

## Authority Self-Evaluation of Prior Year Performance

**Local Public Authority Name:** Genesee County Industrial Development Agency d/b/a Genesee County Economic Development Center (GCEDC)

### 2019 Measurements and results:

1. Secure capital / business investment commitments of \$32 million.
  - A. **2019 result was \$61 million.**
2. Secure pledges to create 90 jobs.
  - A. **2019 result was 200 pledged jobs to be created.**
3. Achieve the GCEDC 2019 budget from a bottom line financial operation performance (EBITDA) standpoint.
  - A. **The GCEDC will exceed the 2019 budget from a bottom-line standpoint. For the Operating Fund, Project Origination Fee Revenue collected was slightly higher than budgeted and many of the operating expenditure line items are projected to come in under budget. Captured in the Real Estate Development Fund, the GCEDC closed on a land sale to Wendt's Propane which brought in additional revenue that was not anticipated in the budget.**
4. Continue an active outreach campaign. Continue engagements with state, federal, regional, local and educational partners focused on advancing the GCEDC's development strategy enabling local/regional economic growth and quality job opportunities for our residents and children.
  - A. **The GCEDC continued its efforts in 2019 to enhance communications and outreach with federal, state and local government officials and staff on various economic development issues. This has been accomplished through direct communications with these officials, but also through our activities with and appointments to various civic, government and private sector entities which allows for constant interaction with our federal, state and local government representatives and staff.**

#### 1.Federal:

- **Made requests to our congressional delegation to make outreach to key federal agencies regarding support at STAMP, including a meeting on-site at STAMP with regional and economic development policy staff for Sen. Schumer and Sen. Gillibrand.**

#### 2.State/Regional:

- **Continued to explore funding opportunities at STAMP through discussions with the Governor's office, including Empire State Development, and members from the Rochester and Finger Lakes delegation to the New York State Legislature, including the Assembly Majority Leader and was able to secure an additional \$8 million in funding.**
- **Continued to financially support the economic development initiatives of the Greater Rochester Enterprise (GRE) and Invest Buffalo Niagara (IBN). These investments include a seat on the board of directors of both organizations and a joint food and beverage business outreach project in 2019.**
- **Steve Hyde was appointed to the Finger Lakes Regional Economic Development Council (FLREDC). Several members of the GCEDC staff also serve on workgroups for the FLREDC.**

#### 3.Local (County, City and Town):

- **Continued to increase outreach and dialogue with local municipalities.**

- The GCEDC is constantly communicating with our local government officials, including providing notices about projects in advance of board meetings; attending local board meetings; economic development and long-term infrastructure planning; PILOT Increment Financing (PIF) models; advertising existing structures; hosting business outreach events; and, serving on various committees.
- The GCEDC staff also participates on many community boards relevant to economic development, business, and community development across the County.

#### 4. Educational Institutions:

- Our K-12 and collegiate educational institutions in the region are critical partners to our economic development initiatives, especially our efforts to bring new businesses to our shovel-ready parks and enable the growth of existing businesses.
- Superintendents, teachers, counselors and students across the Genesee Valley Educational Partnership (GVEP) districts have been working with the GCEDC to increase STEM programming in the classroom and gaining awareness of skill based career choices. The GLOW With Your Hands program launched with participation of students from every Genesee County high school in hands-on career exploration with over 60 local employers.
- The signing of the STEM 2 STAMP MOU to increase STEM training helps students understand the regional job prospects in STEM career fields.
- Regional community colleges and four-year universities have also signed on to the STEM 2 STAMP pledge to find ways to advance technical STEM training programs within their respective institutions. The GCEDC, Genesee Community College, and other partners secured funding in 2019 for a new summer training program in CNC and mechatronics careers.
- This workforce development effort is intended to provide employers with a skilled workforce, as well as build a worker pipeline for the future companies attracted to our region, including businesses we are recruiting to bring to the STAMP Campus.

5. Continue site development activities at the tech and industrial parks which facilitates achievement of our jobs and investment goals.
  - A. **2019 results are that Phase I and II of the water project are complete. The main entrance road has completed constructed along with the turn lane and the main entrance sign has been installed. USFW is currently out for public notice on the ROW request and the draft SPDES permit from the NYSDEC is in process. Design and engineering for the large-scale capacity water and electric will be through the design and engineering phase by early 2020. The on-site power line reroute design and engineering will be completed in early 2020.**
6. Continue active participation with the City of Batavia, Batavia Development Corp., County, School district, Finger Lakes REDC, New York State and related community partners with respect to revitalization activities and projects in the City of Batavia to include development and implementation of the Batavia DRI Strategic Investment Plan. This will include the importance of the development and support of Placemaking.
  - A. **The GCEDC was active on placemaking activities in 2019. Following on his role as co-chair of the Batavia DRI Local Planning Committee, Steve Hyde, along with the GCEDC staff and board members engaged with local stakeholders and project managers for the Healthy Living Campus, Ellicott Station, Harvester Center and other downtown redevelopment efforts. The GCEDC has been very active in supporting regional initiatives at the Finger Lakes REDC, leading to project planning and construction funding in the 2019 CFA cycle.**

7. Continue active sales and marketing efforts focused on company attractions, expansions and retentions to achieve our investment and jobs goals and continued focus on economic expansion.
- A. In 2019, the GCEDC had 23 wins, 200 jobs committed, and \$61 million in capital investment committed. These projects will have a combined economic impact of \$156 million to the state and region. The results exceeded the GCEDC's goals. We had seven company attraction projects that included Pearl Solar I and II, Churchville Fire Equipment, Wright Beverage, Wendt's Propane Service, Gateway GS and Upstate Niagara Cooperative, Inc. A total of seven expansion projects included CVO Central, LLC, Mucher & Clark, LLC, SCP Pools, Grahams, Six Flags Darien Lake, LLC, HP Hood, LLC, Genesee Lumber, and Tenney Coin Laundry, LLC. Overall, we had 106 leads and 29 companies met with our agency and toured our industry specific shovel-ready parks in 2019. The "Attraction Strategy" was executed in various ways including attendance at site location/industry conferences, attendance at commercial realtor events, and relationship building with regional economic development partners and Empire State Development. Full support was given on all marketing efforts throughout the year with an emphasis placed on Twitter and LinkedIN content exposure. We have over 1,400 followers on Twitter, 1,100 followers on Facebook and 7,300 followers on LinkedIN. Also, the new mobile friendly website with a cohesive brand strategy and updated marketing content is continuously updated. We are beginning 2020 with a healthy sales funnel with several exciting prospects.**

8. Continue workforce development activities with our education partners focused on worker pipeline enhancement enabling growth by our existing base of businesses and supporting company attractions to the community/region.

**The worker pipeline and workforce availability are becoming a critical item given the continued growth in the US economy and the local unemployment rate (under 4% for most of the year). GCEDC's approach has focused on both the long game and short-term opportunities. Throughout 2019 our efforts have focused on both Higher Education and especially K-12 with the goal to influence students' interest in STEM careers and career paths in the skilled trades.**

**A few of the major initiatives that was led by our workforce team included:**

**A. Chris Suozzi was a keynote speaker for GCC's Career day for 325 tenth grade students from 7 school districts in the region regarding local opportunities in STEM and skilled trades careers.**

**B. To support the introduction of K-12 student and adults to careers in the skilled trades and support our employers in demonstrating that working in manufacturing today is an exciting and rewarding career path, the GCEDC Workforce team lead by Chris Suozzi, John Jakubowski and Jim Krencik introduced schools and businesses to Edge Factor. Edge Factor is a customizable software platform that serves to build an ecosystem between employers, educators, parents and the community. To date we have 14 of the 22 schools in the Genesee Valley Educational Partnership region and several businesses with memberships to Edge Factor. We worked with GVEP to secure partial state funding via a Co-ser model for regional schools and worked with the GLOW region BEA's to sign up school districts, which launch system in 2019. We hosted an Edge Factor Live event at Batavia High School for 650 students. In addition, we trained 80 teachers in the region on how to best utilize the Edge Factor platform. Over 1700 logins were recorded in the Fall of 2019 from students, teachers and businesses.**

**C. The GCEDC Workforce team assisted in the following events: 4th Graders Shark Tank event, STEM Jam 3-5th grades, GVEP Computer Graphics Class, Pavilion 6th graders, Byron-Bergen 6th graders, GVEP Open House, at GCC career day. We impacted a total of 445 students from these events.**

**D. Chris Suozzi was Co-Chairman for GLOW with your hands inaugural event held September 24, 2019 with John Jakubowski and Jim Krencik in key support roles. This was a hands-on day with over 25 school districts sending over 800 students from grades 8th -12th to try jobs that require them to work with their hands. This was a collaboration/coordination between 58 local businesses, economic and workforce**

development agencies in a 4-county region and over 80 volunteers. In addition to the Co-Chairman role, I was Chairman of the Fundraising/Finance Committee. This was a very successful and impactful event that was privately funded by over 40 regional partners raising over \$45,000. We look forward to this annual event in 2020 and beyond.

E. Worked with GVEP Batavia on advocacy and messaging around their “technician” and new electro-mechanical (mechatronics) program. Assisted GVEP with a “Signing Day” event. This is an acknowledgement of graduates who entered the workforce “signed” a letter of commitment with their parents and hiring company.

F. We are working on two Pre-Apprenticeship programs form 2019-20 school year. The first pre-apprenticeship program is at GVEP for 11th and 12th graders with career paths in mechatronics, computer numerical control (CNC) and welding. The second pre-apprenticeship program is a 6 week “bootcamp” being planned for Summer of 2020 for young adults ages 18-24 and have commitments from Amada Tool, Bonduelle, Lapp, HP Hood and US Gypsum. The focus again will be on mechatronics and CNC.

G. In 2019, a total of 4,135 students/teachers were engaged on STEM and Skilled Traders from our efforts; 2,365 from events and 1,770 from Edge Factor

9. Commence strategic planning and related advocacy/communications activities regarding the need for additional investment to implement STAMP Phase II site and infrastructure development helping to make the 1,250-acre site globally competitive by better aligning infrastructure readiness timelines with market needs (market ready/shovel-ready).

**The GCEDC has received the additional \$8M for STAMP Track 2 infrastructure and is well underway on the design, engineering and permitting focused on bringing the main manufacturing portion of the STAMP campus to a Market Ready state that will significantly reduce the timelines as it relates to large infrastructure deployment.**