



AGENDA
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, May 13, 2020 – 5:30PM
Live streamed – <https://youtu.be/hKvYBO1CAw4>

CALL TO ORDER: By Hon. Keith Batman, Chair

MEMBERS: Legislators - Michael Didio, Tricia Kerr (Vice Chair), Heidi Nightengale, Chris Petrus, Paul Pinckney, Charlie Ripley

MINUTES TO APPROVE: April 8, 2020

APPOINTMENTS:

Cayuga County Agriculture & Farmland Protection Board: Cornell Cooperative Representative

Mr. Dan Welch, Dir. Cornell Co-op Ext., 248 Grant Ave., Auburn, NY 13021, Term - May 26, 2020 start. Coterminous with position.
New appt.

CCDC (Cayuga County Development Corporation)

Eric J Ridley, 7834 State St. Rd., Auburn, NY 13021, term – 4-1-20 to 3-31-2022 – re-appt.

Bud Shattuck, 66 Grove St., Union Springs, NY 13160, term – 4-1-20 to 3-31-2022 – re-appt.

DEPARTMENT UPDATES FOR COMMITTEE:

Steve Lynch (Planning & Economic Development) –

1. COVID-19 staffing: All planning staff have been working remotely since March 19. All staff are advancing open projects and participating in regularly scheduled staff meetings via 8x8.
1. Cayuga County Development Corporation Approves 2nd Emergency Loan to CEDA for COVID19 Loan Program. The CCDC Board approved a second \$100,000.00 Emergency Loan to CEDA, recapitalizing the CEDA CV19 Small Business Micro Loan Program established with the first CCDC \$100K Loan in March. As of April 30, CEDA has deployed ~\$73K of these loan funds to sixteen (16) small businesses with applications pending estimated to deplete the initial capitalization. Planning Department staffing CCDC responded quickly with a CCDC Board meeting and is expediting loan closing and transfer of the loan funds to CEDA.
2. Comprehensive Plans for Town of Moravia & Village of Moravia: Senior Planner David Nelson is continuing to work with the Town and Village on their individual Comprehensive Plans supported by NYSDEC funding grants secured by the Planning Department. Draft Plans for both municipalities are nearing completion and required greenhouse gas and energy use assessments are being prepared.
3. Town of Victory Agriculture & Farmland Protection Plan: The first draft of the full Farmland Protection Plan for the Town has been completed. The next step is a required public meeting to present the draft. Meeting logistics and presentation options are being assessed in light of NY PAUSE requirements.
4. Local Waterfront Revitalization Plans for Sterling/Fair Haven and the Village of Cayuga. Contracts are in place for these NYSDOS-funded local waterfront planning projects. Kick-off meetings will take place virtually in May with the local steering committee teams, project staff and state grant representatives. Senior Planner Kari Terwilliger will lead the Town of Sterling/Village of Fair Haven LWRP and Senior Planner/GIS Analyst Greg Colucci will lead the Village of Cayuga LWRP.
5. Sterling Nature Center Facility Project. This is a joint project undertaken by Planning and Parks Department. The Planning Director and Senior Planner David Nelson are leading the state-funded project. The NYS Lake Ontario Resiliency & Economic Development Initiative Program (“REDI”) is the primary funding source for this ~\$4.3MM Project with the REDI funds providing 95% Grant Funding (for Capital Construction) and a 2019 CFA Grant through NYS Parks provided 75% Grant Funding (A&E Construction Documents). The next major project steps include proceeding with the architecture and engineering construction documents under the CFA grant and conducting the SEQRA reviews with the County as Lead Agency.
6. Erie Canal Re-watering and Trail Planning Project. Senior Planner Greg Colucci is the project lead for this grant-funded project in collaboration with the Town of Brutus. Grant Contracts from NYS Parks are in place and a Request for Qualifications (RFQ) process has been prepared and approved by state grant representatives. The RFQ, circulated to identify and select a qualified firm

to complete flood studies, trail planning and permitting, will be circulated in May to allow initial engineering work to proceed in June or July, pending a required Legislature resolution authorizing contract execution.

7. Owasco Lake Nine-Element Plan. Associate Planner Michele Wunderlich is leading the Owasco Lake 9E Plan and it has been brought back on-schedule through the concerted efforts of a project team including NYSDEC, Eco-Logic, Cornell University Researchers and County Staff. There have been managed delays due to Cornell researchers recent loss of access to the Cornell super-computers used to test the 9E SWAR GIS Computer Model which will be a key functional component of the 9E Plan (due to Corona19).
8. Owasco Lake Watershed Rules & Regulations Project (WSRR). The WSRR Steering Committee completed their work on proposed WSRR in mid-March and approved the planned Public Presentation of the final draft for City of Auburn and Town of Owasco elected officials and transmittal of the project materials to the municipal officials as soon as a joint meeting date could be arranged given the NY PAUSE regulations related to COVID19. A Project Transmittal Packet has been finalized, including project background, draft regulations and a summary of, and response to, the public comments received during the 2019 Public Comment Period. It will be release with transmittal to the City and Town elected officials.
9. Owasco Flats Wetlands and Riparian Buffer Project, Phase II. Engineering for the 2nd Phase of the Owasco Flats Wetlands Project is being finalized and release of construction bid documents is tentatively scheduled for late May/early June. Grant Funding is in place for the proposed project work which will construct a third wetland basin area this summer/fall.
10. Household Hazardous Waste (“HHW”) Program. County Environmental Engineer Bruce Natale is working with project partners at Cornell Cooperative Extension and the County Soil and Water Conservation District to adjust the schedule and implementation plans for the annual HHW events in light of the CV19 restrictions. Expectations are that demand for disposal of household hazardous waste materials will be higher than normal. Contingency plans for the program will be finalized and shared with the legislature and the public.
11. Cayuga County Local Solid Waste Management Plan (LSWMP) Update Project. The existing County LSWMP is scheduled for an update in 2020-2021. County Environmental Engineer Bruce Natale is preparing an information-gathering survey for municipal officials in the Towns and Villages to initiate the data collection phase needed to inform the Plan update. A similar outreach plan to the primary solid waste and recycling contractors working in the County will also be conducted.

Vacant (Employment & Training) –

Tracy Verrier (CEDA) –

- o Metric Snapshot through April 16, 2020 (does not include COVID response):
 - o Existing businesses met with: 40 (including 9 first-time contacts)
 - o Entrepreneurs met with: 14
 - o See supplemental document for additional metrics and economic indicators.
- o COVID Response Metrics through April 24, 2020 (based on information reported by businesses at time of contact, not all businesses provided all information and some information could have changed over time):
 - o Number of businesses contacted in some form: 132
 - o Number reporting being open at time of contact: 67
 - o Total weekly lost revenue: \$516,725
 - o Average weekly lost revenue: \$6,302
 - o Average percent reduction in revenue: 79%
 - o Total financial assistance needed (estimated): \$3,138,850
 - o Average financial assistance needed (estimated): \$39,236
 - o Industry breakdown:

Agriculture	3	Manufacturing	10
Construction	10	Nonprofit	5
Craft Beverage	5	Other	17
Entertainment/Recreation	5	Retail	22
Food service (restaurant, bar, bakery)	24	Salon	10
Health/Wellness/Fitness	12	Transportation	5
Hotel/Accommodations	4		

- o Geographic breakdown:

Auburn	84	Moravia	8
Aurelius	7	Owasco	1
Brutus/Weedsport	8	Scipio/Scipio Center	1
Cato	4	Sennett	3
Conquest	1	Springport/Union Springs	2

Fleming	2	Sterling/Fair Haven	4
Ledyard/Aurora	3	Summerhill	1
Montezuma	1	Throop	2

- Emergency Microloans (as of 4/24/20): 11 approved (\$48,050); 4 complete and awaiting approval; 10 received and in underwriting or awaiting additional information; 1 withdrawn due to finding another resource.
- In addition to other regional economic development working groups, Tracy Verrier is participating on the United Way taskforce and in a working group of regional economic development partners. These groups are focused on what resources are needed now, and looking to what will be needed moving forward as the economy ramps back up and businesses reopen. As part of the regional working group, Tracy is participating in a sub-group focused on developing policy recommendations.

Doug Kierst (Soil & Water Conservation District) –

- Like most of NYS, The Natural Resources Center continues to be closed to public visitors. Fifty percent of the Cayuga County SWCD office Staff continue to work from home until further notice.
- Cayuga County SWCD operation Staff continues to complete projects associated with infrastructure protection. Recently, we have been able to assist with the installation of 2 cross culverts in the Town of Fleming, install road ditch stabilization measures in the Towns of Locke and Venice and finish a shoreline stabilization project on Owasco Lake (prior to lake level increase).
- The Cayuga SWCD Hydroseeder has been used to stabilize exposed soils on several projects throughout Cayuga County.
- Cayuga County Staff has worked with 1 Agricultural producer to begin construction on a BMP implementation project, 1 Agricultural producer to solicit bids to obtain quotes prior to immediate construction and 1 Ag producer to finalize the planning process prior to going out to bid.
- Cayuga SWCD Staff continues to work with engineers to finalize plans to address flooding concerns in the Village of Moravia, erosion/flooding in the Town of Summer Hill and a flooding concern in the Town of Locke.
- Cayuga SWCD Staff continues to provide comments and input on the Owasco Lake 9 Element plan development.
- Cayuga SWCD continue to work with landowners and prepare proposals to submit to the Agricultural Nonpoint Source Abatement and Control Grant Program for the implementation of Best Management Practices on their farms.

Dan Welch (Director Cornell Cooperative Extension) –

- Beginning May 11th, CCE Cayuga will be distributing hand sanitizer and face masks from New York State to farmers and farm employees in the county.
- USDA and NYS have recently announced initiatives to purchase additional food products for food bank and other distribution to those facing food insecurity. NYS has relaxed some rules relating to fat content in dairy products and is working with dairy cooperatives and processors to get more of those products to the Downstate area.
- The Finger Lakes 4-H Learning Launchpad has reached 3,750 individuals, and is a featured 4-H at Home resource by the National 4-H Council. New youth development content is posted each weekday, and is a collaborative effort of the CCE associations in the region.
- Vegetables seed packets were distributed through the Auburn Hunger Task Force.
- The CCE building is closed to the public until further notice. Staff are working remotely and are available by phone and email to respond to inquiries.

Karen Kuhl (Tourism) –

- March 2020 overall occupancy was 31.1% a almost 10% drop from 2019's 39.2% This is the beginning of the impact on occupancy. New York State on Pause began on March 22nd, towards the end of the month. We can expect a stronger impact with the April report, a month entirely under the effects of New York State on Pause.
- Occupancy Tax – Q2 Occupancy Tax has been approved by the county, we're working on a projection of an overall 40% drop in occupancy through 2020.
- We received Payroll Protection Program funds. We received \$49,250. These funds are earmarked for payroll, employee benefits, and rent.

- We have launched and have gotten wonderful reception from the #OurCayuga initiative which balances well with the #SupportCayuga effort. We are setting the stage to develop residents' pride in the county's product. Increasing awareness and support of our partners by showing the faces behind the places that make Cayuga County a special place to live.
- National Travel and Tourism Week - National Travel and Tourism Week runs May 3-9. Annually celebrated on the first full week of May, it is important to recognize it this year as the industry has been hit especially hard due to COVID-19. This year's theme is The Spirit of Travel and we'll be doing various spotlighting throughout the week. The City of Auburn will light up City Hall in red on Sunday May 3rd to show its spirit of travel and support the tourism industry.
- Reopening Strategy - The Finger Lakes and Cayuga County are poised in what is considered the faster track to recovery for the tourism industry. With so many unknowns about this virus and its potential resurgence once we start mobilizing again, we need to be aware of tourism's role and responsibility. We are familiarizing ourselves with the federal, state and health recommendations on reopening procedures for partners in the tourism industry in order to assist and provide guidance in this process.
- Survey – We've conducted a survey on the impact COVID-19 has had on our partners. We've received over 100 answers to the survey whose focus was to identify if they are they open and to what extent, labor impacts and financial impacts.

RESOLUTIONS:

PLANNING:

5-20-PL-1 Authorizing the County Treasurer to establish a Capital-H account for the Sterling Nature Center Capital Improvement Project funded through NYS Resiliency and Economic Development Initiative and 2019 Consolidated Funding Application Grant Programs.

5-20-PL-2 Authorizing the signing of a contract with the United States Geological Survey for operation and maintenance of a satellite linked flow gaging station on the Owasco Inlet.

5-20-PL-3 Authorizing and setting the date of a Legislature Public Hearing on additions of Real Property to the Cayuga County Agricultural District.

ADJOURNMENT: Wednesday, June 10, 2020 at 5:30PM

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.

**COUNTY OF CAYUGA
REQUEST FOR APPOINTMENT FORM**

Requested Appointment To: Cayuga County Ag & Farmland Protection Board
Cornell Cooperative Extension Representative

Name of Recommended Appointee: Dan Welch

Address: Cornell Cooperative Extension, Cayuga County
248 Grant Avenue
Auburn, New York 13021

This appointment is recommended by: Kelly Anderson, Ag & Farmland Protection Board Chair

Length of Term: (Start date and End date, not just years) May 26, 2020 start. Coterminous with position.

New Term or Unexpired Term? **New Term** **Unexpired Term**

Name of person previously in this position: Judy Wright

Is this a compensated position? **Yes** **No**

Is this a new appointment or reappointment? **New appt.** **Re-appt.**

If it is a reappointment, how long have they served?

Describe briefly the duties required of the proposed appointee.

Attend Board Meetings to review, consider and take action on matters appropriately referred to the AFPB and matters under the purview of the Board.

Please provide a brief sketch of the proposed appointee(s) background (education, outside interests, etc.)

Mr. Welch was recently hired to be the Director of the Cornell Cooperative Extension in Cayuga County. He previously worked for Cornell Cooperative Extension in Cayuga County as an Agricultural Educator and previously served in this role on the Cayuga County AFPB, from 2008 to 2012. Mr. Welch is very interested in our county's agricultural economy, supporting our farmers, and helping to implement the recommendations in the County's Ag & Farmland Protection Plan.

Revised 1-14-19

CAYUGA COUNTY LEGISLATURE

160 Genesee Street, 6th Floor
Auburn, New York 13021

COUNTY OF CAYUGA COUNTY REQUEST FOR APPOINTMENT FORM

Requested appointment to:

Cayuga County Development Corporation

New Term? **NO REAPPOINTMENT**

Length of term: **-REAPPOINTMENT TWO YEAR TERM** Unexpired term? **NO**
04/01/2020 -3/31/2022

Name of person previously in this position:

N/A REAPPOINTMENT

Is this a compensated position?

NO

Is this a new appointment? **Yes** Reappointment? **NO**

Describe briefly the duties required of the proposed appointee.

(i)The Agency Board Members execute direct oversight of the Agency's chief executive officer and senior management of the Agency, (ii) understand, review and monitor the implementation of financial management controls and operational decisions of the Agency, (iii) establish policies regarding the payment of compensation and reimbursements to, and rules for the time and attendance of the Agency's chief executive and senior management, (iv) adopt and/or comply with the Agency's Code of Ethics, and (v) establish written personal policies and procedures covering matters described in the Public Authority Accountability Act (the "PAAA").

Name of recommended appointee: **Eric J. Ridley**

Address:

7834 State Street Road
Auburn, New York 13021

This appointment is recommended by: Cayuga County Development Corporation

Vocation of prospective appointee:

General Manager Hilton Garden Inn

Please provide a brief sketch of the proposed appointee(s) background (education, outside interests, etc.)

**CAYUGA COUNTY LEGISLATURE
160 Genesee Street, 6th Floor
Auburn, NY 13021**

**COUNTY OF CAYUGA
REQUEST FOR APPOINTMENT FORM**

Requested Appointment To: Cayuga County Development Corporation

New Term? NO REAPPOINTMENT

Length of Term: REAPPOINTMENT TWO YEAR TERM 04/01/2020 – 3-31-2022

Name of person previously in this position: N/A REAPPOINTMENT

Is this a compensated position? NO

Is this a new appointment? Yes Reappointment?

Describe briefly the duties required of the proposed appointee.

(i)The Agency Board Members execute direct oversight of the Agency's chief executive officer and senior management of the Agency, (ii) understand, review and monitor the implementation of financial management controls and operational decisions of the Agency, (iii) establish policies regarding the payment of compensation and reimbursements to, and rules for the time and attendance of the Agency's chief executive and senior management, (iv) adopt and/or comply with the Agency's Code of Ethics, and (v) establish written personal policies and procedures covering matters described in the Public Authority Accountability Act (the "PAAA").

**Name of Recommended Appointee: Bud Shattuck
66 Grove Street
Unions Springs, New York 13160**

This appointment is recommended by: Cayuga County Development Corporation

Vocation of Prospective Appointee: Mayor, Union Springs

Please provide a brief sketch of the proposed appointee(s) background (education, outside interests, etc.)

Small Business Owner, retired Workforce Development Specialist, Tompkins County
Current Board Member: Cayuga County Public Utility Service Agency, Cayuga Lake Inter-Municipal Organization, Tompkins County Health Insurance Consortium. Past member various community and youth sports groups

Revised 10-10-18

RESOLUTION NO. _____ 5-26-20

RESOLUTION AUTHORIZING THE COUNTY TREASURER TO ESTABLISH A CAPITAL-H ACCOUNT FOR THE STERLING NATURE CENTER CAPITAL IMPROVEMENT PROJECT FUNDED THROUGH NYS RESILIENCY AND ECONOMIC DEVELOPMENT INITIATIVE AND 2019 CONSOLIDATED FUNDING APPLICATION GRANT PROGRAMS

By: Hon. Keith Batman, Chair, Planning and Economic Development Committee
Hon. Christopher Petrus, Chair, Ways & Means Committee

WHEREAS, Cayuga County has established the Sterling Nature Center Capital Improvement Project including restoration of nature center trails and service roads, expansion and improvements to nature center parking and circulation paths utilizing green infrastructure and the design, permitting and construction of a new ~5000 square foot Sterling Nature Center Resiliency and Education Building (collectively, the "SNC Project"); and

WHEREAS, Total SNC Project cost of \$4,329,395.00 consists of two (2) awards totaling \$3,832,500.00 in NYS Grant Funding from the Lake Ontario Resiliency & Economic Development Initiative ("REDI") program, a ninety-five percent (95%) grant program requiring a five percent (5%) local match of \$202,895.00, plus a third grant of \$231,525.00 from the 2019 NYS Consolidated Funding Application ("CFA") Program, a seventy-five percent (75%) grant program requiring a twenty-five percent (25%) local cash match of \$62,475.00 (plus a \$14,700 match of in-kind staff hours); and

WHEREAS, Cayuga County Resolutions 414-19 (11-26-19) and 31-20 (1-30-20) authorized the application for the REDI grant funding, acceptance of the 95% REDI funds and allocation of the County's 5% matching funds for the REDI grant program; and

WHEREAS, Cayuga County Resolutions 215-19 (6-25-19) and 80-20 (2-25-20) authorized the application for the 2019 CFA grant funding, acceptance of the 75% CFA grant funds and allocation of the County's 25% matching funds for the 2019 CFA grant program; and

WHEREAS, to streamline the administration and financial tracking of these three (3) New York State grants for the SNC Project, including the local matching funds, the County wishes to authorize the establishment of a Capital H Account dedicated to the SNC Project; now therefore be it

RESOLVED, that the Cayuga County Treasurer is hereby authorized and directed to establish the Sterling Nature Center Capital H Account 20-02 in the amount of \$4,329,395.00, allocated from grant and local matching funds as follows:

- | | |
|---------------------------------------|----------------|
| 1. 2019 CFA Grant Funds | \$231,525.00 |
| 2. CO.104 REDI Grant Funds | \$1,520,000.00 |
| 3. CO.37 ALT. REDI Grant Funds | \$2,312,500.00 |
| 4. SNC Building Reserve Acct. A-18836 | \$203,370.00 |
| 5. County E.D. Account CM-13254-54288 | \$62,000.00; |

and be it further

RESOLVED, that the Treasurer is authorized to establish the appropriate revenue and expense accounts necessary to implement and administer the Sterling Nature Center Capital Project; and be it further

RESOLVED, that this resolution take effect immediately.

Planning Committee

Keith Batman, Chair

Michael Didio

Tricia Kerr

Heidi Nightengale

Christopher Petrus

Paul Pinckney

Charlie Ripley

Co. Atty. 

Ways & Means Committee

Christopher Petrus, Chair

Keith Batman

Elane Daly

Andy Dennison

Ryan Foley

Benjamin Vitale

Tucker Whitman

RESOLUTION NO. _____ 5-26-20

AUTHORIZING THE SIGNING OF A CONTRACT WITH THE UNITED STATES GEOLOGICAL SURVEY FOR OPERATION AND MAINTENANCE OF A SATELLITE LINKED FLOW GAGING STATION ON THE OWASCO INLET.

BY: Hon. Keith Batman, Chair, Planning and Economic Development Committee
Hon. Christopher Petrus, Chair, Ways & Means Committee

WHEREAS, the water quality of Owasco Lake is important to Cayuga County and its residents; and

WHEREAS, the Owasco Lake Watershed Management Plan recommended that the water quality of Owasco Lake and its tributaries be monitored; and

WHEREAS, Cayuga County Department of Planning and Economic Development ("CCPED") has monitored the Owasco Inlet since the late 1980's through a flow gage station and sampling program; and

WHEREAS, CCPED had the opportunity to have the United States Geological Survey (USGS) upgrade the flow gage station on the Owasco Inlet, which was reaching the end of its useful life, to a satellite-linked continuous discharge gaging station utilizing Finger Lakes-Lake Ontario Watershed Protection Alliance (FLOWPA) grant funds; and

WHEREAS, the USGS has requested that Cayuga County sign a new Joint Funding Agreement for continuing the operations and maintenance of the gage station from October 1, 2020 to September 30, 2025 at a total cost of \$80,690 from Cayuga County and \$8,960 from the USGS; and

WHEREAS, the County's annual FLOWPA grant funds have historically been used to operate and maintain the gaging station and these funds may continue funding the gage station for the term of the proposed contract; and

WHEREAS, the Cayuga County Legislature has approved funds in the SFY19-20 FLOWPA (A87410 43994) budget to operate and maintain the gage station until March 31, 2021, and

WHEREAS, the Cayuga County is scheduled to receive annual FLOWPA going forward and plans to utilize these funds to pay for the operations and maintenance of the gaging station from April 1, 2021 to September 30, 2025; and

WHEREAS, if these FLOWPA funds are not received, the Cayuga County may terminate the agreement with the USGS in writing or attempt to find non-county funds elsewhere to continue gage station operations; now, therefore be it

RESOLVED, that the Chairman of the Legislature is hereby authorized and directed to execute any and all contract documents needed to complete the operations contract for the USGS gaging station; and be it further

RESOLVED, that the Cayuga County Treasurer to authorized to make the journal entries appropriate and necessary to implement this resolution.

Planning Committee

Keith Batman, Chair

Michael Didio

Tricia Kerr

Heidi Nightengale

Christopher Petrus

Paul Pinckney

Charlie Ripley

Co. Atty: 

Ways & Means Committee

Christopher Petrus, Chair

Keith Batman

Elane Daly

Andy Dennison

Ryan Foley

Benjamin Vitale

Tucker Whitman

RESOLUTION AUTHORIZING AND SETTING THE DATE OF A LEGISLATIVE PUBLIC HEARING ON ADDITIONS OF REAL PROPERTY TO THE CAYUGA COUNTY AGRICULTURAL DISTRICT

By: Hon. Keith Batman, Chair, Planning and Economic Development Committee
Hon. Christopher Petrus, Chair, Ways & Means Committee

WHEREAS, Cayuga County participates in the New York State Agricultural District Program through the Cayuga County Agricultural District; and

WHEREAS, Article 25AA of the New York State Agriculture and Markets Law requires counties to provide an annual public notice that the County will receive, review and consider requests by property owners to add viable farmland to County Agricultural Districts; and

WHEREAS, the Cayuga County Planning Department has conducted such public notification and has received ten (10) requests during the March 1 to March 30, 2020 period, with such requests resulting in property-owner proposals to include ten (10) parcels totaling 321.71 acres to be added to the Agricultural District; and

WHEREAS, Article 25AA of NYS Agriculture and Markets Law requires a County Legislature to hold a Public Hearing regarding these requests for addition of viable farmland into the County's Agricultural District(s) before taking legislative action on the same; Now, Therefore Be It

RESOLVED, that the Clerk of the Cayuga County Legislature is hereby authorized and directed to take such steps as may be required so that said Public Hearing may be held at 6:00 PM on June 23, 2020 in the Chambers of the Cayuga County Legislature; and be it further

RESOLVED, that this resolution take effect immediately.

Planning Committee

Ways & Means Committee

Keith Batman, Chair

Christopher Petrus, Chair

Michael Didio

Keith Batman

Tricia Kerr

Elane Daly

Heidi Nightengale

Andy Dennison

Christopher Petrus

Ryan Foley

Paul Pinckney

Benjamin Vitale

Charlie Ripley

Tucker Whitman

Co. Atty: 

2020 CEDA Workplan Progress

As of: 4/16/2020

Does not include COVID response

BUSINESS RETENTION AND EXPANSION (BR & E)

Activity/Output	Goal	Actual YTD	2019
Existing business visitations	90 (incl. 20 unique)	40 (9 unique)	85 (36 unique)
Identify growth opportunities	12	4	16
Business to Business connections			
Business to Business connections	10	6	22
Direct assistance to businesses submitting CFAs	4 CFAs submitted		4 submitted; 3 Awarded
Loan assistance			
Loan assistance	2 loans closed	1 Approved	3 closed/ 1 conditionally approved
Moonflower Macarons (\$45k)			
IDA assistance	4 small projects / 2 full	1 full	1 small / 1 full
SunEast Dog Corners (solar)*			
Resource referrals	20	12	59
Outcomes			
Private Investment	\$18m	\$11.5k	\$6.96m
Incentives/loans	\$3m	\$45k	\$992k
Jobs retained	100	1	77
Jobs to be created	100 anticipated	2	51
Company Interactions			
Total Number of Interactions	59		
Average per Company	1.47		

*SunEast investment, incentives, and jobs included under Attraction & Startup as it was not an existing business in the community.

ATTRACTION & START UP

Activity/Output	Goal	Actual YTD	2019
Entrepreneur assistance	75	14	74
Identify attraction leads	12	2	12
B2B/Site connections		3	
Resource Referrals		2	
New business open	15	4	9
Farm Girl Greens; Steadfast Results, LLC; Coomber Construction; McCleod's Meals			
Startup survival rate after 1 year* (businesses open in '19)	85%	100%	
Caren's Corner (Aurelius); Simply Cookie (King Ferry); Make Safe Food (Owasco); Elder Home Care CNY (Auburn); D-Vibe Photography (Auburn); Octane Social House @ Health			

Central (Auburn); The Highcrafter (Auburn); KCC Woodworking (Auburn); The Sharpener Lady (Auburn)			
Startup survival rate after 2 years* (businesses open in '18)	75%	100%	
FIERCE... with Love; Hum, LLC; Next Chapter Brew Pub; EM Video Productions; Lean on Me Business Solutions; QT's Creations; Sole Sister's Holistic Whispering Healing Center; Good Eats Farm; The Open Door; Phil Gilbo (scrap metal)			
*national average ~80% after 1 year, ~66.6% after 2 years			
Outcomes	Goal	Actual YTD	2019
Private Investment	\$4m	\$25.9m	\$219,247
Incentives/loans	\$1m	\$3.8m	\$171,247
Jobs created	50	3	14
Regional/National leads responded to	12	1	12
Attraction Lead Interactions			
Total Number of Interactions	4 (two with a prior open lead)		
Average per Lead	1		
Entrepreneur Interactions			
Total Number of Interactions	17		
Average per Entrepreneur	1.2		

MARKETING & PROMOTION

Activity/Output	Goal	Actual YTD	2019
Develop promotional materials	2 marketing pieces 2 community narrative pieces	2 marketing piece	2 marketing pieces 2 video narrative/ testimonial
Doing Business in Cayuga County video (with NY Address for Less campaign); Progress			
Increase quality of website visitation	2 average pages per session 68% Bounce Rate	1.69 (Mar) -YTD 1.87 76.4% (Mar) -YTD 73.05%	1.88 (Dec) - YTD 2.38 72.5% (Dec) -YTD 71.13%
Website Upgrades	E.g.: Projects Page, Scorecard, Employer Services Directory		
Other 2020 Marketing and Outreach Activities			
Informational Events	DRI Project Sponsor Event (w/ City); Defining Business Goals (w/ SCORE)		
Other Resources	COVID-19 Emergency Microloan; Today's FAQ video series		
Other Collaborative Efforts	StartUp Connect		

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
2019	3	1,660	-2.70%	25,314	0.07%	\$11,139	3.46%
2018	3	1,706	-2.63%	25,297	-0.76%	\$10,766	4.78%
2017	3	1,752	-0.90%	25,492	-2.46%	\$10,275	-1.31%
2016	3	1,768	-1.23%	26,134	-0.45%	\$10,411	7.13%
2015	3	1,790	-2.24%	26,251	-0.70%	\$9,718	3.20%
2014	3	1,831	0.27%	26,436	1.99%	\$9,417	2.49%
2013	3	1,826	1.05%	25,919	-1.45%	\$9,188	5.80%

*Reporting Unit is an establishment, usually a single place of business, which is engaged in a single business activity, and operated by a single employer.

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

CAYUGA COUNTY UNEMPLOYMENT RATE – NYS DOL

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2020	5.3%	5.1%	5.4%										
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%	5.5%	4.7%	4%	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%	4.5%	4.3%	4.6%	4.8%	5%
2016	6%	6.1%	5.8%	5%	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%	5%	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%	5.3%	5.6%	6%
2013	9.5%	9.3%	8.4%	7.4%	6.9%	7.2%	7%	6.8%	6.5%	6.5%	6.4%	6.5%	7.4%

*Central NY last three months: January=5.1%, February=4.8%, March=5.0%

LABOR FORCE (1000s)- NYS DOL

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Average
2020	36.1	35.7	35.1										
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	36.0
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	36.0
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	37.0	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



Cayuga County Tourism Office
COVID-19
Marketing Strategy

KAREN KUHL

EXECUTIVE DIRECTOR

MAY 5TH, 2020

March 16 - April 16th

Mitigation Stage

The action of reducing the severity, seriousness or painfulness of something.

Our crisis management stage. This was our scramble moment to stay afloat while trying to make sense of everything and redefining our mission during COVID-19.

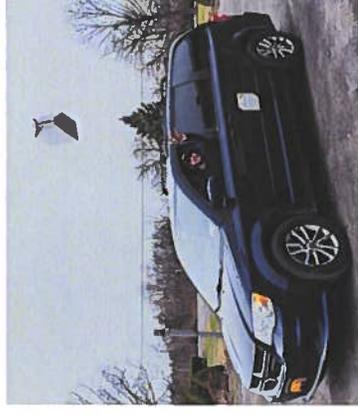
Mitigation Stage

- Stage 1 - Crisis Management
 - Budget review and changes
 - Executive committee meetings
 - Finance chair meetings
 - Cancellations of advertisements & contracts on the works.
 - Requested cancellations of signed contracts (Simpleview, Crowdriff & Destination Think)
 - Looking for and securing new funding sources



TOURCAYUGA.COM

ve tomorrow Treleaven Wines is making deliveries! Support businesses! #TourCayuga #SupportCayuga #supportlocal



Mitigation Stage

- Transitioning to working from home
- Supporting our partners with communication
- Refocus of our website to highlight
 - 1) Curbside Cayuga
 - 2) Shop online
 - 3) Virtual Calendar of Events
- #SupportCayuga in collaboration with BID and Cayuga County Chamber of Commerce



**SHOPPING
NIGHT IN
CAYUGA**

*Shoppers Can't Come?
So Bring the Store To th*

**WEDNES
APRIL 1, 2**
8pm - 10pm Loc

#ShoppingNightli

TOUR **CAYUGA**.com

**THE GREAT
AMERICAN
TAKEOUT**

**TUESDAY
3/24**

April 16 - May 31

Refocus Stage

We have refocused our mission to one of support and promotion within the community. This stage involves refocusing our strategy and approach of our marketing efforts.

During this time we have been very careful with our wording and messaging. This is a time to highlight the amazing product available in Cayuga County to the residents of Cayuga County. The aim is to increase engagement and support for the partners to help them survive the economic downturn.

Refocus Stage

- Stage 2 - Refocus marketing to residents
- Refocus from TourCayuga to OurCayuga
- The faces behind the places of Cayuga County Tourism. (#OurCayuga)
- Tourism Individual Highlights
- Survey current situation (initial impact results in following slides)
- Contact and support our partners

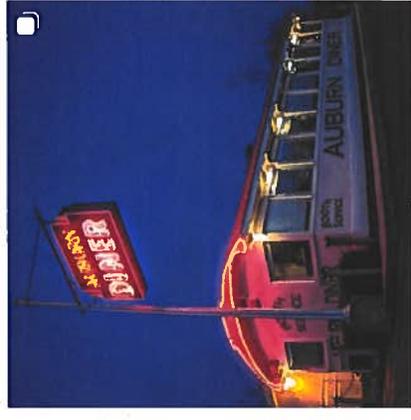


Refocus Stage

- Continue with #SupportCayuga and #CurbsideCayuga
- Maintain PR leads
- Started Cayuga BINGO
- Continue with Sweet Treat Trail monthly partner highlights
- Continue with 25th Anniversary monthly blogs
- Consider what reopening looks like



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May 31 - July 16th

Local Restart Stage

When businesses start reopening it will come with many changes. The public will start moving around again, and we want them supporting our partners.

Our messaging and wording dilemma is greatest during this time. We want to inform and encourage visitation, but balancing the needs and fears of our residents.

Local Restart

- Stage 3 - Residents and Neighbors outreach
- Restaurants, museums and attractions begin to reopen
 - Promote visitation to our attraction & restaurants from other Finger Lakes and Central NY residents
 - Begin transition from #OurCayuga to #TourOurCayuga
 - Start outreach with group travel



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Local Restart

The INNS of AURORA

- Develop materials for weddings and family gatherings
- Sending out Press Releases of reopenings
- Girls getaways, Guys golfing/beer trips, Visiting Friends and Relatives.
- It is critical to gauge both visitors and residents during this stage, going too fast could have serious backlash from residents.



**Department of
Environmental
Conservation**



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???

Regional Restart Stage

Still potentially a far away reality, but this is when we can start thinking of returning to our pre-COVID-19 priorities.

Assuming no resurging of the virus, we hope to return to this stage late 2020 or early 2021.

Regional Restart Stage

Stage 4 - Further Drive in Market

- Once the economy has been moving and we hopefully see no resurgence of the virus.
- Promote staycation, one to two night itineraries to further regional out reach. Our 5+ drive in market
- Launch Brave Women FLX Campaign with regional partners

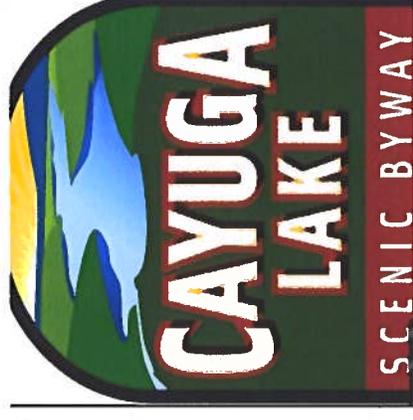


Routes 5 and 20 Road Trip



Regional Restart Stage

- Individuals will be looking for safer destinations.
- Develop messaging around the country scenery, historical destinations, drive in your own car
- Position scenic roads and road trips
 - Rts 5&20
 - Sweet Treat Trail
 - Cayuga Lake Scenic Byway
 - Lake Ontario Wine Trail
 - Cayuga Lake Wine Trail
 - Odd/Quirky & Off beat- small museum visitation



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Tourism Industry Survey

We sent out a survey to tourism partners to gauge the impact on our industry in three central subjects.

- Operations Impact - Are they open and to what extent.
- Labor impacts – How many people have been furloughed?
- Financial impacts – How much revenue has been lost?

So far we've received 105 responses, they are still trickling in, but these are initial impact results.

Who Responded

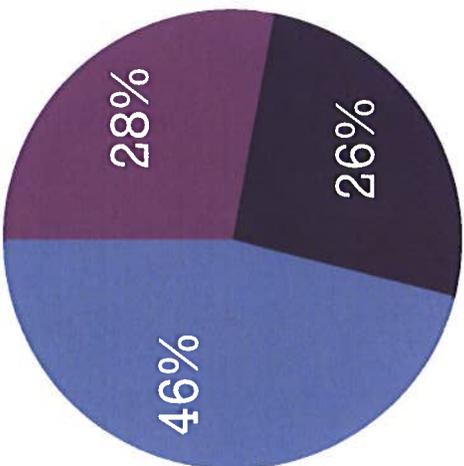


Attractions - 45
Restaurant - 12
Health - 8
Shopping - 5

Lodging - 14
Wine/Beer - 11
Other - 6
Village/Town/City - 4

Operations Impact

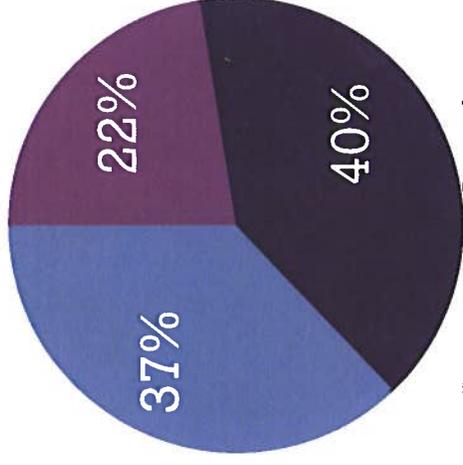
When asked where they thought they would be in three months:



- at risk of closing permanently
- at risk of closing temporarily
- open, maintaining operations

Operations Impact

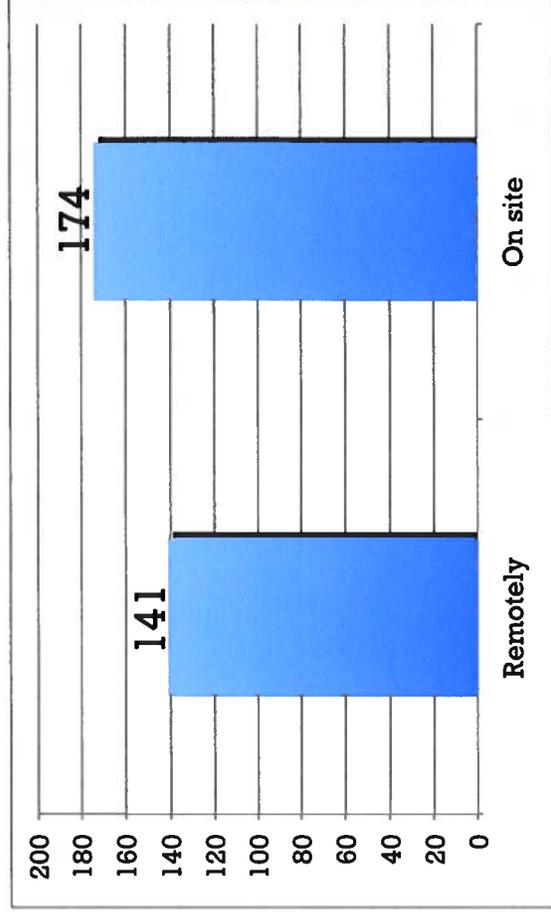
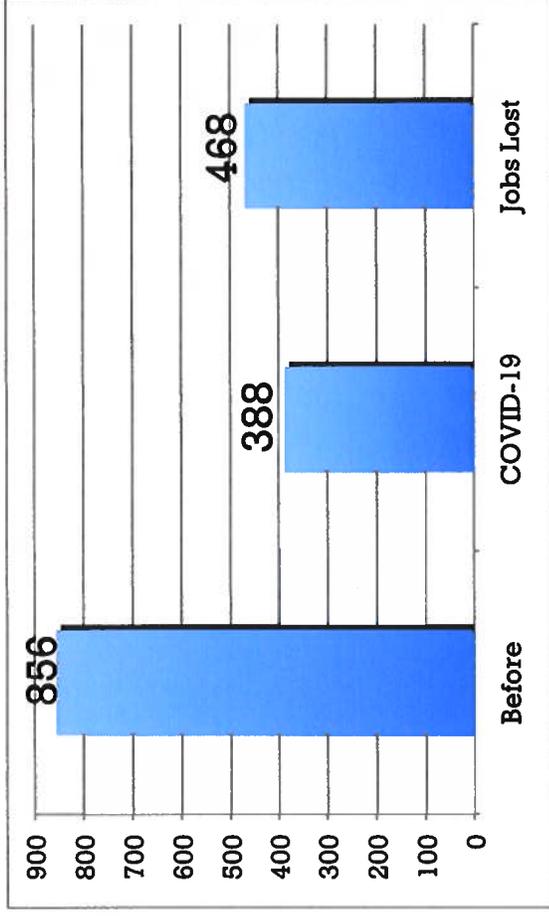
To those that closed, when asked when they would reopen?



- I see my business reopening but changed
- Immediately upon the Governor's lifting of the stay at home order
- Slowly return to "normal" by a certain date with a full open by June or July or other?

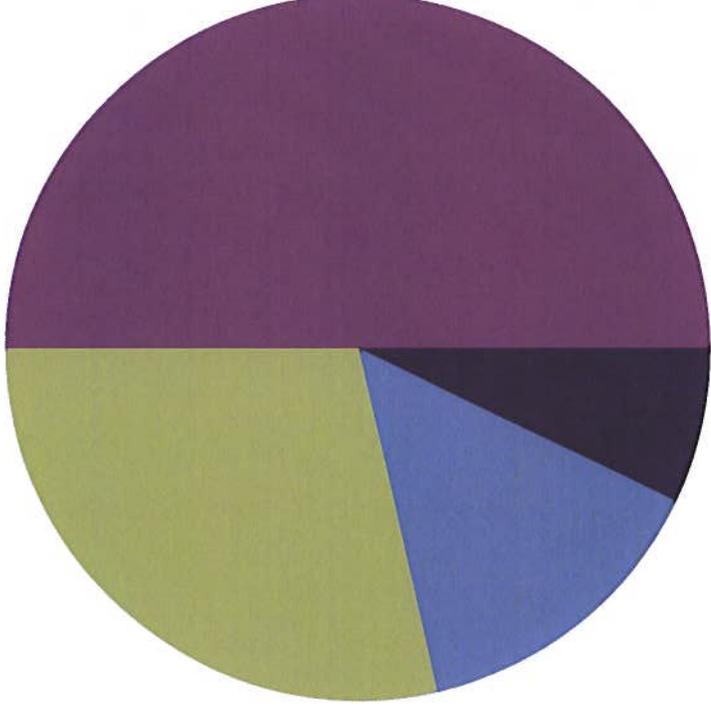
Labor Impact

The labor impact is one of the hardest to consider, we've lost 468 jobs. It is logical for our industry that a greater proportion of those still employed are working on site. In the open-ended responses, many pointed out that those that are still employed have been cut back in the hours worked.



Financial Impact

The chart represents the respondents who stated that COVID-19 did not have a negative financial impact on their establishments. Half of these respondents are funded through municipal funds, most of the privately owned businesses are seasonal operations and their financial impact hasn't yet been felt. There are two businesses that had a positive financial impact due to COVID-19.



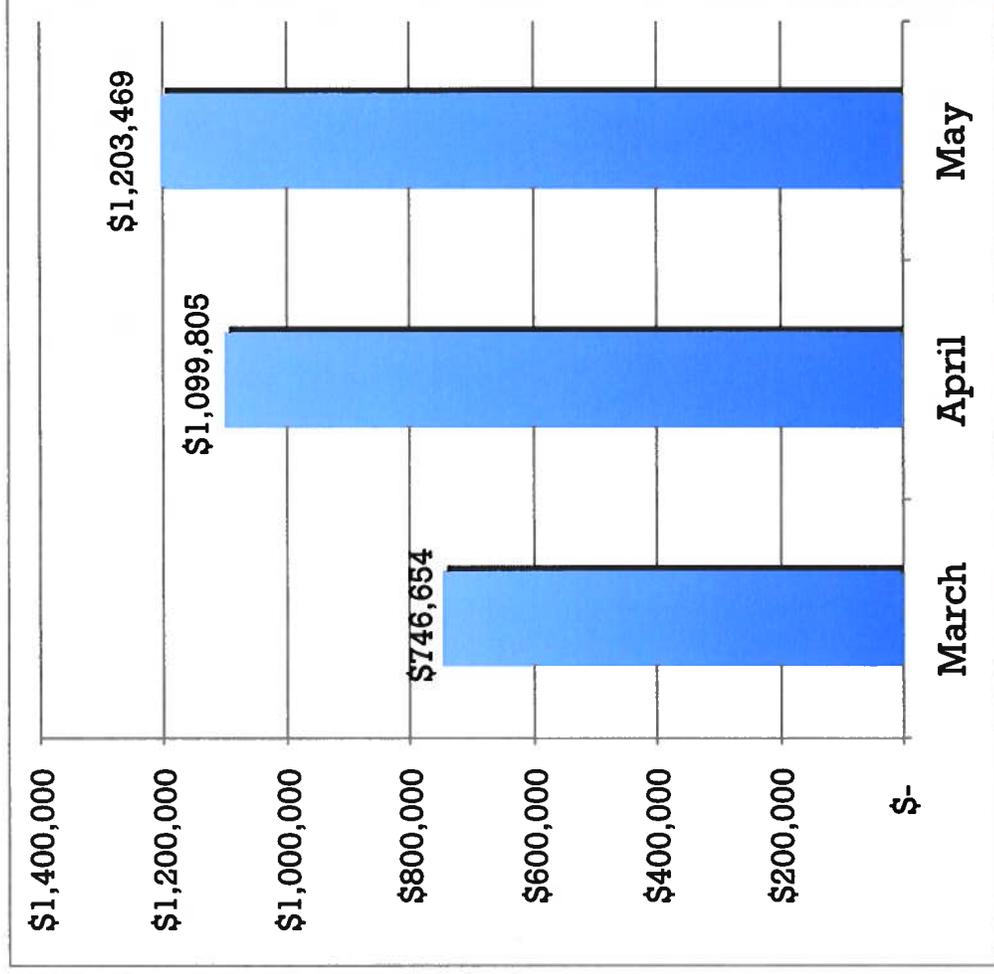
- Municipality Funded - 7
- Non-Profit - 1
- Private - 2
- Private-Seasonal - 4

Financial Impact

54 of the 105 respondents answered the more sensitive question of their financial losses.

“If you feel comfortable, please let us know your estimated loss of income for March and April 2020. We ask this information in order to measure the pandemic's impact on Cayuga County, NY.”

This graph represents the impact incurred or estimated to be incurred by our partners per month.



Your support is critical to our vision
and we need to hear from you in
order to ensure we're addressing
the needs of our partners.

Thank you from all of us at the Cayuga County
Tourism Office:
Gillian, Claire, Maureen & Karen