



WAYNE COUNTY ECONOMIC DEVELOPMENT AND PLANNING DEPARTMENT 2015 ANNUAL REPORT

INTRODUCTION

The mission of the Wayne County Economic Development and Planning Department is to provide the resources and services necessary to improve the quality of life for the residents of the County. Among other things, these include building capacity and implementing projects in such areas as: business expansions, environmental improvements, land use, community development, recreation, infrastructure, transportation/logistics, farmland enhancement and preservation, watershed and Lake Ontario planning, etc. Following are descriptions of the activities that the Office accomplished in 2015 in conjunction with a team of dedicated individuals and organizations.

ECONOMIC DEVELOPMENT

Business Retention and Expansion (BR&E): The Wayne County Industrial Development Agency (WC IDA) operates an active Business Retention and Expansion [BR&E] program using a computerized tracking system. Execupulse is a Customer Relations Management (CRM) system for economic development. Economic growth in any community primarily occurs with the retention and expansion of existing industry. In fact this number is as high as 80%. Thus, it is in the community's best interest to see our local companies prosper and grow. During 2015 approximately 110 visits were conducted with existing businesses.

World Economic Development Alliance (WEDA): The WCIDA contracted with the World Economic Development Alliance (WEDA) to assist in achieving our marketing and outreach goals. Staff provided site information to approximately 12 out of state companies looking for either facilities or land that had been sent by WEDA. Development of marketing materials is an on-going part of the contract. To date, new material folders, a logo, business cards and key cards are being developed. Writing and editing are in progress. Trade shows, social media and public relations are being considered as other mechanisms as ways to reach out to expanding companies.

Specific Projects: Following are several specific economic development activities conducted by the staff during 2015:

- Staff worked with the Western Finger Lakes BOCES on future development of a P-TECH school.
- Staff worked with several companies, commercial/industrial realtors and developers to find industrial buyers for properties that they vacated. For example, staff assisted the Brady Corporation to find a purchaser for the Electromark facility in the Town/Village of Wolcott.
- Staff worked with a national furniture manufacturer from California and tried to bring them to the Town of Ontario. Greater Rochester Enterprise (GRE) and the company's site selector initially introduced them to the County. While the company decided to postpone the project, it would have created approximately 700 jobs over a five year period and constructed a 200,000 to 500,000 square foot building.

Agricultural Economic Development Projects: Several local farmers approached the Department with a new food processing concept, identifying the need in the region. Also staff attended NY Loves Food Conference convened by Senator Nozzolio and the Geneva Experiment Station. The agriculture and related business sector in this region is well established. This Industry is in a position to build upon 150 years of university research, product development, manufacturing and marketing that started with the resources and production capacity of the region's farms. The staff also responded to a RFP for a peach production operation.

Funding Pools: Staff is working with the Genesee Finger Lakes Regional Planning Council (GFLRPC) to develop program criteria and operating documents for the new Regional Ag Loan Program (GAIN). The expectation is that the program will begin accepting applications in the first quarter of 2016.

Additionally, the IDA has assorted Business, Main Street and Ag micro loan pools along with a larger loan program providing up to \$300,000. Companies and individuals come to the IDA to apply for a variety of funds as follows: a larger Revolving Loan Fund providing up to \$300,000; the Main Street microenterprise fund providing \$5000 to \$25,000; the Ag Micro Program, providing up to \$60,000; and the HUD Micro Program providing \$25,000. During 2015, the IDA Board approved three loans. They are ready to close in early 2016. Companies and individuals must meet the agency and resource requirements to qualify for a loan.

Economic Transformation Program (ETP): With the closure of the Butler Correctional Facility, expanding businesses within 15 miles of the Prison are eligible to receive ETP grants. The purpose is to offset job losses resulting from the closure. One example is the \$500,000 we obtained for the Advanced Atomization Technologies project in Clyde, NY which created nearly 90 new jobs. Another ETP grant was obtained for a Savannah company, however, they did not accept it.

IDA Projects: After a year in construction, the Walworth Tops project opened. It would not have been initiated without the financing assistance provided by the WCIDA and the Town of

Walworth. The project provided approximately 120 jobs, filling a need for both entry level and management opportunities.

The IDA extended the sales tax exemption for Advanced Atomization Technology (AAT) as they completed their major expansion in the Village of Clyde. It included new offices and manufacturing space.

The IDA authorized a PILOT on a property at 1675 Wayneport Road in Macedon to encourage small manufacturers to either lease or buy this facility. The owner has made the inside a ready-to-occupy building.

At the request of the company, the WCIDA removed the PILOT on the Jindal facility which they had purchased from Mobil Chemical approximately 18 months ago. Jindal's plan to use the facility as R&D headquarters was abandoned, as they will move the operation to Georgia.

The IDA staff continued work with Headwaters Foods and their consultant on a feasibility study for the relocation and expansion of a regional food hub and processing facility in the Town of Ontario. It is being funded by a USDA RBEG grant prepared by the IDA staff.

The Wayne County Business Builders had success in convening direct counseling services for small businesses and individuals initiating new business start-ups.

The IDA meets regularly on the fourth Friday of each month, with special meetings when necessary. Staff submitted all Public Authority Accountability Act reports on time. And independent audits of all four entities were completed on time for the PAAA reporting. Audits were exceptional and received high marks.

Workforce Development Training: The Deputy Director of ED/Planning is a member of the reorganized regional Workforce Investment Board. Following the new Federal guidelines established under WIOA, the board was downsized. Under the new regulations, economic development entities must work closely with workforce development agencies and entities to receive Federal funding. As part of this focus, an additional committee has been established, consisting of economic developers and workforce developers.

The Deputy Director of ED/Planning is also member of the Finger Lakes Advanced Manufacturing Entity's (FAME) executive committee. FAME continues to work with educators on the need for STEM training and basic communication skills in order to fill numerous job openings in advanced manufacturing.

The WCIDA, in conjunction with FAME, held the first "Soft Skills Summit" in September at the Young Sommer Winery in Williamson.

Staff attended several meetings of the Wayne County Finger Lakes Community College Campus Advisory Committee. The College is a significant asset to workforce development.

Job Fair: The WCIDA hosted and organized the annual Wayne County Job Fair in Palmyra in November. Approximately 175 job seekers attended. Over thirty companies participated. Feedback indicated that companies found it very positive and plan to attend next year's event.

Beh Industrial Park Expansion: Working with the Town of Ontario and Wayne County, the WCIDA continues to pursue expanding the Beh and Commerce Way Industrial Park. With the additional phase of Timothy Lane completed, new acreage can now be accessed. The next large property owner has cleared approximately 70 acres and completed engineering so that the property is shovel-ready.

Silver Hill Facility Sale and Property Gifting: The Sarah Coventry building and its 12 acres has been sold and is now owned by Don Lasher of Capstone Real Estate Development LLC. The facility houses the Wayne County Campus of Finger Lakes Community College. Eldercare is developing a separate portion of the facility

The remaining 64 acres of the Silver Hill Technology Park was gifted by the owners to the Wayne Industrial Sustainability Development Corporation. The corporation plans to utilize the property to create a corporate campus-like setting.

Building and Sites Inventory: Staff continued to develop an inventory of available buildings and sites that could be used to attract expanding companies. At this time the entire County has been surveyed, however, records are now out of date and need to be updated.

COMMUNITY DEVELOPMENT AND RECREATION

Community Development Block Grant (CDBG) Housing Improvement Application: The Department wrote an application for CDBG funds for the Wayne County Lateral Connection and Well/Septic Repair Assistance Program. The program provides assistance to low/moderate income households to construct lateral hookups to public water and sewer systems, or make improvements to on-site wells and septic systems. We received 77 applications from September 5, 2014 until our application deadline of June 12, 2015. Many households have applied to two of the four program areas and all of the applications on the wait lists have been funded. We are currently funding 60 projects on 42 properties. It is anticipated that after these projects are complete there will be approximately \$80,000 remaining. The Board of Supervisors is currently considering a resolution to request an extension of the grant until December, 2016 so that the remaining funds can be utilized. If an extension is granted it would be for the water and sewer lateral connections and well repair/replacement. Since these projects are lower cost than septic systems the remaining funding will be able to install approximately 16 more facilities.

Western Erie Canal Alliance (WECA): In 2010, Wayne County was awarded \$240,000 in NYS Local Waterfront Revitalization Program funds to conduct a three year program to administer the National Trust for Historic Preservation's Main Street Program in Lyons, Albion and Lockport. The contract is administered by Wayne County in partnership with WECA. The grant utilizes the services of a regional coordinator to provide technical assistance and training to these communities. An extension has been obtained for this funding program to March 31, 2016 in order to provide training and design guideline development services to the two new communities, the Village of Clyde and the Town of Savannah. This grant is on schedule to close-out in March, 2016.

The NYS Snowmobile Trails Program: The Office completed the 2014-15 snowmobile grant-in-aid application which resulted in an award of \$61,425 to the County for the maintenance and development of 195 miles of trails. In addition the County received approval of its 2015-16 application for maintenance and development of 179 miles of trails in the amount of \$59,965.

Elevator Project: The Elevator Project was completed in Feb 2015. The Office of Community Renewal conducted a final monitoring visit in October and identified the concern that CDBG public hearings should be held at more convenient times for the general public. The County response indicated future CDBG public hearings will be held at 7:00 PM.

The Erie Canalway Trail: The County was approached by Brian Stratton, Director of the NYS Canal Corporation, about integrating the Canalway Trail into the Upstate Revitalization Initiative (URI) Plan for our Region. Staff developed and submitted a proposal to extend the Canalway Trail from Lyons through Savannah in partnership with Canal Corp. While the project did not get incorporated into the URI, it did generate a lot of excitement and helped to bring agreement for a potential way to "Close the Wayne County Gaps." The County Department of Public Works is finishing the county-owned trail over a period time. They have also developed a cost estimate for re-decking the canal bridge near Brown Road (Galen). We believe that the bridge project could be a competitive grant application in upcoming Consolidated Funding Application round.

Fair Housing: Staff continues to serve as the Fair Housing Officer (FHO) for the County. In June, staff attended the Finger Lakes Housing Consortium Conference and met with (2) developers concerning potential projects. The County also adopted a resolution of support and authorized entering into an agreement with Bishop Sheen for housing-related issues, published Fair Housing information, and participated in two webinars hosted by the New York State Division of Housing and Community Renewal (NYSDHCR). Throughout the year, the FHO monitored CDBG projects to answer any questions regarding Fair Housing impacts.

Wayne County Parks and Recreationways Master Plan: The Department developed the Wayne County Parks and Recreationways Master Plan in July of 2012, with assistance from the Wayne County Public Works Department and Trailworks. The Plan reflects the current status of the 10 existing county parks and several trails within the County, as well as planning objectives for new parks and trails. This Plan will need to be updated in 2016 to be re-adopted before

July, 2017. Plans have to be no more than 5 years old in order to use them effectively for grant writing purposes.

Newark Housing: Staff met with the Newark Housing Authority and a developer, “3d Development”, regarding his proposal to redevelop St. Michael’s school in Newark into Senior living apartments. Discussions were held about his access to funding

The Great Lake Ontario National Marine Sanctuary: Oswego County is proposing the establishment of a National Marine Sanctuary on Lake Ontario. Wayne County is one of the named counties for such a federal designation. This project was publically announced at the NYS Fair on September 4, 2015 and at a shareholder’s meeting held in December, 2015. The County continues to assist in the development of the application.

ADMINISTRATION AND REGIONAL ACTIVITIES

Regional Engagement Initiative: The Genesee Finger Lakes Regional Planning Council (GFLRPC) received a NYS Brownfield Opportunity Assessment (BOA) grant to develop a regional plan of strategic local projects. Department Staff is working with the GFLRPC to identify strategies and funding opportunities for projects that will help to address the areas of highest need or opportunity in the Region. The completed project will include an assessment and profile of existing conditions, opportunities for economic development, and a prioritization of future revitalization efforts in the areas of: brownfields, redevelopment and revitalization efforts, housing, tourism, environmental considerations, natural resources, land use, and infrastructure.

Regional Economic Development Council: Staff assisted the Genesee Land Trust with preparation of a successful CFA Cornwall Estate \$300,000 application to purchase 74-acres of land on Lake Ontario Shoreline and develop a nature park. The total project cost is \$1.4 M. Staff also authored a successful \$84,000 CFA application for Camp Beechwood (Water and Electric) Project in the Town of Sodus. The project calls for installation of waterlines and electricity to Beechwood State Park.

Staff represented the County on the following FLREDC workgroups- Ag & Food Production, Community Development, Energy/Innovation and Sustainability. The workgroups advise REDC Council on CFA grant projects, policy and Upstate Revitalization Initiative related projects.

Tax Delinquent/Blighted Properties Project: The Department is working with the Ad Hoc Property Committee of the Board of Supervisors to identify several properties to include in a Wayne County application to EPA for a Targeted Brownfield Assessment (TBA) grant. With a successful grant application, EPA will provide a consultant to conduct a Phase 1 environmental assessment on the subject property. The initial targeted property list includes INREM (Roll

section 8) commercial and industrial properties. The intent of this project proposal is to return tax delinquent properties to productive status without taking on costly liabilities.

Regional Planning Council Coalition Assessment Application: The Department also worked with GFLRPC to identify several properties to include in their 9-county Brownfield Assessment grant request of the EPA. As part of this program, the Planning Council would retain a consultant to perform Phase 1 and possibly Phase 2 studies. The properties we will submit to the Regional Council from Wayne County were also tax delinquent INREM (Roll section 8) commercial and industrial properties that the County is trying to return to productive status.

Training Sessions: The Department conducted five professional training sessions for local officials. Topic included: Introduction for Planning Board, Introduction to Zoning Board of Appeals, SEQR, Subdivisions and Ag Districts. We also hosted the NYS Department of State (DOS) who provided trainings on Wind Energy Regulations, Solar Energy Regulations and “White Elephants”. There were approximately 40 to 50 attendees for each of the DOS sessions. Overall there were 100 individuals who attended one or more sessions representing 19 out of our 24 municipalities (80%). Total attendance for the eight sessions was 225 people, with several in attendance who were from outside the County.

Staff also attended a Town of Rose joint Planning and Zoning Board of Appeals meeting to participate in a discussion regarding board-related topics such as General Municipal Law and Town Law.

Genesee Finger Lakes Regional Planning Council Rights of Way Project: The Regional Planning Council completed the process of cataloging the various rights of way (ROW) in Wayne County and the surrounding counties. The final plan was adopted by the Genesee Transportation Council on September 1, 2015.

Butler Correctional Facility: The Butler Correctional Facility (BCF) in the Towns of Butler and Wolcott was officially closed on July 26, 2014. As per guidance from NYSED the County established an Advisory Committee to work with the State on the type of business they would like to see occupy it. However, the State has not yet put the property up for sale.

GIS Projects/Requests: As of the spring of 2015, Wayne County has two updated sets of aerial imagery available for, including: (1) NYS Orthoimagery and (2) Pictometry imagery. The County has also purchased software licensing that will help it to progress with establishing a county-wide GIS system. GIS maps/services are provided by our Department as requested.

Regional Economic Development Council (REDC), Genesee Finger Lakes Regional Planning Council (GFLRPC) and Genesee Transportation Council (GTC): The Department staff and County Supervisors attended and participated in such regional planning and economic development organizations as the REDC, the GFLRPC and the GTC. They were also active on the Workgroups and sub committees, including such entities as the Planning Coordination Committee, the Investing in Manufacturing Communities Partnership, Viewshed Analysis, the

Regional Engagement Initiative, the UPWP Project Development Committee, the Long Range Transportation Plan, the Regional Freight Plan and the Critical Transportation Infrastructure Vulnerability Assessment Committee.

Opportunity Analysis and Marketing Strategy: In early 2015 the Board of Supervisors authorized the Department to prepare an RFQ for preparation of an Opportunity Analysis and Marketing Strategy. Three consultants were interviewed and Investment Consulting Associates (ICA) was chosen. The goal of the study is to analyze the assets and liabilities of the County, developing a methodology on how to emphasize the attributes and address the liabilities. The Consultant initiated the study on October 22, 2015 and is scheduled to complete it in the spring of 2016. In December, 2015 the County appointed 12 individuals to serve on an Advisory Committee. This group will provide insight to the consultant.

Regional Trails Initiative: Staff helped identify potential trail locations and needs, distributed email notification of public meetings and offered comments on the plan update. The Final Plan is expected to be approved at the January, 2016 GTC meeting.

Unified Planning Work Program: Staff served on the Program Development Committee of the GTC reviewing, ranking and recommending funding for grant proposals. None were submitted from Wayne County this year. There was approximately \$1.5M of projects distributed for transportation-related planning projects throughout the GFL region.

Regional Planning Council – Critical Transportation Infrastructure Vulnerability Assessment: The staff participated in reviewing “County Asset” project materials as requested by the Genesee Transportation Council (GTC). The GTC asked for comments on the draft Wayne County Transportation Asset Scores in the fall of 2015. After this, the consultant team will finalize the scoring results and we will move on to the mitigation measure development portion of the project.

Regional Viewshed Inventory Analysis: Staff members, in both Tourism and our Department, worked together to provide the Viewshed information to GFLRPC. C.J. Randall and Razy Kased, of GFLRPC offered a presentation regarding this topic at the May14, 2015 Regional Planning Council’s Local Government Workshop.

Risk Assessment Analysis: Staff completed a Risk Assessment Analysis, providing a rating on the Department’s factors of doing business.

INFRASTRUCTURE AND TRANSPORTATION

Broadband: Staff has been active in various Broadband initiatives including: holding discussions with the State Broadband Office on the Governor’s new Broadband funding program, attending the annual Broadband Conference in Albany, corresponding with other

local governments on performing Broadband feasibility studies, attending a NYSAC conference on setting up a Broadband system working with State and Federal funding sources, developing a Broadband RFP and exploring a possible partnership with a private Broadband provider. It will be our goal in 2016 to conduct a Broadband Needs Survey and Plan in anticipation of a possible request for funding from the State.

Corning Secondary Rail and Lyons Industrial Park: Norfolk Southern suspended service to the Corning Secondary Rail Line in Wayne County. Several years ago Senator Nozzolio procured a Multi-Modal grant from NYSDOT which was originally slated for the engineering work associated with a train station at Lyons. However, Congress eliminated funds for such activities making this project too costly to pursue. As a result, the Department worked with the Senator and NYSDOT to re-purpose the use of these funds, allowing them to be re-directed for rehab and/or new construction on the Line in Wayne County. One concept that has been discussed is utilizing these funds as partial assistance for a major rail intermodal operation (i.e. truck and rail only).

Ontario Midland Railroad (OMID): OMID is the County's only short line railroad. It primarily serves the northern tier of the County and connects with CSX Railroad in Newark, NY. Over the past several years they have been using NYSDOT funding to make improvements to the Line. The Department and the IDA recognize the importance of increasing traffic on OMID. One way of accomplishing this would be to build sidings in new industrial parks along the Line. An engineering evaluation of where to locate these parks would be a good first step in accomplishing this.

Wayne County Water and Sewer Authority (WCWSA): The Department has coordinated with the Authority on several projects over the past couple of years. These included: the Butler Correctional Facility (BCF) closing and possible re-use, the expansion of sewer and water lines in the Butler and Wolcott areas, and the extension of water to industry in the Wolcott area. A new focus in 2016 could be a cooperative venture to locate new industrial parks in areas where water and sewer have sufficient capacity and quality.

ENVIRONMENT

Great Sodus Bay Harbor Management Plan: The NYS Department of State closed the Great Sodus Bay Harbor Management Plan contract on September 18, 2015.

Regional Dredging: The Draft Regional Dredging Management Plan Update has been submitted to the NYS Department of State. The Plan can be implemented if/when project participants determine they wish to proceed.

PLAN2014: PLAN2014, the proposal to raise Lake Ontario by as much as 4 feet over its current height, is still reportedly being reviewed/considered by the U.S. and Canadian governments. The International Joint Commission (IJC) forwarded the Plan to the two governments in June, 2014. The Office continues to monitor this initiative and communicate with the supervisors from the Lake Towns and the Village of Sodus Point.

Wayne County Planning Board Actions: The Wayne County Planning Board reviewed 115 local zoning actions under General Municipal Law 239 in 2015. There were two new County Planning Board members appointed in 2015, one from the Town of Sodus and one from the Town of Williamson.

National Flood Insurance Program: During 2015 the office continued to work with DEC and the Regional Planning Council on several projects associated with changes in the National Flood Insurance Program. This included comments to DEC on alterations to the FEMA Risk Map Program, meetings and discussions with engineers working on the Lake Ontario and Seneca Watershed Discovery Process. Staff also assisted GFLRPC in submitting a grant proposal (awarded) to develop a pilot analysis of the flood insurance costs with particular changes to the Community Rating System. Ontario, Huron and Sodus Point are pilot communities in Wayne County.

NY SeaGrant Conferences on Preparedness for Weather-Related Events: Staff attended two conferences that SeaGrant organized, including: (1) Preparedness for weather-related events, held in June, 2015 and (2) a nature-based shoreline workshop at Rochester International Airport held in November, 2015. Potential nature-based shoreline projects were brainstormed/discussed in an afternoon breakout session. This included a discussion regarding a section of shoreline between Lake Ontario and Port Bay, east of the Bay channel.

NY Great Lakes Action Plan: Staff attended a webinar by NYS DEC concerning the NY Great Lakes Action Agenda (GLAA), which attempts to align State policy with Federal GLRI policies so that local governments can claim the State plan as part of the need for Federal EPA/ GLRI implementation funding. The State document has a section devoted to Resilience Planning. Staff attends Southeast Lake Ontario Workgroup for DEC Great Lakes Action Agenda discussion and implementation.

Lake Ontario Resiliency Plan: Staff attended a webinar regarding: NOAA Resiliency Planning and NY SeaGrant on lakeshore resiliency planning needs. There is no active Departmental shoreline project at this time. Staff submitted a resiliency concept proposal Phase 1 to the Great Lakes Programs Coordinator and NYSDEC. It was well received. Staff also participated in a conference call by Great Lakes Advisory board on Adaptive Management. Staff also participated in the Lakeshore Viewer review by NOAA and the University of Wisconsin. This online tool enables users to create visual images that demonstrate where water could impact the shoreline based on different lake levels.

NY Open Space Conservation Plan: Our Office communicated with NYSDEC Region 8 officials on this subject. They indicated that it is their understanding that the DEC central office in Albany is currently reviewing the final Plan comments and completing any revisions that are appropriate. It is anticipated that they updated Open Space Conservation Plan will be finalized in 2016.

DEC Recycling Report: Staff submitted the 2014 Recycling report for Wayne County to DEC. Then, upon request from DEC, submitted the 2012 Recycling report which was the transition year from Western Finger Lakes Solid Waste Management Authority to Wayne County as the official Planning Unit in the eyes of DEC. Prior to 2012, the Authority submitted these reports and evidently did not submit a report for 2012. Information for this report is developed from quarterly or annual reports that are required from solid waste haulers by the Wayne County Solid Waste Law.

Schoepfel Brownfield Property Management Report to DEC: The County received a request for a report by NYSDEC to demonstrate that the intent of the project was still being met for the time from 2010 to 2015. The County sold the property in 2011 through the tax auction. Staff worked with County Attorney and new Landowner to develop the necessary final reports which were signed, submitted and approved by NYSDEC. The property and reporting requirements now rest with the new landowners.

Ag District #1, 8 Year Review: Staff mailed out 7,920 letters on November 13, and received approximately 650 responses and 110 phone calls. Only about 65 requests were made to remove land and 27 to add parcels. The project is moving forward in a timely way with no big changes to address. Staff is developing the background information for the report and mapping. Changes will be accepted until January 31, 2016, with the Ag Development Board and the Board of Supervisor's approval expected by April. The Information Technology (IT) Department was extremely helpful in preparing the form letter and database for the landowner mailing. There are 10,600 parcels in the District and with IT assistance we were able to reduce the number of letters to send out to 7900.

Ag Protection: Staff reached out to the Supervisors for a pre-RFP discussion that tracked the State program. There was not any work to be accomplished in 2015. The NYS Department of Ag and Markets (NYSDAM) is expecting to release the RFP in early spring, 2016. Staff submitted a FOIL request to NYSDAM (as per their request) for statewide ranking of projects submitted under Round 13 of the Farmland Protection Program. The information will be used to advise farm owners and towns of the competitiveness of potential farm applicants.