

OVERVIEW & PURPOSE

On April 30th, 2014, MV 4.0 brought together leaders and stakeholders across the six-county region to take inventory of our assets, measure our progress, share successes, sharpen our vision, and to identify priority projects for 2014 and beyond. Attendees learned how businesses and communities are shaping the future through new investment; participated in workshops and forums that will determine the deployment of state resources in 2014; and witnessed first-hand the energy and momentum building throughout the Mohawk Valley. **MV 4.0** provided a platform for collaboration, a springboard for ideas, and a nexus of opportunity for communities and businesses seeking to grow and thrive in the regional economy.

In December 2013, the MVREDC earned *Top Performer* status among the ten Regional Economic Development Councils by demonstrating successful projects that advance core growth strategies ([Click here to view awards video](#)). Over a period of three years, the MVREDC has secured more than \$200 Million in state assistance for nearly 240 projects that will help to **GROW** business & industry, **BUILD** a dynamic 21st Century workforce, **CREATE** technology & innovation-enabling infrastructure, **REVIVE** our urban centers, and **FORGE** public-private partnerships.



WELCOME

9:00 am

WELCOME FROM MVREDC CO-CHAIRS: A BRIEF HISTORY OF PROGRESS

*Dr. Todd Hutton & Nick Matt, Summit Co-Chairs, open the conference; introduce REDC Co-Chairs
Presenters: Co-Chairs Larry Gilroy & Robert Geer*

MVREDC Co-Chairs officially opened the Summit; welcomed everybody, stated the purpose of bringing everyone together for the morning, and delivered a brief history of MVREDC from inception to 2014, and outline the path for 2014 and beyond.

PLENARY #1

9:20 am

SIX COUNTIES IN SIXTY MINUTES

Moderator: *Dan Robinson, President & CEO, NYCM Insurance; MVREDC Executive Committee*

Presenters: *Wally Hart (Fulton), Dr. Renee Scialdo-Shevat (Herkimer), Hon. Matthew Ossenfort (Montgomery), Frank DuRoss (Oneida), Jeff Idelson (Otsego), Sarah Blood (Schoharie).*

This opening plenary session provided a regional overview of core industries, agribusiness, natural resources, tourism destinations, global footprints, and success stories from Fulton, Herkimer, Montgomery, Oneida, Otsego, and Schoharie Counties. Representatives from each county led the room on a virtual tour of their assets and described their role in the regional economy. By all accounts, this session was welcome opportunity for all to learn more about the Mohawk Valley; and how businesses, communities, and organizations have unprecedented opportunities to collaborate and grow together. To see slideshow, [CLICK HERE](#) or visit our website at <http://regionalcouncils.ny.gov/content/mohawk-valley> and look for the “6 Counties in Sixty Minutes” icon.



10:20 am

BREAK (10 min)

Refreshments provided by Happy Jack's Roasting Company & Mohawk Harvest

CONCURRENT INTERACTIVE WORKSHOPS (50 minutes)

10:30 am

CONCURRENT WORKSHOPS

Attendees selected one of three concurrent workshops consisting of a panel and interactive discussion.

RUSTBELT TO GREENBELT: GROWING AGRIBUSINESS and REVIVING THE FARM TO TABLE CULTURE - GREAT HALL

Moderator: *Richard Ball, Commissioner of Ag & Markets*

Panelists: *Vince DeSantis, Mohawk Harvest Cooperative; Pat McCann, Owner of Piggy Pat's barbeque; Tim Hardiman, Owner & Executive Chef, The Tailor & The Cook; Rebecca Morgan, Center for Agriculture Development & Entrepreneurship*

The Mohawk Valley was founded by pioneers, innovators, and entrepreneurs who worked the land and fed a new republic. Lost along the way, however, was the connection between our population centers and our surrounding farms. Small farms, even today, remain one of the purest forms of economic development and shared prosperity in the Mohawk Valley. Moderated by Richard Ball, this panel focused on the vast potential of our agricultural and natural resources to feed our communities, drive economic development, and enhance quality of life in our region. This group explored issues fundamental to identifying new markets and strengthening cooperative agriculture, local sourcing, and craft food & beverages. How can Mohawk Valley businesses continue to promote a stronger *Farm-to-Table* culture in our communities? What is the true economic impact of small farms? Attendees had the opportunity to discuss the nascent locavore movement, the prospect of new markets for local producers, limiting factors to growth, expansion, and sustainability of our vast agricultural resource.

INSTITUTIONAL KNOWLEDGE: COLLEGES AS PARTNERS IN COMMUNITY DEVELOPMENT - *Gallery Classroom*

Moderator: *Dr. Dustin Swanger, President, Fulton-Montgomery Community College*

Panelists: *Dr. Randall VanWagoner, President, MVCC; Dr. Nancy Kleniewski, President, SUNY-Oneonta; Dr. Margaret Drugovich, President, Hartwick College*

Based on the recent publication "Approaches to Developing Our Regions: Community Colleges as Partners in Community Development," Dr. Swanger moderated a conversation on how educational institutions in the Mohawk Valley are challenged to design programs and open the doors of opportunity to an increasingly diverse demographic. The process begins by revisiting the foundations of higher education as a means to fostering entrepreneurship, catalyzing innovation, and achieving true livable communities. This group had the opportunity to examine the role of STEM education in preparing our students for careers in advanced manufacturing, agriscience, and the craft food & beverage industry. Finally, how colleges and universities capitalize on STARTUP-NY and SUNY 2020 through integrated public-private partnerships – *both on and off campus*.

STATE & MAIN: INVESTING ON MAIN STREET

Moderator: *Peter Fleisher, Executive Director, Empire State Future*

Panelists: *Chip Travis, Co-Owner, Grand Development; Mayor Richard Miller, City of Oneonta; David Anderson, Preservation Architects; Peggy O'Shea, Executive Director, Community Foundation of Herkimer & Oneida*

Sustained recession and crushing blight can have developers feeling exiled on Main Street. This forum's purpose was to reverse that trend with success stories on how creative partnerships have leveraged resources, talent, and energy to stimulate downtown investment. This developer-led discussion illuminated the inimitable risks – and astonishing rewards – associated with infill development, adaptive reuse of vacant properties, and the growing demand for modern housing and livable communities. Comprehensive planning, public-private partnerships, and unswerving commitment are elemental to success, and ultimately, return on investment. Discussion included how public investment in Main Streets, brownfields, and waterfronts create value and entice private development. Moderated by Peter Fleisher, the session focused on sustainability, resiliency, and vibrant urban centers. Some of the key concepts discussed by the panelists and the audience were:

- Shrink the width of paved road and widen the sidewalks on main street to help downtown businesses
- Public partnerships are important
- Connect students to main street businesses
- Empty nesters desire main street atmosphere over “retirement community”
- Tough to compete with big boxes
- Despite retail growth, we are not seeing an increase in sales tax revenues
- Everyone has a community foundation in their community
- Community foundations are changing the way we do business
- What makes a city “cool?” - people want to live downtown, meet & eat
- Drones are awesome
- Community foundation helped to build Thincubator in downtown Utica
- Partnerships are key. Connect with somebody today!
- Combining high-tech with traditional farming, non-traditional farm products
- New markets = new places to live
- Community apathy is hard to overcome; how do you do it?
- 30-30-30 rule. Just convince the 30 in the middle. Seeing is believing.
- 50% success rate on microenterprise grants/loans in Mohawk Valley
- Arts community needs to pool funding sources – it is great to see non-traditional partners working together.
- John Zogby’s poll indicates that people want and desire an arts community. Arts need to be elevated. Co-funding is critical. Arts need to be incorporated in non-traditional ways.
- It is not easy to revitalize a main street v/s suburban greenfields. What can the state do better to tip the scales back to downtown and main streets? HCR, NYMS are great; never enough.
- Young entrepreneurs.
- Federal tax credits work well with state tax credits.
- The municipal and public officials need to do all the paperwork, not the developers. Developers should not have to do this on their own.
- It is ok for people to come back to the table. If they were successful before, give them another one.
- Rents for loft apartments are averaging \$1 per square foot per month in some areas like Rome/Oneonta.
- Elevators and asbestos are cost-prohibitive. That’s where developers need help.
- There needs to be equity. Low and middle and high should all benefit from downtown development, not just “High end” apartment renters.
- It is good to have students downtown.
- Rental v/s ownership for high-end properties downtown. Pure numbers. One owner is required for tax credit projects

11:20 am **BREAK (10 min)**

PLENARY SESSION #2

11:30 am **JAM SESSION: ORCHESTRATING REGIONAL IDEAS & INITIATIVES**

*Facilitator: **Todd Hutton**, President, Utica College*

Also dubbed “Economic Speed Dating,” the group reconvened to the Great Hall where Dr. Todd Hutton moderated a 15-minute open mic session for attendees to share their perspective on regional economic strategies. Nobody said it was going to be easy. Having gained new perspective, how can we better focus our time, energy, and investments in our businesses and communities?

Below are some highlights from the audience members who grabbed the mic:

- Bob Albrecht – Keep Mohawk Valley Beautiful
 - Cornell university research – in 30 years if we continue on the same path, 1/3 of your population and homes will be vacant
 - Post-tsunami in Japan – if you know your neighbors, your neighborhood has a chance to survive
 - Survival is achieved by building neighborhoods
 - Sustainability
 - Agents of change, active citizens, service component
 - Overseas fabric manufacturer is looking to return stateside and salvage discarded nylon to manufacture new nylon products
 - Community/regional landbank might be a solution to vacant property revitalization
- Frank DuRoss – MVCC & Utica Comets
 - Thincubator (The Home of Innovative New Companies) follows the Syracuse Tech Garden model.
 - College students with ideas for Business
 - 1400 square feet of flex space
 - Aggregates community and financial resources to help grow their ideas
 - Free space
 - Ultimately seeks to move the new business to a downtown/appropriate location
 - 1st year of Tech Garden started with 4 teams, now up to over 200 applicants
 - 315.792.5526
- Peggy O’Shea – Community Foundation of Herkimer and Oneida
 - More people are apt to stay in their community if the community is willing to invest in them as people/professionals
 - Internships can help connect people to businesses
- John McGlone – Mohawk Valley Collective
 - Regional visitor center – 518.301.1242
 - Increase visibility of the Mohawk Valley
 - West Hill School – NRHP, limestone, taken over by collective and under redevelopment.
- Pamela Matt – Executive Director of Chamber of Commerce
 - Catalyst young professionals’ group, a great regional model for chambers across the Mohawk valley.
- General
 - Cost of labor is generally prohibitive to farming
 - Automation has become less expensive
 - Great chance for synergy between technology and agriculture
 - Robotics on dairy farms

KEYNOTE (45 minutes)

11:50 am KEYNOTE: **ATTRACTING & MANAGING REGIONAL GROWTH**

Introduction by Dr. Robert Geer

Speaker: Mike Russo, US Government Relations & Regulatory Affairs, Global Foundries

ARE WE READY? Mike Russo from the Global Foundries Chip Fab in Malta, NY described the economic impacts of Nanotechnology investments in Malta and relates how Mohawk Valley communities can prepare for – and benefit from – state investments in Nano Utica. Russo will discuss the importance of intergovernmental cooperation & alignment, supply chain development, demand-driven educational programs, leveraging collective strengths, infrastructure investments, and fostering an innovation-enabling ecosystem. What is the timeline? How far-reaching (geographically speaking) are the positive impacts? What industries, professions, and disciplines are impacted? What is the impact on community colleges and school districts? Beginning with a technical primer, Mike Russo spoke from experience on the tangible, positive impacts of regional growth on *quality of life*.

- Key markets driving growth in Nano sector:
 - High-Performance Computing – microprocessors, networking, gaming
 - Wired Applications – servers, stb, digital televisions
 - Consumer Wireless – mobile smartphones, tablets, wireless connectivity
- How we can prepare:
 - ID a facilitator to ensure you are connected in your visioning and decision making
 - Commit to take full advantage of the Governor’s leadership and “offer”
 - Unite behind a common regional vision
 - Each county/municipality evaluates assets, “what they want to be when they grow up”
 - Align your local communities vision with that of the greater region’s “new economy”
 - Do a gap analysis; what do you need to work on as a region, collaboratively, and locally
 - Collaborate, get to work and stay the course!
- Notes on Nano as a strategic industry concentration:
 - Helps to change the perception of today’s manufacturing and excite students and parents about the career possibilities
 - Driving leading edges innovation = national & economic security
 - Nations top export industry on average over past 6 years
 - Attracts top talent/entrepreneurs
 - Requires soft & hard infrastructure which in turn supports much broader growth
 - Catalysts for small business growth of all kinds
 - Drives tech growth...which drives growth in general
 - Anchors a center of excellence and causes a clustering effect
 - The indirect support jobs for this industry is much higher than more traditional manufacturing (5-1; per the SIA)

WRAP

12:35 pm **LIFTING ALL BOATS: MOVING FORWARD AS A REGION**

Brian Stratton, Director of the New York State Canal Corporation

Against the backdrop of the NYS Barge Canal in Canajoharie, Stratton delivered a presentation on past, current, and future development along the Erie Canal Corridor in the Mohawk Valley and how the Canal Corridor connects us all to the rest of the state and the world. Director Stratton discussed the suite of funding opportunities available in the upcoming CFA; demonstrated successes built on regional collaboration, and illuminated how communities and businesses benefit from canal development and tourism. Finally, announced the upcoming CFA round that officially opened within hours of the Summit.

12:50 pm **WRAP**

Larry Gilroy, MVREDC Co-Chair

Where do we go from here? Co-Chair Larry Gilroy identifies Council members and agency reps who can help your business or community to advance projects and initiatives. Learn of upcoming CFA workshops, REDC meetings, and regionally-significant events. Adjourned the Summit.

GET THE APP

MOBILE APP: FULL CONFERENCE AGENDA, SPEAKER BIOS, and WORKSHOP DESCRIPTIONS ARE STILL AVAILABLE ON YOUR SMARTPHONE OR TABLET – [CLICK HERE!](#) Or, go to www.guidebook.com to download the app; search for “Mohawk Valley 4.0”

Q2 How useful was the information presented to your company, community, or organization?

Answered: 48 Skipped: 0

