

Annual Report

Wayne County Economic Development Strategic Plan

Action Items and Performance

Wayne County Industrial Development Agency
Wayne Economic Development Corporation
Wayne County Civic Facility Development Corporation

2018

The Wayne County Industrial Development Agency, Wayne Economic Development Corporation, and the Wayne County Civic Facilities Corporation continue to develop and revise strategies to accommodate continued growth in the Wayne County economy. This is accomplished through three main areas of focus including:

1. Maintain consistent contact with existing businesses and identification of opportunities for growth and expansion.
2. Encourage and foster opportunities for development of new businesses within the County.
3. Assist in the development of workforce to accommodate growth and expansion of existing businesses, and to accommodate development of new business.

The following strategies and actions are utilized to meet the focus areas described above.

Implementation

Focus Area: Maintain consistent contact with existing businesses and identification of opportunities for growth and expansion.

Actions:

- WCIDA supports and participates actively in Finger Lakes Advanced Manufacturers' Enterprise (FAME), which connects Western NY manufacturers with workforce development and educators, seeking to improve number of future employees in the pipeline. IDA was a leading sponsor of their annual event held on March 20, 2018 at Monroe Community College.
- WEDC and the IDA, again, organized and hosted the 22nd Annual Wayne County Job Fair on November 8, 2018 where 27 businesses participated, and over 200 people attended. The event was held at the Wayne Finger Lakes BOCES Conference Center in Newark. Centrally located, recently refurbished, the building is part of the complex owned by WEDC and leased by BOCES. The larger space with attached parking and easy access was again met with enthusiastic approval from all types of businesses – advanced manufacturing, health care, service, and retail.
- In 2017, the CEO and Business Outreach Coordinator started a networking group, tying a variety of public and quasi-public organizations together to provide updates on projects, programs, and partnership opportunities. In 2018 the Street Beaters group met on a bimonthly basis at several

different venue locations in Wayne County.

- On September 26, 2018, Wayne County ED/P held the 2nd Annual Wayne County Real Estate/Development Networking Breakfast at the Sodus Bay Heights Golf Club in Sodus Point, NY, attracting 25 attendees. Informational updates were provided by the Wayne County IDA, Greater Rochester Enterprise and NYSEG/RG&E.
- The WCIDA sponsored the 2nd Annual Taste of Wayne County event held in Newark on October 2, 2018, along with the Village of Newark, the Greater Newark Chamber of Commerce, and the Wayne County Farm Bureau. Food and beverage related businesses from around Wayne County offered samples of signature dishes, food products and beverages.
- Through the WCIDA Business Retention and Expansion program (BRE), we maintain and update the county industry list and disseminate relevant information to businesses about programs, resources, and tools to assist in growth and development or expansion of business.
- Social media utilization including Facebook, Twitter, and LinkedIn social media accounts are continually updated with relevant and interactive posts to keep businesses and residents up-to-date on the efforts the Agency, County. Social media metrics: Facebook, 797 followers; Twitter, 488 followers; and LinkedIn, 5 followers.

Focus Area: Encourage and foster opportunities for development of new businesses within the County.

Actions:

- Utilize potential opportunities and tools of the IDA, State, and Federal Economic Development partners to attract new business to the County.
- Continued encouragement and utilization of existing tools for mixed-use development, particularly in historic downtowns including NYS RPTL 485-a.
- Development of new tools and resources for mixed-use development.
- Management of revolving loan funds financing to encourage growth and development of new business.
- Provided various businesses with information and referrals necessary to apply for NYS consolidated funding, URI funding, ESD and RDI funding.
- Staff provided referrals to partnering organizations including NextCorp, SBDC, NYSBDC, Farm Credit East, SBA, NYSEG/RG&E, GRE, WDI, FLCC, Wayne County Workforce Development, and WIB.
- Deputy Director participated in Upstate Capital Association and Upstate Venture Connect events held in the region, networking with startup businesses, investors, service providers, and other stakeholders in the regional entrepreneurial ecosystems. Business Outreach Coordinator actively networks at area Chamber of Commerce and Rotary events.

- WCIDA is a member of Greater Rochester Enterprise (GRE) and the WCIDA Executive Director serves on its board of directors. GRE is the main business attraction entity in the region.
- The WCIDA and the County completed a county-wide broadband study to evaluate access, speeds, and gaps in broadband service. Access to high speed broadband is considered vital to development and attraction of new business and quality of life. Staff and the committee continue to meet and develop strategies for closing the service gap in the County.
- Encourage the Public Service Commission to enact regulatory changes that would promote the development of new infrastructure and capacity. Discussion were also initiated with our utility provider, in conjunction with Greater Rochester Enterprise, to assess the areas with most industrial development potential and verify energy capacity to those potential parks.
- Continued work to complete a strategic plan funded through the IDA and MPO for the Ontario Midland Railroad to be completed in 2019.
- As the result of an increasing number of local solar applications being reviewed by the WC Planning Department, the WCIDA board amended its Uniform Tax Exemption Policy to include the coordination of solar PILOTs through the IDA.

Focus Area: Assist in development of workforce to accommodate growth and expansion of existing businesses, and to accommodate development of new business.

Actions:

- Six billboards at gateways to the County were utilized to advertise companies and quality of life amenities in the County. The first billboard campaign featured Women in Manufacturing, a local apple farm and cider maker, and the Wayne County Apple Tasting Tour in the fall of 2018. Billboards are rotated every few months with plans to feature a variety of business and community leaders throughout the year.
- A “Match Maker” B2B large business and supplier connection event was held in conjunction with the regional SBA in 2018. An estimated 50 companies participated.
- Executive Director serves on the Workforce Investment Board (WIB), Greater Rochester Enterprise board of directors, and on the Executive Committee of Finger Lakes Advanced Manufacturers’ Enterprise (FAME).
- Executive Director, Deputy Director, and/or Business Outreach Coordinator participated in monthly WIB committee meetings, comprised of workforce development and economic development professionals.
- WCIDA sponsored FAME’s Annual Event: Career Exploration and Reality Redesigned, held on March 20, 2018 at Monroe Community College - bringing together 178 Western NY advanced manufacturers, elected officials, regional educators, workforce development and economic development staff.
- Promoted the Wayne Technical and Career Center College (WTCC) Fair which was held on March 15, 2018 at the Williamson BOCES training site. Fifty companies participated and 18

WTCC programs were offered.

- The IDA sponsored the 13th annual Finger Lakes Works With Their Hands event held on October 4, 2018 at Rodman Lott & Son Farms in Seneca Falls with several hundred students and school personnel from all area high schools and BOCES district attending. This Skilled Trades and Advanced Manufacturing career exploration event provided students with an interactive way to learn about career and educational opportunities in the Finger Lakes. More than 50 businesses, trade unions, colleges and organizations provided hands on demonstrations and activities for the students including welding, pole climbing, nail driving competitions, engineering skills, bricklaying, electrical wiring, the actual operation of heavy equipment and more. In addition to Careers in Construction and Skilled Trades, students learned about Advanced Manufacturing and Alternative Energy. Demonstrations on the importance of working safely in a construction environment were also featured.
- The IDA sponsored the Wayne County Partnership for Strengthening Families' Youth Leadership Forum – Career Carnival held at the Town of Palmyra Fairgrounds on September 27, 2018, providing 600 eighth grade students from area school districts throughout Wayne County with interactive career activities and demonstrations. One hundred area businesses, nonprofit organizations, and other organizations exhibited.