



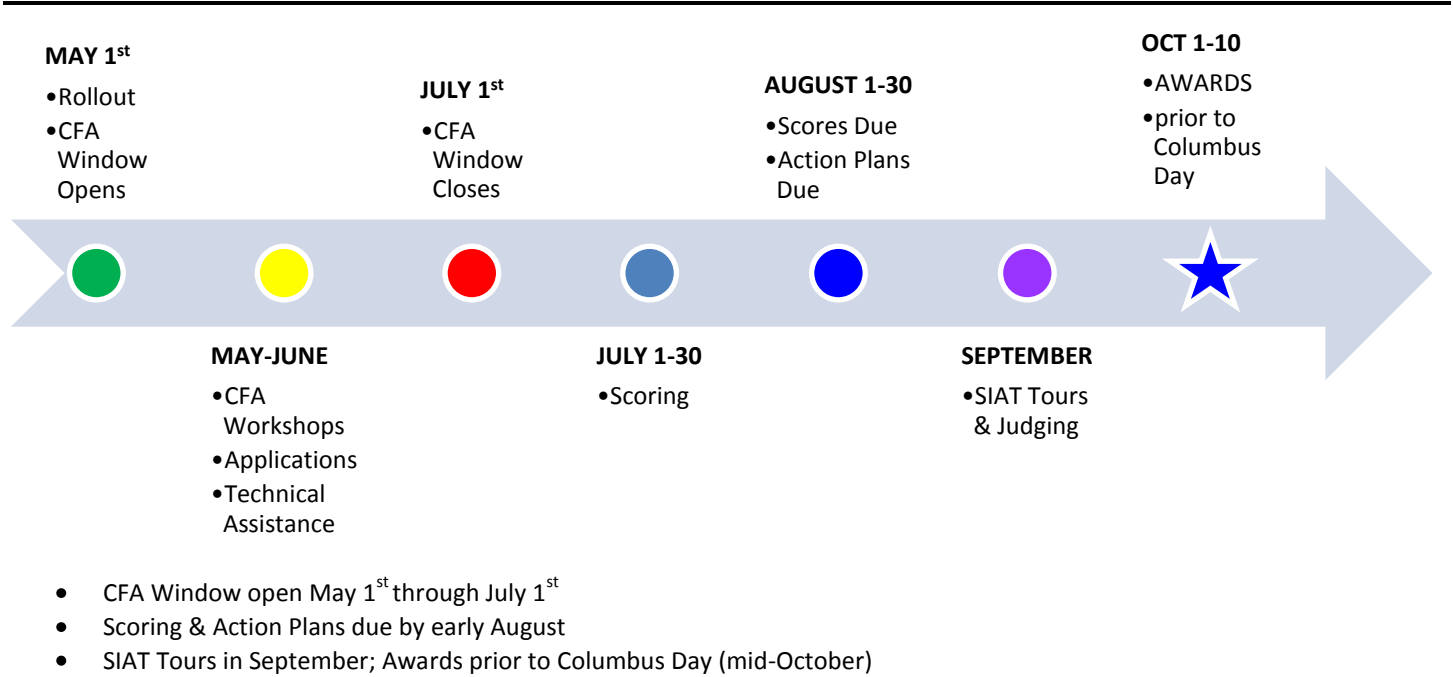
REPORT ON REDC ROUND IV LEADERSHIP WORK GROUP SESSION

Wednesday, April 9th, 2014 * The Oncenter * Syracuse, NY * 12:00pm – 3:30pm

Agenda

- 12:15 – 12:25: **Welcoming Remarks and Introductions: Lieutenant Governor Robert Duffy**
- 12:25 – 12:45: **Round III Recap: Secretary of State Cesar Perales**
- 12:45 – 1:00: **Round IV Priorities: Kenneth Adams, President and CEO, Empire State Development**
- 1:00 – 1:10: **Q&A**
- 1:10 – 1:30: **Opportunity Agenda – Secretary of State Cesar Perales**
- 1:30 – 1:50: **START-UP NY – Leslie Whatley, Executive Vice President for START-UP NY, ESD**
- 1:50 – 2:10: **Global NY – Ana Liss, Empire Fellow, Governor’s Office**
- 2:20 – 2:40: **Workforce Development and Training – NYS Department of Labor Commissioner Peter Rivera and Deputy Commissioner for Workforce Development Karen Coleman**
- 2:40 – 3:00: **Veterans Initiative – Col. Eric Hesse, Director, NYS Division of Veterans Affairs**
- 3:00 – 3:20: **NY Rising – Deputy Secretary of State George Stafford**
- 3:20 – 3:30: **Debrief & Adjournment**

PROBABLE TIMELINE



Initial thoughts...

- Start the 2014 Action Plan matrix – **Mohawk Valley 4.0**
- Head start on SIAT Location(s) and structure
- Propose locations and dates for CFA Workshops
- Summit can accomplish pre-SIAT objectives; can/should incorporate some of the themes discussed below.

ROUND IV PRIORITIES

- **GLOBAL NY.**
 - Develop plans to advance foreign direct investment (FDI) in our region and to promote exports, export initiatives, and export-enabling infrastructure.
 - Develop a solid marketing plan for your region to attract FDI
 - Javitz Center summit will likely be in the fall; REDCs who demonstrate an innovative, unique, or particularly effective approach to GLOBAL NY will be “publicly recognized” at the summit.
 - International Tourism is considered an export.
- **COLLABORATION.**
 - How is the REDC promoting, facilitating local government efficiency, shared services, public-private partnerships that will further *transform the business climate* in your region?
- **NEW YORK RISING.**
 - Get to know your NYRCR Plans and proposed implementation projects. A portion of your CFA priority projects, especially for infrastructure and industry, should be identified in the NYRCR Plan.
 - Endeavor to build a closer relationship with NY-RISING communities
- **PROGRESS.**
 - Yes, this will be a factor. How are your 2011 projects progressing? 2012? Tracking, familiarity with, problem solving to get these things back on track.
- **OPPORTUNITY AGENDA.**
 - Opportunity Agenda should not be “separate and apart” from economic development initiatives. It should be a part of the decision-making process.
 - As these exciting and transformative priority projects are proposed, how will they positively affect those who aren’t traditionally considered in economic development decision-making processes.
 - Must be inextricably linked to your strategies. Go the extra mile to describe how your projects uplift underserved populations, at-risk youth, and struggling communities.
 - Points for how well you demonstrate that a project will provide true economic opportunities to the entire spectrum of participants.
 - As your economies continue to grow and expand, don’t leave anyone behind.
- **VETERANS.**
 - They would like to see a *work group* dedicated to involving veterans in the process
 - Identify businesses that are veteran-friendly
 - Identify the veteran component of the workforce – both employed, unemployed, and underemployed
 - Identify veteran-owned businesses in your region
 - State is coming up with a Disabled Veteran Business Enterprise (DVBE) certification system that correlates to federal cert; OGS and state agencies will be required to meet a 6% purchasing goal from DVBEs.
- **WORKFORCE.**
 - *Sector Strategies* are important factors in action planning
 - Business-led partnerships to meet the workforce needs of the business, paired with state investments aimed at filling those gaps.
 - Make the linkage between the broad spectrum of talent and the needs identified by businesses.
 - Revisit your 5-year plans (2011) to see what you identified as your primary market sectors. How are you linking workforce to these industries? Are you?
 - Include your Business Advisory Committees and your local WIBs!!!
- **STARTUP NY.**
 - Should be part of the conversation whenever possible
 - Priority projects are very competitive when STARTUP is involved.
 - Consider as complementary; should be part of the incentive package: CFA + STARTUP = nice package.