordability, quality, & variety)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education (K-12, higher education, vocational)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic atmosphere (local/small business activity, access to goods and services, business growth)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

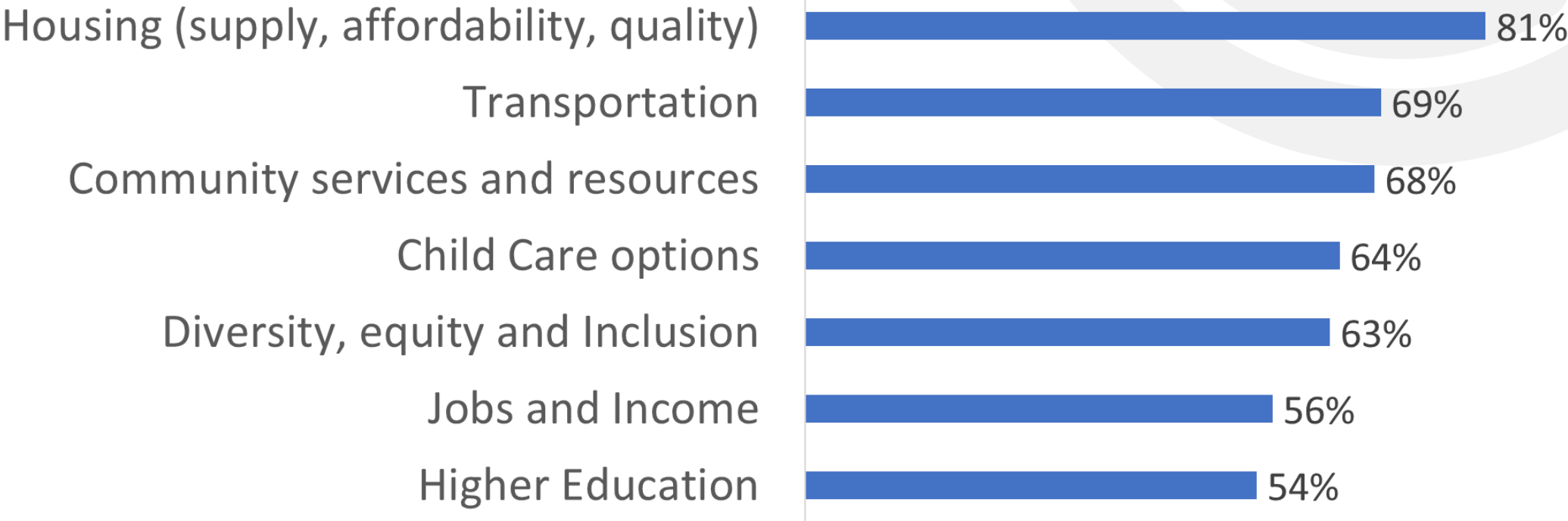
HIGH QUALITY/PERFORMING WELL

High Quality / Performing Well



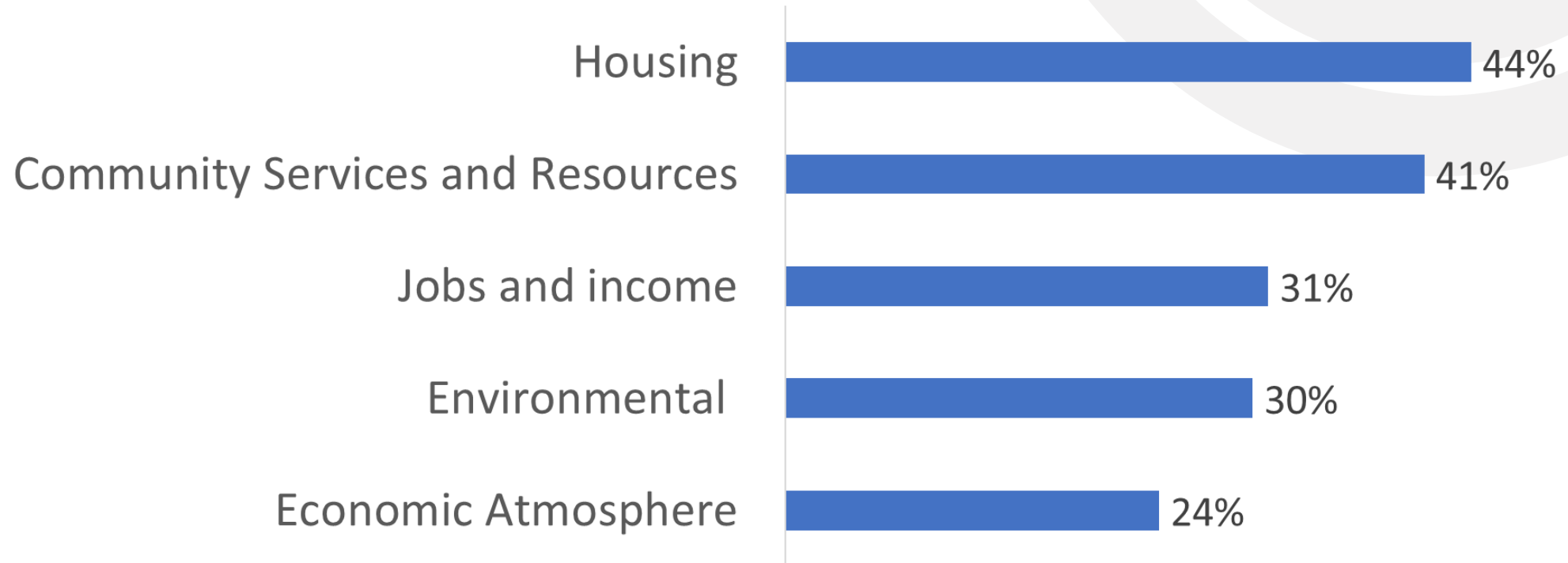
NEEDS IMPROVEMENT

Needs Improvement

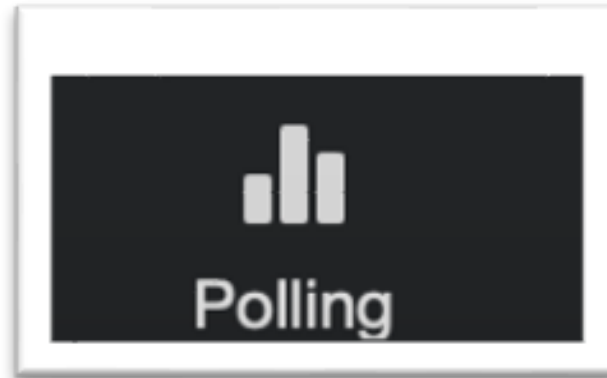


TOP FOCUS AREAS

Which of these factors should the Finger Lakes Regional Economic Development Council focus on over the next ten years? Pick your top three.



POLL #3: SURVEY RESULTS



COMMENTS

“Address institutional causes of poverty and reduce core costs of living.”

“Encourage developers to build workforce housing.”

“The climate crisis requires that we think differently about regional planning than we have in the past.”

“Encourage wage and benefit improvements in the private sector.”

“Coordination and cooperation across all sectors must be enhanced with a focus on the individuals they are serving.”

“Give more grants to child care centers to be able to continue to offer high quality childcare.”

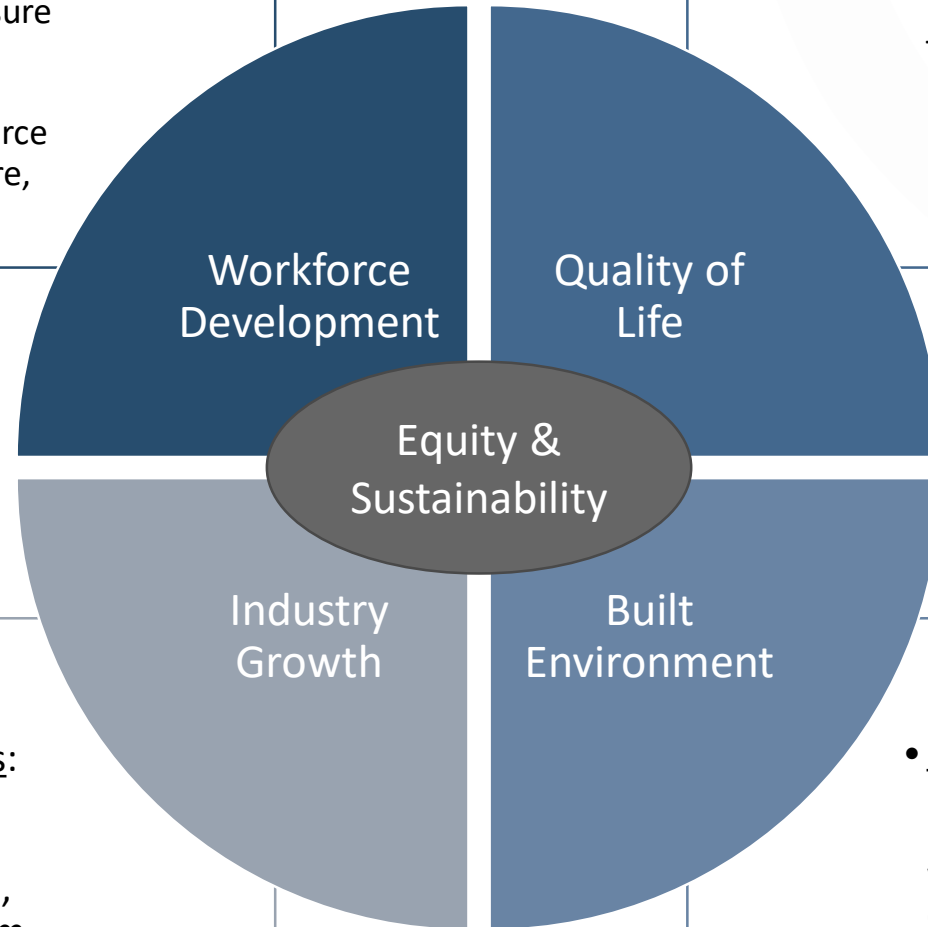
“Public transportation options are critical for diversifying our workforce.”

FEEDBACK: GOAL AREAS

STRATEGY GOAL AREAS

- Draft Strategy Topics:
Training, Career Exposure & Advancement, Ecosystem Capacity & Collaboration, Workforce Supports (e.g. childcare, transportation, etc.)

- Draft Strategy Topics:
Housing, Placemaking, Tourism, Talent Attraction



- Draft Strategy Topics:
Target Industries, Business Attraction/Growth, Job Growth, Innovation Ecosystem

- Draft Strategy Topics:
Developable Sites, Utilities (e.g. water, wastewater, electric, etc.), Infrastructure (e.g. roadways, rail, air, etc.)

DRAFT

STRATEGY GOAL AREAS

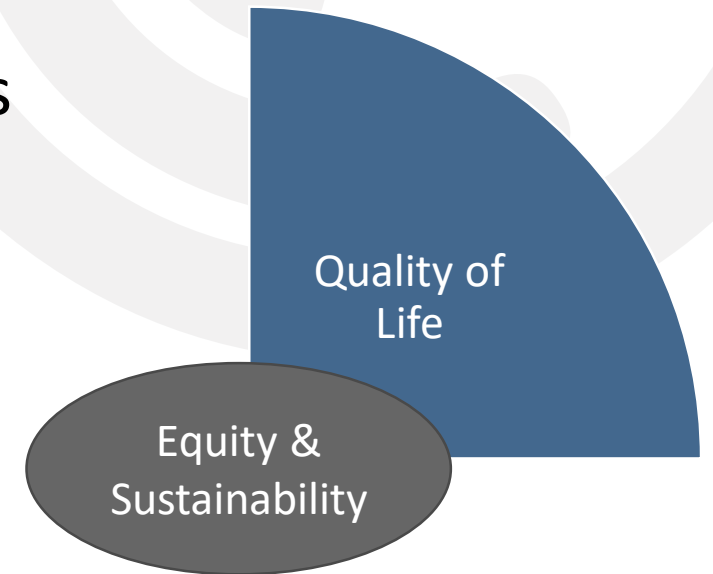
Workforce
Development

Equity &
Sustainability

- Enhance transparency and accessibility of the workforce development ecosystem
- Grow career exposure and advancement programming
- Support the expansion of child care services
- Invest in transportation and mobility infrastructure
- Build systems of support for workers
 - Apprenticeships, coops, internships
 - Employer – Trainer – Edu. connections
 - Career advancement programming
 - Active transportation
 - On-demand transit
 - Transportation accessibility
 - Social supports
- Improve accessibility of information about ecosystem partners
- Develop and collect consistent metrics
- K-12 programming

STRATEGY GOAL AREAS

- Enhance and expand the housing stock to meet the needs of workers and residents across income levels
- Advance placemaking strategies to increase community and economic vibrancy
- Leverage and expand tourism assets to increase quality of life for residents and to attract new talent



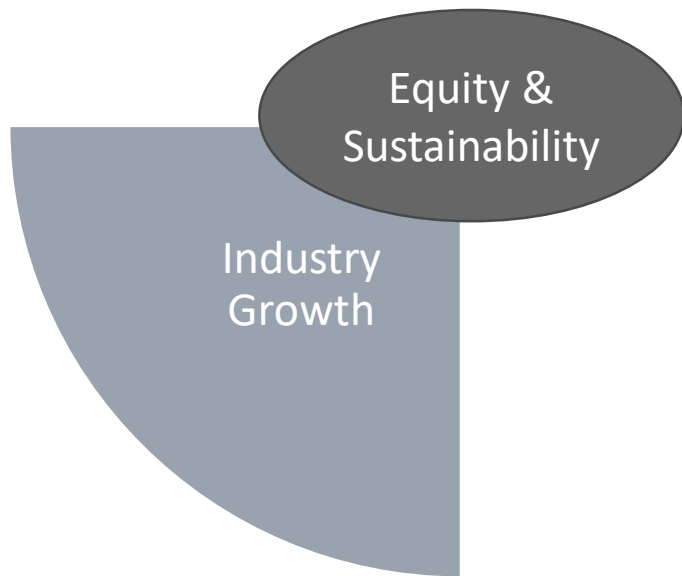
- Capacity building for contractors
- Rehabilitate vacant housing
- Enhanced collaboration among housing developers, partners, and funders
- Energy efficiency and home repair

- Activate public spaces
- Small business development
- Downtown revitalization
- Develop unique experiences
- Wayfinding

- Invest in arts, cultural, and event assets
- Promote a diversity of community assets and offerings
- Broadband

STRATEGY GOAL AREAS

- Implement national marketing campaign to rebrand the region
- Make critical innovation ecosystem investments
- Host site selection tours
- Leverage industry and university collaboration



- Tech hubs
- Outreach to existing businesses
- Support future energy needs
- Economic gardening
- Ambassador program
- Supply chain businesses
- Align permitting approvals
- Industry-focused workforce programs

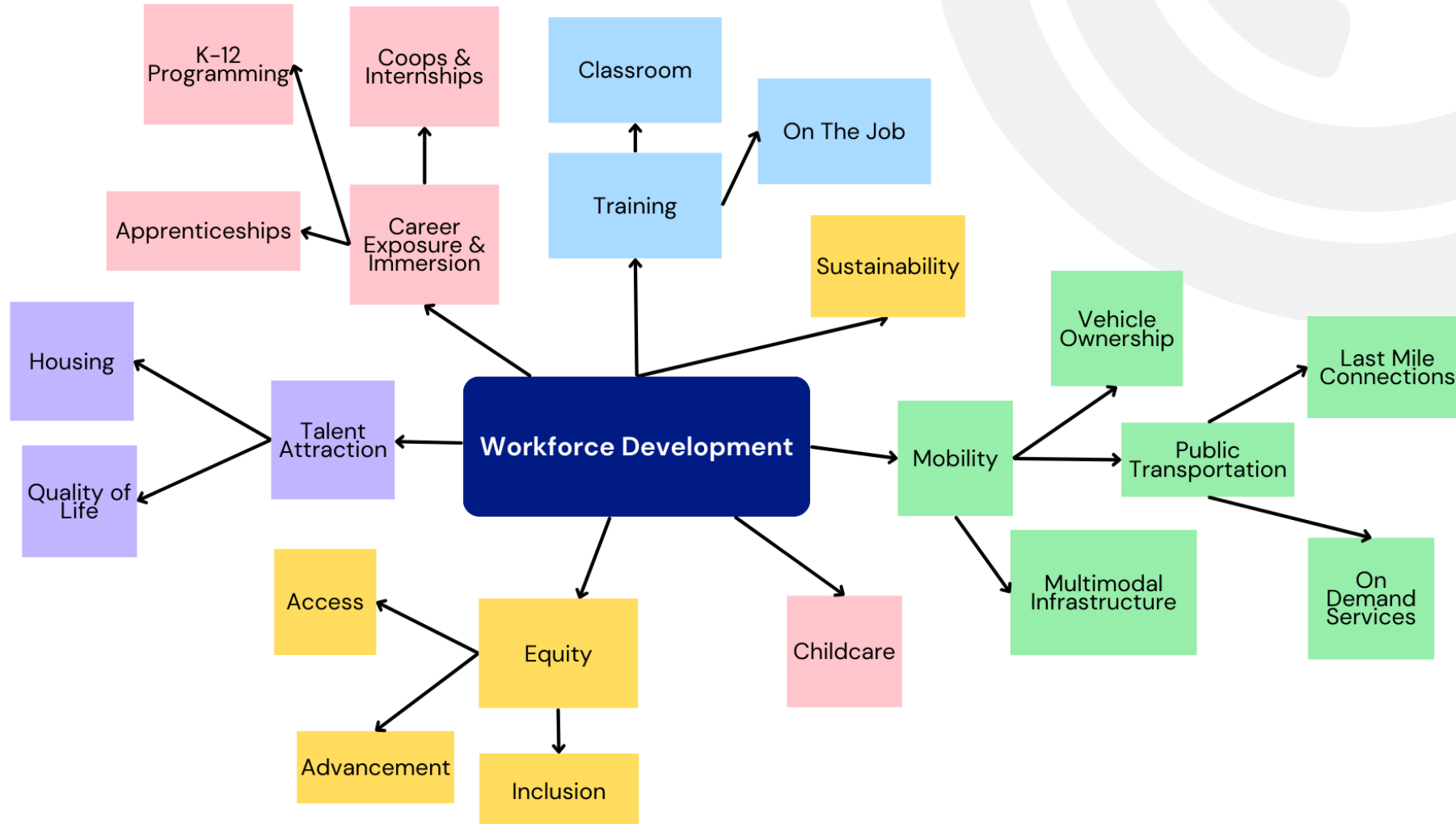
STRATEGY GOAL AREAS

- Build a portfolio of ready economic development sites
 - Move the region to “fast permitting” for important projects
 - Encourage investment in infrastructure that serves multiple purposes
- Speculative development
 - Move more sites to shovel-ready status
 - Invest in broadband for the underserved
 - Use PUD/GEIS to move sites through SEQR
 - Identify the next mega-site
- Educate stakeholders on the value of public investments
 - Prioritize large sites with infrastructure
 - Regionalize the prioritization of infrastructure and site investments
 - Conduct community-wide capacity evaluation of water/wastewater limitations

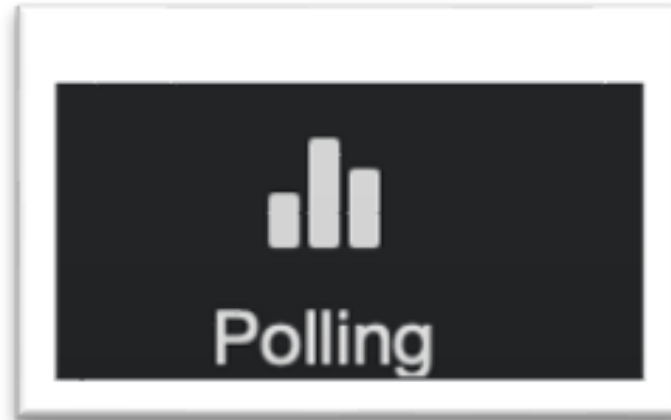
Equity &
Sustainability

Built
Environment

CHALLENGE PROPOSAL TOPIC



POLL #4: CHALLENGE PROPOSAL



COMMENTS:

<https://forms.gle/Vyv34TRXGb71Zzo9>



**Finger Lakes
Regional Economic
Development Council**



MRB | *group*

QUESTIONS?



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