Community Context and Project Description

The Regional Engagement project is a regional approach to advancing community development and economic development within the Genesee-Finger Lakes Region. The Region consists of 4,692 square miles and includes nine counties and 190 municipalities. Historically, the Region successfully leveraged its land, people, and infrastructure to establish and expand an economy based upon agriculture; entrepreneurship and innovation; and transportation systems, such as waterways and canals, railroads, and highways. These assets led to a robust agricultural industry; development of manufacturing industries utilizing the competitive transportation advantage of the Erie Canal; and the establishment of technology companies such as Kodak, Xerox and Bausch & Lomb.

Identified Regional Challenges

- Aging population
- Aging and inadequate infrastructure
- Brownfield properties
- Declining employment/manufacturing employment

Key Project Objectives

- Regional approach to economic and community development planning
- Strategy for each of the nine counties in the region that identifies priorities, projects, and action items
- An assessment and profile of existing conditions, opportunities for economic development; and a prioritization of future revitalization efforts within the region
- Conducted on a level that identifies specific municipalities and specific projects in those municipalities
Identified Regional Development Objectives
- Advancing the industry clusters of optics, photonics, and imaging; agriculture and food production; and next generation manufacturing and technology
- Improving the foundation of the regional economy through investments in workforce development; entrepreneurship and development; and higher education and research
- Accelerate job creation
- Strengthen the quality of life of the Region
- Development of a brownfield inventory and assessment
- Completion of an infrastructure inventory and assessment
- Advancement of a comprehensive regional food system assessment
- Improving internet/broadband through last mile connections.

Funding Awards to Advance Key Projects
- FLREDC Investment of $425 million to 506 regional projects
- 15 CGC Implementation Grants totaling over $8 million
- Upstate Revitalization Initiative Best Plan designation
- EDA Investment of over $6.5 million to 7 projects since 2011

Selected Projects Advanced by Funding Awards
- Growing the Agriculture Industry Now! Revolving Loan Fund
- WNY STAMP
- Crossroads Commerce Park
- Midtown Tower
- Port of Rochester redevelopment
- Fishers Ridge
- Canandaigua Lakefront Development
- Route 318 Sewer Extension

Next Steps
- Pursue Brownfield Opportunity Area Step-2 Designation
- Identification of funding opportunities
- Advance projects in targeted economic distress communities (Map B)
- Assisting regional stakeholders in advancing priority project applications
- Grant applications to advance regional priority projects
  ▶ Infrastructure Inventory and Assessment
  ▶ Regional Food Systems
  ▶ Brownfield Inventory and Assessment

Additional Information
For additional information visit the project website at: http://www.gflrpc.org/regional-engagement.html or contact:

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