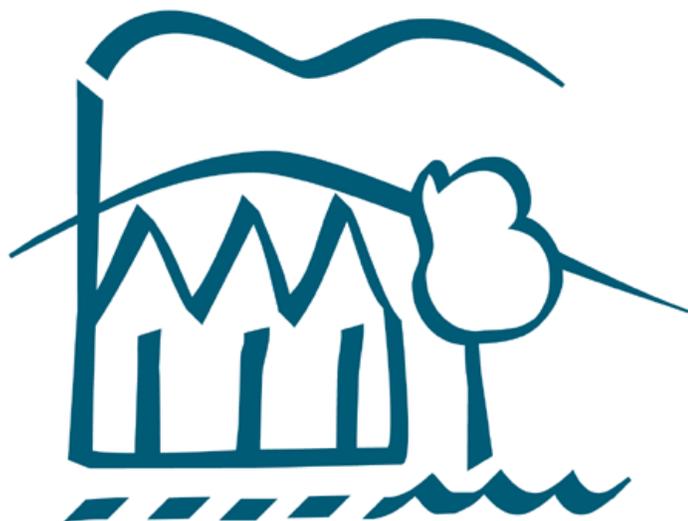

**Genesee/Finger Lakes Economic Development
District**

**Comprehensive Economic
Development Strategy**

2002-2003



GENESEE/FINGER LAKES
Regional Planning Council

City Place
50 West Main Street, Suite 8107
Rochester, New York 14614

June 2002

***Genesee/Finger Lakes
Economic Development District***

**Comprehensive Economic
Development Strategy**

2002-2003

June 2002

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

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Mission Statement:

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) will identify, define and inform its member counties of issues and opportunities critical to the physical, economic and social health of the region. G/FLRPC provides forums for discussion, debate and consensus building and develops and implements a focused action plan with clearly defined outcomes, which include programs, personnel and funding.

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Introduction

The Genesee/Finger Lakes Regional Planning Council (G/FLRPC) completed the initial Overall Economic Development Program (OEDP) in 1978. The 1978 OEDP document served as the basis for an economic development planning program in the Genesee/Finger Lakes Region, which led to official designation of the Region as an Economic Development District in 1979 by the U.S. Department of Commerce, Economic Development Administration (EDA). The original OEDP provided a narrative of the Economic Development District's organization, 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.

As stated above, the U.S. Department of Commerce, Economic Development Administration (EDA) designated the Genesee Finger Lakes 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 incurred in the District.

The Comprehensive Economic Development Strategy (CEDS) is the successor to the OEDP and is intended to further the effective federal, state and 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 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. This document also details current and future efforts and projects that will be undertaken 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.

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 serve their planning needs and designation obligations.

Administrative organization

Legal Structure

The G/FLRPC is the administrative and policy-making organization for the District. Through the adoption of concurring resolutions in 1977, the Counties of Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne and Yates organized the G/FLRPC. Wyoming County joined the G/FLRPC in 1986.

The primary source of State enabling legislation for the District organization is contained in Article 12-B of the New York State General Municipal Law. Article 12-B permits the establishment of regional planning boards and allows such agencies to prepare studies, reports, plans and to provide for the financial participation by various municipal entities in a regional agency. Other legislation such as Article 5-G of the General Municipal Law is also applicable to the G/FLRPC in that it provides for the performance of joint municipal cooperative activities including regional agencies.

Participating Governments

The G/FLRPC consists of representatives from the nine member counties, the City of Rochester and the minority community. With the exception of minority representatives, the legislative bodies of their respective jurisdictions appoint Council members. Minority groups select their own representatives who are then appointed by the G/FLRPC.

The G/FLRPC, as the District organization, enjoys the active participation of its member counties and the City of Rochester. Each county and the City of Rochester have approved resolutions authorizing participation in the District.

The City of Rochester has been recognized as a Redevelopment Center within the District by the Economic Development Administration under the provisions of Title IV of the Public Works and Economic Development Act of 1965, as amended. As a Redevelopment Center, Rochester is recognized as geographically and economically related to the District in a manner that will contribute to the economic growth of the areas in the District. A map of the District and its component governments follows this section.

District Organization

The G/FLRPC, serving as the District organization, is composed of representatives from its nine member counties, the City of Rochester, local business interests and the minority community. Other appointed officials have ex-officio non-voting membership as determined by New York State law and the G/FLRPC's by-laws.

Three standing committees currently serve the G/FLRPC. These are an Executive Committee which is responsible for the day-to-day management and policy decisions of the organization, a Planning Coordination Committee (PCC) which oversees general planning and program efforts and an Economic Development Advisory Committee (EDAC). This last committee was specifically designed to assist with the District economic development program. Its members include one professional developer from each county, the City of Rochester and the regional office of the Empire State Development Corporation who are responsible for representing the interests of their respective jurisdictions.

The EDAC has been delegated the following responsibilities by the G/FLRPC:

- To develop criteria for reviewing development proposals requiring Federal financial assistance.
- To assist with the prioritization of economic development projects in the District for which Federal or State funding is requested.
- To provide guidance to the District staff in the implementation of Region-wide strategies for economic development.
- To advise and make recommendations to the G/FLRPC on various development-related matters.

To varying extents, all of the G/FLRPC's employees are involved in the District economic development program. The staff provides professional assistance to its member governments and administrative, research and clerical services in support of the District program.

The G/FLRPC's members and EDAC meet quarterly and the PCC meets bimonthly or more often as needed. A listing of the G/FLRPC's current members is presented on following pages, as is a roster of the EDAC and the PCC.

Genesee/Finger Lakes Regional Planning Council

<u>County/City</u>	<u>Voting</u>	<u>Ex-Officio</u>
Genesee	Mary Pat Hancock Esther Leadley Richard Rudolph James Woodruff ***	John Dwyer James Duval
<i>Livingston</i>	James Merrick Marjorie Cansdale Weston Kennison Robert Yull (A) Mark Walker	Patrick Rountree David Woods
<i>Monroe</i>	Dennis Pelletier (A) Karla Boyce John Doyle (A) Rocco DiGiovanni Jeanne Loberg Robert Radell	Paul Johnson
<i>Rochester</i>	William Johnson Lois Geiss (A) ***	Larry Stid
<i>Ontario</i>	Donald Ninestine Jack Richter (A) Robert LaRocca ***	Michael Manikowski Kris Hughes
<i>Orleans</i>	Marcia Tuohey Richard Bennett	Donald Kennedy Wayne Hale (A) Kenneth Rush
<i>Seneca</i>	Patricia Amidon Fred Swain (A) ***	Glenn Cooke

Genesee/Finger Lakes Regional Planning Council (con't.)

<u>County/City</u>	<u>Voting</u>	<u>Ex-Officio</u>
<i>Wayne</i>	Marvin Decker Margaret Churchill David Spickerman (A) James Fabino	Barbara Harper Sharon Lilla
<i>Wyoming</i>	Douglas Berwanger Howard Miller (A) Anne Humphrey	Richard Tindell Tom Skoglund
<i>Yates</i>	Robert Multer (A) Leslie Fitzwater Nancy Taylor	Steve Isaacs John Czamanske
<i>At-Large Members</i>	Wilfred Brooks Clyde Forbes Henry Herrera	
<i>Genesee Transportation Council</i>		Steve Gleason

*** Vacant

(A) Alternate

For changes and/or updates to the above listing please contact the G/FLRPC

Executive Committee

Jack Richter - Chairman
Town Supervisor
Victor Town Hall
85 East Main Street
Victor, New York 14564

Dennis Pelletier – Vice Chairman
President
Monroe County Legislature
County Office Bldg. - Room 407
39 West Main Street
Rochester, New York 14614

Anne Humphrey - Treasurer
Chair
Wyoming County Board of
Supervisors
Court House
Warsaw, New York 14569

Rudeen Armstrong – Secretary
Administrative Assistant
Genesee/Finger Lakes RPC
50 West Main Street Suite 8107
Rochester, NY 14614

Esther Leadley
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Genesee County Legislature
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Timothy Wahl
Supervisor – Town of Livonia
Livingston County Board of
Supervisors
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Legislator
Orleans County Legislature
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Fred Swain
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Lyons, New York 14489

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Oakfield, New York 14125

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Fashun Ku
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Regional Director
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Rochester, New York 14604

Planning Coordination Committee (PCC)

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Batavia, New York 14020

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Comprehensive Planning Department
City Hall, Rm. 010A
30 Church Street
Rochester, New York 14614-1290

Steve Gleason
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Genesee Transportation Council
50 West Main Street
Rochester, NY 14614

Economic Synopsis

The attacks of 9/11 have had far-reaching economic affects on many levels of the United States. The impact has been described by some analysts as a “roller coaster” due to the up and down or destabilized implications this event has had on the economy. A brief overview of the national, state and regional impact of 9/11 has been provided below.

National Overview of the Economy

The terrorist attacks of September not only crippled a sense of security in the United States but it further slowed down an already declining national economy. According to the Society of Financial Service Professionals, since September about 642,411 jobs have been cut, surpassing the 12-month totals for every year from 1993 to 1997. Some additional national points to consider, which are both good and bad are:

- It has been projected that the terrorist acts hurt or will hurt 48% of all small businesses in sales revenues¹.
- The reduction in real gross domestic product (GDP) reflected notable declines in consumer spending².
- Unemployment in the United States hit 6% in April 2002, its highest level since August 1994³.
- The shining star in the U.S. economy since 9/11 has been the housing market. The market for new homes and sales of existing homes has been strong and has carried the economy for the past few months. Low interest rates combined with higher equity have energized this sector of the economy.
- Merrill Lynch stated that lower energy prices will save households up to \$100 billion. Those savings and factoring in the tax cuts from earlier this year should increase spendable income by around \$200 billion.

State Overview of the Economy

The State of New York was hit hard by the 9-11 tragedy. According to Governor George Pataki in his 2002 State of the State address, roughly 377,000 New York State jobs have been disrupted or displaced because of the terrorist attacks. Economic activity in the state was severely stalled thus decimating tax revenues in New York. The New York State Budget, which is notorious for being passed later than projected each year, is additionally burdened with the implications of how to allocate funds to annual needs and requirements when so much money has and will continue to be necessary in the cleanup and rebuilding efforts downstate. Some New York State numbers to consider, which again are a mix of negatives and positives are:

¹ <http://www.financialpro.org.html>, accessed April 14, 2002.

² <http://www.bea.gov/bea/an/attack.pdf>, accessed April 29, 2002.

³ <http://www.bls.gov/eag/eag.us.htm>, accessed April 29, 2002.

- The state's unemployment rate in April was 6.1 percent, up from 5.9 in March 2002 and 4.5 percent in April 2001.⁴
- According to the New York State Department of labor, from March 2001 to March 2002, the number of private sector jobs in the state declined by 151,400 or 2.1%.
- Since March 2001 a significant increase in employment has been seen in the government sector (16,100 jobs created).
- According to Empire State Development, New York State now ranks 3rd in the nation in attracting new and expanded corporate facilities.

Regional Overview of the Economy

Overall, the economy of the Rochester Metropolitan Statistical Area (MSA) and the Genesee/Finger Lakes region has fared somewhat better than the overall upstate region. Local strengths, including the presence of the University of Rochester and RIT and continued outside investment in manufacturing and export have helped generate some economic gains.

Nonetheless, comparative advantages enjoyed by other regions outside of New York and barriers such as high energy, transportation challenges and property taxes, have hindered the ability to attract high tech and other new start up businesses. Low population growth and the cutbacks in the health and financial sectors have also hurt the area. Some regional numbers to consider⁵:

- Unemployment in the region has risen since September 2001 from 4.7% to 6.5%.
- New construction is down 3.4 % from Feb 2001.
- Manufacturing is also down 7.5% from 12 months ago.
- The Rochester MSA's unemployment rate was 6.1 % in March 2002, compared with 6.6% in February 2002 and 4.2% in March 2001.

National, State and Regional Economic Development Organizations

Having briefly reviewed the condition of the economy, in order to best serve the economic well being of this District, economic policy is put forth and acted upon on the national, state and regional level. An overview of each level is provided on the following pages.

⁴ <http://www.bls.gov/eag/eag.NY.htm>, accessed April 14, 2002

⁵ <http://stats.bls.gov>, accessed April 2, 2002.

Economic Development Administration

One agency that works to promote economic development on a national level is the Economic Development Administration, United States Department of Commerce. The mission of the Economic Development Administration is to generate jobs, help retain existing jobs and stimulate industrial and commercial growth in economically-distressed areas of the United States. Guidelines used for EDA Investments are⁶:

1. The proposed investments are market-based.
2. The proposed investments are proactive in nature and scope.
3. The proposed investments look beyond the immediate economic horizon, anticipate economic changes and diversify the local and regional economy.
4. The proposed investments maximize the attraction of private sector investment and would not otherwise come to fruition absent EDA's investment.
5. The proposed investments have a high probability of success. This is due to a:
 - Level of local, state and private matching funds.
 - High degree of commitment of local "capital" by elected officials.
 - Commitment of human resources talent to project outcomes.
6. The proposed investments result in an environment where high skill, high wage jobs are created.
7. The proposed investments maximize return on taxpayer investment.

New York State Department of Economic Development/Empire State Development Policy

The mission of the New York State Department of Economic Development/ Empire State Development (ESD) is to provide assistance and service to businesses in order to encourage economic investment in New York State. The Department works with businesses to identify creative solutions to challenging problems generate enhanced opportunities for growth and help them achieve both their short and long term goals.

⁶ http://www.doc.gov/eda/html/1b1_misc_EDAInvest.htm, accessed April 22, 2002.

New York State's Economic Development Strategy is a continued effort to improve the State's business climate with continued efforts being made to reduce taxes and to reform the regulatory environment, worker's compensation statutes and utility deregulation. Each project that ESD is involved in is reviewed and worked with on a one on one basis. Programmatic assistance is offered by ESD when there is a potential for justification and jobs. The rationale behind this is as follows:

Justification: ESD will provide funding to projects where it has been demonstrated that the project needs funding in order to “make” it happen. For example, without State help this project will not happen or it will happen outside of NYS. This means ESD is providing some type of demonstrated financial need or gap in the project.

Jobs: ESD provides funds to projects that retain and create jobs. If they do not, or if a company is not willing to commit to and increase in job numbers, then ESD will not get involved. The larger the job impacts, the greater the amount of assistance ESD will furnish when providing grants/loans to businesses.

The overall goal of ESD is to negotiate incentive packages in cooperation with local partners (IDA's for example) while the company is in their decision making process. ESD can provide both loans and/or grants for capital acquisitions (building and equipment), for site work (roads, sewers, water, rail spurs, etc.), for interest subsidies, for job creation & job training, for relocation expenses (moving a company from outside of NYS to inside) and for competitiveness and productivity projects.⁷

Genesee/Finger Lakes Regional Planning Council

The mission driving the Economic Development staff of the Genesee/Finger Lakes Regional Planning Council is to identify, define and inform its member counties of issues and opportunities critical to the economic health of the region.

Economic Development services provided by the G/FL include regional economic development coordination (with particular focus on the aforementioned organizations), impact analysis, tourism, food systems, revolving loan fund administration, business development assistance, Main Street revitalization, economic and community research and analysis and strategic planning.

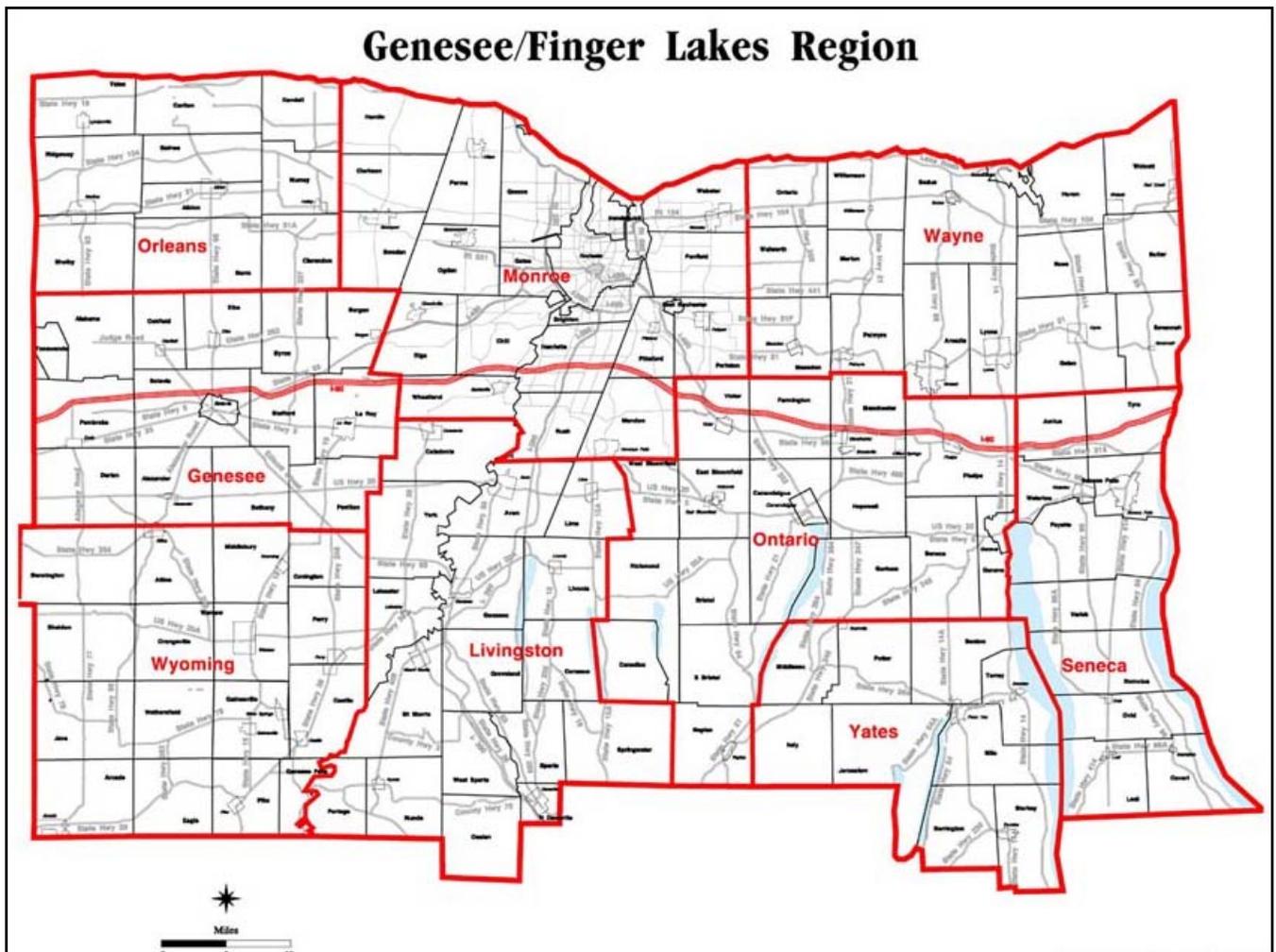
⁷ Kevin Hurley, Economic Development Specialist III, New York State Department of Economic Development.

District Overview

This section of the CEDS provides an overview of the socioeconomic conditions of the District using data from both federal and state sources. The data analysis is provided at the member level (the nine counties and the City of Rochester) where available and 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.

District Map

The area of Genesee/Finger Region is approximately 4,700 square miles. Below is a map that shows the nine-county region.



District Activity Review

For the past year, the Genesee/Finger Lakes Regional Planning Council has worked on several projects that both directly and indirectly impact the economic condition of our District. Significant economic development projects will be discussed in greater detail in latter portions of this document. A brief review of some of our other work to date is listed below.

- **Route 332 Corridor Development Analysis**

The Route 332 Intermunicipal Development Analysis is a two phase study that broadly examines the economic and environmental impacts associated with future development along Route 332. Specifically, the study will analyze the effects future development will have on the quality of life and the economic climate of property owners and businesses. Municipal stakeholders include the City of Canandaigua, the Towns of Canandaigua and Farmington (as well as a small section of the Town of Victor) and the Canandaigua City and Victor Central School Districts.

- **Route 5 & 20 Corridor Development Analysis**

The Route 5 & 20 Development Analysis is an analysis that will inventory existing and proposed buildings, roads and infrastructure along the corridor. Much like the previously mentioned study, the 5&20 study will identify all parcels and the land use of those parcels in the study area. The goal of this analysis is to create a schematic of both existing and future buildings and infrastructure showing the potential for future development.

- **Local Government Consolidation Studies**

The Town and the Village of Macedon are currently reviewing the feasibility of consolidating their two municipalities into one governmental entity. This study is being conducted to examine the effectiveness of service delivery in terms of cost and customer satisfaction. In order to conduct this analysis, several steps have been taken including data development and a review of service inventory, service continuity and fiscal issues.

- **Training Workshops**

In an effort to support local government training and education the G/FLRPC along with many sponsors presents the Regional Local Government Workshop series two times per year. In addition, Water Resource workshops are held from time to time to discuss local implications of floodplain and Stormwater management.

- **Regional Resource Atlas**

The Regional Atlas will provide a central point of reference for the socio-economic, demographic, transportation and land use data regularly used by the Genesee Transportation Council (GTC), the Genesee/Finger Lakes Regional Planning Council (G/FLRPC) and their member agencies. The study area will be the nine-county Genesee/Finger Lakes Region. The Regional Atlas will be successors to the Regional Transportation Atlas published by the GTC in 1998.

The products of the study will be a Regional Atlas and associated data products that will analyze and summarize current conditions and regional trends.

District Development Analysis

In 2002, G/FLRPC completed the Regional Development Analysis Report⁸, a report that identified the land use documents, boards and practices that have been adopted in the Genesee/Finger Lakes Region. This data is very important when we review where the region is in terms of land use controls. After analyzing the various documents, municipal best practices for the region were proposed based on a comparison of our documents with national models of municipal best practices in other regions. Generally, the best practices for the region are to:

- Promote agriculture and farmland protection
- Conserve open space and other critical environmental resources
- Encourage more livable neighborhoods
- Strengthen intergovernmental partnerships

A full listing of specific regional best practices along with the document in its entirety can be viewed at www.gflrpc.org.

⁸ <http://www.gflrpc.org/Planning/Landuse/DevAnal/devanalindex.htm>

Specific regional data is outlined in the chart below.

Regional Development Analysis – G/FLRPC Region Land Use Documents, Boards and Practices		
Issue	# Out of 189 Total Municipalities	%
Municipalities with Comprehensive Plans	98	52%
1992-2001	64	34%
1982-1991	20	11%
Before 1982	14	7%
Municipalities with Zoning Ordinance/Law/Code	175	93%
1992-2001	140	74%
1982-1991	15	8%
Before 1982	20	11%
Municipalities with Subdivision Ordinances	112	59%
1992-2001	72	38%
1982-1991	24	13%
Before 1982	16	8%
Municipalities with Planning Board	171	90%
Municipalities with Zoning Board of Appeals	158	84%
Municipalities with Conservation Boards	30	16%

Source: Genesee/Finger Lakes RPC, Regional Development Analysis, 2002

District Public Input

Renewed efforts were made to involve the public in discourse regarding the economic condition of the region. Three sub-regional CEDS forums were held in the spring of 2002, one in Batavia, one in Rochester and one in Canandaigua.

These public input sessions were used to illicit input from various stakeholders including representatives from the nine county IDAs, Planning, Tourism and other involved and concerned parties. Topics such as infrastructure, transportation, tourism, job creation and retention and the lack of Empire Zone designation by the State of New York were some of the issues that were discussed. All points from the sessions are itemized in the appendix of this document.

District Population

The G/FLRPC region grew 3% between 1990 and 2000 with the largest increase occurring in Monroe County (21,375 persons). The growth in Monroe County accounted for over half the increase in the District despite a decline in the City of Rochester. Yates County grew at the rate of 7.9%, followed by Orleans at 5.6%, Ontario at 5.4% and Wayne Counties at 5.2%.

Population counts from the 1990 and 2000 censuses along with corresponding changes in persons and growth rates are presented in the table below.

Change in Population for the Genesee/Finger Lake Region Between 1990 and 2000				
County	1990 Population	2000 Population	Changes in persons	% Change
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%
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%
G/FLRPC Region	1,161,470	1,199,588	38,118	3.3%

Source: US. Bureau of the Census, 1990 and 2000

There are a total number of 62 counties in New York State. The chart below provides the ranking of the counties within the Genesee/Finger Lakes Region based on population.

State Ranking by County and Population for the Genesee/Finger Lake Region 2000	
County	State Ranking
Genesee County	44
Livingston County	38
Monroe County	9
Ontario County	27
Orleans County	54
Seneca County	57
Wayne County	31
Wyoming County	55
Yates County	60

Source: US. Bureau of Economic Analysis, 1999- 2000

Employment

The employment portion of this overview uses data from the Bureau of Economic Analyses. The annual average number of jobs in each sector is provided in the chart below. The proceeding chart indicates the percentage of annual average employment of each industry.

Annual Average Employment by Industry and County in the Genesee/Finger Lakes Region, 2000								
County	Manufacturing	Construction	Transp. & Public Utilities	Wholesale and Retail Trade	Finance Insurance and Real Estate	Services	Gov't.	Other
Genesee	3,932	776	609	5,228	486	5,967	5,313	1,322
Livingston	2,623	687	383	4,957	411	3,019	6,770	624
Monroe	88,323	13,470	15,522	83,960	17,634	131,318	46,519	2,853
Ontario	8,210	3,022	1,390	12,773	1,270	10,897	8,149	961
Orleans	1,849	314	323	2,129	280	1,836	4,309	630
Seneca	1,869	291	278	2,773	201	2,140	2,429	152
Wayne	8,423	1,045	394	6,181	603	6,213	7,035	1,497
Wyoming	2,448	481	499	2,441	475	1,872	4,201	859
Yates	1,100	240	256	1,247	164	1,612	1,134	233

Source: New York State Department of Labor, 2000

Upon review of these two tables, we can see the significance of government, services and wholesale and retail trade industries in this region.

Percentage of Annual Average Employment by Industry and County in the Genesee/Finger Lakes Region, 2000								
County	Manufacturing	Construction	Transp. & Public Utilities	Wholesale and Retail Trade	Finance Insurance and Real Estate	Services	Gov't.	Other
Genesee	16.6%	3.2%	2.6%	22.1%	2.1%	25.2%	22.4%	5.6%
Livingston	13.1%	3.5%	2.0%	25.0%	2.1%	15.1%	34.0%	3.1%
Monroe	22.1%	3.4%	4.0%	21.0%	4.4%	32.9%	11.6%	1.0%
Ontario	18.0%	6.6%	3.0%	28.0%	2.8%	23.9%	17.8%	2.1%
Orleans	15.8%	2.7%	2.8%	23.3%	2.4%	15.7%	37.0%	5.4%
Seneca	18.4%	2.9%	2.7%	27.4%	2.0%	21.1%	24.0%	1.5%
Wayne	26.8%	3.3%	1.3%	19.7%	1.9%	19.8%	82.4%	4.8%
Wyoming	18.4%	3.6%	3.8%	18.4%	3.6%	14.1%	31.6%	6.5%
Yates	18.4%	4.2%	4.3%	21.0%	2.7%	27.0%	19.0%	3.9%

Source: New York State Department of Labor, 2000

Unemployment

According to the New York State Department of Labor, the average rate of unemployment in 2000 was 4.0% in the U.S. and 4.6% for New York State. There were six counties that exceeded the national average percent of unemployment and four counties that exceeded the New York State average percent in that year within the G/FL region.

The six counties that exceeded the national average percent of unemployment, which was 4.0%, were Genesee (4.9%), Livingston (4.5%), Orleans (5.3%), Seneca (4.9%), Wayne (4.3%) and Wyoming Counties (5.8%). The remaining counties were below the national average. Those counties were Monroe, Ontario and Yates Counties with average unemployment rates of 3.7%, 3.9% and 3.7% respectively.

The four counties that exceeded the New York State average unemployment rate, which was 4.6%, were Genesee, Orleans, Wyoming and Seneca with average unemployment rates of 4.9%, 5.3%, 5.8% and 4.9% respectively. Livingston (4.5%), Monroe (3.7%), Ontario (3.9%), Wayne (4.3%) and Yates (3.7%) were below that state average for that year, which was 4.6%

Again using data from the New York State Department of Labor, the U.S. average percent of unemployment in 2001 was 4.8% and 4.9% for New York State. There were four counties that exceeded the national average percent of unemployment and four counties that were above the New York State average percent in that year within the G/FL region.

The four counties that exceeded the U.S. average were Genesee, Orleans, Wayne and Wyoming with average unemployment rates of 5.0%, 5.5%, 5.3% and 5.4% respectively. Livingston (4.6%), Monroe (4.4%), Ontario (4.3%), Seneca (4.4%) and Yates (3.5%) were below that state average for that year, which was 4.8%.

The four counties that exceeded the state average percent of unemployment, which was 4.9%, were Genesee (5.0%), Orleans (5.5%), Wayne (5.3%) and Wyoming Counties (5.4%). The remaining counties were below the national average. Those counties were Livingston, Monroe, Ontario, Seneca and Yates Counties with average unemployment rates of 4.6%, 4.4%, 4.3%, 4.4% and 3.5% respectively.

Average unemployment rates by county are presented in the table on the next page. In addition the percent change in average unemployment from 2000 to 2002 is listed. In Seneca County and Wyoming County, average annual unemployment between the two years actually decreased.

The chart below reflects the text from the previous page.

Annual Average Unemployment by County in the Genesee/Finger Lakes Region, 2000-2001			
Area	Average % 2000	Average % 2001	% change
United States	4.0%	4.8%	+0.8%
N.Y. State	4.6%	4.9%	+0.3%
Genesee County	4.9%	5.0%	+0.1%
Livingston County	4.5%	4.6%	+0.1%
Monroe County	3.7%	4.4%	+0.7%
Ontario County	3.9%	4.3%	+0.4%
Orleans County	5.3%	5.5%	+0.2%
Seneca County	4.9%	4.4%	-0.5%
Wayne County	4.4%	5.3%	+0.9%
Wyoming County	5.8%	5.4%	-0.4%
Yates County	3.7%	3.5%	+0.2%

Source: New York State Department of Labor, 2000

Wages/ Personal Income

Using Bureau of Economic Analysis data, the following charts examine the annual average wages earned by industry and the annual average per capita income and personal income by county for the region.

Annual Average Wages Earned by Industry and County in the Genesee/Finger Lakes Region, 2000								
County	Manufacturing	Construction	Transp. & Public Utilities	Wholesale and Retail Trade	Finance Insurance and Real Estate	Services	Gov't.	Other
Genesee	\$34,539	\$30,681	\$39,106	\$18,325	\$28,013	\$17,882	\$30,337	\$21,772
Livingston	\$31,500	\$32,446	\$28,076	\$15,960	\$24,041	\$19,343	\$33,103	\$19,934
Monroe	\$53,075	\$37,831	\$48,635	\$23,126	\$43,015	\$30,145	\$31,807	\$22,616
Ontario	\$36,395	\$38,569	\$37,779	\$18,568	\$34,080	\$23,392	\$33,947	\$22,425
Orleans	\$30,674	\$29,268	\$26,490	\$13,636	\$26,072	\$19,061	\$33,061	\$18,758
Seneca	\$39,698	\$30,271	\$31,656	\$18,750	\$28,199	\$20,688	\$30,210	\$14,712
Wayne	\$34,071	\$31,832	\$32,883	\$18,090	\$25,718	\$19,979	\$30,769	\$21,053
Wyoming	\$30,023	\$30,578	\$25,649	\$15,483	\$29,271	\$21,577	\$33,850	\$22,089
Yates	\$27,711	\$20,025	\$37,152	\$16,132	\$24,215	\$20,541	\$28,349	\$15,365

Source: US. Bureau of Economic Analysis, 1999- 2000

Annual Average Per Capita and Personal Income by County in the Genesee/Finger Lakes Region, 2000				
County	Per Capita Income	State Ranking	Total Personal Income	State Ranking
Genesee County	\$23,735	33	\$1,432,094	41
Livingston County	\$23,381	34	\$1,505,348	40
Monroe County	\$30,391	10	\$22,346,328	9
Ontario County	\$27,984	16	\$2,809,272	25
Orleans County	\$19,707	56	\$870,238	54
Seneca County	\$22,737	38	\$758,024	57
Wayne County	\$23,998	32	\$2,249,843	31
Wyoming County	\$19,308	58	\$837,534	56
Yates County	\$20,474	51	\$503,979	59

Source: US. Bureau of Economic Analysis, 1999- 2000

Housing

Housing is an important issue when we look at the region because it is an indicator of a strong economy and a healthy region. In addition, where people reside can give us an idea of how people perceive the quality of life in both a specific and a broader context of community. The following section is a review of housing data for the Genesee/Finger Lakes region.

The total number of housing units for the G/FLRPC region was 495,340 according to the 2000 Census. Monroe County had the highest number of housing units with 304,388 or 61%. Following Monroe was Wayne County with 38,767 and Genesee and Livingston County with 24,190 and 24,023 respectively. Housing units for the entire region can be viewed below.

Number of Housing Units for the G/FLRPC Region, 2000	
County	# of units
Genesee	24,190
Livingston	24,023
Monroe	304,388
Ontario	42,647
Orleans	17,347
Seneca	14,974
Wayne	38,767
Wyoming	16,940
Yates	12,064
G/FLRPC Total	495,340

Source: U.S. Census, 2000

The following chart lists the average number of persons per household in the District. On average, there are 2.5 people per household in the region.

Average Persons per Household for the G/FLRPC Region, 2002	
County	Average # of persons
Genesee	2.59
Livingston	2.60
Monroe	2.47
Ontario	2.53
Orleans	2.65
Seneca	2.51
Wayne	2.64
Wyoming	2.62
Yates	2.59

Source: U.S. Census, 2000

Upon reflection of the total occupied units for the District, we see the same pattern has reflected in the previous chart. Monroe County has the highest rate of occupancy with 286,512 units, followed by Wayne County with 34,908. Detailed information on the total occupied units is detailed in the chart below.

Total Occupied Units for the G/FLRPC Region, 2000	
County	# of units
Genesee	22,770
Livingston	22,150
Monroe	286,512
Ontario	38,370
Orleans	15,363
Seneca	12,630
Wayne	34,908
Wyoming	14,906
Yates	9,029
G/FLRPC Total	456,638

Source: U.S. Census, 2000

The following data sets review the owner and renter occupied housing in the region. The diversity in units is important due to the diversified background of residents - such as their level of income, the location of employment and the infrastructure in their respective municipalities.

The chart on the following page shows that in all of the counties within our district, more people own than rent their housing unit.

Owner and Renter Occupied Units for the G/FLRPC Region, 2000		
County	# of owned units	# of rented units
Genesee	16,111	6,195
Livingston	16,510	5,640
Monroe	186,426	100,086
Ontario	28,225	10,145
Orleans	11,621	3,742
Seneca	9,320	3,310
Wayne	27,097	7,811
Wyoming	11,426	1,480
Yates	6,960	2,069
G/FLRPC Total	313,696	140,478

Source: U.S. Census, 2000

Distressed Areas

In an attempt to examine the level of distress in the region, an analysis of the number of students who were eligible recipients of free or reduced price meals in 2000-2001 was conducted. The information provided below is an estimate. Upon careful examination of the total data file, the information for grades kindergarten through sixth is easily tabulated. There is a level of difficulty experienced when tabulating assistance provided to those in grades seven through twelve due to the social stigma – many of those who may be eligible do not seek aid.

The data was obtained from the NYS Department Education. The numbers of eligible recipients have been classified by school districts.

Student Eligibility for Meal Assistance In the G/FL Region, 2001						
County	Total # of Student Enrolled	Total # of Eligible Applicants	% of Eligible Applicants	Total # of School Districts	# of Schools Providing Aid	% of Schools Providing Aid
Genesee	5,400	1,657	31%	8	8	100%
Livingston	5,204	1,349	26%	8	8	100%
Monroe	60,118	23,712	39%	18	18	100%
Ontario	9,528	2,359	25%	9	9	100%
Orleans	4,377	1,505	34%	5	5	100%
Seneca	2,783	1,118	40%	4	4	100%
Wayne	9,634	3,053	32%	11	11	100%
Wyoming	2,945	804	27%	5	5	100%
Yates	1,557	641	41%	2	2	100%

Source: New York State Department of Education

Building Permits Issued

In 2001, municipalities in Monroe County issued permits for 1,425 new residential units with 89% of these permits for single-family homes. Ontario and Wayne Counties followed with the next largest numbers of new residential units in 2001 with 565 and 296 permits issued respectively. Overall, there were permits issued for 3,067 new units in the District in 2001.

Outside of Monroe County, the largest number of permits issued for new industrial buildings was by Ontario County municipalities with 15 new buildings. There were 10 permits issued for new industrial structures in Livingston County in 2001. Residential development was greatest in the District with 2,762 permits issued.

Permits issued for new development in 2001 followed the trend of recent years with the majority of residential growth occurring in Monroe County. As noted, industrial and commercial development patterns were similar with increased industrial development in Ontario and Livingston Counties. A review of permits issued in the District is presented in the chart below.

Utility Patents Issued by County in the G/FLRPC Region 2000-2001						
	Residential	Industrial	Commercial	Community Services	Other	Total Permits Issued
Genesee	51	1	4	0	2	58
Livingston	200	10	7	1	7	225
Monroe	1,268	22	124	2	9	1,425
Ontario	565	15	20	0	15	615
Orleans	90	2	4	1	0	97
Seneca	83	0	5	1	11	100
Wayne	296	3	8	0	8	315
Wyoming	94	1	3	0	10	108
Yates	115	0	4	1	4	124
G/FLRPC Total	2,762	54	179	6	66	3,067

Source: Genesee Finger Lakes Regional Planning Council, Rural Land Use Monitoring Report, 2001

Manufacturing Directory

The Directory of Manufacturers is the product of a partnership between the Rochester Business Journal and the G/FLRPC. The directory is a compilation of information on the over 1,100 manufacturers in the Genesee/Finger Lakes Region.

The data, available on CD-ROM, was compiled from phone and written survey responses from businesses in Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties. Directory data includes: company name, county location, address, web site, number of local employees, industry certification, business description and contact information. The data is ready-to-use with word processing, contact management and spreadsheet software. Directory of Manufacturers CD-ROMs can be purchased through the Rochester Business Journal at (585) 546-8303 or at circulation@rbj.net.

Patents Issued

Since 1790 the United States Patent and Trademark Office (USPTO) has issued and recorded patents. Today, the (USPTO) issues three types of patents: utility patents (inventions), design patents and plant (botanical) patents. The focus of the data provided below examines the number of utility patents issued which provides a measure of technological innovation that is vital to a District's economic health. Utility patents can be viewed as a measure of the creativity and leadership in developing new products that exists in our District.

Overall, 1,580 utility patents were issued in the District. 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 numbers of utility patents issued in each county in the District are presented in the table below.

Utility Patents Issued in the Genesee/Finger Lakes Region, 1990 -1999										
County	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Genesee	8	13	14	18	20	21	11	16	23	24
Livingston	9	14	18	17	12	18	12	15	10	23
Monroe	817	1,040	1,044	1,244	1,211	1,076	1,222	1,168	1,549	1,358
Ontario	23	44	55	41	40	31	43	37	51	64
Orleans	6	10	8	11	17	7	12	17	17	14
Seneca	11	9	11	5	13	8	8	4	13	9
Wayne	52	47	61	61	81	74	91	85	99	85
Wyoming	1	3	4	2	0	1	2	2	2	1
Yates	1	4	2	3	3	3	4	1	5	2
G/FLRPC Total	928	1,184	1,217	1,402	1,397	1,239	1,405	1,345	1,769	1,580

Source: U.S. Department of Commerce, Patent & Trademark Office, 2001

Revolving Loan Fund

The Genesee/Finger Lakes RPC feels very strongly that business owners provide the backbone for the region’s economy. In an effort to support this belief, two affiliated organizations of the Council provide gap financing for businesses located in the nine-county region, including the City of Rochester.

The Genesee/Finger Lakes Regional Revolving Loan Fund and the Regional Development Corporation’s Regional Revolving Loan Trust Fund, both through federal and state resources, supplement financing in an effort to retain and expand existing business. Members of the Regional Revolving Loan Fund Committee are listed below.

Jodi Lynn Davies, Chairperson
255 East Avenue
Rochester, New York 14604

Roger Weller
71 Sherwood Drive
P.O. Box 105
Brockport, New York 14125

Richard Boerman
31 State Street
Pittsford, New York 14534

Wilfred Brooks
98 South Pearl Street
Oakfield, New York 14125

Steven DeRaddo
2 Seneca Street
Geneva, New York 14456

Anthony Morrow
50 Ossian Street
Dansville, New York 14437

Margarete Hachigan
1704 North Wayneport Road
Macedon, New York 14502

With active support from the Council’s Economic Development and Administrative staff, the Genesee/Finger Lakes RPC looks toward the future of lending with renewed enthusiasm.

Main Street Tools

Due to the movement of retail out of the downtown core, loss of population and the aging of infrastructure, it is believed that action needs to be taken in the region to address these concerns. “Main Street Tools” is a model approach towards small community revitalization that Genesee/Finger Lakes RPC and the Genesee Transportation Council will work on together in the coming year. The objective for the program will be to analyze the tools and techniques used for assisting small communities in revitalization integrating transportation, design and development elements.

Two pilot municipalities will be chosen in the region – one a suburban community and the other a rural community. In these communities the following tasks will be undertaken:

- Meeting with local officials.
- Inventory the communities.
- Review of transportation accommodations.
- Review of streetscape and building façade improvements.
- Survey of space.
- Conduct a literature search.
- Draft model reports.

The overriding goals of this study are to provide a foundation of understanding regarding the interrelatedness of economic development, density and transportation availability. From the pilot communities, adaptive approaches will be made in the communities that are selected to be worked with as the program proceeds. Main Street Tools are a key component to revitalization in our region. To this end, the following is a list of why a vibrant Main Street is important⁹.

- Main Street is a symbol of community.
- A vital Main Street retains and creates jobs, which also means a stronger tax base.
- Main Street is also a good incubator for new small and independent businesses.
- A healthy Main Street core protects property values and reduces sprawl.
- A revitalized Main Street increases the community's options for goods and services.
- Main Street provides an important civic forum for members of the community to congregate.
- Many Main Street districts become tourist attractions.

Empire Zones

The Genesee/Finger Lakes Region currently has four Empire Zones – the Geneva Empire Zone, two in the Monroe County Empire Zone and the Seneca County empire Zone.

An Empire Zone (EZ) is an area designated by Empire State Development. This designation encourages economic development, business investment and job

⁹ <http://www.mainst.org/AboutMainStreet/Important.htm>, accessed April 12, 2002.

creation through several incentives. Due to various incentives listed in greater detail on the next page, there is a very strong feeling by those developers in our region that lack this designation in their counties that this tool would be very helpful to their marketing approaches to prospective businesses. The region has what can be described as poor EZ representation in all of New York State. This creates a regional disadvantage when our counties compete with other counties in New York State with the EZ designation.

Businesses located in an Empire Zone are referred to as Qualified Empire Zone Enterprises (QEZE). Some incentives for QEZE include:

- A 10-year exemption from State sales tax on purchases of goods and services.
- A refundable credit against their business tax equal to a percentage of real property taxes paid based upon increased employment in the zone
- A credit against their tax equal to a percentage of taxes attributable to the zone enterprise.
- A Wage Tax Credit (WTC) is available for companies hiring full-time employees in newly created jobs.
- A 50% cash refund of unused EZ-WTC and income tax credit amounts.
- Special reduced electric and gas rates may be available through investor-owned utilities in New York State.
- Each local zone office is staffed with professionals qualified to assist businesses locating or expanding in an EZ.¹⁰

Developers in our District want to know how and when they can get the EZ designation. Many of the counties in the G/FLRPC region lack a sufficient level of economic distress to qualify. While overcoming qualification barriers has been difficult, G/FLRPC will continue to work with ESD and municipal leadership to obtain more and better information regarding this topic from ESD.

Build-Now NY

“Build Now-NY”, an initiative of the New York State Office of Regulatory Reform, is a program that has awarded \$50,000 matching grants to thirty sites statewide. Funding can be used for environmental review, zoning changes and other site preparation and approvals necessary for development.

The “Build Now-NY” is the next step taken to advances the concept behind the forward thinking Chip Fab/Semi-NY project, an initiative that was put forth is

¹⁰ <http://www.empire.state.ny.us/serv%5Flocation%5Fedz%2Dez.html>, accessed April 24, 2002.

1998 to give New York State an edge in competing for semi-conductor plants by pre-permitting sites.

In addition to providing matching funds, this program creates an inventory of locations for a wide range of business profiles, promoting the locations as ready for development when the opportunity arises-and even creating opportunity. “Build Now-NY” site profiles include locations for:

- Research & Development
- Manufacturing
- Light Industrial
- Office Park
- Warehouse Distribution
- Business/Commercial Park
- Retail

With the exception of retail site designation, all “Build Now-NY” profiles are eligible for participation in the matching grant program. Sites within this District are listed in the table below.

Genesee Finger Lakes Regional Qualified Build-Now NY Sites			
Site Name	Location	Acreage	Proposed Use
Silver Hill Technology Park	Wayne County	135	Business/Commerce Park
Blackwood Business Center	Ontario County	81.34	Warehouse/Distribution
Dansville Business Park	Livingston County	48	Business/Commerce Park
Avon Cross Road Industrial Park	Livingston County	125	Light Industrial

Source: Empire State/Build NY, 2001

Land Coverage

The Genesee/Finger Lakes Regional Planning Council, with funding from the Genesee Transportation Council Unified Planning Work Program (UPWP) purchased and classified three years of regional Landsat TM satellite imagery data over the past 20 years to conduct the Regional Satellite Imagery Classification Project.

The data used for this report contain Land Cover Data of the Genesee/Finger Lakes Region. This dataset includes 4 generalized categories of Land Cover as well as an area attribute for each Land Cover category. The Land Cover categories are:

- Water

- Urban/Built Up (includes developed areas as well as medium to large sized impervious surfaces such as major roads, parking lots, etc.)
- Forest (includes large forests as well as areas of moderate to low concentrations of tree cover)
- Field (includes agricultural fields, pasture land, grassland and other areas of non-forest vegetation).

The chart below indicates the total square miles within each county and the changes in land coverage from 1985, 1988 and 1999.

Regional and County Summary Land Cover Data Changes from 1985 -1988, 1988-1999 and 1985-1999													
County	Area (Sq. miles)	Water 1985- 88	Urban 1985- 88	Forest 1985- 88	Field 1985- 88	Water 1988- 99	Urban 1988- 99	Forest 1988- 99	Field 1988- 99	Water 1985- 99	Urban 1985- 99	Forest 1985- 99	Field 1985- 99
Genesee	495.66	-1.61	1.22	0.00	0.00	6.56	197.59	4.60	-3.27	4.84	201.22	4.60	-3.27
Livingston	640.48	-3.79	31.73	0.00	0.00	-14.73	248.18	-8.45	5.29	-17.96	358.65	-8.45	5.29
Monroe	666.59	-8.65	1.92	0.00	0.00	-21.00	30.20	0.28	-2.30	-27.83	32.69	0.28	-2.30
Ontario	662.61	-0.75	4.64	0.00	0.00	3.30	227.30	-1.17	-1.09	2.53	242.50	-1.17	-1.09
Orleans	393.13	-7.05	4.76	0.00	0.00	11.72	379.09	-7.81	1.44	3.85	401.90	-7.81	1.44
Seneca	390.01	-0.42	0.47	0.00	0.00	-1.79	104.21	-15.97	7.95	-2.20	105.16	-15.97	7.95
Wayne	612.04	-6.43	7.14	0.01	0.01	48.38	77.50	11.40	-12.02	38.83	90.18	11.41	-12.01
Wyoming	596.86	-2.69	12.24	0.00	0.00	-36.17	120.91	-18.36	14.53	-37.89	147.96	-18.36	14.53
Yates	375.68	-0.35	27.27	0.00	0.00	1.68	147.62	-12.87	11.63	1.33	215.15	-12.87	11.63
G/FL Total	4834.22	-1.71	3.31	0.03	0.02	-0.70	71.18	-4.47	1.62	-2.40	76.84	-4.44	1.64

Source: Genesee Finger Lakes Regional Planning Council,
Regional and County Summary Land Cover Data Changes, 2002

This report can be viewed in its entirety at www.gflrpc.org.

Erie Canal Revitalization

The Erie Canal is an under recognized asset for the State of New York and in the G/FLRPC region. Not only does the canal provide an attraction for natural beauty but also communities along the canal can combine their efforts with those who wish to restore and preserve the canal to spark revitalization.

As a foundation for revitalization, preservation of authentic historic and environmental resources, development of facilities that attract both visitors and residents and the encouragement of public/private and public investments are fueling efforts by canal communities.

To support this effort, the Genesee/Finger Lakes RPC completed the Western Erie Canal Heritage Corridor Management Plan Assistance Report. This report tackles local, regional, state and federal laws. It also examines plans, policies, funding resources and projects pertaining to Erie, Niagara, Orleans, Monroe and Wayne Counties. In effect, this report maps out literally and figuratively the important assets in the way of financial and municipal support of Canal revitalization.

In addition to this report, it should be noted that current venues of interest exist along the Erie Canal. Where we see existing businesses, we must acknowledge the potential for future businesses.

According to the New York State Canal Corporations web page¹¹, the following is an itemization of current attractions along the canal and the number of locations for each attraction. There are:

- 16 Antique shops
- 105 Bed & Breakfast/Inns
- 10 Campgrounds
- 8 Erie Canal Cruises/Tours
- 12 Gift Shops/Florists
- 55 Hotel/Motels 84 Marinas (with 4 boat rental shops)
- 6 Restaurants

Tourism

Tourism has been seen as a significant contributor to the local, regional, state and national economy in recent years. Increased tourism, through better promotion and marketing combined with projects to enhance existing attractions and create new ones, allow areas to increase spending by non-residents at local businesses.

To support the economic importance of tourism, the Genesee/Finger Lakes RPC conducted a Regional Tourism Signage Study. This study, completed in March 2002 was a report that examined the potential for a standardized regional tourism signage system in the Genesee/ Finger Lakes Region. Major stakeholders in this effort were County Tourism Promotion Agencies (TPAs), New York State Department of Transportation (NYS DOT) and the New York State Thruway Authority.

The report identifies the following issues as crucial for accomplishing a regional tourism signage system by suggesting:

- Greater consistency and clarity of regulations to guarantee equal access to the signage system while maintaining highway safety and traffic flow.
- An improved signage system to attract more tourists while maintaining highway safety and traffic flow.

¹¹ <http://www.nycanal.com/canalbiz/canalbizindex.html>, accessed April 30, 2002.

- More cooperation between TPAs, NYS DOT and NYS Thruway Authority in terms of evaluating eligibility criteria, reviewing applications and monitoring implementation.

Going forward, signage should be provided for both public/not-for-profit and private/for-profit such as arts/ educational, historic/ cultural, passive & active recreational, tourism related, major shopping/retail and agriculture related locations. In addition, signage will be provided along the regions corridors. The Corridors identified along major highways are:

- Genesee County: Routes 19 and 63
- Livingston County: Interstate 390 and Route 5 & 20
- Monroe County: Interstates 390, 490, 590 and Route 104
- Ontario County: Route 5 & 20, Routes 14 and 332
- Orleans County: Routes 98 and 104
- Seneca County: Route 5 & 20, Routes 414, Route 89 (Scenic Byway)
- Wayne County: Routes 14, 21, 31, 104
- Wyoming County: Routes 20A and 39
- Yates County: Routes 14, 54 and 54A

Telecommunications

Telecommunications is an emerging infrastructure that is becoming more and more vital to the economic health of communities across the nation and throughout the world. The information revolution has impacted the core structure of the United State, New York State and District economies. Investment in telecommunications infrastructure is a present necessity and will grow exponentially with advances in technology and the ability to provide high-value added products and services.

Telecommunications development offers unique opportunities for development in rural areas in that availability and access to traditional infrastructure and the need to be close to consumers is becoming less of a factor in the location decisions of certain industries. The competitiveness of urban areas in a global economy is also becoming more reliant on state-of-the-art capabilities for communications, information services and data transfer. The effects on not only economic but also community development are far reaching and include education, health care delivery, emergency services and quality of life factors that are being transformed by new technologies based on telecommunications.

For the District to increase its competitive position and further economic growth, attention to telecommunications will become increasingly more important. County IDAs and economic development and planning departments within the District are beginning to invest public funds to study their telecommunications capabilities and potential for extension of new technologies to assist the firms and industries located within their jurisdictions and provide an advantage over other areas.

Energy

The G/FLRPC received a grant award from the NYS Energy Research and Development Authority (NYSERDA) to hire a Regional Rebuild Coordinator. This position, filled in April, will assist the region by developing an energy target zone strategy, identifying energy related projects and coordinating federal and state energy related funding programs into the Genesee/Finger Lakes Region.

NYSERDA administers the New York Energy \$mart program, which is designed to support certain public benefit programs during the transition to a more competitive electricity market. Some 1,100 projects in more than 30 programs are funded by a charge on the electricity transmitted and distributed by the State's investor-owned utilities. The New York Energy \$mart program provides energy efficiency services, including those directed at the low-income sector, research and development and environmental protection activities.

NYSERDA derives its basic research revenues from an assessment on the intrastate sales of New York State's investor-owned electric and gas utilities and voluntary annual contributions by the New York Power Authority and the Long Island Power Authority. Additional research dollars come from limited corporate funds. Some 400 NYSEDA research projects help the State's businesses and municipalities with their energy and environmental problems. Since 1990, NYSEDA has successfully developed and brought into use more than 125 innovative, energy-efficient and environmentally beneficial products, processes and services. These contributions to the State's economic growth and environmental protection are made at a cost of about \$.70 per New York resident per year.

Federally funded, the Energy Efficiency Services program is working with more than 540 businesses, schools and municipalities to identify existing technologies and equipment to reduce their energy costs.

The NYSEDA funded Regional Rebuild Coordinator position will benefit the Genesee/Finger Lakes area tremendously. Immediate goals include building regional partnerships and creating an energy target zone strategy.

Transportation

The transportation network in our region supports the movement of goods and people and ultimately influences the condition of the economy in our area. The regional organization charged with the responsibility of studying and enhancing the movement of goods and people in and out of the region is the Genesee Transportation Council (GTC).

According to a U.S. Department of Transportation mandate, each metropolitan area with a population over 50,000 must have a designated Metropolitan Planning Organization (MPO) to qualify for federal highway and transit funds. The GTC has been designated by the Governor of New York State as the MPO responsible for transportation planning in the Genesee-Finger Lakes region, which includes Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties.

The general goals of the GTC are to create an efficient and equitable transportation network in the G/FL region. The objectives of those goals are to enhance the quality of life for residents in the area, retain existing residents and businesses and to attract new residents and businesses. These objectives are met by the GTC actively exploring transportation improvement strategies.

Specific GTC goals that support and encourage economic development within the region are to:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency
 - The transportation system should support balanced community and economic development of the metropolitan area
 - The transportation system should be a distinguishing competitive feature of the metropolitan area relative to other areas, serving the needs of existing businesses and enhancing the Region's attractiveness to new business
2. Increase the accessibility and mobility options available to people and freight
 - The transportation system should provide the capacity, coverage and coordination necessary to provide mobility to the region's population and commercial activities in a fashion consistent with the overall intent of Goal 1

To maintain the transportation planning process as required by the federal government, GTC must at a minimum produce and maintain three major products. These documents address both the long and short term transportation challenges faced within the region and the proposed actions that will be undertaken by the GTC to deal with these items. Specifically, the three documents are listed on the following page.

The Long Range Transportation Plan (LRTP)

This document provides a 20-year perspective of existing and projected transportation system capabilities, needs, objectives and strategies to achieve these objectives. This assessment is performed in the context of the seven major transportation planning focus areas established by the federal Transportation Equity Act for the 21st Century (TEA-21), enacted in 1998. It provides the framework for guiding the planning and implementation of transportation improvements in the region. The Long Range Transportation Plan must be updated every five years. The current LRTP was adopted in 1999 with an update scheduled for 2004.

The Unified Planning Work Program (UPWP)

This document begins translating into reality the objectives and strategies identified in the region's Long Range Transportation Plan by setting forth the program of federally-funded transportation planning activities for the coming year. These planning projects must be consistent with and advance the overall objectives and strategies identified in the Long Range Transportation Plan. The UPWP must be updated annually.

The Transportation Improvement Program (TIP)

This document programs the timing and funding of all transportation improvements involving federal funds over the next five years for the region. These projects typically emerge from the UPWP planning process and must be consistent with the overall objectives and strategies identified in the region's Long Range Transportation Plan. The TIP must be updated at least every two years. The TIP is a dynamic document – amendments and modifications occur when new projects are identified through federal discretionary programs. The current TIP was adopted in 2001 with an update scheduled for 2003.

Projects completed or underway, which reflect the interrelatedness of transportation and the condition of the economy in the region are:

- Livonia Gateway Park Road Study
- Intermodal Freight Terminal Study
- Center City Way-Finding Sign Update
- Regional Tourism Signage study
- Route 14 Truck Study
- Goods Movement Planning
- Area Wide Job Access and Reverse Commute Plan

In addition to these projects, the GTC provides on-demand technical assistance pertaining to goods movement issues. Further information about the reports bulleted above and the GTC can be found at <http://www.gtcmpo.org/>.

Environmental Considerations

Development activities are closely tied to residents' and businesses' attitudes about the surrounding environment. Therefore, understanding the environmental characteristics of the District is essential when dealing with development planning. The following section presents a general overview of the important environmental considerations that should be made when reviewing the regional environment. In addition, the subsequent regulatory standards and measures that directly affect development are also discussed in this section.

Environmentally Sensitive Areas

Aquifer Recharge Areas

Aquifer recharge areas are of porous soil, sand and gravel and other subsurface geological formations that allow movement of water from the surface into pores between soil or rock particles. When bedrock or dense soils such as clay or marl restrict the downward flow, it collects and saturates the pores creating what is known as an aquifer. Aquifers play a critical role in hydrologic systems and are a direct source of drinking water via artesian wells. In many instances, they also replenish surface water supplies by emerging as springs. In fact, in some areas, aquifers contribute large amounts of water to the flow of streams.

The construction of impervious surfaces such as roads and buildings can interrupt the flow of water into aquifers and can introduce pollutants into the water, which subsequently contaminate the aquifers. These situations can be avoided by siting developments away from critical areas or through site designs that prevent these negative impacts from occurring. When choosing to develop, special attention should be given by the community to protect the groundwater. Communities have become more aware of these issues and are allocating resources to protect this valuable resource.

Wetlands

Wetlands is a term used to characterize bogs, swamps, marshes and other similar areas where water is present year round on the or near the surface. Wetlands act as nature's version of a drainage network. Due to their tendency to hold water year round, access run-off associated with the growth in urban development can be collected and stored in wetland ecosystems, thus preventing flooding.

Wetland soils serve an important role in the filtration of collected run-off. A substantial amount of the pollutants associated with run-off water can be filtered out into permeable soil that acts as nature's waste treatment facility. The soils associated with wetlands are also typically poor for building -- they shrink and swell resulting in damage to foundations and with out proper support footings seldom bear the weight of development.

Flood Hazard Areas

Flooding of lakes, streams, ponds and creeks is a natural occurrence, associated with a substantial spring run-off or a long period of rainfall. The intensity of these events is often amplified by changes to the environment caused by urban development. In a natural environment water permeates into the pore spaces in the soil until the soil reaches its water holding capacity (WHC). When WHC is reached the soil is saturated. Left over moisture becomes surplus and runs off in streams or creeks decreasing the chance of flooding. As cities sprawl, development lays a blanket of impermeable surfaces that water cannot penetrate. When roads and parking lots replace forest and fields, the WHC decreases increasing the normal amount of surplus. An increase in surplus without proper a drainage system can evidently cause an increase in flood hazard areas.

The Federal Insurance Administration (FIA), which administers the National Flood Insurance Program as a division of the Federal Emergency Management Agency, has prepared flood hazard maps for most communities in the District. These are on file with the G/FLRPC, but no single regional composite map exists. Flooding problems occur within the Genesee River Basin in the south central portion of Monroe County and in the Central Valley area of Livingston County. Major flood damages in this area have been mainly confined to agricultural areas, but continued growth in this area has placed increasingly larger areas of urban development within the floodplain of the Genesee River and its tributaries.

Flooding problems in the western portions of the Region are concentrated along Tonawanda Creek and in the urbanized downstream reaches of Cattaraugus Creek and others primarily located in the Buffalo Metropolitan Area. Flooding is relatively infrequent and minor in the western portion of the Lake Ontario basin except for the area above Medina (Orleans County) where periodic flooding occurs along Oak Orchard Creek. Shoreline flooding occasionally occurs at various locations along Conesus, Canandaigua, Keuka, Seneca and Cayuga Lakes in the south and east.

Soils

More than 50 general soil classifications with a host of complex sub-categories exist in the Genesee/Finger Lakes Region. The soils of the northern portion of the Region are primarily glacial soils. These soils are complex in their composition due primarily to the glacier having picked the soils up in different places before being mixed and then redistributed as the glacier melted. The soils in the southern portion of the District are predominantly residual soils or soils formed in the bedrock material upon which they rest.

The specific texture of soil types has a great deal to do with determining its suitability for development uses. The scale or spectrum of possible soil types is broad, ranging from very coarse soils, with predominant pebble or larger particle content, to very fine soils, with predominant clay and silt particles. A detailed description of soils in the District can be found in Regional Soils Inventory: Classification and Analysis published by the Genesee/Finger Lakes Regional Planning Board, December 1970.

Agricultural Lands

Although its food and income producing functions as an industry are most important in the context of development, agriculture is also critical to providing wildlife habitats, green space and a means of structuring regional development. Local characteristics of slopes, soils, drainage and climate make the Lake Ontario Shoreline particularly attractive for a variety of fruit crops. The upland areas of Ontario, Seneca and Yates Counties produce are known for their world-renowned grapes while the muck lands of Genesee, Ontario, Orleans, Wayne and Yates Counties support extensive vegetable production. These crops are site dependent and directly tied to areas exhibiting unique physical characteristics. Other forms of agriculture, including dairy production and livestock, while relying on the availability of fertile soils, are not as site dependent and are classified as "general" agricultural lands. Agricultural land is slowly but steadily being lost in some areas of the District. Fragmentation of agricultural areas and incompatible residential development is a concern for these communities.

Brownfield Development

According to the Environmental Protection Agency (EPA) brownfields are abandoned, idle, or under-used industrial and commercial sites where real or perceived contamination has made expansion or redevelopment

complicated. With the aid of the Department of Housing and Urban Renewal (HUB) the EPA has improved brownfield development strategies to begin cleaning up environmental contamination, eliminating neighborhood eyesores, providing new housing opportunities, creating jobs, boosting tax revenues and promoting overall community health.

The Genesee/Finger Lakes RPC will continue to address brownfield development issues to encourage new investment and development of the areas that are hit hardest by urban decline and decay.

Areas of Historic Interest

Areas of special historic and cultural interest are increasingly being appreciated and preserved. Although there are a few natural historic landmarks, the overwhelming majority within the Region are man-made: art objects in an outdoor setting, individual buildings and sites and their immediate environs and districts containing numerous buildings which have distinct historic, aesthetic and cultural values attached to them.

Pro-active Planning Efforts

State Environmental Quality Review Act (SEQRA)

Originally enacted in 1975, The State Environmental Quality Review (SEQRA) Act is intended to ensure all agencies operate under an awareness of responsibility toward preserving natural resources for future generations. It is not the intention of SEQRA to have environment be the sole consideration, but rather to have environmental factors be given equal weight with social and economic factors. Incorporating environmental considerations into the existing planning, review and decision-making processes of state, regional and local government insures that this is an initial consideration in the development process. In compliance with this regulation, agencies must determine whether actions they fund, approve, or undertake have minimal adverse impacts on the environment. If determined that a project may have a significant impact, an environmental impact statement must be requested and provided.

Revisions to the SEQRA process were adopted on September 20, 1995. These new regulations became effective on January 1, 1996. However, all projects that determined a significant impact prior to December 31, 1995 are subject to "Old" SEQRA regulations. The changes to the process were to assure that appropriate environmental issues are being considered. Further, the scope of projects that fall under the Type II regulations (actions that are exempt or excluded from further review) has been expanded.

Agricultural Districts

In 1971, the New York State Legislature enacted the Agricultural Districts Law in an attempt to protect and strengthen New York State's agricultural resources. The foundation of the Agricultural Districts Law is rooted in Article XIV of the NYS Constitution which concludes that it is the policy of the State "to conserve and protect its natural resources and scenic beauty and encourage the development and improvement of its agricultural lands for production of food and other agricultural products."

Once delineated, approved and adopted, an agricultural district is subject to review at either eight, twelve, or twenty-year periods. Each county's legislative body determines the length of the review period. However, currently all the districts within New York are on eight year review cycles. Each year districts are scheduled for review and the county legislature or board of supervisors is notified 300 days in advance of the review process. During the review process, the county must also hold a public hearing on the district to help determine if it should be altered, remain as delineated or eliminated.

Planning and Municipal Activities

To accommodate development with a minimum of impact on the environment and without compromising the inherent aesthetics of a community, many localities within the District have established land use related practices at the county, town and village levels that serve to enhance state and federal regulations currently in place. Some communities lack adequate regulation to promote positive sustainable growth. Local regulation and guidance of development is an important factor that may require additional inventory and analysis.

National Flood Insurance Program (NFIP)

The Flood Disaster Protection Act of 1973 requires the purchase of flood insurance for construction in a community's Special Flood Hazard Area (SFHA) as a prerequisite to receiving any federal financial assistance in the event of damage to the structure. This prohibition applies even if the community in which the building is located is not participating in the NFIP. However, insurance cannot be purchased for structures in non-participating communities. A community that participates in the NFIP must require permits insuring that all construction methods and materials used will minimize potential flood damage to both the structure and throughout the SFHA. Only after the permits have been filed will the federal government make flood insurance available. In addition, the Federal Insurance Administrator requires that each state or territorial government have a specified agency to coordinate the NFIP. The state

agencies (including NYS Department of Environmental Conservation [DEC] and the NYS Emergency Management Office) may require compliance with more stringent standards than those required in the NFIP.

Environmental Regulatory Permit Programs

Administered by DEC, these programs are directed toward protecting and enhancing the environment through regulating the disposal of wastes, regulating discharges to the air and water and administering natural resource programs to protect wetlands, streams, lakes, forests and other environmentally sensitive areas. Activities that require approval and are subject to the standardized application procedure prescribed in the Uniform Procedures Act (UPA) include the following:

- Construction or repair of dams, dredging or fill in navigable waters and disturbance to the bed or banks of protected streams.
- Activities using ground and/or surface water supplies.
- Activities along wild, scenic and recreational rivers.
- Construction and operation of sources of air pollution.
- Siting of liquefied natural gas and petroleum gas facilities.
- Removal of minerals from a site by mining.
- Construction and operation of solid waste management facilities.
- Construction and operation of hazardous waste management facilities, together with the collection and/or transportation of certain wastes;
- Siting of industrial hazardous waste management facilities; and
- Oil and gas extraction (not subject to UPA).

In addition, such activities are subject to the provision of Article 8 of SEQRA whenever any State or local government agency must approve (issue permits) or fund a privately or publicly sponsored project.

Freshwater Wetlands

In New York State, the regulation of wetlands is primarily administered by two agencies. The permit applicant must address regulatory requirements on the Federal, State and (where applicable) the local level. The agency with jurisdiction to regulate federal wetlands is the US Army Corps of Engineers. It is required that the Corps approves any proposed development or alteration of wetland properties. The permit applicant must inform the Corps of the proposed project providing the location and size of alteration.

The appropriate steps for mitigation sequencing must be followed. First, the avoidance or minimization of unnecessary impacts and compensation for unavoidable impacts must be considered and reviewed. If the wetland impact is under 1/3 of an acre then it is only required that the Corps is notified. If project is between 1/3 acre and 3 acres than the permit applicant must file for a nation wide permit. If the project exceeds three acres then an individual permit is required.

Along with the federal requirements, New York State requires the permit applicant to satisfy DEC wetland requirements. Further, since the Freshwater Wetlands Act of 1975, local governments can assume responsibility for wetland management with oversight from DEC. DEC also reserves the right to oversee Class I wetlands (these are wetlands of high value or providing a significant value). Parties interested in conducting regulated activities in a state wetland must file an application with the local governmental authority or the DEC. The application should include a description of the project, a map of the area directly affected and the location of project in it.

Within 30 to 60 days after the appropriate authority has received the application, notice has been posted in two local newspapers and contiguous property owners have been formally notified, a public hearing is scheduled and conducted. However, this step can be bypassed if no objections are filed and the local government feels that the impact is insignificant to the natural functions of the wetlands.

SPDES Permits

The SPDES permit is an agreement between the Department of Environmental Conservation (DEC) and an agency or facility that intends to discharge wastewater directly into either groundwaters or surface waters. SPDES permits are categorized into two different types - significant and non-significant. A significant discharge is one that allows large amounts of wastewater to be discharged or includes toxic substances in the discharge. SPDES permits designated as significant require the permit applicant to monitor, sample, analyze and report the amount of controlled discharged to the DEC on a regular basis. In addition, the DEC inspects the facilities determined as significant on an annual basis. The non-significant permit holders are also required to monitor, sample and analyze. However, they are not required to report to the DEC. SPDES permits are issued for a period of five years. At the end of the five-year term, the public can comment on the permit's conditions and limits prior to issuance or renewal. Non-significant discharges can be extended or renewed without review by the DEC, however, public comments are still permitted during this period.

Development Actions, Efforts & Priorities

The following section itemizes the actions, efforts and priorities of the economic development and planning departments and industrial development agencies in the G/FLRPC region. The work program, which is in the latter part of this document, provides an active plan to support, assist and supplement these efforts to further economic development in the District. A listing of priority projects for the remainder of 2002 and the upcoming year are presented in chart 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 Highways 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 to 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. The Apple Tree Acres Corporate Park is served by the Village of Bergen municipal electric system. Bergen is the only community in Genesee County with municipal electric. Capacity is also an issue regarding electric for the Village of Bergen. The village has been trying for several years to bring an additional transmission line south from Brockport to provide additional capacity. They have had difficulty getting permission from private landowners across their properties. 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 suitable for development. The Town of Le Roy has concluded a Comprehensive Plan and established an Interchange District, which includes the land comprising the corporate park. 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 is now served by the countywide water system.

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. At present time, one development project at Brick House Corners 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 which has water transmission lines currently under construction.

The Batavia Gateway Corporate Park continues to develop. Jasper Engines completed a 14,784 square foot distribution center in 2001. Earlier projects included Genesee Precision, the Comfort Inn, Nabisco and the recently completed Koolatron facility. The Gateway Park provides infrastructure 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, nearing completion, 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 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/FLRPC 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. New York State has designated two of the three County-owned industrial sites in Avon and Dansville as BUILD NOW-NY "shovel ready" sites. 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. The community of Dansville and a local developer are attempting to renovate the "Castle on the Hill". The structure is a focal point for the community and funds are being sought for a redevelopment project. The Town and Village of Lima continue to be one of the fastest growing communities in Livingston County

attracting several small businesses resulting in the need for sewer expansion within the town.

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 has 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 agri-corporations. 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, printing, biomedical and plastics manufacturing) as well as the plethora of business services, including Information Technology. The economic development team works using both retention and expansion programs for existing employers as well as attraction and support for start-ups and firms seeking relocation. During three years of direct marketing efforts, the County has seen a continual increase in inquiries by site selection firms and corporate real estate representatives. Small business growth and expansion, however, is

recognized as the major source of new job creation and programs are available to assist these firms as well.

Future industrial development is expected in the western and southern portions of Monroe County. In addition to Eastman Kodak's former Elmgrove facility (now referred to as Rochester Technology Park under its new owner), the Jetview Business Park, Rochester International Commerce Center, Erie Station Park and other sites offer prime industrial space throughout the area. The Rochester Technology Park became the locus of Monroe County's New York State authorized Empire Zone in December of 2001. The tax benefits of an Empire Zone are expected to attract even greater interest from out of State companies. Available sites at the Westover Center and Ogden Industrial Park and municipal electric rates in Churchville are other incentives for enticing continued development on the County's west side. In Henrietta, continued improvements at the Rochester Institute of Technology Research Park and University Park offer additional world class industrial space south of the City of Rochester.

Road, sewer and water infrastructure are developed and updated based on established priorities and needs. A major focus of Monroe County has been the maintenance and improvement of existing infrastructure with prudent resource allocation for planning and construction of new infrastructure. Implemented through the County's Capital Improvement Program and in coordination with the City of Rochester and local towns and villages, aging public facilities such as the community hospital, library, civic center and hall of justice are 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 may also be on the horizon with the City of Rochester and Monroe County discussing possible sites and opportunities for both facilities.

Ontario County

A study entitled 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 Technology 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 Agricultural and Food Technology 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 the Magnus site in Phelps, a 16.267 acre site with water and sewer site was rezoned to industrial. Similar projects are being considered to expand the amount of available "shovel ready" sites for manufacturing and producer service firms. Descriptions and photos of sites are presented on the Ontario County website for potential tenants/buyers.

The retention, expansion and attraction of high tech producer services firms are dependent on telecommunications infrastructure for data processing, distribution and transmission. As a result, the Ontario County OED/IDA has done a study 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 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 routes 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

The County of Orleans IDA has completed the 100-acre Holley Business Park. At present, 5,000 feet of roadbed has been installed. Underground utilities, including sewer, gas and electric, were completed in August. 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 has begun operations in the Business Park this August. Funding for the development of the business park came 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 100-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 50 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, Select Design.

Albion the central core of Orleans County has a solid core of strong major employers: Washington Mutual Bank, Viking Polymer Solutions, Inc., PMI Remley and many other smaller employers. The retention of these businesses plus that of Associated Brands and Atwater Foods, LLC, have saved over 900 jobs and will lead to the creation of over 600 new jobs by these companies.

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, LLC). 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 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 is 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, Washington Mutual Bank has increased the workforce dramatically and is expected to have over 900 employees in Orleans County by 2002. The success of Washington Mutual 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.

One further exciting development in Orleans County is a proposed incubator and flex building. The facility would be two connected buildings totaling 40,000 to 45,000 square feet. These two buildings would ultimately be divided in to 6 to 10 units of 1,000 to 3,000 square feet spaces. The first building would be ideal space for a small business incubator. The additional space would serve as a prime location for manufacturing, finance, computer and sales companies.

City of Rochester

Due to 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 locations 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.

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 has created 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, which has created 250 jobs, with another 250 expected. Some 180 units of military housing have been sold by the Seneca County IDA and are managed by Aspen Square Management. NY State Police training facilities are being developed at the southwestern end. Warehousing facilities are being used for the storage and refurbishing of restaurant equipment and space for future industrial development on the eastern end along NYS Route 96.

Continued environmental remedying 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 on the developed area was accomplished with State and EDA funding. It is anticipated that these new facilities will spur residential and commercial development in the Towns of Romulus and Ovid, which saw decreases 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 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 Village of Seneca Falls. The Empire Zone program continues to offer additional development 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. A major PETRO Travel Center has been proposed opposite Thruway exit 41.

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 increasing number of 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 160 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 (owned and 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 site analysis, design and preparation, the Seneca County IDA has expressed a 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/FLRPC 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. During 2001 the county's economy continued the strong recovery that began in 2000 from the substantial job losses in 1997 and 1998 at Champion Products in Perry. Monthly unemployment rates were generally reduced in comparison to 2000, especially during the first half of the year. This positive momentum stalled out during the second half of the year as the impacts of the national recession and the September 11th events took place.

Further development of infrastructure capacity is a top priority in Wyoming County. The County P&D and the Chamber are identifying potential projects. The New York State Department of Transportation has recently embarked on an 18-month study of the Rt. 63 corridor area to see what can be done to improve safety on the heavily traveled highway. Truckers use the corridor as a short cut to reach the I-390 from I-90 saving them toll fees, miles and time. The result is escalating truck traffic reaching high volumes (especially since NAFTA came into play) that has created huge safety problems.

In anticipation of the study, the Wyoming County Chamber formed a Rt. 63 By-Pass Task Force to ensure that the study takes into consideration a four-lane by-pass that would traverse Wyoming County as one of the alternatives to improving safety. The position of the By-Pass Task Force is based on the need to improve the economy of Wyoming County. The By-Pass alternative will help Wyoming County retain their existing business and keep them competitive and will create opportunities to attract new business development.

Additional sites for the expansion of local firms and attraction of new firms from outside Wyoming County are being developed. One of the projects includes the former Almor facility in Warsaw. The IDA, with funding support from the Board of Supervisors and the Warsaw Joint Industrial Fund, completed the renovation of the facility. A 40,000 sq. ft. section of the building was demolished and the remaining 45,000 sq. ft. was renovated for use by Fairview Paper Box as a warehouse. A voluntary environmental remediation should be completed in 2002. Up to 10 new jobs will be created due to this renovation.

The County's economic base is diversified with 24.4% of Wyoming County residents employed in the government sector, 16.5% in retail trade, 18.2% in services, 13.7% in manufacturing and 9.5% in agriculture. From 1980 to 1998 the county's average job growth rate was 0.87% per year which ranked 37th among all 62 NYS counties. Average job growth from 1995 to 1999 was slightly higher at 1.1% per year. Population grew 2.2% from 1990 to 2000.

The county share of government jobs (24.4%) was ranked ninth in 1990. This high share of government jobs is primarily due to the NYS correctional facilities in Attica. An article in *Rural Development Perspectives* showed that Wyoming was one of 26 rural counties in the United States that housed at least 3,000 inmates. On average there are 35 prison jobs for every 100 inmates at all U.S. prisons.

Adding to the county's economic difficulties is the fact that many jobs being created pay lower wages than the jobs that have been lost. The county's mean household income rank among all NYS counties fell from 36th in 1980 to 44th in 1990. In addition, county median household income from 1989 to 1999 grew 16.2%, while it grew more than twice as fast in the U.S. – 34.6%. Unless this trend is reversed, the income gap will grow even wider with increasingly negative impacts on the economy and quality of life.

The big question for Wyoming County in 2002 is when and how quickly the national and upstate New York economies will emerge from the current recession. The job market will unfortunately be one of the last sectors to recover. The unemployment rate probably will continue to rise into the second quarter of this year because employers will be reluctant to hire back workers until it is clear that economic conditions have improved.

The county's dairy industry experienced a strong year because of the highest milk blend prices ever recorded in New York State. According to M. W. Stephenson of Cornell, feed prices were also very low which provided the highest milk/feed price ratio ever recorded. He is forecasting 2002 milk prices will decline modestly from their 2001 levels.

Dairy is big business in Wyoming County and the Target Tomorrow Strategic Plan has identified a number of initiatives intended to support and strengthen this important economic sector. In 1997 there were 67 farms whose annual sales exceeded \$500,000. Wyoming County is the 20th largest milk producer in the United States and its continued growth is a key element in the county's economy. Farming and agricultural services employ about 1,850 workers which ranks third among all NYS counties.

The Board of Supervisors unanimously approved the Target Tomorrow strategic development plan which includes a number of recommendations that will help make Wyoming County a world class rural county in 15 years. Funding of \$50,000 has been provided in 2002 for Target Tomorrow initiatives. Annual funding will also be provided to the Wyoming County Chamber for business attraction and retention activities. The Chamber now has the lead role in these areas which have started to produce significant tangible results. The IDA is finalizing a planning effort and report that evaluated its future role given the

recommendations contained in Target Tomorrow. The final report will be reviewed with the Board of Supervisors in 2002.

Yates County

Yates County has a resilient local economy and a diverse economic base, with no single dominant sector. High-tech and traditional businesses continue to grow and expand, as does the tourism industry and agriculture. Yates is in the heart of the Finger Lakes and offers many natural amenities creating a high “quality of life” attraction. Other amenities important for economic development are also present: such as significantly below market 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 availability of a high speed fiber optic network from Adelphia Communications. Recent and planned improvements at the Yates County Airport, just south of Penn Yan, will create a more viable transportation alternative for the shipment of goods and will increase its attractiveness for long-distance corporate travel.

Results of the 2000 U.S. Census show Yates County population increasing by 7.7%, after years of nearly stagnated growth. During 2001 the workforce participation numbers reached 14,000, the largest workforce ever documented in the county. Yates County unemployment numbers have typically run a full percent below both the state and national levels.

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 tourism and hospitality industry are now considered the largest employment sector in Yates County, according to the NYS Department of Labor. 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 three of the Finger Lakes with shoreline in Yates County. In addition, many visitors are attracted to the crafts and agricultural goods produced in the county, especially by the growing Mennonite population. A much-needed overnight lodging project is currently under development for the Village of Penn Yan. Each of these factors will be strong influences on Yates County in the years to command will continue to serve as a focal point for community and economic development efforts.

The county remains the second largest producer of grapes in New York State and has seen resurgence in other areas of agriculture, as well. Yates County is the only county in New York, which has had an increase in the overall number of farms in recent years. The dairy industry has been reinvigorated and value-added agricultural products, as well as crops for the organic market, have seen rapid growth in the county.

The availability of water and sewer service has been a limiting factor in Yates County for many years until recently. In prior years, these public services were limited to village centers and nearby areas. This situation is changing and may provide significant opportunities for development in other areas of the county. The Town of Benton has created water districts along the Seneca Lake corridor and in the hamlet of Bellona Center. A third water district is proposed from Benton Center along Route 14A south to Penn Yan. The Town of Jerusalem recently extended water and sewer service five miles south of Penn Yan along the Keuka Lake shore and is proposing two water district extensions to serve the Bluff Point area and Branchport. The Town of Milo has extended water and sewer service along East Lake Road toward the Town of Barrington, including the Yates County Airport and is proposing additional extensions.

All of these projects will provide needed services to existing residents, businesses and other as well as provide for future development. They also play an important role in the protection of the Keuka Lake watershed area from increased development pressures. 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 and protect the quality of life of the area.

The Yates County Industrial Development Agency, in cooperation with several local municipalities and the Economic Development Administration, has recently completed the development of an 85-acre industrial park. Horizon Business Park is the county's third business park and was necessitated by the lack of available industrial space in the county. Horizon Business Park is zoned Planned Business and with its frontage along Route 14A, 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. Coach & Equipment Manufacturing is the first tenant to locate in the development, doubling the size of their previous manufacturing space and significantly modernizing their manufacturing process. The availability of attractive municipal electric rates from the Village of Penn Yan makes this a very attractive site for business location.

The Yates County Industrial Development Agency also identifies 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 to focus on three workforce issues: (1) involving the public schools in workforce development issues, (2) continuing educational programs for the current workforce and (3) marketing the BETA concept to prospective workers both within and outside Yates County through the use of the internet.

Comprehensive Economic Development Strategy (CEDS) Priorities

Priority Number	Proposed Project (description)	Funding Sources	Total	Start- Finish Dates
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G-1	Apple Tree Acres Corporate Park, Bergen – Road and Utility Expansion Genesee County	EDA, State, local	\$2 Million	2002-2003
G-2	Village of Bergen Wastewater System Upgrade	To Be Determined	TBD	2002
G-3	O-Atka Hills Park, Town of Le Roy – Infrastructure Construction	EDA, State, local	\$235,000	2003
G-4	Village of Bergen Municipal Electric System Upgrade	USDA, State, local	\$900,000	2002-2003
G-5	City of Batavia – Fiber Optic Conduit for Main Street Construction Project	EDA, State, local	\$500,000	2002-2003
G-6	Genesee County - Fiber Optic Network Project	EDA, State, local	TBD	2001-2004

L-1	Multi-Tenant Building at Dansville Industrial Park Livingston County	EDA, New York State, County, Private	\$2 Million	2002-2003
L-2	Wired Building/Business Incubator at Mt. Morris Industrial Park	EDA, New York State, County, Private	\$2 Million	2002-2003
L-3	Castle on the Hill	EDA, HUD, County	\$1.5 million	2002-2003
L-4	Lima Sewer Extension	EDA, HUD, County	TBD	2003

Comprehensive Economic Development Strategy (CEDS) Priorities				
Priority Number	Proposed Project (description)	Funding Sources	Total	Start- Finish Dates

M-1	Linden Park Access	Monroe County To Be Determined	\$500,000	2002
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R-1	Science Park Expansion	City of Rochester To Be Determined	\$1.5 Million	2002
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	2001-2002
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	2001-2002

ON-1	Cornell Agricultural and Food Technology Park	Ontario County Private To Be Determined	\$2.4 Million	2002-2003
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OR-1	Revolving Loan Program	Orleans County EDA, Local	\$450,000	2002-2003
OR-2	Holley Industrial Park	To Be Determined	\$700,00	2002-2003
OR-3	Incubator and Flex Building	EDA, State, local	\$3.5 million	2002-2003

Comprehensive Economic Development Strategy (CEDS) Priorities				
Priority Number	Proposed Project (description)	Funding Sources	Total	Start- Finish Dates

S-1	Infrastructure Improvements at the Seneca Army Depot – water, sewer, roads, drainage and demolition	EDA, New York State	\$2.25 Million	2002-2003
S-2	Demolition of derelict and unneeded buildings and facilities at the Seneca Army Depot	EDA, New York State	\$750,000	2002
S-3	Sewer Installation	To Be Determined	\$3 Million	2002-2003
S-4	Multi-Tenant Speculation Building	EDA, local	\$1 Million	2002-2003

WA-1	Industrial Road – Town of Ontario	Wayne County To Be Determined	\$1.5 Million	2002
WA-2	Road Extension for Clyde Industrial Park	To Be Determined	\$1 Million	2002
WA-3	Incubator Facility	To Be Determined	\$1 Million	2002

Comprehensive Economic Development Strategy (CEDS) Priorities				
Priority Number	Proposed Project (description)	Funding Sources	Total	Start- Finish Dates

WY-1	Westinghouse Site Improvements - Attica	US EPA, NYS, Wyoming County, Local	\$1.5 Million	2002-2004
WY-2	Business Incubator Facility	USDA, HUD, Local	\$1 Million	2003-2004
WY-3	Waste Water Treatment System - Castile	EFC, USDA, Local	\$5 Million	2003-2005
WY-4	Industrial Park Development - Perry	EDA, USDA, Local	\$2.2 Million	2003-2004
WY-5	Route 98 Water & Sewer Extensions - Arcade	USDA, Local	\$950,000	2004-2005
WY-6	North Main Street Sewer Extension - Warsaw	EFC, USDA, Local	\$600,000	2002-2003

Y-1	Yates County Airport Taxiway and Runway Expansion	FAA, NYS, Yates County	\$4 Million	2002-2005
Y-2	Re-Use of Former Penn Yan Marine Manufacturing Facility	EPA, DEC, County	\$500,000	2002-2003
Y-3	Micro-Enterprise Loan Fund Development	USDA, NYS Small Cities	\$750,000	2002-2003
Y-4	Town of Milo Sewer District #1 & 2	USDA, Local	\$6.2 Million	2002-2003
Y-5	Town of Jerusalem Water District #3	HUD, USDA, Local	\$4 Million	2002-2003
Y-6	Town of Milo Water District #2	USDA, Local	\$1.4 Million	2002-2003
Y-7	Town of Benton Water District #2	USDA, Local	\$2.4 Million	2002-2003

Goals, Objectives & Strategy

The goals, objectives and strategies presented in this section indicate an overview of activities that will be performed by G/FLRPC to respond to the present and future economic needs within the District. The plan put forth in this section will promote a team approach because G/FLRPC strongly believes that collaborations will ultimately serve the best interest of this District.

The goals, objectives and strategies were developed based on both formal and informal discussions held over the past year. Discourse was exchanged with the nine county economic development departments, industrial development agencies, planning departments and other various stakeholders. The specific programs and action steps that the G/FLRPC will take to achieve these goals, objectives and strategies are presented in the following section as the *2002 Work Program*

The following goals, objectives and strategies provide the basis for the development of the G/FLRPC's work program for the District. They identify and define specific areas where the G/FLRPC's work program will focus in the upcoming year. The goals, objectives and strategies are intended to achieve the following:

1. Increase job opportunities in the District.
2. Encourage private investments in the District.
3. By combining steps 1 and 2, the District's tax base will expand.

Goal I – Retain and Expand Existing Industries in the District

Objectives

- Provide assistance that will insure that existing industries do not relocate outside the District as the result of economic instability or locational disadvantages in the District's business environment.
- Provide assistance that will enhance and restore commercial districts with a special emphasis being placed on the cities and village centers of the District.
- Expand export opportunities and tourism destinations and facilities to generate further out-of-area spending within the District.
- Provide assistance that will promote the attractiveness and availability of industrial and commercial sites. This objective will be met through new site and adaptive reuse development in areas where necessary infrastructure is available.
- Develop information that will assist existing businesses in further utilizing emerging technologies to increase productivity and competitive position in the global economy.

- Provide assistance regarding economic programs that provide low-cost financing and other incentives to current and potential industrial and commercial development.
- Encourage and assist existing businesses in using energy efficient equipment and technologies to lower energy consumption and increase productivity.

Strategy

The existing economic base is the District's provides a foundation for all future growth. The G/FLRPC will continue to actively work with county and local officials, departments, agencies and businesses to address issues that influence the advantage of the District on a micro and macro scale. The G/FLRPC's primary means for supporting retention and expansion of existing firms and industries, which will build upon our existing foundation is technical assistance, research and facilitating coordination among public and private interests.

Goal II – Attract New Industries and Firms to the District

Objectives

- Provide assistance to regional development organizations in their efforts to attract new firms to the District. This will be done by maintaining and updating current site inventories, providing technical assistance and fostering regional coordination of development activities.
- Provide research, information and technical assistance to regional development organizations that will positively market the District to prospective firms looking to expand or relocate.
- Work with the involved stakeholders to disseminate information on federal, state and local resources that can serve as potential incentives to industrial prospects.

Strategy

The G/FLRPC will take an active role in providing research and information to regional development organizations to assist their marketing efforts. By maintaining an inventory of available industrial sites, analyzing labor force trends and conducting economic and fiscal impact analysis, the G/FLRPC will support and enhance local activities to attract new firms to the District.

Goal III – Assist in the Upgrading of Skills of the District’s Workforce

Objectives

- Provide assistance to regional organizations & programs that focus on emerging technologies, general workplace competencies and continuing education.
- Facilitate dialogue between learning institutions and employers to identify if the educational/training system in our region is responsive to the needs of businesses.
- Provide assistance in the identification of training opportunities for machinists, CNC operators and other manufacturing occupations and agriculture and related agribusiness employment in vocational institutions at the secondary and post-secondary levels.
- Encourage changes to state policies involving tuition/student loan incentives to increase the number of talented, young and highly skilled employees that will remain in the District and State.

Strategy

As various employment and training organizations in our District work to prepare our population to meet the needs of existing and future employment demands, G/FLRPC can play a significant role. Through research and information sharing the G/FLRPC in coordination with the NYS Department of Labor and industry-specific training institutions can supplement and strengthen the efforts of the District’s workforce development efforts.

Goal IV – Encourage Small Business Development and Entrepreneurship

Objectives

- Administer revolving loan funds to small businesses that require gap financing for the creation and expansion of their business and employee base.
- Work with county economic development departments, IDA sand businesses to coordinate the delivery and availability of support services for growth and expansion.
- Work on a marketing approach that will encourage companies to share resources.
- Assist small businesses and communities in expanding their economic base through business and community planning.

Strategy

The drive of the small business owner is a major force behind the creation of new jobs in the District. The G/FLRPC can assist small businesses by serving as a clearinghouse for information, programs and resources available to them. Through the G/FLRPC's EDA Revolving Loan Fund and the Regional Development Corporation's Revolving Loan Fund, financing is available for small businesses that have demonstrated a need for additional capital to expand and create additional jobs. In addition, the G/FLRPC continues to utilize an experienced business development advisor who works directly with RLF clients to develop business plans and secure resources necessary for growth.

Goal V – Strengthen the Capacity of Counties and Local Governments to Undertake Economic Development Activities that Encourage Efficient Land Use and Development Patterns

Objectives

- Provide assistance to communities as they develop land use plans (comprehensive, flood mitigation, watershed management, etc.) that promote balance between future development and existing environmental assets.
- Serve as a clearinghouse for regional governments on state and national economic development resources (including funding programs and market and development data) that may be replicated throughout the District.
- Work with counties individually to identify and emphasize their strongest opportunities for economic development by providing technical assistance to ensure implementation of key priority projects.
- Provide assistance in the identification and application of grants to counties and municipalities that will finance specific economic development projects.
- Investigate opportunities, programs and emerging technologies that promote the reuse of abandoned and existing industrial sites with particular attention paid to brownfields redevelopment.

Strategy

The G/FLRPC will assist the economic development departments and IDAs in a wide range of technical assistance activities that will expand local economic development capabilities, obtain state and federal funding and help implement development projects. In addition, the G/FLRPC will also work with involved participants in the production and implementation of non-conventional innovative development tools that promote sound land use planning.

Goal VI – Enhance Existing Tourism Opportunities and Develop New Recreation Destinations and FacilitiesObjectives

- Provide assistance to communities in the area of recreation and tourism development with an emphasis on year-round activities.
- Provide assistance to development organizations working to establish programs that preserve and restore sites of historical, cultural and architectural significance.
- Encourage recreation and tourism development that promotes the scenic beauty of the District in a way that does not infringe upon the environmental integrity of our natural resources.
- Provide data and analysis that examines the impacts of tourism and recreation on the overall economy of the District.
- Provide assistance that encourages communities to plan for a mix of land uses and design techniques in downtown and “main street” development.
- Provide assistance to communities that look to expand information centers and tourism marketing in strategic locations such as along major.

Strategy

Regional tourism and recreation and the success of it as an industry is contingent upon the drive to coordinate efforts. Multi-county projects that will generate increased out-of-area spending will continue to be the focus of G/FLRPC. This can be accomplished through expanded work with tourism promotion agencies and business assistance to tourism-related businesses that, given the District’s temperamental weather, may limit operations to a short period each year.

Goal VII – Strengthen Regional CoordinationObjectives

- Promote information and data sharing on issues of regional importance.
- Initiate discourse that will address regional concerns with concerned stakeholders throughout the District.

Strategy

There is a direct relationship between the regional economy and those actions of the local, state and federal development organizations. Outreach by the G/FLRPC to these organizations, agencies and departments are a logical way to promote information and data sharing on an issue by issue, project by project basis.

Given the increase in usage of electronic mail in all sectors of government and the economy, distribution of data (including databases, spreadsheets and GIS coverages) in digital format is much faster and easier than it was only a few years ago. Quarterly meetings of the EDAC and bimonthly meetings of the PCC provide a forum for regional coordination and are successful in implementing development in the region because of the involvement of their members.

Goal VIII – Retain Manufacturing EmploymentObjectives

- Provide assistance to county economic development departments and IDAs that will support their efforts to retain local manufacturers.
- Provide financial assistance (Revolving Loan Fund loans, grants, etc.) to meet the capital requirements of small and mid-sized manufacturers.
- Provide assistance to organizations involved in skills training and upgrading for the manufacturing sectors' labor force to insure that today's workers have tomorrow's skills.
- Forge partnerships with organizations involved in promoting high technology to promote their findings and services throughout the District.

Strategy

The G/FLRPC will continue to assist the county economic developers and IDAs in their efforts to retain and increase the productivity of manufacturing firms located within their respective counties. The G/FLRPC will continue to work with the Empire State Development Corporation, New York State Department of

Labor, IMC (Industrial Management Council), High Technology of Rochester, Inc., Regional Community Colleges and others involved in industrial production, site selection and workforce issues to inform and keep the EDAC abreast of programs and projects affecting the business climate of manufacturing firms.

Goal IX – Strengthen Agriculture and Agribusiness

Objectives

- Provide assistance to county planning and economic development departments that look to strengthen and enhance the agricultural base of the District's economy with emphasis on environmentally responsible practices and water quality.
- Encourage local officials and leaders to endorse and implement agricultural protection plans to support existing agricultural and agribusiness operations and the associated economic and land use benefits.
- Identify assets and barriers to the further development of agriculture and related agribusinesses including such issues as financing, workforce, the environment and regulation.
- Provide assistance in developing new marketing tools, financing and approaches needed to improve the competitiveness of local growers and food processing and packaging firms.

Strategy

Our region has some of the most productive soils in the world and there is a need to increase general awareness of that along with the benefits of agriculture and related agribusiness to local and county economies.

Agriculture is an important regional industry and thus protecting and preserving it and the scenic amenities associated with its operation is dependent on strengthening the overall business climate and the competitiveness of individual firms in the same manner as other industries. The District has a social and economic tradition deeply rooted in agriculture. This tradition should be maintained and enhanced to allow for further economic growth and diversification in agribusiness such as food processing, packaging and distribution.

Goal X – Improve the Infrastructure of the DistrictObjectives

- Research the relationship between telecommunications capabilities and the competitiveness and attractiveness of the District to the growing high technology and business support services sectors.
- Provide assistance to GTC as they continue to develop programs that will improve efficiency and safety throughout the District's road network, increase rail capacity for the movement of freight and cargo and plan for future infrastructure that enhances the natural environment and community character.
- Work within the region to promote the extension and/or improvement of existing water and sewer systems to support further industrial development in accordance with principles of sound land use planning.
- Continue to work with counties in the development of general aviation facilities through land use planning and business development projects aimed at increasing economic activity both at the airports (hangar rental, fuel sales, maintenance, etc.) and throughout the District (corporate travel, tourism-related charters, etc.).

Strategy

Telecommunications infrastructure is being viewed in a manner similar to roads and sewers – each can be viewed as integral to economic development. As a result, the G/FLRPC will attempt to identify and inform the EDAC and PCC of new developments and models for increasing telecommunications capabilities in the District. Simultaneously, the G/FLRPC will continue its work with the GTC through its Unified Planning Work Program on monitoring land use and other transportation/land use related projects and data development. In addition, support functions and assistance will be provided to counties and municipalities in an effort to identify and secure state funding for infrastructure improvements and extensions.

2002 Work Program

This section provides an overview 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 stakeholders (economic development, industrial development, planning, tourism and other involved persons) of the District's nine counties that were completed as part of the CEDS.

The work program involves specific activities and action steps that the G/FLRPC has and will meet in the coming year. These actions will involve work on projects in economic development, planning, coordination and training that will foster an economic advantage of the District.

The following chart denotes the status of each activity that will be conducted by G/FLRPC.

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

Technical Assistance

- G/FLRPC will provide information, planning and grant writing services to support county and local economic development, planning and tourism initiatives on an as needed basis at the request of the municipal 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 received a grant for Governor Pataki's *Quality Communities Demonstration Program*: the Route 332 Intermunicipal Development Analysis (Ontario County). Phase 2 will begin shortly.

- 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.
- Develop a Regional Atlas that will provide 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.
 - The G/FLRPC received UPWP funds from the Genesee Transportation Council to complete this project. The scope of services was approved and work on the project has begun.

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 Route 332 corridor will begin shortly as part of the Route 332 Intermunicipal Development Analysis in Ontario County.
 - G/FLRPC will identify business opportunities and assist in the development of a marketing plan for the Erie Canal Corridor and Seneca County.
 - G/FLRPC, through NYSERDA funding will work with the city and Town of Geneva and Wyoming County to evaluate energy efficient programs for businesses.
 - G/FLRPC will work on a main street revitalization program for communities throughout the District. The project will involve the development of 'main street tools' that will 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 several regional businesses in the past year.
 - There are currently 13 active loans in the programs that continue to be serviced by the G/FLRPC and their consultant.
 - A marketing plan will be developed to increase the applications received in an effort to disburse funds.
 - Regional Planner will seek training in credit, cash flow, business plan and tax return analysis in order to take on a more active role in the RLF programs.

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) 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.

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 (IEDC, NADO, etc.) to further increase support capabilities to agencies throughout the District.
 - To date, the Executive Director or Regional Planner for economic development have attended training course and conferences including:
 - EDA's National Economic Development Forum
 - IEDC's Real Estate Reuse and Redevelopment Course
 - NARC's Annual Conference.

Appendix

CEDS Input Session - Batavia, New York 4/8/02

- Need for improved communication with EDA reps.
- The addition of Washington Mutual in Orleans County and Sallie Mae in Genesee County has caused an economic turn. This has allowed both Counties to enter a period of stabilization and growth.
- Need for more regional collaboration in the area.
- Concerns about possible employment problems in areas where new companies have not committed.
- Regional Potential for incoming call-centers.
- Region could use a food production facility, but has issues with utility abilities.
- Need for more cooperation with Monroe County and the City of Rochester – they are the “big fish” that can help out the “little fish”.
- There is a lack of lodging in certain counties in the region.
- The Fallout from 9/11 - there is now more rural tourism – there is a need to capitalize on this!
- Transportation accessibility problems in the region – lack of infrastructure to development locations
- Need for a better public transportation system in rural, suburban and urban parts of the region.
- Rail service needs to be improved.

- Need to find more uses for the Erie Canal – it is an overlooked gem
- A tremendous lack of Empire Zones in the region, which creates an economic disadvantage for those counties without them.
- Need for cross county labor attraction.
- Failure to retain youth in the region – we can get them into our 2 & 4 year schools but we can't keep them here.

CEDS Input Session - Rochester, New York - 4/9/02

- There seems to be a need to create an identity in the region - there is a lack of a current up to date “tag line”.
- Celebrate quality of life issues more – it is one of our great strengths.
- There needs to be better maintenance of current infrastructure
- Need better business retention
- Need for a stronger, more visible and driving leadership – in public, private and non-profit sector
- Need for a common agenda – there are several plans to move the region ahead but they are disjointed.
- A regional tax base would be very beneficial.
- How do we attract businesses into downtown Rochester – empty buildings do not create an incentive to visit the area.
- Need for more of a partnership between county and city – especially between Monroe and the City of Rochester.

- There is a potential for tourism in our region but there is a lack of funding to create, promote and sustain it.
- We have a 70 Million marked potential in the Northeast in within driving distance. We need to capture at least a percentage of this.

CEDS Input Session - Canandaigua, New York - 4/10/02

- Region is losing population and losing jobs.
- Region seems to be at a crossroads.
- We have a real opportunity to replace the loss of old jobs with new higher tech jobs.
- Need more of a creative leadership in the region.
- The area is struggling with a “regional identity” - the identity seems to be fragmented.
- The region needs to inventory all its amenities and promote them collectively.
- Need for better transportation outside of the city
- Diversity of the area is an asset and needs to be accentuated - “Diversity is a plus!”
- There is a negative perception of the City of Rochester for those that do not live in the area and vice versa. Perhaps a strategic marketing plan should be undertaken to change the negative image
- Need to emphasize wine trails more
-Possibly a creation of a golf trail?
Need for coordinated multi modal transportation.

- Need for a natural trail system.
- Need for more lake access – lakes are a very underutilized amenity in the region
- There is a mismatch between skill level of regional workers and work available.
- Abundance of affordable housing – this is a positive that often goes overlooked.
- Need for a better telecommunications infrastructure to support existing and future businesses.