



**AGENDA**  
**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE**  
**Tuesday, March 8, 2022 – to follow Public Works**  
**Live stream Link - <https://youtu.be/4C64tCC-nFY>**

**CALL TO ORDER:** By Hon. Aileen McNabb-Coleman, Chair

**MEMBERS:** Legislators – James Basile, Christina Calarco, Vice Chair Brian Muldrow, Lydia Patti Ruffini, Robert Shea and Mark Strong

**MINUTES TO APPROVE:** February 8, 2022

**APPOINTMENTS:**

**Cayuga County Planning Board:**

Patrick Leamy, 3204 Franklin St. Rd., Auburn, NY 13021 – term-start 3-22-22 - serve until new nomination is submitted

**Cayuga County Development Corp. (CCDC):**

Bud Shattuck, 66 Grove St., Auburn, NY 13021 – term 4-1-22 to 3-31-25

Eric Ridley, 7834 State St. Rd., Auburn, NY 13021 – term - 4-1-22 to 3-31-25

**Cayuga County Industrial Development Agency (CCIDA):**

Gina Speno, 16 Hidden Greens Rd., Weedsport, NY 13166 – term – 1-1-22 to 12-31-23

Herb Marshall, 8016 Powers Rd., Port Byron, NY 13140 – term – 1-1-22 to 12-31-23

**DEPARTMENT UPDATES FOR COMMITTEE:**

**Steve Lynch (Planning & Economic Development)**

**Update on Planner Vacancy:** The legislature authorized filling a Planner Vacancy in December and the department has been advertising this entry-level Planner position on regional websites under the Upstate Chapter of the American Planning Association. The department will be interviewing candidates as applicants are approved by the Civil Service Commission and reviewed by the Department's Director. The primary open project that will be assigned to this position is the 2022 update to the County's Local Solid Waste Management Plan (LSWMP), which is in the data collection/analysis phase. The project is temporarily on-hold as we work to fill the Planner vacancy. All other projects this position was responsible for have continued on schedule via other staff members.

**The Planning Department is continuing work on the following projects:**

- 1) **Village of Moravia Comprehensive Plan:** Final meeting with Village Planning Board on March 21; Village Board will hold Public Hearing on March 28<sup>th</sup>.
- 2) **Town of Moravia Comprehensive Plan:** Town Board will review and start SEQRA process on Wednesday, March 16 and will schedule a Public Hearing on the Plan on April 20<sup>th</sup>.
- 3) **Town of Cato Zoning Ordinance Update:** The Town has adopted the new Zoning Ordinance and is working with the department on document printing and distribution in electronic and hard copy formats.
- 4) **Town of Throop Comprehensive Plan and Zoning Ordinance Update:** The Comprehensive Plan is well underway; Steering Committee Meeting #3 is scheduled for Thursday, 3/24/22 at 7PM. (the Town of Throop Zoning Ordinance Update/Amendments is the second phase of this Project and will follow completion and Town adoption of the Comprehensive Plan)
- 5) **Town of Scipio Zoning Ordinance Update:** This project was completed in December 2021.
- 6) **Sterling Nature Center Facility & Trail Restoration Project (NYS REDI Grant)**
  - a) Construction staging has been started under the supervision of Doug Dello Stritto, Director of County Parks and Trails. A Press Release prepared by NYS Department of State was included in the 2/28/22 edition of the Citizen: [Construction begins on \\$4M in upgrades to Sterling Nature Center, trails | Local News | Auburn, NY | Auburnpub.com | auburnpub.com. Although a dual-port electric vehicle charging station is included in the project plans, Planning Department staff are exploring grant funding opportunities to expand EV Charging Station options for this development and for other County-owned and/or municipal parks in the County.](#)
- 7) **Erie Canal Re-watering Project with Town of Brutus (Phase II underway)**
  - a) The Phase II contract has been awarded to Bergmann Associates as project lead. Survey subcontractors have completed site surveys of the project area and the design and engineering work continues. Included in this phase is the design and engineering for a new county bridge over the Erie Canal Prism and Trail at Centerport Road.
- 8) **Finalizing & Closing NYS Clean Energy Communities Grant Program Projects (Jail Lighting)**

- a) The Jail Lighting Project (budget of ~\$90K – 100% grant funded) is now complete. The Planning Department will draw down the final grant reimbursements and close out this project. This energy grant provided \$250K in state funding for energy projects to Cayuga County and required no matching funds.
  - b) The Department is exploring additional grant funding opportunities from NYSERDA under the Clean Energy Communities Leadership Round. This is an open funding opportunity with grant funding tied to a point system for accomplishing energy-related Action Items.
- 9) **Cayuga County Local Solid Waste Management Plan Update** (project temporarily paused due to Planner vacancy as noted above).
- 10) **Town of Victory Ag & Farmland Protection Plan:** Staff has completed the Town Ag Plan it has been submitted to NYS Ag & Markets for final review and approval.
- 11) **Town of Conquest Comprehensive Plan.**
- a) Work began in late 2021 and is continuing though this first quarter. The Community Survey has yielded about 100+ responses (about 11% response rate) and the survey term has been extended through February to capture additional community input. A Steering Committee Workshop on “Developing Community Vision and Goals” is scheduled for Tuesday, March 8 at 7PM at the Town offices.
- 12) **Fair Haven-Sterling Local Waterfront Revitalization Plan**
- a) Monthly Steering Committee meetings facilitated by project staff are scheduled for every fourth Wednesday of the month. The next Steering Committee Meeting is Wednesday, March 23<sup>rd</sup>. The project website has additional background on the project: [Home | lwrp \(sterlingfairhaven.wixsite.com\)](http://www.sterlingfairhaven.wixsite.com/lwrp)
- 13) **Village of Cayuga Local Waterfront Revitalization Plan**
- a) A Public Meeting is scheduled for Wednesday, March 2<sup>nd</sup> at 7PM at the former Cayuga Elementary School. This meeting will present the draft waterfront revitalization policies and provide an overview of proposed waterfront and community projects under the draft Plan. The project website has additional background and information: [Home | Cayuga LWRP \(villageofcayuga.wixsite.com\)](http://www.villageofcayuga.wixsite.com/lwrp)
- 14) **Cayuga County Planning Board Training Series (ongoing)**
- a) The Planning Department annual Planning Board Training Series provides several opportunities throughout the year for local Planning and Zoning Board members to receive their state-mandated 4-hours of annual training. Registration is online and easy. The next training session topic is Conducting Site Plan Review and is scheduled for March 16, 2022 at 7:00 PM at Cayuga-Onondaga BOCES.
- 15) **Owasco Lake Watershed Nine-Element Plan (nearing completion - 2022)**
- a) The 9E Plan is nearing completion. Release of the final draft plan, with recommendations for action, has now been extended into early May, with planned circulation to NYSDEC for agency review in March. A public meeting is tentatively scheduled for the first week in May at BOCES. The project consultants will then formally present the findings and recommendations of the Plan.
- 16) **Department Staff are on the Steering Committee for City of Auburn Drinking Water Source Protection Plan for Owasco Lake (City of Auburn 2021 Grant)**
- a) Steve Lynch and Michele Wunderlich represent the Planning Department on the Citizens Advisory Group (CAG) for this City of Auburn water protection project. The 4th CAG meeting was held Thursday, February 17<sup>th</sup> and the next CAG meeting is scheduled for Thursday, March 24<sup>th</sup>.
- 17) **Staff to Cayuga County Water Quality Management Agency (WQMA; ongoing)**
- 18) **Management and Administration of Cayuga County’s Finger Lakes-Lake Ontario Watershed Protection Alliance (FOLLOWPA) Grant Program (ongoing)**
- 19) **2022 Household Hazardous Waste Program Event Planning**
- a) A public Request for Bids for an HHW Services Vendor was circulated on January 23<sup>rd</sup> and service/fee proposals were due February 23<sup>rd</sup>. The RFP process resulted in two (2) proposal submissions, one from a former vendor (MXI Environmental Services) and one from the current vendor (Miller Environmental). Staff is reviewing the proposals and will be bringing a resolution recommending award of contract to a preferred vendor in April. The annual HHW collection event is tentatively scheduled for Saturday, October 29, 2022.
- 20) **Planning Department Work with Health Department Planning (ongoing)**
- 21) **Steering Committee for New York State “Coastal Lakeshore Economy and Resiliency” Plan (nearing completion; awaiting NYSDOS guidance on endorsement or adoption strategies)**
- 22) **Sanctuary Advisory Committee for NOAA Lake Ontario National Marine Sanctuary (ongoing)**
- 23) **Advisory Committee for NYS Reimagine the Canals project at Cayuga Lake Lock #1 (Cayuga Whitewater Park Project – recently started).**

*Planning Director can provide additional details on any of these projects upon request.*

## **Kelly King (Employment & Training) –**

### **Career Services**

- 112 customers served in person this month
- Virtual appointments and services continue by request and as needed

### **DSS Program Update (JOBS Program)**

- 154 DSS/JOBS customers served this month (Family Assistance, Safety Net, and Non-Employable)
- 61 DSS employment plans developed (8 FA; 11 SN; 42 NE)
- 2 Job Readiness Classes/Trainings administered weekly in person
- Workshops: Conflict Resolution in the Workplace; Resume Writing; Identifying Barriers to Employment
- 51 new DSS referrals to E&T per JOBS contract (12 SN; 6 FA; 33 NE)
- Significant increase in (TA) Temporary Assistance Applicants for in house Job Club facilitated by E&T staff

### **WIOA/TAA ITAs (Adults, Dislocated Worker, Youth, TAA)**

- 12 customers enrolled in training ITA (Individual Training Account) (3 DW, 5 AD, 2 TAA, 2 Youth)
- 3 LPN Cayuga Onondaga BOCES
- 1 LPN Wayne Finger Lakes BOCES
- 2 CDL A Cayuga Onondaga BOCES
- 2 CASAC-T Cayuga Community College
- 1 Culinary Arts Cayuga Onondaga BOCES (TAA)
- 1 Horticulture- Finger Lakes Community College
- 2 Welding (OCM BOCES)

### **Youth Program**

- 5 youth enrolled in Paid Work Experience Program (2 WIOA; 3 FFFS)
- 2 youth enrolled in ITA training (Welding OCM BOCES) (WIOA)
- Youth outreach development (Cayuga County Probation; Cayuga County Foster Care Unit, Auburn Enlarged City School District, Weedsport HS, Union Springs HS, Moravia HS, Southern Cayuga HS, and Cayuga Centers)- 2022 goal to increase overall participation, increase new work sites, and improve curriculum for the academic component of the WIOA Youth Program
- Updated Civil Service job descriptions for Civil Service Commission meeting- seasonal youth workers.
- WIOA Work Experience Policy update and revisions (to be voted on at March WDB Meeting)
- SYEP (Summer Youth Employment Program) preparation starts in March

### **Business Services**

- 407 (up from 256) new Job Orders listed with the New York State Department of Labor/matching/referrals provided
- Support provided to local businesses with posting job orders, marketing, Facebook, and using O-Net Online
- Retail, Human Services, and Manufacturing showing the most need based on Job Order listings this month
- On-Site Recruitment- Employment Solutions for a local company- 2/17, 2/24 (30 scheduled each day).
- OJT promotion to Dumond Farms, Cayuga Centers, Bo-Mer Plastics.
- Page Transportation for OJT, CRT, and apprenticeship opportunities in conjunction with the DOL apprenticeship program. The Commons- Onsite recruitments and Job Club presentations.

### **Additional Updates:**

- Staff development and training- In house cross training and monthly program review and analysis- Focus this month has been on the youth program.
- Skill America Training and Certification- pilot cohort through NYATEP (New York Association of Training and Employment Professionals) Started on 2/14/22.
- Director and 2 E&T staff are attending the NYATEP Youth Conference 3/24 & 3/25.
- E&T to provide presentations to CCC classes (day and evening) on Career Center Services.
- E&T to collaborate with EMO to address possible funding opportunities for EMT training through the county.
- Initial phase of coordinating a partner's training on Career Services through Cayuga Works and E&T.

## **Danielle Szabo (CEDA) –**

- Metric Snapshot through February 18, 2022 :
  - Existing businesses assisted: 24
  - Entrepreneurs assisted: 14
  - See supplemental document for additional metrics and economic indicators.
- Cayuga Milk Ingredients attended the February Cayuga County Industrial Development Agency (CCIDA) meeting to provide an update on the company's \$147M expansion project. During the meeting, CMI asked the board to consider selling the rest of the industrial park. The board has agreed to come up with an asking price for lots #1, 4, 5, 6 by April 1.
- Cayuga County Industrial Development Authority is actively looking to purchase additional property.
- Auburn Industrial Development Authority (AIDA) approved RJC development initial resolution at their February board meeting. A public hearing and vote is set for March 16. Application for incentives includes sales & use tax, mortgage recording tax, and PILOT agreement.
- Auburn Community Hospital and Park Grove LLC presented at the February AIDA board meeting. ACH in partnership with Park Grove LLC is developing an oncology and radiation building. The project has begun the City of Auburn's site plan review process and will be seeking AIDA incentives.

- CEDA had a kickoff meeting with TGW for the AIDA place brand marketing strategy. TGW has been contracted to develop a marketing strategy and content relevant to AIDA's place base brand.
- CEDA assisted Cayuga-Onondaga BOCES in securing grant funding to expand their adult education workforce development career readiness program. Funding will be used to expand the Health Train program to become a multi-industry career readiness program that offers industry exposure opportunities in healthcare, hospitality, manufacturing & advance technology.
- Ms. Szabo and Ms. Foster attended the NYSEDC conference on Feb 28 & March 1 in Albany NY.
- Interviews have begun for the CEO position.
- CEDA's 2021 annual report is available on our website: <https://cayugaeda.org/wp-content/uploads/2022/02/2021-Annual-Report.pdf>

## **Doug Kierst (Soil & Water Conservation District)**

### **AGRICULTURAL TECHNICAL ASSISTANCE:**

- Cayuga SWCD Staff continue to process Soil Group Worksheets for Agricultural Assessments, in preparation for the Town Assessors March 1, 2022 deadline. Agricultural properties in all the towns, and even the City of Auburn, are required to have a current soil group worksheet in order to qualify for an agricultural exemption.
- Cayuga SWCD Staff continue to work on project planning with farms in preparation for the upcoming 2022 construction implementation season. Soil and manure samples have been collected on one (1) farm that will be utilized in the plan development. There is one (1) project available for contractors to bid on. For specific information on the project, visit [www.cayugaswcd.org](http://www.cayugaswcd.org).
- Preliminary work including site preparation, contract development and additional site planning is ongoing for a project located in the Owasco Lake Watershed (Town of Fleming).
- Cayuga SWCD Staff completed a site visit and followed up with a landowner with regards to a NYS DEC manure incident.

### **NON-AGRICULTURAL & MUNICIPAL TECHNICAL ASSISTANCE:**

- Cayuga SWCD Staff took advantage of the unseasonably warm weather to complete the final component of an emergency stream restoration project on Hemlock Creek (Town of Locke). Additional work will be completed on the same reach of stream, during the permitted dates this summer.
- Cayuga SWCD Staff completed emergency repair work on a drainage system in the Town of Niles, in an effort to minimize future potential flooding impacts. Work included the installation of a sediment basin, new cross culvert with rock outlet protection, a 20 foot section of rock lined channel with medium stone fill, and a 300 foot section of rock lined channel with light stone fill.
- Cayuga SWCD Staff are making preparations to begin emergency repair work at a portion of the seawall at Emerson Park's Deauville Island and the implementation of in-lake measures designed to reduce the potential for sedimentation in the recently cleaned out sluice pipes near the pump house.
- Cayuga SWCD Staff worked alongside the Onondaga County SWCD and the Town of Skaneateles to implement emergency stream bank protection measures along a portion of Dutch Hollow Brook in the Owasco Lake Watershed.
- Cayuga SWCD Staff continue to offer technical assistance to local landowners affected by drainage and flooding concerns that occurred in 2021 and as a result of the recent rain and snowmelt events.

### **OTHER SWCD NEWS, WORKSHOPS & TRAININGS:**

- The Cayuga SWCD, in partnership with the Tompkins County SWCD, the Nature Conservancy and Evidn held a Soil Health Barn Meeting on Thursday, February 17, 2022 at Walnut Ridge Dairy (Town of Lansing). Nearly thirty (30) participants had an opportunity to hear about topics including an introduction to the *Our Owasco Project*, the Agricultural Environmental Management (AEM) Program and a local farmer panel discussing cover crops, tillage and other soil health concepts.
- The Cayuga SWCD, in partnership with Cayuga County Farm Bureau and the Cayuga County Town Highway Superintendents Association, participated in an open meeting for Municipal Officials, Agricultural Businesses and Excavation Contractors to discuss opportunities to work together to keep local roads safe. The meeting was held at the Poplar Ridge Fire House on Thursday, February 10, 2022.
- Cayuga SWCD Staff taught three (3) NYS DEC endorsed 4 hour trainings for contractors, municipal officials, engineers and other groups interested in learning about erosion and sediment control methods. We have two (2) more workshops scheduled for March and one (1) in April. Contact the SWCD for additional information on the classes or to register to attend one.
- The Cayuga SWCD is holding our **51st** Annual Spring Tree Seedling and Groundcover Sale. As in the past, the District is offering a variety of New York grown conifers, hardwoods, shrubs, and groundcovers. These seedlings, transplants and other plants are a very low-cost way to prevent erosion, improve water quality in our lakes and streams, to promote wildlife in your area, as well as create noise and visual buffers, and both snow and wind breaks. The Cayuga SWCD will be taking orders through Tuesday, May 3<sup>rd</sup>, 2022. The pickup date will be Friday, May 13<sup>th</sup>, 2022. Supplies are limited, so order early for the best selection.

For any questions regarding the sale, call the Cayuga County Soil and Water Conservation District at (315) 252-4171, ext. 4, or email us at: [cayugaswcd@cayugaswcd.org](mailto:cayugaswcd@cayugaswcd.org). We are available Monday - Friday from 7:30 AM - 4:00 PM. To obtain an order form and description brochure or to place an on-line order, please visit our website: <http://www.cayugaswcd.org>

**Dan Welch (Director Cornell Cooperative Extension) –  
Agriculture and Food Systems**

- CCE Cayuga is working in partnership with NYS Ag and Markets and the USDA Animal Plant Health Inspection Service to educate poultry farmers and backyard flock owners about the risks of a potential Highly Pathogenic Avian Influenza (HPAI). Two laboratory-confirmed cases of HPAI in Dutchess County and one in a backyard flock in Ulster County, were identified in NYS on Friday, February 25th. These follow the case identified in a backyard flock in Suffolk County on February 19th. HPAI is not considered a threat to human health as no cases of bird to human infection have been identified in the U.S.
- 50 farmers and agricultural advisors attended a virtual “shop meeting” on strategies for managing herbicide resistant weeds and the potential for biocontrol of insects in corn and soybeans. The farmers in attendance earned continuing education credits required by NYS DEC for keeping their pesticide applicator license in good standing.

**4-H Youth Development**

- Agricultural Literacy Week is March 21-25th, but CCE Cayuga staff and volunteers have already begun reading in classrooms. Every elementary school in the county will receive the book “Farmer Will Allen and the Growing Table”. Several schools/classrooms will have someone present an activity on composting.
- For the first time since the pandemic started, Cayuga County 4-H members will be participating in regional competitions in person this month.

**Nutrition**

- The CCE Cayuga SnapEd program has begun a partnership with the food pantry at Cayuga Community College that will provide education to students on CCC on preparing healthy, affordable meals.

**Organizational Updates**

- CCE Cayuga is collaborating with a Cornell University faculty member on a project to “Enhance Collaborations Between Cornell Campus, County Extension Associations, and Community Organizations”. This project will lead to recommendations and strategies for CCE Cayuga to better support community efforts in watershed management and food security.
- CCE Cayuga has an open position for a part-time 4-H STEM (Science, Technology, Engineering, and Math) educator. The position description can be found at our website and applications closes on March 24<sup>th</sup>.

**Karen Kuhl (Tourism)**

- Committee Report

	Occ %		ADR		RevPAR	
	2022	2021	2022	2021	2022	2021
<b>Current Month - January 2022 vs January 2021</b>	36.6	39.5	106.44	75.19	38.94	29.67
<b>Year to Date - January 2022 vs January 2021</b>	36.6	39.5	106.44	75.19	38.94	29.67

- eCommunications
  - 2/3/22-Pro-Tip: 34% open rate, 2% CTR
  - 2/5/22: Specials Highlights: 10% open rate, 2% CTR
  - 2/7/22: February Newsletter: 26% open rate, 5% CTR
  - 2/17/22: February Newsletter: 34% open rate, 2% CTR
- Public Relations
  - Bridge Street – to promote the “Explore Cayuga Special”
  - Syr Channel 9 – “Explore Cayuga Special” will air February 28
  - FAM trip – Washington Post - hometown Feb 10 - 12
  - FAM trip – Whetsone Magazine – Feb 4 - 6

#### Upcoming

- FAM trip – Andrea Sachs – Washington Post March 2-4
- FAM trip – Paula Reynolds – American Group Tours March 10-12

#### ○ Groups

- Continuing conversations with the NYS UGRR Consortium & Niagara Bound Tours regarding Harriet Tubman and UGRR tours
- Hosting FAM of American Tour Guide group
- Participating in two co-op advertising in group publications

#### ○ Marketing Campaigns

- Hibernation campaign will be wrapping up March 15th.
- “Where Brave Women Winter” will transition to its three-season campaign with lower profile engagement than the winter season, but will continue to support and promote women-owned businesses in the Finger Lakes Region. The campaign will have a highlight within the Brave Brews event being held in Auburn Marcy 4-6.
- “Treasurers along the Erie Canal” will release the Birding section in March. There has been key partnership with Cornell lab of Ornithology in the content of the app.
- Women’s History Month –including highlights of women-owned businesses in Cayuga County.
- Preparing for Earth Month with special recognitions of sustainable efforts around the county.
- Sweet Treat Trail 2022 is getting started, specials treats will be dedicated to Harriet Tubman.
- Attending Travel Unity in Atlanta, Ga and will be on panel to promote DEI efforts in Cayuga County.
- Brave Brews – collaborations with city Auburn and ERHC

#### ○ Cultural Tourism Public Relations –

- Partnerships with city of Auburn and Cayuga County historians to update and release the Cayuga County & Auburn Underground Railroad Driving Tour expected to launch March 2022.
- In partnership with The Muldrow Group, CEDA and the Cayuga County Chamber we are working to develop the Cayuga County guide to diverse owned businesses.
- Feb/Mar - Letters to the Editor - With The Citizen we launched a pride building campaign calling Cayuga County residents to submit letters to the editor expressing why they are proud to live in Harriet Tubman’s hometown. Consider submitting your letter.

#### ○ Syracuse Channel 9 Special

- The Syracuse Channel 9 “Exploring Cayuga County” aired Monday February 28th. The program was sponsored by Tour Cayuga, and we will receive a version to keep with our asset library. The special covers many activities around the county with a strong focus on the historical product.

#### ○ Upcoming work

- Collateral with the city & county for the Harriet Tubman Underground Railroad driving tours
- Collateral - destinations to walk in Harriet Tubman’s footsteps
- Mar/Apr - Treasurers Along Erie Canal app is being expanded to include birding locations.

\*\*Glossary: Occ = Occupancy Tax, ADR = Average Daily Rate, REVPAR = Revenue Per Available Room, CTR = Click Through Rate, FAM = Familiarization Tour

## **RESOLUTIONS:**

**PLANNING: No Resolutions**

**ADJOURNMENT: Tuesday, April 12, 2022 – to follow Public Works**

If you have a disability and need accommodations, please call the Clerk of the Legislature's office at 253-1308 at least 48 hours before the scheduled meeting to advise what accommodations will be necessary.





# Cayuga Economic Development Agency 2021 Annual Report

Our goal is to attract, grow and expand business in Cayuga County – all with the aim of creating jobs and improving quality of life. That means supporting local businesses and entrepreneurs and making sure they are able to harness all of the benefits and assets that Cayuga County has to offer.

## Economic Developer as Community Partner

Attracting new businesses to the area, job creation, and small business support are a big part of what we do at CEDA. We also work in partnership with many local organizations in support of these goals. Throughout 2021, we combined our resources with those of our partners to develop and assist with workforce training, support for local entrepreneurs, job site tours for students, marketing to outside talent and industry considering relocating to our area, supporting small businesses in economic recovery and COVID-19 mitigation, and much more. CEDA acts as an active intermediary among public and private sector organizations locally and regionally. Together we work to strengthen our networks and support the growth of our local economy. We are grateful to be a benefactor of and play a part in this symbiosis. You can learn more and view a listing of our partners and affiliates on our website: [cayugaeda.org/partners](http://cayugaeda.org/partners).

CEDA has been a great partner to the community and, specifically, to Nucor Steel Auburn. ...CEDA assisted us in connecting with the correct personnel at the Cayuga Community College after numerous attempts to facilitate discussion on potential internships and hiring requirements after completion of specific degree programs.

We greatly value the assistance CEDA has provided and the partnership we have established. They have proven to be a reliable resource within the community. It is nice to have a local organization that is invested in our community.

~Elmer R. Cherry, Jr.; Controller; Nucor Steel Auburn, Inc.

## NYS Consolidated Funding Application Assistance

Each year, CEDA offers free and confidential assistance for businesses and organizations applying for New York State funding through its Consolidated Funding Application (CFA). In 2021, CEDA assisted businesses and organizations with six of the 17 CFAs submitted to NYS. In December, the State released its list of awardees in Round XI of the Regional Economic Development Council Initiative, and Cayuga County projects were awarded over \$1.4m.

## Auburn Downtown Revitalization Initiative Small Project Grant Fund

The second round of the Auburn Downtown Revitalization Initiative Small Project Grant Fund (“DRI Grant Fund”) launched in 2021. The DRI Grant Fund is intended to assist property owners/developers, for-profit businesses, entrepreneurs, and nonprofit entities in the DRI boundary with investments that will help to meet certain goals that benefit the downtown corridor. CEDA worked with the City of Auburn to administer the grant to 11 projects in order to provide support to businesses and improve resiliency and sustainability through the impacts of COVID.

## Microenterprise Program



After a successful pilot program, the City of Auburn initiated a second round of their Microenterprise Program in Fall 2021. The program targets startups of under two years and entrepreneurs who qualify as microenterprise and are low-to moderate-income city residents. CEDA implemented the program providing educational sessions, mentoring, and networking opportunities to 15 participants. At the end of 2021, the program had awarded \$25,000 to grant-eligible participants.

Photo caption: Cayuga Economic Development Agency Business Development Specialist Meg Goloub and Microenterprise Program participants pose for a photo at the Cayuga Museum Carriage House Theater in Auburn after presenting their business pitches Dec. 2. From left are Meg Goloub, Cyntea Smith, Shawna Williams, Chevelle Carson, Erika Barrett, Kathleen Walsh and Jeff Richardson.



# 2021 Projects

Some examples of the businesses we worked with this year. Visit [cayugaeda.org/projects](http://cayugaeda.org/projects) for more listings.

## Business Expansion

### New Age Renewable Energy, LLC

**Location:** King Ferry

**Assistance:** CCDC Loan / Referrals / Technical

**Jobs Created:** 6



New Age Renewable Energy began distilling whey and milk permeate in March 2020, starting by selling most of it as hand sanitizer. They also looked for industrial ethanol customers and possible markets for consumable alcohol. CEDA wrote a letter of support for their application for a NYS license to sell consumable alcohol. We also made a connection with a dairy nutritionist, who could help them begin selling a yeast byproduct to put into dairy rations. CEDA connected NARE with several potential customers for their hand sanitizer product. We also connected NARE with several businesses that use large quantities of fresh water, another byproduct of their process. NARE is currently an industrial distiller that is looking to expand its productions into the beverage market. In 2021, NARE secured an equipment loan from Cayuga County Development Corporation (CCDC) to expand their semi-automatic bottling line operations.

## Business Expansion

### D&R Landscaping

**Location:** Auburn

**Assistance:** Business Plan

**Incentive:** \$5k Microenterprise Grant

Owner Rob Barnes participated in the Microenterprise Pilot Program. He used the classes, networking and grant award to stabilize his business model. Rob was able to improve his internal processes, which allowed his full-range landscaping business to grow and expand.



## Business Startup

### Quilts by Commission

**Location:** Auburn

**Assistance:** Auburn Small Business

**Assistance Program (SBAP)**



Quilts by Commission is an artisan workshop, gallery and classroom dedicated to traditional and modern quilting. Owner Stephanie McCall is a certified quilt historian who has been making quilts by commission since 2006. She decided to open her brick-and-mortar on Genesee Street in September of 2021. An integral part of the opening of Quilts by Commission was the addition of a long arm quilting machine which required additional funding. Stephanie worked with CEDA staff to secure gap financing through the SBAP to purchase the machine.

CEDA has been a wonderful support system for my small business startup. I participated in the ... Microenterprise Program. This dynamic learning experience had helped me build community with other entrepreneurs in my area and strengthened the foundation of my business with 1:1 mentoring and informative live hybrid classes. Our family business has grown with CEDA's continuous support and we are so grateful for the efforts of this organization.

~Beonca Louis; Owner; Louis Legacy, LLC

## Business Startup

### Global Common Energy, LLC at Spruce Haven Farm

**Location:** Union Springs

**Assistance:** Cayuga County Industrial Development Agency Incentives

**Jobs Created:** 2

The project will involve anaerobic digestion of dairy manure at Spruce



Haven Farm and will produce approximately 6 MMBTU per hour of pipeline quality renewable natural gas (RNG). The biogas produced by the digester will be upgraded to pipeline quality, then injected into a NYSEG gas pipeline adjacent to Spruce Haven Farm. RNG projects reduce waste and long-term greenhouse gas emissions, while also increasing the use of renewable energy. This project is expected to be completed in the second half of 2022.

## Business Expansion

### Currier Plastics, Inc

**Location:** Auburn

**Assistance:** Auburn Industrial Development Authority Incentives / Location

**Jobs Created:** 25



Over the next five years, Currier Plastics in Auburn will be expanding in the medical market. Currier received Auburn Industrial Development Authority (AIDA) incentives to construct a 90,000 square foot building and purchase additional production equipment. CEDA provided Currier assistance with expanding their location for the construction of a new building and provided technical assistance to Currier in applying for AIDA benefits.

## Business Expansion

### Veterans Memorial Park Association

**Location:** Auburn

**Assistance:** Consolidated Funding Application

**Incentive:** \$300k Empire State Development Grant

Veterans Memorial Park Association is in the process of rejuvenating the Babe Ruth League Field into a tournament level softball field. Veterans Memorial Park Association is a nonprofit seeking grant funds to be able to complete all of the necessary work to convert the fields. CEDA staff helped to prepare the association for grant financing with the Emerson Foundation, as well as the New York State Consolidated Funding Application (CFA). The CFA funds have been secured and the additional grant funds are pending.

## Project to Watch

## Business Location

### Terrapin

**Location:** Auburn

**Assistance:** Location / AIDA

**Jobs to be created:** 40-100



CEDA assisted Terrapin, a Colorado based cannabis company, in finding a location for a new production facility near Auburn. Terrapin selected a lot in the Auburn Technology Park to locate and build and are in the process of purchasing it from the Auburn Industrial Development Authority. The project would be a \$120 million investment creating 100 jobs. Terrapin is a second chance employer that is working with Nick's Ride, CAP, and several other local nonprofits to understand the community's needs.

# Projects Assisted with Financial Incentives

## Project Demographics



**21** Projects Assisted  
 9 completed  
 4 nearly complete  
 8 in-progress or not started



**\$32.5m+** investment  
**\$4m** incentives

IDA incentives = \$3.1m  
 DRI incentives = \$723k  
 Local loans = \$353k



**61 jobs**

committed to be created



**240 jobs**

committed to be retained

## Existing Businesses Assisted



**118** Businesses Assisted

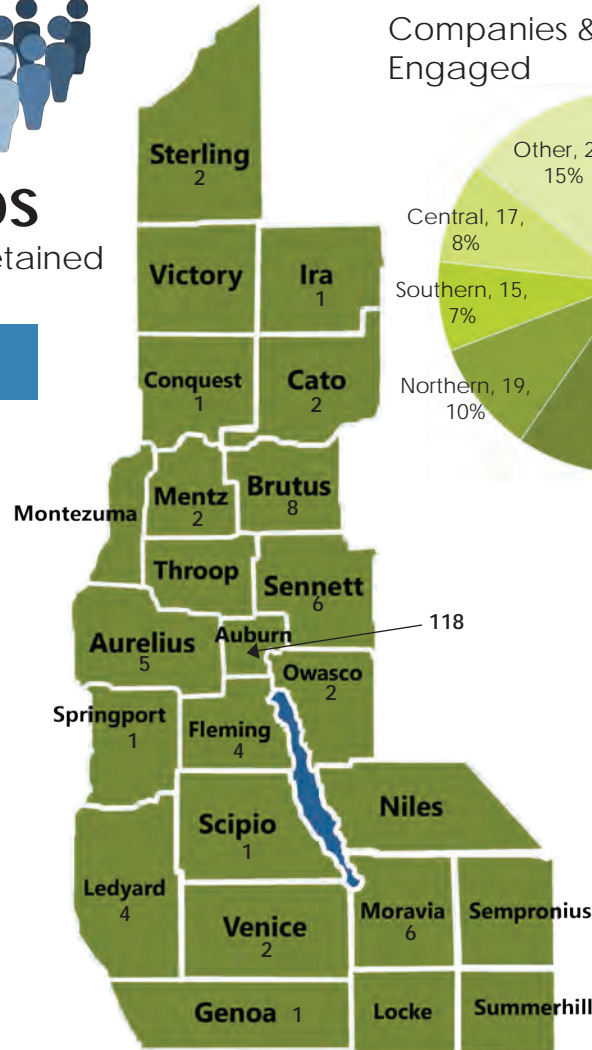
## Entrepreneurs Assisted



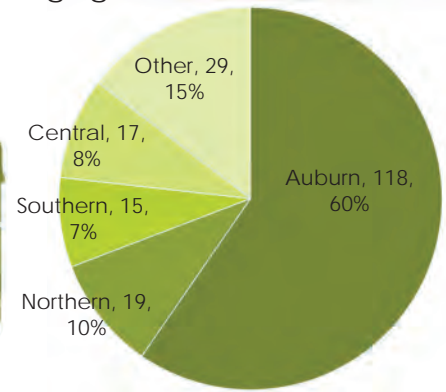
**66** Businesses Assisted  
**6** New Businesses Open



**9** New Jobs Created



## Companies & Entrepreneurs Engaged

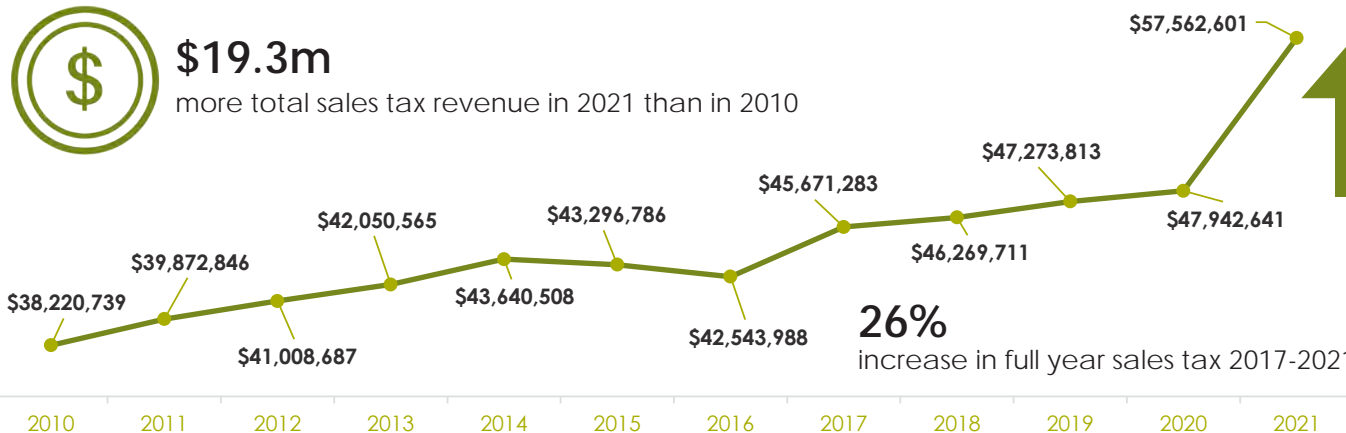


Other: 29 (multiple locations, located elsewhere but has Cayuga Connections)

## Total Sales Tax Revenue (City+County+Towns+Villages)



**\$19.3m** more total sales tax revenue in 2021 than in 2010



**20.1%** increase in full year sales tax 2020-2021

**26%** increase in full year sales tax 2017-2021



## Supporters

We would like to thank the following organizations for their support.



## 2021 Board of Directors

### Executive Committee:

**Kevin Miles**  
Chair

Director  
Sullivan Center for Business  
Entrepreneurship, Wells College

**Grant Kyle**  
Vice Chair

Owner  
North Brook Farms, IGK Equestrian,  
KyleCroft Development

**Ryan Pine**  
Treasurer

Partner & Investment Officer  
Genesee Capital Advisors

**Demetrius Murphy**  
Secretary

Vice President, Branch Manager  
Lyons National Bank

**Raymond Lockwood**  
At-Large, Executive Committee

Chair  
Cayuga County Industrial  
Development Agency

Crystina Brooks - Partner, MICA Consulting Group

James Dacey - Chair, Auburn Industrial Development Authority

Jeff Dygert - City Manager, City of Auburn NY

Sue Edinger - Chief Operating Officer, Inns of Aurora

Dr. Brian Hartwell - District Superintendent,  
Cayuga-Onondaga BOCES Regional Education Center

Susan Higgins - Owner, Heart & Hands Wine Company

Mitch Mannicia - Chair, Cayuga County Chamber of Commerce

Aileen McNabb-Coleman - Chair, Cayuga County Legislature

Doug Springer - President, Printerly.com

Gwen Webber-McLeod - Owner; Gwen, Inc.

## Team

Tracy Verrier - Executive Director

Danielle Szabo - Economic Development Specialist

Meg Goloub - Business Development Specialist

Taylor Symes - Economic Development Technical Specialist

Devon Roblee - Marketing Coordinator

Javani Portipilo - Communications Coordinator

Kim Taggerty - Office Administrator

Staff bios at [cayugaeda.org/about/staff](http://cayugaeda.org/about/staff)

## Selection of Partners

Auburn Downtown Business Improvement District (BID)  
Auburn SCORE  
Cayuga Community College  
Cayuga County Chamber of Commerce  
Cayuga County Office of Tourism  
Cayuga-Onondaga BOCES  
Cayuga Works Career Center  
CenterState CEO  
Central New York International Business Alliance (CNY IBA)  
Central New York Regional Economic Development Council  
CNY Regional Planning & Development Board  
Cornell AgriTech  
Cornell University Cooperative Extension, Cayuga County  
New York Small Business Development Center (SBDC)

## Supply Chain Analysis

CEDA contracted with MRB Group in 2021 to conduct a supply chain analysis of the Cayuga County economy. The goal of the analysis was intended to identify:

- Gaps in supply chains that could be ideal targets for business attraction and startup
- Opportunities for additional intra-county trade
- Areas where there are supply surpluses or byproduct recycling that can create new market opportunities

CEDA will use this analysis to inform our targeted approach to business development and attraction, and thus grow a base of businesses that are a good fit for our community.

The 2021 Cayuga County Supply Chain Analysis is available to view and download on our Strategy and Reporting page on our website:

[cayugaeda.org/about/strategy-and-reporting/](http://cayugaeda.org/about/strategy-and-reporting/)

...what a refreshing experience working with Danielle Szabo and [CEDA]. ...By presenting us with opportunities for land development and long-term relationships with the community, we were able to quickly make a decision on a location for our industrial expansion project. ...Danielle and CEDA played a critical role in our decision. They are surely an asset to the county's mission of attracting businesses and connecting projects with the right resource partners and supports.

~Chris Woods, Owner/CEO, Terrapin



Cayuga Economic Development Agency | 2 State Street | Auburn, NY 13021

(315) 252-3500 [cayugaeda.org](http://cayugaeda.org)

Partner Organization of Cayuga Strategic Solutions, Inc.

Our mission: To foster a sustainable quality of life in Cayuga County through job retention, expansion, and attraction.



2022 CEDA Workplan Progress

As of: 2/19/2022

**BUSINESS RETENTION AND EXPANSION (BR & E)**

Activity/Output	Goal	Actual YTD	2020
Existing business engaged	80 (incl. 10 unique)	24	118 (23 unique)
Identify growth opportunities	10	2	16
Business to Business connections	30	13	34
Direct assistance to businesses submitting CFAs	4 CFAs submitted	1	6 CFAs submitted, 3 awarded
Loan assistance	2 loans closed		5 approved
IDA assistance	4 small projects / 2 full	1 full	2 full / 1 small
Resource referrals	30	23	129
Outcomes	Goal	Actual YTD	2021
Private Investment	\$18m	\$0	\$32,593,950
Incentives/loans	\$3m	\$0	\$ 4,048,828
Jobs retained	100	0	240
Jobs to be created	100 anticipated	0	61

*\*outcomes data tracked under attraction & start up section*

**ATTRACTION & START UP**

Activity/Output	Goal	Actual YTD	2021
Entrepreneur assistance	65	14	66
Identify attraction leads	12	1	16
B2B/Site connections	10	3	10
Resource Referrals	20	11	33
New business open	15		6
Outcomes	Goal	Actual YTD	2021
Private Investment	\$4m	\$0	\$521,500
Incentives/loans	\$1m	\$0	\$208,975
Jobs created	30	0	9
Regional/National leads responded to	10	12	12



**2022 CEDA Workplan Progress**

As of: 1/19/2022

**MARKETING & PROMOTION**

Activity/Output	Goal	Actual YTD	2020
Develop promotional materials	2 marketing pieces	2	2
	2 community narrative pieces		3
Progress 2022, CEDA trifold updated,			
Increase quality of website visitation	2 average pages per session	1.68 (DEC) -YTD1.69%	1.68 (DEC) -YTD1.69%
	68% Bounce Rate	77.14% (DEC) YTD 77.04%	77.14% (DEC) YTD 77.04%
Website Upgrades	E.g.: Projects Page, Scorecard, Employer Services Directory	ARPA landing page	Site Selectors page, Asset map, Events page, password protected section
<b>Other 2022 Marketing and Outreach Activities</b>			
Informational Events	ARPA small business information sessions		
Other Resources			
Other Collaborative Efforts	Shop Local campaign (Jan 2021-Jan 2022); CBS dairy farm episode; City of Auburn ARPA small business program		

**General Business Demographics**

Establishments, Employment, and Wages- Quarterly Data (most recent available)-NYS DOL

Year	Qrt	Reporting Units*	Change from previous	Average Employment**	Change from previous	Average Wages	Change from previous
2021	2	1660	-1.78%	24300	11.05%	13393	13.75%
2020	2	1,690	0.60%	21,883	-15.38%	\$11,774	2.47%
2019	2	1,680	-2.55%	25,860	-0.36%	\$11,490	3.07%
2018	2	1,724	-2.10%	25,953	0.46%	\$11,148	5.01%
2017	2	1,761	0.00%	25,834	-2.16%	\$10,616	1.59%
2016	2	1,761	-1.18%	26,404	-0.60%	\$10,450	0.36%
2015	2	1,782	-2.68%	26,564	-0.20%	\$10,413	3.25%

\*Reporting Unit is an establishment, usually a single place of business, which is engaged in a

\*\*Employment data include all employment covered under the New York State UI program.

**2022 CEDA Workplan Progress**

As of: 1/19/2022

**CAYUGA COUNTY UNEMPLOYMENT RATE – NYS DOL**

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2022													
2021	6.9%	7.1%	6.5%	5.3%	4.7%	4.9%	5.1%	5.0%	4.1%	4.0%	3.7%	2.9%	5.0%
2020	5.1%	5.2%	5.3%	16.6%	11.5%	10.5%	11.0%	8.5%	5.4%	5.0%	5.2%	5.9%	7.9%
2019	5.3%	5.3%	4.9%	3.9%	3.8%	3.9%	4.2%	4.2%	3.6%	3.8%	3.9%	4.7%	4.3%
2018	6.1%	6.0%	5.5%	4.7%	4.0%	4.2%	4.3%	4.1%	3.5%	3.5%	3.6%	4.3%	4.5%
2017	6.3%	6.4%	5.6%	4.7%	4.5%	4.6%	4.9%	5.0%	4.5%	4.3%	4.6%	4.8%	5.0%
2016	6.0%	6.1%	5.8%	5.0%	4.5%	4.5%	4.8%	4.7%	4.7%	4.6%	4.6%	5.2%	5.1%
2015	6.7%	6.7%	6.2%	5.3%	5.0%	5.0%	5.1%	4.8%	4.7%	4.7%	4.8%	5.1%	5.3%
2014	7.6%	7.8%	7.2%	5.8%	5.7%	5.5%	5.7%	5.5%	5.1%	5.0%	5.3%	5.6%	6.0%
2013	9.5%	9.3%	8.4%	7.4%	6.9%	7.2%	7.0%	6.8%	6.5%	6.5%	6.4%	6.5%	7.4%

**LABOR FORCE (1000s)– NYS DOL**

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2022													
2021	35.6	35	34.5	33.7	33.8	34.9	34.9	34.8	34.7	34	33.6	33.6	34.4
2020	35.8	35.3	34.8	33.9	34.5	36.1	36.4	36	35.8	35.2	35.5	35.7	35.4
2019	36.5	36.1	35.4	35.3	35.3	36.2	36.9	36.5	36.1	35.7	35.6	35.8	36
2018	35.9	35.9	35.5	35.4	35.3	36.5	36.7	36.3	35.9	35.8	36.2	36.2	36
2017	35.6	35.8	35.7	35.7	35.4	36.4	36.8	36.4	35.8	35.3	35.6	35.3	35.8
2016	36.4	36.8	36.8	36.8	36.7	37.2	37.7	37.4	36.7	36.2	35.7	35.4	36.7
2015	36.5	36.6	36.5	36.9	37.4	38.1	38.4	37.9	37	36.8	36.3	36.4	37.1
2014	37.3	37.5	37.4	37.5	37.7	38.3	38.8	38.3	37.8	37.4	36.8	36.5	37.6
2013	38.7	38.8	38.5	38.8	39.3	39.6	40.3	39.5	38.9	38.2	37.9	37.8	38.9