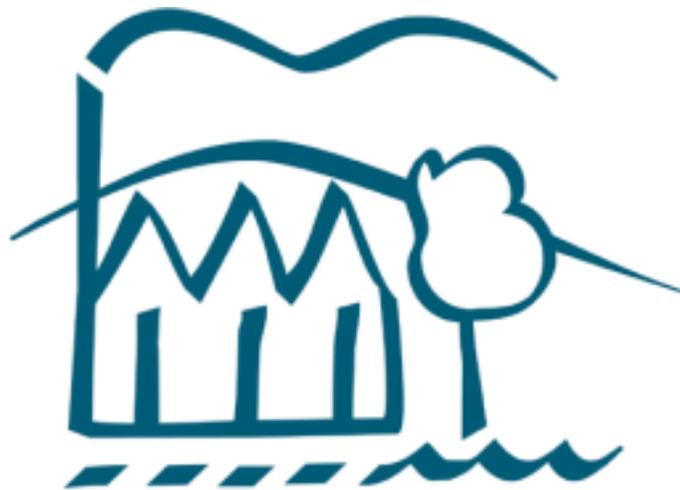


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*Genesee/Finger Lakes  
Economic Development District*

**Comprehensive Economic  
Development Strategy  
2000 – 2001  
UPDATE**



**GENESEE/FINGER LAKES  
Regional Planning Council**

**City Place  
50 West Main Street, Suite 8107  
Rochester, NY 14614**

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June 2001

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**Prepared by the  
Genesee/Finger Lakes Regional Planning Council  
City Place  
50 West Main Street, Suite 8107  
Rochester, NY 14614**

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## **Introduction**

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) prepared an initial Overall Economic Development Program (OEDP) in 1978. The initial OEDP served as the basis for an economic development planning program in the Genesee/Finger Lakes Region and subsequently, official designation of the Region as an Economic Development District in 1979. The original OEDP provided a description of the Economic Development District organization, background information on the area's geography, population, labor force, resources, and economic activities as well as an analysis of development potentials and constraints. The document also set forth goals and objectives for the Economic Development District, a development strategy to achieve these goals, and a District work program designed to promote and assist in the implementation of the development strategy.

The U.S. Department of Commerce, Economic Development Administration (EDA) designated the Region as an Economic Development District in September of 1979. This designation was made possible by EDA's approval of the initial OEDP. EDA also provided the G/FLRPC with a planning and operational grant that was and continues to be committed for staff salaries, equipment, software, training, and other expenses of the District.

The Comprehensive Economic Development Strategy (CEDS) is the successor to the OEDP and is intended to further the effective Federal/local efforts initiated under the previous program. The preparation of the CEDS is an ongoing process and serves as a planning document for the economic development of the District. The CEDS serves as a guide for the G/FLRPC's annual economic development work program.

This report is an update to the 2000-2001 CEDS completed by the G/FLRPC in September 2000. It provides an overview of the District's economic trends building on the sources analyzed in the CEDS by incorporating more current data from state and federal sources. The update also details current efforts and projects and those that will be undertaken in the immediate future by the nine counties and the City of Rochester. A discussion regarding the progress of the G/FLRPC's work program to further strengthen the District's economy is also included. Copies of the CEDS may be obtained by contacting the G/FLRPC or via the worldwide web at [www.gflrpc.org/ceds\\_doc.htm](http://www.gflrpc.org/ceds_doc.htm).

Members in the Genesee/Finger Lakes Economic Development District include Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates Counties and the City of Rochester. All member counties (and the City of Rochester) are participating in the District program and have elected to have the CEDS document and this update to it serve their planning needs and designation obligations.

## District Overview

This section of the CEDS update provides an overview of the socioeconomic conditions of the District using federal and state data sources. The topics covered are those that were initially provided in the CEDS where more recent data was available for inclusion. In addition to those topics that were covered in the CEDS, an analysis and discussion of taxable sales and purchases in the District are also included as a means of gauging changes in economic activity. The data analysis is provided at the member level (counties and the City of Rochester) where available and appropriate as well as at the District and sub-regional level. The GLOW Sub-region includes Genesee, Livingston, Orleans, and Wyoming counties and the Wayne/Finger Lakes Sub-region is comprised of Ontario, Seneca, Wayne, and Yates counties.

### *Population*

The District grew 3% between 1990 and 2000 with the largest increase in Monroe County (21,375 persons). This growth in Monroe County accounted for over half the increase in the District despite a decline in the City of Rochester, and was primarily in the suburbs to the east and the Town of Greece. Yates County grew at the fastest rate (7.9%) followed by Orleans (5.6%), Ontario (5.4%), and Wayne Counties (5.2%). The eighteen largest municipalities in the District in 1990 were also the largest in 2000; and none of the five largest changed in rank (Rochester, Greece, Irondequoit, Perinton, and Henrietta). Population counts from the 1990 and 2000 censuses along with corresponding changes in persons and growth rates are presented below in Table 1.

*Table 1*

<b>Change in Population in Genesee/Finger Lakes Economic Development District Between 1990 and 2000</b>				
<i>Area</i>	<i>1990</i>	<i>2000</i>	<i>Change in Persons</i>	<i>Growth Rate</i>
Genesee County	60,060	60,370	310	0.5%
Livingston County	62,372	64,328	1,956	3.1%
Monroe County	713,968	735,343	21,375	3.0%
City of Rochester	230,356	219,773	-10,583	-4.6%
Ontario County	95,101	100,224	5,123	5.4%
Orleans County	41,846	44,171	2,325	5.6%
Seneca County	33,683	33,342	(341)	-1.0%
Wayne County	89,123	93,765	4,642	5.2%
Wyoming County	42,507	43,424	917	2.2%
Yates County	22,810	24,621	1,811	7.9%
<i>GLOW Sub-region</i>	<i>206,785</i>	<i>212,293</i>	<i>5,508</i>	<i>2.7%</i>
<i>Wayne/FL Sub-region</i>	<i>240,717</i>	<i>251,952</i>	<i>11,235</i>	<i>4.7%</i>
<i>G/FL EDD</i>	<i>1,161,470</i>	<i>1,199,588</i>	<i>38,118</i>	<i>3.3%</i>

Source: US Census Bureau, 2001.

In terms of population as an economic asset, the ability of the labor force to meet the demands of firms creating jobs within the District is an essential requirement for further growth. Population counts from Census 2000 show that age-cohorts of persons most likely to be in the future labor force of the District (figuring that most occupations will require some amount of training/education behind high school) declined significantly over the past decade. An analysis of corresponding age-cohorts between the previous two censuses shows the number of persons 15 to 24 years old when the 1990 Census was conducted and 25 to 34 years old when Census 2000 was conducted declined 17,052 persons or 9.9%. The mortality rate of this age-cohort is very small and therefore the decrease can be attributed mainly to out-migration.

In addition, there were 3,450 fewer persons (-1.7%) in the next oldest age-cohort (25-34 years old in 1990 and 35-44 years old in 2000) according to the census population counts. The next two working-age cohorts (35-44 and 45-54 years old in 1990/45-54 and 55-64 years old in 2000) also decreased but at rates that could be mostly attributed to increased mortality rates and early retirement. Regardless, the ability to retain persons of younger ages who are born and educated in the District is essential to providing a sufficient labor force to allow for continued economic growth at higher levels.

### *Labor Force*

The labor force data are taken from the New York State Department of Labor (NYS DoL)'s Local Area Unemployment Statistics (LAUS). The LAUS are a residence-based survey program developed by the US Bureau of Labor Statistics (BLS) and administered through a federal-state cooperative to determine levels of employment and unemployment for over 6,800 areas throughout the nation. LAUS Data are available for states, metropolitan statistical areas (MSA's), and cities and towns with populations of 25,000 or more.

The national-level data are based on the Current Population Survey (administered for the BLS by the US Census Bureau) which surveys a sample of households to determine employed and unemployed persons based on their employment status during the week that includes the 12<sup>th</sup> day of each month. The data are then estimated for states using time-series regression models and for regions, MSA's, and places using indirect estimation techniques. Employed and unemployed persons are then summed to determine the labor force. The LAUS are an oft cited measure of economic activity by government, media, and not-for-profit organizations and serve as the basis for the unemployment rate and statistics released by the US and NYS DoL each month.

Between 1995 and 1999 the District's labor force increased just over one percent or 8,000 persons. The largest gain was in Monroe County, which gained 3,000 new entrants during that time period. However, the City of Rochester saw an increase of 900 persons employed or seeking work over the five-year period. Wayne County

(1,700 persons/3.5%) and Ontario County (1,200/2.3%) were the only counties outside of Monroe to post gains of over 1,000 persons to their respective labor forces. Seneca County's labor force grew at a rate of 6.1% (900) and Yates County's at 5.5% (700) between 1995 and 1999. Yates and Seneca were the only counties in the District to exhibit a growth rate above the New York State average of 4.4%. The Wayne/Finger Lakes Sub-region's labor force grew at 3.5% adding 4,500 entrants over the five years. In the GLOW Sub-region, Livingston County had both the largest and fastest increase with 800 new persons employed or seeking work representing a growth rate of 2.4%. Table 2 displays the labor force data for the District, its counties, the City of Rochester, and its sub-regions for 1995 through 1999.

Table 2

<b>Genesee/Finger Lakes Economic Development District Labor Force 1995 - 1999</b>					
	1995	1996	1997	1998	1999
New York State	8,509,000	8,614,000	8,843,000	8,890,000	8,882,000
Genesee County	31,600	31,900	32,400	32,200	31,800
Livingston County	33,700	34,200	34,900	34,900	34,500
Monroe County	377,900	378,100	385,400	385,600	380,900
City of Rochester	112,500	112,100	114,400	114,400	113,400
Ontario County	52,400	52,900	53,900	53,900	53,600
Orleans County	21,100	20,800	21,300	21,000	21,100
Seneca County	14,800	15,100	15,200	15,500	15,700
Wayne County	48,200	48,800	49,600	50,000	49,900
Wyoming County	21,100	20,200	20,600	20,600	20,600
Yates County	12,800	12,900	13,400	13,300	13,500
GLOW Sub-Region	107,500	107,100	109,200	108,700	108,000
Wayne/FL Sub-Region	128,200	129,700	132,100	132,700	132,700
<b>G/FL EDD</b>	<b>613,600</b>	<b>614,900</b>	<b>626,700</b>	<b>627,000</b>	<b>621,600</b>

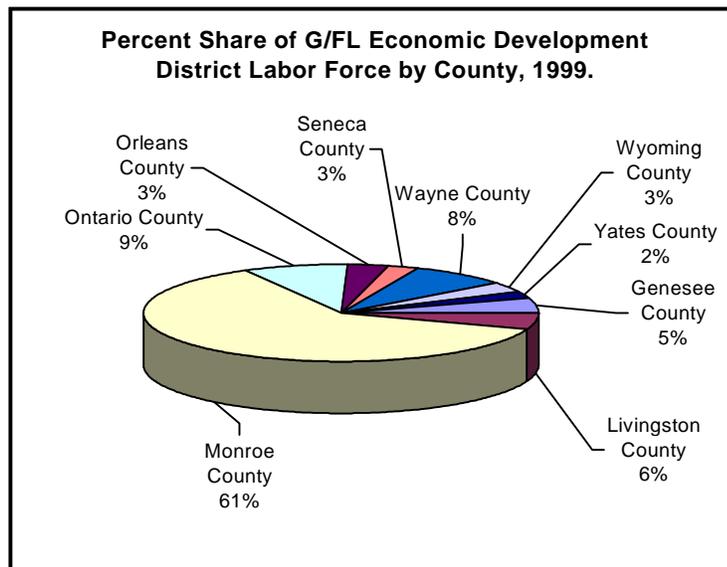
Source: NYS Dept. of Labor, Local Area Unemployment Statistics, 2001.

The District's labor force constitutes seven percent of New York State's labor force with the majority (61%) of those persons residing in Monroe County. Seventeen percent of the District's and 28% of Monroe County's labor force lives in the City of Rochester. The percent share of the District's labor force by county is presented in Graph 1 on the following page. The Wayne/Finger Lakes Sub-region represents 21 percent of the District's labor force with 132,700 persons either employed or seeking employment in 1999 with four out of five of these persons in Ontario and Wayne counties. The GLOW sub-region's labor force is more evenly distributed with Livingston County's 34,500-person labor force in 1999 accounting for 32% of the sub-region and 5.6% of the District's labor force as a whole. Genesee County had 31,800 persons employed or seeking work in 1999; this represented 29% of the GLOW Sub-region's labor force. The labor forces of Orleans (21,100) and Wyoming (20,600) counties were nearly equal in 1999 comprising the remainder of the sub-region's labor force.

It should be noted that the labor force of the District declined in 1999 and 2000 from its height over the past seven years in 1998, and this trend has continued into 2001. There are two possible explanations for the recent decreases in numbers of persons seeking

employment and both have most likely been contributors to some degree. The first is that the decrease in population of working age adults in the District, particularly in the youngest working-age cohort, may have depleted the labor force somewhat. This would demonstrate the need to retain and recruit additional workers of all ages to the District. The other possible explanation is that as talk of recession and job cuts has continued for several months, the number of people looking for employment drops as word of fewer possible openings gets around. The labor force of the District, as noted in the *Population* section, is a large determinant of economic growth capacity and could be an impediment to the attraction, retention, and creation of new firms and openings in the District.

*Graph 1*



### *Unemployment*

The LAUS data are used again to perform an analysis of unemployment in the District from 1995 to 1999. The unemployment rate of a given area is one of the most commonly cited measures of economic vitality and for good reason given that high unemployment rates place a strain on fiscal and public service resources. However, it is important to remember that an unemployment rate is a measure of unemployed persons (a part) *to* persons in the labor force (the whole). Therefore, unemployment rates should be considered in the context of the labor force as a whole and the changes that occur in them are only a piece of the overall picture.

Between 1995 and 1999, the number of unemployed persons in the District declined over 4% or 1,200 persons. Subsequently, unemployment rates for the District, the two sub-regions, and eight of the nine counties also declined over the five-year period. Monroe, Seneca, and Yates counties had the same number of unemployed persons in 1999 as in 1995, but increases in their respective labor forces during the period resulted in lower unemployment rates at the end of the five-year period. The number of

unemployed persons in the City of Rochester remained constant over that time period with a slight decrease (-0.1%) in its unemployment rate due to an increase in its labor force.

The largest declines in the number and percent of unemployed persons and decrease in the unemployment rate of any county between 1995 and 1999 was in Orleans County, which had 500 (-31.3%) fewer persons unemployed and a rate that dropped from 7.8% to 5.4%. The GLOW Sub-region had 700 (-10.4%) fewer unemployed persons and the Wayne/Finger Lakes Sub-region had 500 (-7.4%) less unemployed persons to account for the entire decline in unemployed persons in the District over the five-year period. Both the GLOW and Wayne/Finger Lakes sub-regions saw a 0.6% decrease in their unemployment rates.

While the five-year unemployment trend was positive in that there were decreases in the number of unemployed persons across the District, the change between the last two years measured (1998 and 1999) was not as favorable. The District saw an increase in the number of unemployed persons increasing by 1,600; this amounted to a 6.2% increase. Only Wyoming County had a decrease in the number of unemployed persons between these two years. Table 3 presents the numbers of unemployed persons and unemployment rates for the District, its member counties, sub-regions, and New York State between 1995 and 1999.

Table 3

<b>Genesee/Finger Lakes Economic Development District Unemployed Persons &amp; Rate 1995 - 1999</b>										
	1995		1996		1997		1998		1999	
	<i>Number</i>	<i>Rate</i>								
New York State	539,000	6.3%	538,000	6.2%	567,000	6.4%	499,000	5.6%	459,000	5.2%
Genesee County	1,900	5.9%	1,600	5.1%	1,800	5.6%	1,700	5.2%	1,700	5.3%
Livingston County	1,800	5.5%	1,800	5.2%	1,800	5.2%	1,700	5.0%	1,700	5.0%
Monroe County	15,000	4.0%	13,200	3.5%	13,900	3.6%	13,800	3.6%	15,000	3.9%
City of Rochester	8,000	7.1%	7,000	6.3%	7,400	6.4%	7,300	6.4%	8,000	7.0%
Ontario County	2,600	5.0%	2,400	4.5%	2,200	4.2%	2,100	3.9%	2,300	4.2%
Orleans County	1,600	7.8%	1,200	5.6%	1,300	6.3%	1,100	5.4%	1,100	5.4%
Seneca County	900	6.0%	800	5.4%	800	5.5%	800	4.9%	900	5.6%
Wayne County	2,700	5.6%	2,500	5.1%	2,400	4.8%	2,400	4.7%	2,500	5.1%
Wyoming County	1,400	6.8%	1,300	6.6%	1,400	6.8%	1,600	7.6%	1,500	7.3%
Yates County	600	4.7%	500	4.1%	600	4.2%	500	3.8%	600	4.1%
<i>GLOW Sub-Region</i>	<i>6,700</i>	<i>6.2%</i>	<i>5,900</i>	<i>5.5%</i>	<i>6,300</i>	<i>5.8%</i>	<i>6,100</i>	<i>5.6%</i>	<i>6,000</i>	<i>5.6%</i>
<i>Wayne/FL Sub-Region</i>	<i>6,800</i>	<i>5.3%</i>	<i>6,200</i>	<i>4.8%</i>	<i>6,000</i>	<i>4.5%</i>	<i>5,800</i>	<i>4.4%</i>	<i>6,300</i>	<i>4.7%</i>
<b><i>GFL EDD</i></b>	<b><i>28,500</i></b>	<b><i>4.6%</i></b>	<b><i>25,300</i></b>	<b><i>4.1%</i></b>	<b><i>26,200</i></b>	<b><i>4.2%</i></b>	<b><i>25,700</i></b>	<b><i>4.1%</i></b>	<b><i>27,300</i></b>	<b><i>4.4%</i></b>

Source: NYS Dept. of Labor, Local Area Unemployment Statistics, 2001.

Given the close relationship between labor force and the unemployment rate, it is important to acknowledge that continued drops in the unemployment rate might be a factor of decreased workers in the District and its member counties and the City of Rochester. Therefore, it is important to mention again that the unemployment rate is a measure dependent on the labor force and that decreases in the unemployment rate can

drop it below levels that are healthy for the economy of the District in terms of providing additional workers to businesses seeking to begin, expand, and relocate to the District.

### *Jobs*

The data regarding employment trends discussed below are taken from the NYS DoL's ES-202 data set. The ES-202 data are employment-based (as opposed to the LAUS which are residence-based) and provided by industry division by county through information compiled by the NYS DoL through its administration of the Unemployment Insurance program. ES-202 data is generally considered to be the most accurate data available regarding employment and wages as all employees covered by unemployment insurance are included in the data set. However, economic circumstances may not be wholly responsible for abrupt changes in the data as changes in methodology and other factors can have a significant influence.

Between 1995 and 1999, firms in the District added over 19,000 new jobs representing a 3.5% increase. The greatest increase in average annual employment during that time period was in the service sector with 19,459, an increase of 10.2%. Conversely, the manufacturing sector saw the largest decline with the elimination of 11,010 jobs during the five-year period. The fastest growing sector in terms of average annual employment was construction, which increased 18.9% (3,090 jobs) between 1995 and 1999<sup>1</sup>. The fastest decline occurred in finance, insurance, and real estate (FIRE) at 10.9%. Manufacturing and FIRE were the only industries to post losses in average annual employment over the five-year period. The changes in average annual employment by industry in the District between 1995 and 1999 are provided in Graph 2 on the following page.

Nearly half of the increase in annual average employment in the District between 1995 and 1999 occurred in Monroe County. The largest increase in employment in Monroe County was in the service sector while decreases were limited to the manufacturing and FIRE sectors. The increase in services alone offset the decreases in manufacturing and FIRE as well as adding nearly 1,300 additional jobs in the county. The fastest growing sector in Monroe County was the agriculture, mining, and unclassified sector at 15%. However, this increase accounted for only 341 new jobs. Average annual employment in construction and services increased 13% and 11% respectively.

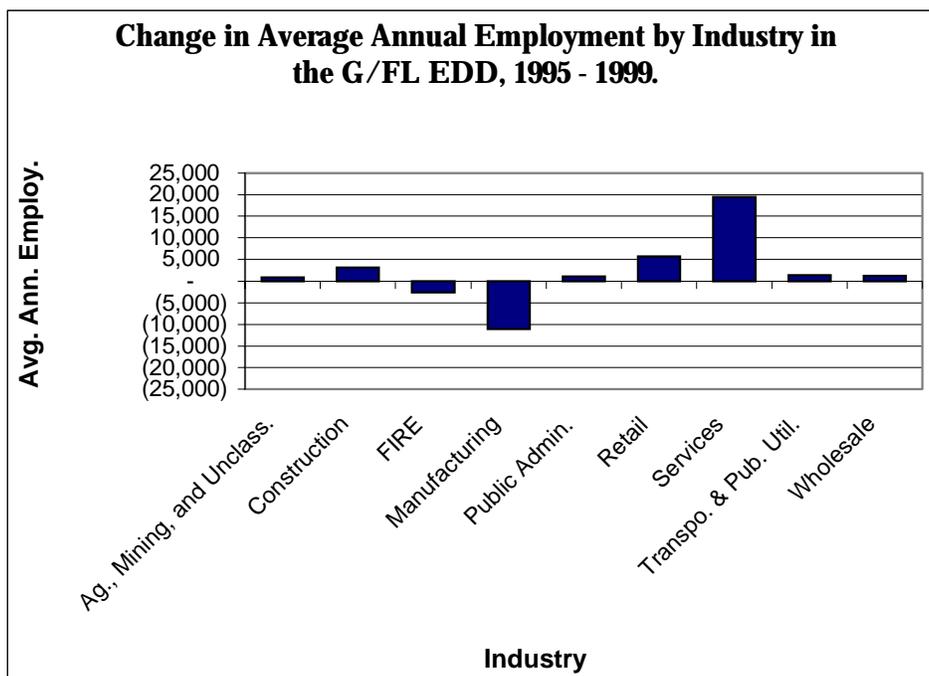
The GLOW Sub-region saw an increase of over 1,300 new jobs between 1995 and 1999. While the sub-region had a decrease in employment between 1995 and 1996, it rebounded at a greater rate in each subsequent year growing faster than the District as a

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<sup>1</sup> This does not include average annual employment in construction in Seneca County because of differences in reporting as mandated by Section 537 of the Labor Law. Seneca County employment in construction is grouped with the agriculture and mining industries as well as those reporting units not classified.

whole in the last year for which data are available. Overall, growth in average annual employment in Livingston and Wyoming counties outpaced the District at over 5% each during the five-year period. The fastest growing sector in the sub-region was construction and this was the same within all four counties. The largest number of jobs created in the GLOW sub-region was in the service sector with nearly two-thirds of this growth in Genesee County. While the sub-region showed a decrease in manufacturing employment, Livingston County added jobs and Wyoming County lost few jobs in this sector.

Graph 2



In the Wayne/Finger Lakes Sub-region, average annual employment increased 11% with the addition of nearly 9,000 new jobs. Nearly, 40% of the increase in average annual employment was in the service sector. Ontario County accounted for over two-thirds of all new jobs added in the sub-region. Each of the counties increased employment at a greater rate than that of the District. Employment in manufacturing increased in the Wayne/Finger Lakes Sub-region driven by expansion in Ontario and Yates counties. The only decrease in employment in the sub-region occurred in the transportation and public utilities sector and this represented only nine jobs.

## *Wages*

As with employment, the wage data presented and discussed below are taken from the NYS Department of Labor (DoL)'s ES-202 data set and are considered to be the most accurate available at the level provided for the reasons noted above. While the ES-202 data set provides three measures of wages paid by employers, the adjusted weekly wages data were chosen because they are adjusted for inflation using the Consumer Price Index for All Urban Consumers (CPI-U): US City Average. This index accounts for approximately 90% of the total US population and makes it comparable across geographic areas. The adjusted weekly wage data (as opposed to either average annual wages or total wages) is a measure of wages in real or constant dollars and provides a better indicator of the wages paid by a county or the District's firms by industry sector. As with the employment data, it should be noted that abrupt changes in the data might be attributable to methodological, administrative, or legal modifications rather than purely economic events.

Over the past five years for which data are available (1995 through 1999), adjusted weekly wages in the District across all sectors increased 1.7% above inflation or \$6.17. The largest gains occurred in the transportation and public utilities (\$70.67), FIRE (\$59.30), and wholesale trade (\$48.41) sectors. These were also the fastest growing sectors with growth rates above 10% in each. While these industries posted gains significantly greater than the increase across all sectors, the gains in the three industries that comprise nearly 80% of the District's employment were primarily responsible for the level of overall growth in adjusted weekly wages.

Averaged over the five-year period, the manufacturing, retail trade, and service sectors accounted for 78% of all employment in the District. The service sector made up over one-third of the District's total employment across all industries and had increases in adjusted weekly wages almost identical to that of the entire economy (1.9%/\$6.16). Manufacturing, which pays the highest wages of any industry, accounted for 24% of the District's employment and saw an increase in adjusted weekly wages of 1.5% or \$8.06. Increases in adjusted weekly wages in the retail trade sector increased by \$9.00 (5.3%) with 17% of employment in the District in this sector. However, the retail trade sector paid the lowest of any sector at only 47% of the adjusted weekly wages for all industry sectors.

In Monroe County, adjusted weekly wages across all industries grew by 2.1% or \$8.35 between 1995 and 1999. Given that Monroe County firms accounted for 72% of all jobs in the District, the increase in Monroe County had a major effect on the change in adjusted weekly wages for the District as a whole. Manufacturing wages increased by nearly \$10 per week after accounting for inflation. Adjusted weekly wages in the service sector, which posted the greatest increase in jobs, grew at a rate of 4% or nearly \$13. The only sector to post a decrease in adjusted wages over the five-year period was public administration which declined by more than \$30 per week. This represented a

rate of decline of 7.4%. The fastest increases occurred in the transportation and public utilities (22.2%), FIRE (18.1%), and wholesale trade (11.8%) sectors.

In the GLOW Sub-region, adjusted weekly wages increased just less than one percent between 1995 and 1999. The largest increases were in wholesale trade (\$33.41) which also increased the fastest (10.1%), construction (\$14.90), and public administration (\$13.83). Manufacturing wages across the four-county area increased nearly \$9 after adjusting for inflation. Much of the growth in adjusted weekly wages in the GLOW sub-region was attributable to Wyoming County which posted both the largest (\$15.45) and fastest (5.4%) increases across all industries. In addition, Wyoming County was the only county in the District to have increases in adjusted weekly wages in every industry sector between 1995 and 1999. The service sector in Wyoming County declined in employment but posted an increase of \$30.75 in real wages (12.1%) over the five-year period. Genesee County had the largest increase in manufacturing wages over the five years with an increase of \$30 per week. In Livingston and Orleans counties, wholesale trade was the largest and fastest growing industry sector contributing significantly to changes in adjusted weekly wages in both counties.

The Wayne/Finger Lakes Sub-region saw an increase in adjusted weekly wages of nearly \$4 or 1.3% across all industries. The FIRE (\$36.82), wholesale trade (\$27.93), and manufacturing (\$26.29) sectors saw the largest increases in the sub-region. Yates County posted the largest and fastest increase in wages in the sub-region across all industries with a four-percent growth rate equaling \$10 more per week. The largest increases in any single industry sector in the Wayne/Finger Lakes Sub-region was in the wholesale trade in Seneca County which increased at a rate of 27.6% or \$85.75 over the five-year period. Ontario County's FIRE sector saw an increase of nearly \$60 in adjusted weekly wages. Adjusted weekly wages in manufacturing increased over \$10 in all four counties with gains of \$33 in Ontario County and \$29 in Wayne County. Outside of manufacturing and retail trade, the sub-region's economy varied in terms of adjusted weekly wages in that none of the other industry sectors exhibited similar changes in terms of increasing or decreasing wages.

### *Tourism*

In recent years, tourism has gained an increased focus among economic development organizations across the nation. Increased tourism, through better promotion and marketing combined with projects to enhance existing attractions and create new ones, has enabled areas to increase spending by non-residents at local businesses resulting in an influx of out-of-area dollars.

The short-term trend of the District's travel and tourism industry has been a slight decrease in the number of establishments, a moderate increase in jobs created and a significant increase in the annual payroll of these establishments. Between 1995 and 1999, the number of establishments in the travel and tourism industry decreased by 54

firms or -1.5%. Simultaneously, average annual employment increased by nearly 4,000 workers and annual payroll increased almost 25% (without adjusting for inflation).

The rate of growth in annual employment was nearly equal in both the GLOW and Wayne/Finger Lakes sub-regions at just above 10%. Monroe County's annual employment in the travel and tourism industry grew at 7.5% and the 2,394 new jobs represented over 60% of the growth in the District. The increase in annual payroll was identical among Monroe County and the GLOW Sub-region with each increasing 24% over the past five years. The annual payroll of travel and tourism related industries in the Wayne/Finger Lakes Sub-region increased slightly faster at 28%. Table 4 below presents the changes in number of establishments, annual employment, and payroll for the District.

Table 4

<b>Changes in the Tourism Industry in the Genesee/Finger Lakes Economic Development District, 1995-1999</b>				
	1995	1999	Change	
			Total	Percent
Establishments	3,509	3,455	(54)	-1.5%
Annual Employment	46,676	50,578	3,902	8.4%
Annual Payroll	\$ 503,158,625	\$ 626,012,389	\$ 122,853,764	24.4%

Source: Empire State Development Corporation, 2001.

### Patents

Since 1990, the Rochester, NY Metropolitan Statistical Area (MSA) has been a national leader in the number of utility patents issued. The US Patent and Trademark Office (USPTO) issues three types of patents: utility patents (inventions), design patents, and plant (botanical) patents. The USPTO has issued and recorded patents since 1790. Number of utility patents issued (of which this analysis focuses) provides a measure of technological innovation that is vital to a District's economic health based on creativity and leadership in developing new products.

In 1999, the Rochester Metropolitan Statistical Area ranked fourteenth nationally with 1,568 utility patents granted. This was the second largest number of patents issued in the Rochester MSA in the 1990's. The Rochester MSA was the smallest in terms of population (according to Census 2000) of the 20 MSAs with the largest number of utility patents issued to firms located or individuals residing in them. Overall, 1,580 utility patents were issued in the District (the Rochester MSA and Seneca, Wyoming, and Yates counties). Most of the utility patents granted within the District in the 1990's were in Monroe County with the Eastman Kodak Company and Xerox Corporation accounting for the bulk of these. The number of utility patents issued in each county in the District are presented on the following page in Table 5.

Table 5

<b>Utility Patents Issued in the Genesee/Finger Lakes Economic Development District, 1990 -1999</b>										
	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Genesee County	8	13	14	18	20	21	11	16	23	24
Livingston County	9	14	18	17	12	18	12	15	10	23
Monroe County	817	1,040	1,044	1,244	1,211	1,076	1,222	1,168	1,549	1,358
Ontario County	23	44	55	41	40	31	43	37	51	64
Orleans County	6	10	8	11	17	7	12	17	17	14
Seneca County	11	9	11	5	13	8	8	4	13	9
Wayne County	52	47	61	61	81	74	91	85	99	85
Wyoming County	1	3	4	2	0	1	2	2	2	1
Yates County	1	4	2	3	3	3	4	1	5	2
<i>GLOW Sub-region</i>	24	40	44	48	49	47	37	50	52	62
<i>Wayne/FL Sub-region</i>	87	104	129	110	137	116	146	127	168	160
<i>G/FL EDD</i>	928	1,184	1,217	1,402	1,397	1,239	1,405	1,345	1,769	1,580

Source: US Dept. of Commerce, Patent and Trademark Office, 2000.

### *Taxable Sales & Purchases*

The NYS Department of Taxation and Finance's Office of Tax Policy Analysis (OTPA) compiles data on sales and purchases subject to county sales tax. Retail sales of nearly all goods and certain services constitute taxable sales while taxable purchases represent the value of goods and services (for which no sales tax was previously paid) used in the operations of businesses. The OTPA data are provided twice annually (March to August and September to February) by county and industry based on the fiscal year (FY) which runs from March 1 to the last day of February. The most recent data available from the OTPA is for FY 98 with breakdown by industry available back to FY 95.

In addition, the data for the last period reported is preliminary data only. Late payments, incorrect reports and subsequently amended tax returns from businesses are responsible for minor variations in the taxable sales and purchases included in this report. It is important to note that the taxable sales and purchases data are not a measure of sales tax revenue generated (a fiscal factor) but rather a measure of economic activity that can be considered conservative. Gross sales and purchases may be somewhat larger depending on the industry and the number and purchasing power of organizations and firms in that sector whose operations are fully or partially tax-exempt. Given these limitations, taxable sales and purchases are another measure of economic activity (particularly retail trade) that can be compared within the District.

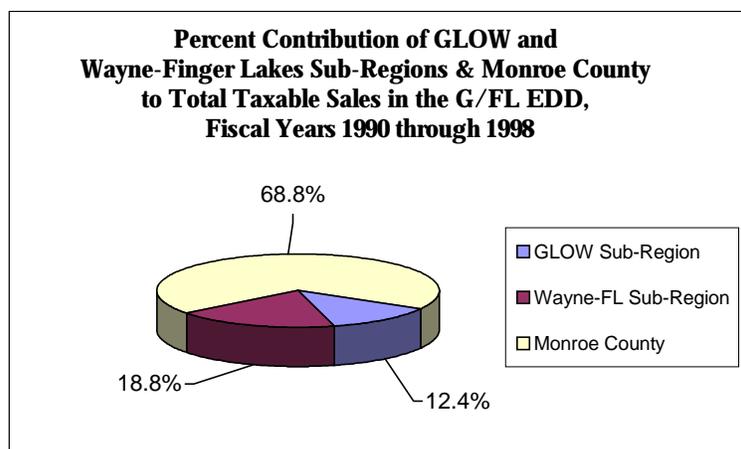
Between FY 1995 and FY 1998, taxable sales and purchases in the District increased over \$1 billion or nearly 10%. Over three-quarters of this increase (\$805 million) was in the retail trade sector. The fastest rate of growth occurred in the construction sector at 18% with seven of the nine counties in the District taxable sales and purchases in this sector growing over 10% over the four-year period. Wholesale trade (13.6%) and services (13.3%) were the next fastest growing sectors over the four-year period. Taxable sales and purchases in manufacturing increased at a rate of 4.5% or \$46 million

between FYs 1995 and 1998. The retail trade sector accounted for 58% of the total taxable sales and purchases in the District during this period. The fastest increase in total taxable sales and purchases in the District since FY 1990 occurred between FY 1994 and 1995 when total taxable sales and purchases increased \$620 million representing a six-percent increase. Over the last nine years for which data is available (FY 1990 through FY 1998), the total amount of taxable sales in the District increased \$2.8 billion or 30%.

Between FYs 1990 and 1998, over two-thirds (69%) of total taxable sales and purchases involved businesses operating in Monroe County. The contribution to taxable sales and purchases in the District by Monroe County and the GLOW and Wayne/Finger Lakes Sub-regions since FY 1990 is presented in Graph 3. During this time period, taxable sales and purchases in Monroe County increased \$1.6 billion or 25% without adjusting for inflation. In the Wayne/Finger Lakes Sub-region, taxable sales and purchases grew at a rate of over 50% totaling \$842 million between FYs 1990 and 1998. During the same period, taxable sales and purchases in the GLOW Sub-region increased \$334 million representing a 29% growth rate.

The largest contributor to total taxable sales and purchases is the retail trade sector. Industry sector data from the OTPA is available for FYs 1995 through 1998 during which retail trade accounted for 58% of taxable sales and purchases in the District. The percent share of retail trade in total taxable sales by county for these four years ranged only 9% between the largest (Wyoming County at 65.5%) and smallest (Monroe County 56.4%). Taxable sales and purchases in the retail trade industry grew the fastest in Seneca County between FYs 1995 and 1998 at a rate of 29.4% or \$47 million. The largest increase in taxable sales and purchases in the District over these four years occurred in Monroe County (\$396 million) which was more than either of the four-county sub-regions. Ontario (\$173 million/25.5%) and Livingston (\$51 million/20.2%) counties had the second and third largest and fastest increases in the retail trade sector during this period.

Graph3



After retail trade, the services sector held the second largest percent share of total taxable sales and purchases in the District at 12%. The increase in total taxable sales and purchases in this sector between FYs 1995 and 1998 was \$175 million. Again, Monroe County had the largest increase at \$105 million over the four-year period accounting for 60% of the District's growth in this sector. The fastest increase was in Yates County at 46% (\$6.4 million), and the Wayne/Finger Lakes Sub-region as whole had a \$45 million increase with two-thirds of this occurring in Ontario County (\$30 million). The services sector in the GLOW Sub-region increased 18% or \$25 million between FYs 1995 and 1998 with Genesee County having the largest increase at \$10 million and Wyoming County growing at the fastest rate; 24% which was the third fastest in the District.

Manufacturing held the third largest percent share of total taxable sales and purchases at 9% between FYs 1995 and 1998. The District as a whole had an increase of \$46 million with over three-quarters of the increase in Monroe County (\$35 million). Wayne County had the second largest increase at \$3.14 million and the four-county Wayne/Finger Lakes Sub-region increased \$8 million. Taxable sales and purchases in Wyoming County's manufacturing sector increased \$3.12 million, the third largest gain, at a rate of 33.5%. The next fastest growth rate occurred in Livingston County at 16.7% posting the fourth largest gain at \$2.8 million. Overall, taxable sales and purchases in the GLOW Sub-region's manufacturing sector increased 22% over the four-year period driven by the growth in Wyoming County.

## **Development Actions, Efforts, and Priorities**

The following section is a discussion of ongoing and soon to be initiated projects and programs of the economic development and planning departments and industrial development agencies of the nine counties and the City of Rochester. The G/FLRPC's work program is based on and intended to support, assist, and supplement these efforts to further economic development in the District. A listing of priority projects for the remainder of 2000 and the upcoming year are presented in tabular format along with associated sources and amounts of funding and expected start and finish dates.

### *Genesee County*

The Genesee County IDA now owns and controls three corporate/business parks in Genesee County. The Agency actively markets and promotes these parks, as well as an additional privately owned, park. Three NYS Thruway interchanges, I-490, and New York State Routes 5, 19, 20, 33, 63, 77, and 98 provide quick, convenient access to the Buffalo-Niagara Falls and Rochester markets.

The 186-acre Apple Tree Acres Corporate Park in Bergen is located adjacent to I-490 at the intersection of NYS Routes 33 and 19 in the Town of Bergen. Proximity to the interstate and multiple state roads provide excellent access to and from five counties (Genesee, Livingston, Monroe, Orleans, and Wyoming) in the Region. The Genesee County IDA made a deal to purchase the remaining acres of this park in 2000 and is focusing its efforts on upgrading the entrance road with water and sewer service. The Monroe County Water Authority provides water service this park, and the Village of Bergen provides sewer service. The capacity of the Village sewer system needs to be enhanced in order to meet the increased demand that significant industrial development at the Corporate Park would require. In 2000, the New York State Public Service Commission ruled that the Interchange Zone in Bergen, which includes the Apple Tree Acres Corporate Park, might receive electric service from the Village of Bergen municipal electric system. Prior to that time, electric service had been provided by Niagara Mohawk Power Corporation. Bergen is the only community in Genesee County with municipal electric. Funding is currently being sought for infrastructure improvements at the Apple Tree Acres Corporate Park.

The Genesee County IDA purchased approximately 42 acres in the Town of LeRoy in 2000, which is now being promoted as the Oatka Hills Commerce Park I & II. Infrastructure improvements are needed at this location to make it more developable. Improvements needed include a finished entrance road, with water lines, and a drainage system. Electric and natural gas are available at the highway, and those services will need to be brought into the park. This park will be served by the countywide water system. The delivery of public water to this park is schedule to begin in September 2001.

The Brick House Corners Business Park in Pembroke is privately owned. It is well-located at the intersection of State Route 5 & 77, just south of Interchange 48A of the New York State Thruway. The initial corporate development in this park has taken place within the past year. Sorce, Incorporated, a flooring distributor based in Clarion, Pennsylvania, built a distribution center here. This area of Genesee County is scheduled to receive public water service through the countywide water project. The delivery of public water to this area is scheduled for April 2002, as part of the countywide plan.

The Batavia Gateway Corporate Park continues to develop. Jasper Engines has broken ground in April 2001 to build a 14,784 square foot distribution center. Earlier projects included Genesee Precision, the Comfort Inn, Nabisco, and the recently completed Koolatron facility. The Gateway Park is fully infrastructured to meet client needs.

The Genesee County IDA continues to focus on retention and expansion of current firms in addition to the development and marketing of the corporate and industrial parks. Genesee County's economy is supported solidly by a diversified manufacturing base including machining, packaging, distribution, and plastics primarily in small to medium-sized firms. As planned, much of the development in Genesee County has taken place near the interstate highway interchanges. This trend should continue. Infrastructure needs are being met with the implementation of the countywide water system and expansion of sewer systems. The countywide water system is the largest public works project in Genesee County history, with two phases totaling \$54 million.

Agriculture and agribusiness are major components of the Genesee County economy, and are major considerations for future development. Genesee County ranks high in New York State in vegetable and dairy production. The County's Smart Growth Plan, Agricultural and Farmland Protection Plan, and other Genesee County Planning Department initiatives focus on protecting and enhancing agriculture and its related industries. Six Flags Darien Lake Amusement Park is a major tourist attraction and has expanded in recent years to meet the growing numbers of visitors from outside the G/FL region and New York State. Six Flags will also be served by municipal water as a result of the countywide water project.

The Genesee County Job Development Bureau, GLOW Workforce Investment Board, and the NYS Department of Labor along with other training providers and private businesses collaborated to develop a One-Stop Career Center in 1999, located in the City of Batavia. The center provides employment services for all job seekers and businesses. There are also opportunities for training and upgrading of various technical skills. Genesee Community College and the Genesee Valley BOCES both offer courses and other training resources to the community. Additional industry-specific training in manufacturing is provided at Monroe Community College and The Machining Institute of Western New York.

The County Comprehensive Plan continues to provide a framework for progressive, targeted collaboration of the public and private sector to effectively plan and develop action steps for the future progress of the County. Examples of that collaboration include the planning effort that went into funding and building the Conable Technology Center at Genesee Community College and the marketing presence that Genesee County has developed through the implementation of the Chamber of Commerce IRIS/Community Link web portal.

### *Livingston County*

Livingston County's economic development efforts are concentrated on business retention and attraction. The new \$130 million American Rock Salt new mine project, along with the opening of a new 2.2 mile rail spur and new water and sewer lines will be completed in Fall 2001. With this huge project, aided in part by the Economic Development Administration, over 1200 jobs have been saved at the mine and seven other industries served by the Genesee & Wyoming rail spur. The completion of this project also affords the opportunity for new growth at exit 7 of I-390 in Groveland and Mt. Morris. The County has developed a new 100-acre public use site at this location. In addition, two of the three County-owned industrial sites in Avon and Dansville have been designated as BUILD NOW-NY "shovel ready" sites by New York State. Business attraction efforts to these and other sites throughout Livingston County are underway to reach regional and national site selectors.

Livingston County's economy is strongly influenced by the presence of Interstate 390 which bisects the County and serves as the primary transportation route for north-south travel to and from Monroe County and the City of Rochester. Subsequently, planning and development issues have become more aligned with Monroe County than in the past. The Livingston Area Transportation System (LATS), the County's public transit system, is a subsidiary of the Rochester-Genesee Regional Transportation Authority (RGRTA). RGRTA is currently undertaking a study which may include the feasibility of expanding LATS operations to a more traditional, fixed-route transit system for the purpose of moving people to and from employment centers in both Livingston and Monroe Counties. Another example of stronger alignment between the two counties is the purchase of water from Hemlock Lake by Livingston County from the City of Rochester's Water Bureau.

As a result of the greater alignment with Monroe County, a bifurcation between the northern and southern halves of Livingston County is present. While the northern half of the County has benefited from access to the Rochester market, development has been slower in the southern portion of Livingston County. Funds have been set aside for the development of an incubator in Mount Morris and tenants are being sought. Additionally, gap financing is being sought for a multi-tenant building in the Dansville Industrial Park that is currently incomplete inside. Livingston County is also attempting to develop a joint senior housing/health care facility in the Dansville Castle. The

structure is a focal point for the community and funds are being sought for the redevelopment project.

The health care industry constitutes a significant portion of the Livingston County economy and continues to grow. The rapid pace of change can be seen in the development of seniors-living complexes in Geneseo and Mount Morris and the Noyes outpatient center. As noted by the economic development and planning directors, modern health care is much more than physical facilities. Telecommunication capabilities and the ability to access data from any location are major components of the modern health care industry. Livingston County currently has sophisticated telecommunication data distribution/access capabilities as a result of multiple projects with other County agencies and municipalities. The E-911 public safety radio system and cooperative local addressing agreement with the County Sheriff's Office have resulted in the development and expansion of telecommunications in Livingston County. However, as with other counties, the question of connectivity is still prominent and the County is in the process of determining where telecommunications infrastructure is present, where it needs to be expanded, and where it is lacking.

Agriculture and related agribusiness comprise a large portion of the County economy and continuing efforts are underway to strengthen these industries as changing technology continues to impact them. The dairy industry has changed dramatically over the past few years as individual, locally owned operations have been forced to expand and increase the use of technology in order to keep up with larger agribusinesses. The Caledonia Commodities Resource Corporation is a multi-modal feed and fertilizer transload facility that exemplifies the changing face of agribusiness throughout the County. Digital innovations including the expanded use of computer databases and tracking along with changing transportation requirements, environmental concerns (namely non-point source pollution), and land use considerations are producing a fundamental shift in the way agriculture and related firms do business. Capital investment from the County is and will continue to be required to keep local firms productive and competitive in the regional, state, national, and international marketplaces.

### *Monroe County*

Monroe County's economic development efforts continue to focus on further job creation in the high technology manufacturing sector (including optics and imaging, biomedical, and plastics manufacturing) through retention and expansion programs for existing employers as well as attraction and support for start-ups and firms seeking relocation. The recent decision of Corning to locate a facility in the Town of Henrietta and the further marketing of and attraction of tenants to the former Kodak plant at Elmgrove Crossings in the Town of Gates are examples of the larger projects initiated and supported by the County in an effort to absorb the downsizing of major employers

over the past years. Small business growth and expansion is also recognized as a major source of new job creation and programs are available to assist these firms as well.

Further industrial development is expected in the western and southern portions of Monroe County. In addition to the Elmgrove facility, the Jetview Business Park and Rochester International Commerce Park as well as other sites offer available industrial space in Chili. Available sites at the Westover Center and Ogden Industrial Park in the Town of Ogden and municipal electric rates in Churchville are other incentives for continued development on the County's west side. In Henrietta, continued improvements at the Rochester Institute of Technology Research Park and Thruway Industrial Park offer available space south of the City of Rochester.

Inventories of roads and sewer and water systems are being developed and updated to determine placement of planning resources and County expenditures based on existing priorities and needs. A major focus of Monroe County has been the maintenance and improvement of existing infrastructure with only limited resources allocated for planning and construction of new infrastructure. Carried out through the County's capital improvement program and in coordination with the City of Rochester and the towns and villages, aging public facilities such as the community hospital, library, civic center, and hall of justice are being rehabilitated and improved to encourage development in existing buildings.

The implementation of the *Monroe County Agricultural and Farmland Protection Plan* is viewed as a means to insure the continued vitality of agriculture in a predominantly metropolitan county. Factors associated with output, productivity, and development of agricultural land were analyzed and recommendations developed based on these factors. The plan focuses on strengthening agriculture as an industry and tracking the conversion of farmland to other uses and related development pressures. Of note, there were modest increases in the size of Monroe County's five agricultural districts in their last delineation under NYS Agriculture and Markets laws.

In 1999, 1.6 million visitors were responsible for \$238 million of spending in Monroe County. In an attempt to increase the amount of out-of-area visitors and spending, tourism resources are being targeted with a number of projects currently underway. Waterfront revitalization has become a priority with federal funding secured for the creation of a fast ferry system between Rochester and Toronto, Ontario and long-range plans being developed for the Erie Canal as a recreation and cultural attraction. A performing arts center and soccer stadium are also on the horizon with the City of Rochester and Monroe County discussing possible sites and opportunities for both facilities.

### *City of Rochester*

Because of the NYS tax structure, local municipalities rely heavily on property taxes to provide services, maintain facilities, and enhance amenities. Residential population loss to the suburbs and relocation of businesses outside the City place a strain on Rochester's fiscal resources. To alleviate the pressure, the City of Rochester's economic development efforts continue to focus on revitalizing the city center as the economic hub of the Region, creating destination points and improving tourism facilities to increase spending by non-City residents and redeveloping older industrial and commercial areas. Costs of site preparation including removal of structures and renovation of obsolete buildings and associated infrastructure are a challenge to redevelopment in some areas, and are exasperated by contamination issues at brownfields sites. Despite these challenges, rehabilitation of older commercial and industrial structures and sites is occurring throughout the City. The proposed additions and revisions to the NYS Fire Prevention and Uniform Building Codes will provide greater flexibility making rehabilitation projects more feasible. The expansion of the Rochester Science Park and other industrial parks will increase the overall economic vitality of the City by providing additional flexible space for high tech firms in addition to other service industries.

Development of the City of Rochester's waterfront along Lake Ontario, the Genesee River, and Erie Canal is a key opportunity to expand the tourism base. The introduction of a fast ferry between Rochester and Toronto will require improvement of facilities in the area around the landing. The Charlotte Harbor Town development area consists of properties within the City of Rochester and the Town of Greece to the west and the Town of Irondequoit to the east. Multi-jurisdictional coordination (including Monroe County) has been established and will continue through the planning and implementation phases of projects along the harbor. The Erie Harbor/Brooks Landing project along the Erie Canal includes the construction of a hotel with facilities for conventions and conferences. Areas for increased tourism development and expanded employment opportunities exist in the center-city as well; particularly the High Falls District. The High Falls District's buildings and infrastructure provide a historical theme and public/private partnerships are in place as a result of the City's commitment to preserving and developing the character of High Falls.

### *Ontario County*

A recently completed Economic Development Strategy Review and Update for Ontario County identified three *areas of opportunity/need* for the Office of Economic Development (OED)/IDA to focus on in addition to manufacturing. The three areas include further diversification of the manufacturing base, expanding employment in high-value added producer services, and promoting continual workforce development through the collaboration of education and industry. The Ontario County IDA has

several priorities it is currently undertaking with the support of the Ontario County Board of Supervisors.

The Ontario County OED/IDA has been working to finalize plans for the Cornell Agriculture and Food Tech Park in Geneva. The 70-acre tech park is the County OED/IDA's top priority and will be located next to the NYS Agricultural Experiment Station. Incubator services for startups and sites for large and small companies will be available. The tech park will house biotechnology research and service firms as well as small food processing manufacturers. The Cornell Ag and Food Tech Park has the potential to both diversify the manufacturing sector of the County's base into the food products sector (among others) and increase employment in high value added producer services: two of the three areas of opportunity/need detailed in the strategic review update. Finger Lakes Community College (located in Ontario County) has recently added an associate's degree program in biotechnology that will serve as a means for training and educating local employees for careers in occupations generated by the tech park.

A major priority of the County OED/IDA is the continued improvement of land for manufacturing and commercial uses throughout the County. With development in Victor being privately driven, there is a need to provide technical and financial assistance for the creation and extension of infrastructure to sites with locational advantages already present. The Towns of Farmington, Manchester, and Phelps as well as the villages within them have a limited amount of land ready for immediate development despite having excellent access to the NYS Thruway and north/south state routes. Recently, a 55,000 square foot site with water and sewer in Phelps was rezoned to industrial. Similar projects are being considered to expand the amount of available sites for manufacturing and producer service firms. Descriptions and photos of sites are presented on the Ontario County website for potential tenants.

The retention, expansion, and attraction of high tech producer services firms are dependent on infrastructure for data processing, distribution, and transmission. As a result, the Ontario County OED/IDA has contracted to have a study done on the existing telecommunications infrastructure as well as opportunities for further development and expansion. The County OED/IDA expects that the results and associated action steps will help the County further define its role in supporting this new infrastructure. Beyond infrastructure, producer services firms also require a local workforce that is competent and trained in new and emerging technologies. The OED/IDA has made a strong commitment to continual skills enhancement and increasing the availability of technical workers in the County.

The Ontario County OED/IDA has taken a leadership role in the newly created Wayne/Finger Lakes Workforce Investment Board (WIB). The Ontario County Board of Supervisors recently passed a resolution to make the County the "home of the technical worker", and the WIB is viewed as a major vehicle in accomplishing this goal. A system has been set up to insure confidentiality and assist those looking to upgrade

their current work status. The County has placed billboards on major streets to market the availability of well paying technical employment opportunities in Ontario County to underemployed residents. In addition, Finger Lakes Community College currently offers an associate's degree in information technology. Overall, the OED/IDA's participation in workforce development issues has increased as a result of the County's need to attract more and better-trained workers in addition to improving the skills of current workers in Ontario County.

The Ontario County Department of Planning & Research (DPR) recently assisted in the completion of the Ontario County Agricultural Enhancement Plan that was adopted by the County Board of Supervisors. Effectively, the plan focuses on encouraging the diversification of the County's economic base by strengthening agriculture and related industries and the associated benefits to tourism development, environmental protection, and quality of life issues. The DPR also supports the OED/IDA by acting as a research and information provider and overseeing the provisions of the State Environmental Quality Review (SEQR) Act. The Ontario County PDR also views the incorporation of International Codes into the current NYS Uniform Fire Prevention and Building Code as a significant step towards the redevelopment and rehabilitation of older buildings that are not cost effective under the current legislation and regulations.

### *Orleans County*

A priority of the County of Orleans IDA is the further development of the Holley Business Park. At present, 2,000 feet of roadbed has been installed with an additional 4,500 feet left to be completed by August 2001. Underground utilities, including sewer, gas, and electric, are expected to be completed by year-end. The Village of Holley operates a municipal power service, and it is anticipated that the availability of inexpensive electric power will be a major factor in attracting new tenants to the site. One tenant is secured and will begin operations in the business park this August. To date, funding for the development of the business park is expected from a number of sources including NYS Senate and Assembly member items, Orleans County, the Village of Holley, the Town of Murray, and the New York State Small Cities Program. The completion and attraction of tenants to the 105-acre Holley Business Park is part of a larger County strategy to increase economic activity and jobs in the County.

The Medina Business Park has one hundred acres of available shovel ready land. Its prime tenants are BMP America and Trek Inc. Together, they employ almost three hundred area residents.

The Olde Pickle Factory was converted from the former Fisher Price factory. Current tenants of the Olde Pickle Factory include Sigma International and Select Design.

Albion the central core of Orleans County has a solid core of strong major employers: Dime Bank/North American Mortgage, Avon Automotive, Bayex Inc., Remley &

Company Graphic Communication Inc., and many other smaller employers. A joint comprehensive plan is currently being developed among the western municipalities of Medina, Lyndonville, Ridgeway, Shelby, and Yates. Issues being addressed that directly impact economic development are land uses on municipal borders, tax structure, and support for further business development.

Agriculture and related agribusiness are a major component of the Orleans County economy. Apple farming is the most notable with annual production of 136 million pomades, and Orleans County apples are known throughout the industry as being some of the best in the nation. The high acidity level of Orleans' apples make them better tasting than many others. The County of Orleans IDA is working to increase food-processing production in the County. In the last year, the County of Orleans IDA assisted two of these expansions (H.H. Dobbins and Atwater Foods). The County's Industrial Development director sees continued support and business assistance as a priority for the food processing and distribution industry. Farmers' markets and tours of farms are an additional source of income and contribute to general tourism activity in Orleans County.

The Orleans County Department of Development and Planning is the officially designated Tourist Promotion Agency (TPA) and manages the County's *I Love New York Program*. The primary promotional themes include sport fishing, agri-tourism, boating, history, nature, and the Erie Canal. Many out-of-state anglers visit Orleans County generating \$9 million in annual expenditures at lodging facilities, bait and tackle shops, and eating and drinking establishments among others. Additional signage promoting the Seaway Trail, Erie Canal, other attractions in Orleans County would likely increase activity. Given the short season in which the tourism industry operates in the District, in some instances one less-than-average tourist season in terms of activity can mean disaster for these businesses. The tourism industry in Orleans County lost some of its infrastructure with the closings of the Miss Apple Grove Boat, the Barbary Coast Restaurant at Point Breeze, the Medina Railroad Museum, and the Institute for Environmental Learning. Orleans County has only 150 rooms for visitors and this limits the economic impact of group tours. As a consequence, group tour promotion is done in cooperation with surrounding counties.

The County IDA is also working with the newly merged Orleans County Chamber of Commerce on a number of issues throughout the County. The Chamber provides business support services such as meeting places, bulk mail capabilities, and reduced insurance programs as well as business development services for downtown revitalization in the three villages. Like many other communities across NYS, redevelopment of village retail and commercial districts is difficult due to the age of structures and the existing NYS Fire Prevention and Uniform Building Codes and high labor costs associated with meeting the standards of the code. The Chamber has formed a partnership with the Orleans Manufacturing Council and established an Agricultural Advisory Committee that includes the County Farm Bureau for the purpose of outreach activities. Support for the extension of NYS Route 531 has been ongoing and the

County is part of a coalition that includes Niagara County and the Eastern Niagara Chamber of Commerce as well as the County of Orleans IDA and Chamber.

The Chamber and IDA are also working closely on workforce development and attraction issues. Businesses in all sectors in Orleans County have expressed a need for quality entry-level employees. Additionally, 46% of the Orleans County workforce are commuters. The Genesee Community College satellite office in Albion and Niagara-Orleans BOCES are the two primary locations for continuing education and training in the County.

Regarding financial and business service development, Dime Bank has increased their workforce dramatically and is expected to have over 600 employees in Orleans County by 2002. The success of Dime Bank may serve as an example for success in the service sector. Related is the high speed Internet infrastructure already in place in Orleans County. Time Warner's high-speed cable service is available in all four of the villages and reaches approximately 80% of homes, businesses, and institutions in the County.

### *Seneca County*

A focal point of the Seneca County IDA's efforts has been the reuse of the former Seneca Army Depot. The recent opening of the Five Points Correctional Facility at the south end of the depot is expected to create over 830 jobs (640 at the prison and an additional 190 throughout the economy). Development at the north end of the depot includes the Seneca Woods Campus, a KidsPeace residential-educational facility for youth in crisis, that is expected to create 400 jobs by 2002 and former military housing purchased from Seneca County and managed by Aspen Square Management. NY State Police training facilities and the airfield are located at the southwestern end with warehousing facilities being used for the storage and refurbishing of restaurant equipment and space for future industrial development and housing on the eastern end along NYS Route 96.

Continued work needs to be done on the bulk of the depot in the center of the site; namely locating and removing possible unexploded ordinance. There have been proposals to use this area for conservation and recreation once the area is deemed cleared of any such ordinances. Facility and infrastructure development was accomplished with the assistance of EDA funding. It is anticipated that these new facilities will spur residential and commercial development in the Town of Romulus, which saw a significant decrease in population as a result of the military's downsizing and subsequent closure of the depot.

Seneca County has and continues to rebuild its economy after the closings and losses of institutional jobs at the Seneca Army Depot and Willard Psychiatric Center by focusing on diversifying its economy. Beyond the former Seneca Army Depot, development opportunities exist in the Towns and Villages of Waterloo and Seneca Falls, particularly

along NYS Routes 5 and 20 which includes the Deer Run Corporate Park in the Town of Seneca Falls. An Empire Zone consisting of three sub-zones along the NYS Routes 5 and 20 (Deer Run falls within the zone) corridor and the administrative area of the depot (Town of Romulus) offers additional financial incentives. There are efforts to extend sewer lines to the Town of Tyre including the area adjacent to Exit 41 of the NYS Thruway and NYS Routes 318 and 414.

The 112-store Finger Lakes Outlet Center continues to be a large impetus to economic activity and jobs in the retail sector of the County economy. Agriculture and associated agribusiness continue to expand, primarily in the southern portion of Seneca County; occupying 65% of the land area in Seneca County. The tourism industry is noted for the wineries and bed and breakfast lodgings located along the shores of Seneca and Cayuga Lakes, the historical and cultural sites including those relating to the women's rights movement, and the Montezuma National Wildlife Refuge. Additionally, an aluminum recycling plant has been built in Seneca Falls along with a state-of-the-art dental laboratory. Over 150 jobs have been created by the investment in these new facilities.

Small businesses and start-ups account for a significant portion of the growth in the County's overall economy. The Seneca County IDA and the County's Planning and Development office offer several loan funds to qualified small businesses and microenterprises. Additionally, business development services are offered through a microenterprise development program designed to address the opportunities and needs of Seneca County firms. A major expansion is underway at the Finger Lakes Regional Airport (operated by Seneca County) using state and county funds. The expansion will increase the use of the airport (which already accommodates corporate aircraft) by business travelers and tourists.

Seneca County is exploring public transportation options and a brownfield redevelopment program. The prospect of a countywide water system is also being discussed. With these and other infrastructure projects requiring large amounts of site analysis, design, and preparation, the Seneca County IDA has expressed a growing need for a county engineer to assist the IDA and municipalities. Workforce development issues have focused on promoting proper work ethic and other "soft" skills aimed at entry-level workers and other younger workers.

### *Wayne County*

The Wayne County economy includes a large number of small to medium sized manufacturing firms in a variety of operations. Machine shops, packaging firms, label production and related service operations, and food production facilities along with a host of other types of manufacturing characterize the largest portion of Wayne County's economic base. Agriculture and the related agribusiness sector form another key component of economic activity in the County. Many of the agricultural and related

firms are found in the eastern portion of the County while manufacturing firms are primarily located in the western and central portions of the County near major population centers. The Wayne County Planning Department is also involved in projects aimed at strengthening and diversifying the local economy through agricultural enhancement and redevelopment of existing commercial and industrial properties with unresolved environmental constraints. The department's agriculture specialist has been working with farmers, municipalities, and other public agencies to make farming operations more efficient as well as environmentally sound. A brownfields cleanup program has been created and an initial project in Sodus is underway. This program will assist in expanding the amount of developable land in the County while alleviating pressure to develop open space and agricultural properties.

The top priority of the Wayne County IDA is the development of access infrastructure to industrial land north of State Route 104 (SR-104) and the Ontario Midland Railroad between Lincoln Road and Dean Parkway in the Town of Ontario. Currently, the Beh industrial area is serviced by the incomplete Dean Parkway an access road joining SR 104. SR 104 is a divided four-lane, east/west principal arterial road with Ontario-Midland Railroad tracks running parallel to the north of SR 104 through the Beh Industrial Park site. Plans have been developed to extend Lincoln Road (which runs perpendicular to SR 104 to the east of Dean Parkway) across the railroad tracks connecting it with a western extension of Dean Parkway to form a completed access road through the industrial area. Local residents and businesses support the plan as it will decrease the number of vehicles that are now required to make U-turns to access the Beh Industrial Park when heading east in the southern lane of SR 104 and eliminate several driveways that need to cross the railroad.

The Town of Ontario's Planning Board has accepted the permit for the project and funding is currently being sought for the completion of the project. Funding is a key issue as time constraints on the completion of the Lincoln Road extension are nearing. The extension of Lincoln Road across the Ontario-Midland RR tracks is seen as a primary means of attracting tenants to the industrial site. On a larger scale, the local nuclear power plant has seen a decrease in excess of \$10 million in its assessments over the past few years. The increased attraction of industry to this area is viewed as the primary means of lessening the fiscal impact of the decreased assessment of the power plant on The Town of Ontario's revenues.

As with the other counties in the G/FL Region, Wayne County is experiencing a shortage of qualified workers in the manufacturing and high-technology sectors of its economy. The Wayne/Finger Lakes BOCES and a FLCC satellite campus in Newark provide training courses for workers to continue their education and update skills. Wayne County has been working with High Technology of Rochester to improve the productivity of the existing workforce, but an infusion of additional workers to the labor force is necessary for continued economic growth within the County. The question now posed to the Wayne County IDA and local and county policymakers is: how can we attract more residents and subsequently increase the availability of qualified workers to

ensure that existing businesses have the ability to expand operations while also attracting new firms to the County?

Quality of life is a determining factor in the attraction of skilled labor, particularly high tech workers. The Wayne County Planning Department is involved in a multitude of issues concerned with raising the quality of life in the County for current citizens and potential employees of firms locating within Wayne County. Water resources planning initiatives involve preserving the quality of County water bodies and drinking and septic systems. Local septic inspection laws and the creation of a \$5.5 million wastewater treatment plant in Wolcott to collect discharges from private septic systems are representative of water resource protection and enhancement projects that directly affect quality of life issues in Wayne County. Many of the water quality programs are also closely tied to tourism development given Wayne County's location along Lake Ontario.

Tourism has received increased attention over the past few years as the Seaway Trail (State Route 104) provides multiple access points to Lake Ontario and its associated recreation activities and scenic amenities. Tourism development along Lake Ontario includes plans for Port Bay and a fishing access point on the East Pier in Sodus Point. Funding and grants have also been procured for further development of the Erie Canal as a destination for tourists. The surrounding Finger Lakes to the east and south along with the Montezuma National Wildlife Refuge at the eastern end of the County are attractions that have also helped to boost tourism in Wayne County. The development of the Crusoe Interactive Educational Center will expand the tourism impacts of the Montezuma refuge in the southeast section of Wayne County. The historical and religious significance of a large Mormon population centered in Palmyra and subsequent influx of visitors is another source of out of area spending that contributes to tourism activity in Wayne County. Development of trails for multiple uses including snowmobiling and increased emphasis on alternative forms of transportation (including a proposed Amtrak station and bicyclist and pedestrian accommodations) are other priorities for further tourism enhancement.

Also being resolved by the County's IDA and economic development professionals are the extent and quality of telecommunications capabilities in the County. Telecommunications infrastructure is vital to continuing the growth of high tech manufacturing firms and associated service industries in the County. The Wayne County IDA is currently considering having a study undertaken to quantify such issues and develop a strategic plan for maximizing the County's potential in this growing field.

### *Wyoming County*

Wyoming County Planning and Development (P&D), the Wyoming County Chamber of Commerce, and the County IDA work closely together on continual efforts to retain local firms and assist in their expansion as well as improve the infrastructure network and business climate of the County. Wyoming County has retained a consulting team that is producing a countywide economic development strategic plan that will be brought to the Wyoming County Board of Supervisors for approval in July 2001. In addition, the Town and Village of Perry finalized a community economic development strategy that will assist the municipalities in their recovery from the downsizing of Champion Products, Inc. in 1997 and 1998.

Further development of infrastructure capacity is a top priority in Wyoming County. The County P&D and the Chamber are identifying potential projects. Plans for extension and increased capacity of sewer lines in Warsaw and Arcade, extension of water service in Arcade, and development of a sewer system in Castile are being developed. Transportation is also a key issue due to the lack of access to an interstate within the County and minimal capacity on some NYS Routes and County roads. The NYSDOT has awarded a contract for a corridor study to evaluate congestion along NYS Route 63 with the feasibility of an interstate bypass through Wyoming County as one option to explore. Additionally, a study will be underway to assess the telecommunications infrastructure of Wyoming County and recommend further action steps for the County to pursue.

Additional sites for the expansion of local firms and attraction of new firms from outside Wyoming County are being developed. State and local funds are being used for the planning of an industrial park in the Village of Perry with additional moneys being sought for site improvements and infrastructure. Discussions regarding the redevelopment of the former Westinghouse site in Attica have begun to determine the best reuse of the site. Development opportunities exist in the Villages of Arcade, Silver Springs, and Castile because of low-cost municipal power with the P&D and Chamber exploring further improvements and opportunities. Plans for an incubator facility are being considered by the Chamber to assist small businesses, microenterprises, and start-ups.

The County's economic base is diversified with 23.7% of Wyoming County residents employed in the government sector, 17.3% in retail trade, 16.7% in services, 15.3% in manufacturing, and 8.5% in agriculture. The high percentage of government employees is attributable to the two correctional facilities in the County. Several out-of-state and international companies have bought locally owned and operated businesses including BR DeWitt, Lew Mark Baking, and American Precision Industries. Coupled with the job losses at Champion, this trend has exacerbated the uncertainty associated with corporate and non-local ownership of businesses in Wyoming County and the impacts on local employment. Even with continued decreases over the past two years, Wyoming County still has the highest unemployment rate in the G/FL Region.

The County P&D and Chamber are working to further develop and strengthen agriculture and related agribusiness industry. Already the largest milk producing County in NYS and one of the highest in similar-size counties nationally, opportunities exist to meld emerging technologies with existing NYS Agriculture and Markets policies to position Wyoming County as a trendsetter in the dairy sector in the Northeast US. In addition to Wyoming County P&D and Chamber efforts on the business side, Wyoming County Soil & Water Conservation District, Cornell Cooperative Extension of Wyoming County, and USDA Natural Resource Conservation Service staffs work with local farms to increase efficiency and protect environmental resources. Other targeted industries considered to be a good fit in Wyoming County include fabricated metal and machining, plastics molding, and call centers.

Wyoming County is partnering with the Buffalo Niagara Enterprise to market the County along with neighboring counties to the west to targeted industries with a large portion of the effort being privately driven. Workforce issues are being addressed through the formation of the GLOW Workforce Investment Board. Continued skills development of the current workforce and those looking to upgrade are a focus of Wyoming County agencies and departments involved in training issues as well as businesses.

#### *Yates County*

Yates County has a strong local economy and a diverse economic base, with no single sector in dominance. High-tech and traditional businesses continue to grow and expand as does the tourism industry and farming. Yates is in the heart of the Finger Lakes and offers many natural amenities. It also offers a number of other amenities of importance for economic development: significantly reduced electric rates from the municipal utility in Penn Yan, an expanding general aviation airport, extensions of water and sewer infrastructure to new areas of the county, an abundance of fresh water, and the development of a high-speed fiber optic network by Adelphia Communications beginning with a hub in Penn Yan. The runway expansion at the Yates County Airport just south of Penn Yan will make it a more viable transportation alternative for the shipment of goods and will increase its attractiveness for long-distance corporate travel.

An upsurge in tourism activity in Yates County can be attributed in large part to the vitality and expansion of wineries along Keuka and Seneca Lakes. The county remains the second largest producer of grapes in New York State and has seen a resurgence in other areas of agriculture as well (Yates County is the only county in New York which has had an increase in the number of farms). The growth in tourism activity can also be attributed to the county's continued desirability as a destination for vacationers with second homes or cottages along all of its Finger Lakes shorelines as well as for visitors drawn by the crafts and agricultural goods produced in the county, especially by its growing Mennonite population. All of these factors clearly will be strong influences on Yates County in the years to come and will continue to serve as focal points for community and economic development efforts.

The extent of water and sewer service in Yates County has been relatively limited, until recently, with public water being available in and near the Villages of Penn Yan, Dundee, Dresden and Rushville, and with public sewer service being available only in and near Penn Yan and in Dundee. This situation, however, is changing and may provide significant opportunities for development in other areas of the county. The Town of Benton recently created a water district along Seneca Lake extending south a few miles from its border with the Town of Geneva as well as a water district in the hamlet of Bellona Center, and Benton is proposing another water district extending from Benton Center along State Route 14A south to Penn Yan. The Town of Jerusalem recently extended water and sewer service almost five miles south from Penn Yan along the Keuka Lake shore and is proposing two water district extensions to serve residences along portions of the Keuka Lake shoreline along Bluff Point and another to serve residences, businesses, and a school in and near Branchport as well as the Keuka Lake State Park. The Town of Milo is proposing to extend water and sewer service along East Lake Road (Keuka Lake) to its southern boundary with the Town of Barrington as well as to the Yates County Airport. All of these projects will provide needed services to existing residents, businesses, and others as well as provide for future development. Part of the county's economic development strategy will be to promote and assist in the review of municipal plans and development policies in order to foster future development which will not detract from the quality of life which those living in and visiting Yates County hold so dear.

According to the Yates County Industrial Development Agency, the county's top economic development priority is the completion of utility, road, and drainage infrastructure at the new Horizon Business Park. This is the county's third business park, which was initiated because the area's first two parks are at capacity. Situated at the southern end of the Village of Penn Yan. The Horizon Business Park comprises eighty-five acres zoned for Planned Business. The zoning and frontage along State Route 14 will allow commercial development at the entrance to the park in addition to a mixture of manufacturing and business service uses inside the park's campus. The availability of very competitive municipal electric rates and the excess capacity of the municipal water supply make this a very attractive site for business location. One local company (Coach & Equipment) has already doubled its manufacturing capacity with the construction of new facilities there. The development of Horizon Business Park is made possible by the strong inter-municipal cooperation and funding by Yates County, the IDA, the Penn Yan Municipal Utility Board, the Village of Penn Yan and the Town of Milo.

The Yates County IDA also identified workforce development, retention, and attraction as a prominent issue in the County. The ability to "harvest a local workforce" that is technically proficient is a major focus of the Yates County IDA. In addition to its involvement in the Wayne/Finger Lakes WIB, the county has created the Business Education Training Action (BETA) Team. The BETA Team focuses on three major components: 1.) involving the public school districts in workforce development issues, 2.) continuing education programs for the County labor force, and 3.) marketing the

program to prospective workers both within and outside Yates County including the use of the internet.

Through the first component, the BETA Team emphasizes soft skills (including setting a foundation for a strong work ethic in primary and secondary-level public school students), basic technical skills, and the availability of well-paying careers in Yates County to retain the County's future workforce. The second focus includes developing a clearinghouse of institutions that provide cooperative training programs and surveying businesses to develop industry specific training programs. An aggressive marketing program to increase awareness of the program that includes a web site for instant access to current job openings in Yates County constitutes the third function of the BETA Team. Overall, these three functions attempt to develop innovative networks of communication between training and education institutions, employers, and current and prospective employees to increase the available skilled labor pool within the County.

The Yates County IDA is also continuing its work in what it terms "opportunity marketing". Opportunity marketing involves developing supplier-consumer relationships to enhance the productivity and profit margins of County firms. County businesses are encouraged to purchase supplies from other county businesses, where possible, through intra-county networking. This increases local economic multiplier effects and the vitality of the local economy. These efforts at opportunity marketing also serve as a focal point for the attraction of new firms and industries to Yates County by emphasizing the ability of producers to acquire material and service inputs required for their operations within Yates County.

**CEDS Priority Projects List**

<i>Priority Number</i>	<i>Proposed Project (description)</i>	<i>Funding Sources</i>	<i>Total</i>	<i>Start-Finish Dates</i>
<b>Genesee County</b>				
G-1	Apple Tree Acres Corporate Park, Bergen - Road and Utilities Expansion	EDA, State, local	\$2 Million	2001-2002
G-2	Village of Bergen Wastewater System Upgrade	To Be Determined	To Be Determined	2002
G-3	Oatka Hills Park, Town of LeRoy - Infrastructure Construction	EDA, State, local	\$235,000	2001
G-4	City of Batavia - Fiber Optic Conduit for Main Street Construction Project	EDA, State, local	\$500,000	2002-2003
G-5	Genesee County - Fiber Optic Network Project	EDA, State, local	To Be Determined	2001-2004
<b>Livingston County</b>				
L-1	Multi-Tenant Building at Dansville Industrial Park	EDA, New York State, County, Private	\$1.2 Million	2001-2002
L-2	Business Incubator at Mt. Morris Industrial Park	EDA, New York State, County, Private	\$1.2 Million	2002-2003
L-3	Revolving Loan Fund	EDA, HUD, County	\$500,000	2002-2003
<b>Monroe County</b>				
M-1	Linden Park (Access)	To Be Determined	\$500,000	2001
<b>City of Rochester</b>				
R-1	Science Park Expansion	To Be Determined	\$1.5 Million	2000-2001
R-2	Broad Street Reconstruction	To Be Determined	\$2.3 Million	2001-2002
R-3	High Falls Business Park	To Be Determined	\$1.5 Million	2000-2001
R-4	Erie Harbor/Brooks Landing Project	To Be Determined	\$19.7 Million	2000-2003
R-5	Driving Park LaGrange Industrial Area	To Be Determined	\$485,000	2000-2001
<b>Ontario County</b>				
ON-1	Geneva Agricultural Research Center	To Be Determined	\$2.4 Million	2001-2002
<b>Orleans County</b>				
OR-1	Revolving Loan Program	EDA/Local	\$450,000	2001-2002
OR-2	Holley Industrial Park Infrastructure	To Be Determined	\$700,000	2001

**CEDS Priority Projects List**

Priority Number	Proposed Project (description)	Funding Sources	Total	Start-Finish Dates
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**Seneca County**

S-1	Infrastructure Improvements at Seneca Army Depot - water, sewer, roads, drainage, & demolition	EDA, New York State	\$2.25 Million	2002-2003
S-2	Demolition of Derelict and Unneeded Buildings and Facilities at Seneca Army Depot	EDA, New York State	\$150,000	2001-2002
S-3	Sewer Installation - Route 318/414 Corridor	To Be Determined	\$3 Million	2002-2003
S-4	Multi-Tenant Spec Building	EDA, Local	\$1 Million	2002-2003

**Wayne County**

WA-1	Industrial Road - Town of Ontario	To Be Determined	\$1.5 Million	2001
WA-2	Clyde Industrial Park - Road Extension	To Be Determined	\$1 Million	2001
WA-3	Incubator Facility	To Be Determined	\$1 Million	2001

**Wyoming County**

WY-1	Industrial Park Development - Perry	EDA, USDA, Local	\$2.2 Million	2001-2002
WY-2	Route 98 Water & Sewer Extensions - Arcade	USDA, Local	\$750,000	2002-2003
WY-3	Westinghouse Site Improvements - Attica	US EPA, NYS, Local	To Be Determined	2001-2003
WY-4	Waste Water Treatment System - Castile	EFC, USDA, Local	To Be Determined	2001-2003
WY-5	North Main Street Sewer Extension - Warsaw	EFC, USDA, Local	\$600,000	2001-2002
WY-6	Business Incubator Facility	USDA, HUD, Local	\$1 Million	2002-2003

**Yates County**

Y-1	Yates County Airport Taxiway & Runway Expansion	FAA, NYS, County	\$5 Million	2001-2003
Y-2	Town of Milo Sewer District #1 & 2	USDA, Local	\$6.2 Million	2001-2003
Y-3	Town of Jerusalem Water District #3	HUD, USDA, Local	\$4 Million	2001-2003
Y-4	Town of Milo Water District #2	USDA, Local	\$1.4 Million	2001-2003
Y-5	Town of Benton Water District #2	USDA, Local	\$2.35 Million	2001-2003
Y-6	Town of Barrington Water District #1	USDA, DWSRF, Local	\$3.25 Million	2002-2004

## **2001 Work Program**

This section provides an update of the activities that the G/FLRPC has undertaken, is currently working on, and expects to pursue in order to meet the goals, objectives, and strategies set forth for the District in the CEDS. The goals, objectives, and strategies of the CEDS are based on the discussions with the economic development departments, industrial development agencies, and planning departments of the District's nine counties and the City of Rochester that were completed as part of the CEDS.

The work program involves specific activities and action steps in five categories that the G/FLRPC has and will continue to meet in 2001 through its projects in economic development, planning, coordination, and training that directly strengthen and enhance the District's economic advantage at the state, national, and international levels.

- ✓ Completed or continuing to be performed on an ongoing basis
- Still to be completed as part of the 2000-2001 CEDS

### *Technical Assistance*

- Provide information, planning, and grant writing services to support county and local economic development and planning initiatives on an as needed basis at the request of the economic development departments, IDAs, and planning departments.
  - ✓ Information requests and analysis have been performed at the request of the aforementioned agencies and agents acting on their behalf for such things as economic data and corresponding interpretation.
  - ✓ Grant writing assistance has been provided for initiatives such as the Rochester Institute of Technology's Center for Integrated Manufacturing Studies' manufacturers assistance program, the Tonawanda Creek and Oatka Creek Watersheds' flood mitigation planning program, and the Finger Lakes Open Space and Agricultural Land Conservation project.
  - ✓ The G/FLRPC also submitted two grants for Governor Pataki's *Quality Communities Demonstration Program*: the Route 332 Intermunicipal Development Analysis (Ontario County) and Canal Corridor Economic and Market Analysis (Seneca County).
  
- Develop a standardized compilation of information used in the site selection process to be readily available for dissemination to site selection consultants and others interested in relocating to or starting/expanding operations in the District.
  - ✓ The compilations mentioned above are currently provided through national economic development consortiums such as the American Community Network and the G/FLRPC has provided further information at the request of member economic development departments and IDAs.

- Begin updates to the Regional Inventory of Development Opportunities Analysis (RIDOA) and *Rochester-Finger Lakes Region Directory of Manufacturers* (in coordination with the Rochester Business Journal) as both stand-alone products and as part of the site selection information compilation outlined above.
  - ✓ The 2000 *Rochester-Finger Lakes Region Directory of Manufacturers* has been completed and distributed to member economic development departments and IDAs.
  - The need and use of an updated RIDOA is being discussed along with the use of an intern to complete a large portion of the project.
- Distribute information and data sets used in G/FLRPC economic development projects and programs to member counties' and the City of Rochester's economic development and planning departments and IDAs in digital format.
  - ✓ This has been done on a project-by-project related basis and will continue to be done for upcoming projects such as the *Land Use Monitoring Report, Economic Outlook*, and others.

#### *Community and Business Development*

- Initiate contact with local elected officials and business leaders to begin conversations regarding opportunities for and constraints to economic development in the public and private sectors of municipalities.
  - ✓ Meetings with local officials along the NYS Routes 5& 20 corridor have begun as part of the Canal Corridor Economic and Market Analysis in Seneca County.
  - The G/FLRPC is attempting to create a main street revitalization program for communities throughout the District that would involve gathering input, coordinating discussion, and forming private and public partnerships to address this task.
- Produce an assessment of needs regarding the business climate, infrastructure, availability of grant and loans programs, and other issues affecting communities throughout the District.
  - The initial phase of the main street program would include the aforementioned activities to determine the internal strengths and challenges that are present in communities.
- Outline strategies and action steps to create new opportunities for economic development based on the results of the needs assessment with continual feedback from county and local economic development and planning departments, IDAs, chambers of commerce, and community based not-for-profit organizations.
  - The ultimate goal of the main street program is to produce marketing strategies, plans, and other studies and reports as well as provide recommendations that will allow for increased sustainable economic development in communities.

- Continue to administer the G/FLRPC's EDA and Finger Lakes Regional Development Corporation's revolving loan funds and business assistance programs.
  - ✓ Applications for loans and assistance have been provided to 18 businesses in the past year.
  - ✓ There are currently 20 active loans in the programs that continue to be serviced by the G/FLRPC and their consultant.

#### *State Data Center Affiliate Program*

- Fill information and data services requests from citizens, businesses, not-for-profit organizations, and public agencies.
  - ✓ Census 2000 data services include a dedicated section on the G/FLRPC website ([www.gflrpc.org](http://www.gflrpc.org)) that features all currently available data as received by the G/FLRPC and analysis of major issues as they arise including population change, and age-cohort analysis.
  - ✓ Requests have been submitted and filled for other types of data and information that has required more breadth and depth than expected based on previous years' requests.
- Update and expand the economic development and data, technology, and resources sections of the website to include the most recent data available from federal and state sources.
  - ✓ The economic development section of the G/FLRPC website has been redesigned, reorganized, and updated to include recent published reports and studies.
  - The data compiled and formatted for the *Economic Outlook* will be included in the data, technology, and resources section of the report shortly after its completion.
- Investigate the resources and equipment required for on-line mapping/GIS capabilities within the District via the G/FLRPC website and make recommendations on the feasibility of including this and other technologies through the Internet.
  - Discussions have not yet taken place regarding on-line mapping capabilities. Currently, the G/FLRPC has and will continue to post maps in image format (JPEG) on the website. Census 2000 data is being tabulated, analyzed, and will be provided in this format as it becomes available.

#### *Transportation/Infrastructure/Land Use*

- Produce the *2000 Rural County Land Use Monitoring Report* and *Transportation/Land Use Research* project as well as assist in the development of the *Regional Trails Strategic Plan* for the Genesee Transportation Council under their Unified Planning Work Program.

- ✓ All of the projects mentioned above are in varying stages of completion. The nature of each of the projects will allow the G/FLRPC to use the information collected and analyzed for multiple purposes in meeting the current and future CEDS work programs.
  - ✓ The *Satellite Imagery Land Cover Project*, also funded by the GTC, will be used to analyze land use trends over a 15-year period along with numerous uses for marketing and analysis of sites available for development.
- Produce land use and business plans for general aviation facilities in the District with a focus on increasing opportunities for tourism, attractiveness of corporate travel, and capacity for recreational aviators.
- ✓ The G/FLRPC is currently involved in land use studies for general aviation airports in Orleans (Pine Hill Airport) and Wyoming (Perry-Warsaw Airport) counties.
  - ✓ A business plan for Williamson-Sodus Airport in Wayne County has been completed.
  - ✓ Economic impact analyses have been conducted for the Genesee County Airport and Canandaigua Airport (Ontario County).

#### *Coordination & Training*

- Hold semiannual planning and zoning workshops to train and inform local and county officials (code and zoning enforcement officers, planning and zoning boards of appeals) and others about land use regulations and emerging planning and development issues.
- ✓ The planning and zoning workshops have taken on a broader local government focus with continued participation by code and zoning enforcement officers and planning and zoning board members as well as municipal council and board members, elected officials, and others. The planning and development focus has not wavered and the workshops continue to attract over 500 people per year.
- Attend relevant training and professional development conferences and workshops offered by state and national agencies involved in economic development (CUED, AEDC, NADO, etc.) to further increase support capabilities to agencies throughout the District.
- ✓ Since the adoption of the CEDS, the Executive Director or Regional Planner for economic development have attended a CUED training course on microenterprise development and conferences including:
    - CUED and AEDC's National Economic Development Summit,
    - EDA's National Economic Development Forum,
    - Federal Reserve Bank of New York's conferences on main street revitalization and issues affecting rural communities, and
    - NARC's Annual Conference.