



NORTH COUNTRY REGIONAL ECONOMIC DEVELOPMENT COUNCIL

"GLOBAL NORTH COUNTRY"

From: Tony Collins and Garry Douglas, Co-Chairs

BACKGROUND:

In addition to StartUp NY and the new Innovation Hot Spots, Governor Cuomo is launching the "Global NY" initiative this year as a new focal point for economic development efforts. This includes a call for each of the ten regions to create a Global NY strategy.

The state initiative values all aspects of the international equation -- including export support of course but also foreign direct investment and tourism. We feel the North Country is very strongly situated on international strategies and efforts, and has gained awareness and respect in this regard through the last three competitions.

TASK FORCE:

The Canadian Connection Working Group is being replaced with a broader "Global North Country Task Force" to devise and draft a set of strategies. Garry Douglas will chair this task force and Patrick Kelly of the St. Lawrence County IDA will assist as co-chair.

ELEMENTS:

Following is a working outline, subject to changes and adjustments as the task force organizes and begins its endeavor:

- **CANADA:** We will be sure to "shine" as the gateway for all New York with Canada, particularly Quebec and eastern Ontario. We will create a strong story of performance, and updated and expanded strategies related to our unique and respected international role.
- **FOREIGN DIRECT INVESTMENT:** We will present cogent strategies, based on our existing record of performance, keyed to the further attraction of foreign direct investment -- primarily Canadian but not exclusively.
- **TRANSPORTATION:** We will highlight transportation strategies related to the support of our Global North Country aims, including: Border Crossings and Border Fluidity; Rail (CSX, Amtrak, other); East-West Highway Development; Ports/Port Enhancement (Ogdensburg in particular); Plattsburgh International Airport (the FIS/Customs plans).

- **TOURISM:** We want to strongly portray foreign tourists as a form of FDI, and tout our special strength in attracting Canadians in particular but other foreign tourists as well. This can include Lake Placid and international sports and other events around the region, and related tourism marketing and development aims.
- **STRATEGIC CLUSTERS:** Where possible, we will highlight our track record in developing identified strategic clusters through FDI (transportation equipment, biomass, etc.) with strategies for linking our Global North Country plan to the future development of these clusters.
- **EXPORT INITIATIVE:** We will develop and put forward a more regionally cohesive and coordinated approach to supporting and facilitating exports by North Country companies.

APPROACH:

An initial Task Force will be identified, named and convened by mid-February, with sub-groups potentially taking up specific elements. All other Working Groups will be asked to consider and provide recommendations of how their subject areas/sectors can be reflected within and connected with Global North Country.

The aim will be to develop a Global North Country strategy to be presented to the Regional Council and approved. This will then be reflected in this year's comprehensive submission by the Priority Project and Plan Implementation Committee (P3IC) per this year's requirements and guidelines. It will be important to have some cross membership between P3IC and Global North Country, and to define how P3IC may assist in the above process and then translate it all into the broader update and submission this year.