To foster a sustainable quality of life in Cayuga County through job creation, expansion, and retention.
A Year of Opportunities

New collaborations, increased investment, and job growth seemed to appear around every corner in 2014. And with the confidence placed in CEDA by the Cayuga County Legislature and our other key partners, CEDA has been able to provide assistance, develop new and innovative programs, and foster new relationships in Cayuga County and our region. This level of involvement was made possible by increasing CEDA’s capacity through strategic new hires and by formalizing partnerships with the Chamber, CCIDA, and AIDA.

Cayuga County saw significant investments in manufacturing, warehouse distribution, agriculture, and tourism that totaled over $25M. Many of the projects highlighted in this report show that our local businesses are committed to succeeding in our community and that their commitment is encouraging others to start their business here or relocate to Cayuga County.

Some of the most exciting news of 2014 came in the area of jobs. As CEDA’s mission is entirely focused on retaining and growing jobs it is the one measurement that we put the most emphasis on. The highlighted projects in this report are anticipated to create upwards of 250 jobs over the next five years. And while those jobs are not yet created, data shows that in 2014 Cayuga County saw a real net gain in the private sector of approximately 200 jobs and the unemployment rate fell to its lowest percentage since before the economic downturn in 2008.

With all of the excitement of 2014 still fresh in our minds, the CEDA team is enthusiastically striving to have 2015 surpass 2014 in every way. We want our efforts to positively impact opportunities in Cayuga County so that we see continued collaborations, millions more in private investment, and more jobs available in our community.

One-Stop Business Services in Cayuga County

In February 2014, CEDA and the Cayuga County Chamber of Commerce became partner organizations of Cayuga Strategic Solutions (CSS). This trend of collaboration is growing nationwide. Many nonprofits have found ways to save money while extending their services and reach by combining with other organizations.

The new venture has aligned the two organizations and merged key team members who are tasked with the daily operations including managing, scheduling, bookkeeping, and marketing. The shared team members are the Executive Director, Andrew Fish; Office Manager, Michelle Prego-Milewski; and Communications Coordinator, Stephanie DeVito.

The two organizations share a similar interest – growing and sustaining the business community in Cayuga County. The new CSS structure has proven efficient and effective. The CCCofC has grown to almost 400 members, and promotes events throughout the year such as ribbon cuttings, Business After Five events, and luncheons, as well as an annual golf tournament and clambake. The CCCofC has also added a Navigator for the New York State Health Exchange, in addition to IGNITE (Cayuga County’s Young Professionals’ Group), Leadership Cayuga, and the Finger Lakes Grants Information Center. CEDA also expanded in 2014 with two new hires: Economic Development Specialist and Business Development Specialist.

CEDA was formed in 2009 to streamline the economic development activities of Cayuga County and the City of Auburn.

In 2014, CEDA successfully extended their contract with the Cayuga County Industrial Development Agency (CCIDA) and secured a contract with Auburn Industrial Development Authority (AIDA) for administrative services until December 2015.

The CEDA team assists the IDAs with day to day activities, including marketing and communications. CEDA staff also helps with the provision of services to businesses applying for or receiving IDA benefits, as well as annual auditing and reporting.

These collaborative partnerships help fulfill the one-stop vision for the City and County.
Maureen Riester, the Business Development Specialist, is focused on new business for Cayuga County. This means attracting businesses to relocate or expand into the area, as well as assisting local entrepreneurs with startups.

Communicating the features of our region and selling its benefits are key to business attraction, so Maureen takes a lead role in CEDA’s marketing efforts. This has included rebranding CEDA’s logo, an upcoming redesign of the website, and a variety of marketing pieces that showcase the advantages of living and doing business here.

Maureen has responded to several site selection requests in 2014 and avidly markets the locally available commercial properties. While the multi-million dollar attraction projects take a longer time to materialize, a significant economic impact can be realized from entrepreneurs starting their own small businesses.

Maureen works closely with the Auburn SCORE chapter and has become a certified mentor. An important part of her role is to connect these entrepreneurs to our available local resources; such as accountants, lawyers, financial institutions, marketing firms, etc. Maureen has been proactively networking with these types of local businesses.

Aside from the above activities, Maureen has been assisting with the following projects:
- Downtown Revitalization
- Innovation Business Accelerator
- Public Safety Complex
- Solarize Cayuga

Business Retention and Expansion

Bruce Sherman, the Economic Development Specialist, focuses on the retention and expansion of our existing businesses within Cayuga County. His role is to help businesses navigate the various Federal, State, and local incentives and financing options for business development. With his background in both the public sector and financial sector, connecting businesses with the right resources, both private and public, is Bruce’s forte.

From his start in April through December 2014, Bruce conducted 110 business visitations throughout the county, primarily in the manufacturing and agricultural industries. As a result of these meetings, he has made several business to business (B2B) connections within our county and the region. During these visitations, Bruce often learns about customers or supply chains that would be complimentary to our existing businesses.

One of CEDA’s priorities is to work with existing businesses to attract their suppliers and customers to either relocate or expand into our region. These activities are important for developing a sustainable regional economy. Bruce also has a focus on our area’s workforce development; ensuring businesses have access to the resources for on-the-job training.

In addition, Bruce has developed strong relationships with other business assistance groups such as the Central New York Technology Development Organization (CNYTDO), the NY Business Development Council (NYBDC), and the CNY International Business Alliance (CNYIBA), to assist our local businesses with specific technical needs from human resource issues, to creative financing, to exporting assistance.

START-UP NY

CEDA staff is assisting Cayuga Community College with its implementation of START-UP NY, an economic development program initiated by the State of New York. The program pairs businesses interested in starting up, expanding, or relocating in New York with colleges that have complimentary programs and resources. Companies that successfully apply to the START-UP NY program not only benefit from partnership with the college, but also receive ten years of significant tax exemptions and abatements.

To participate in START-UP NY, your company must meet the following requirements:
1. Be a new business in New York State, or an existing New York business relocating to or expanding within the state
2. Partner with a New York State college or university
3. Create new jobs and contribute to the economic development of the local community
Active Physical Therapy Solutions

Active Physical Therapy Solutions was quickly outgrowing their leased space and needed to move to a new location in order to keep up with their growing business and add new services. With a little help from CEDA and the CCIDA, they were able to purchase a building with more space and some new equipment to better serve their customers.

Business Retention & Expansion

Location: Auburn, NY
Project: $537,000
CCIDA Incentives: $26,650
Job Creation: 14
Completed: 2014

Auburn Public Theater

Auburn Public Theater received a grant from the NYS Council on the Arts, Culture & Heritage Project Grant to renew and expand Auburn Public Cinema’s programming, engage broader and more diverse audiences, and to help ensure the long-term sustainability, accessibility and affordability of this independent art house cinema. The project will implement a diverse array of new film series, increase the number of showings per week from 3 to 12, create 1 full-time and 3 part-time jobs, and upgrade the cinema facilities with a new HD digital projector, digital cinema server capable of showing first-run films, new theater seating and a new HVAC system.

Business Expansion & Downtown Revitalization

Location: Auburn, NY
Grant: $54,600
Job Creation: 2+
Timeline: 2015

Casey’s Grab n’ Go

Casey’s Grab n’ Go, located at the point of Osborne St and Elizabeth St, is a local convenience store currently undergoing renovations and improvements. CEDA helped Marcus Brumberger, the owner, secure a CDBG loan from the City of Auburn to purchase new equipment. The next phase is to complete the renovations and broaden their offerings to provide healthy prepared food items.

Business Retention & Expansion

Location: Auburn, NY
Project: $20,695
CDBG Loan: $11,000
Johnston Paper

In 2014, CEDA and the CCIDA assisted with a 60,000sqft expansion of Johnston’s warehouse and office space. A renegotiation of their existing PILOT along with sales tax and mortgage recording tax exemptions helped to close a financing gap and make the expansion feasible. The expansion will result in 15 new jobs and an increase in sales that will generate additional local sales tax.

Business Retention & Expansion

Location: Auburn, NY
Project: $5,800,000
NYS Incentives: $255,000
CCIDA Incentives: $917,000
Job Creation: 15
Timeline: 2015

Lucky Frog Fabric

Lucky Frog Fabrics, located at the corner of Rt 34 and E Brutus Street in downtown Weedsport, is a small retail shop offering quilting fabric, supplies, and classes. CEDA was able to help Jill Odell, the owner, secure a small business loan from the Cayuga County Small Business Assistance Program to help with startup costs.

Business Startup

Location: Weedsport, NY
CDBG Loan: $17,500
Job Creation: 1
Completed: November 2014

North Division Street Hydro Facility

The dormant hydroelectric facility at the North Division Street Dam along the Owasco River will be repowered. The present 800 kW Flygt Turbine came online in December 1992 and operated until late 2013. Due to mechanical failures and increasing maintenance problems with the Flygt Turbine, the City has decided to completely upgrade the facility with a new Vertical Double Regulated Saxo Kaplan Turbine that will have a nominal rated power output of 1053 kW at 450cfs with a maximum efficiency of 91.7%.

Smart Grid Implementation

Location: Auburn, NY
Project: $5,000,000
NYS Incentives: $1,200,000
Job Creation: 1
Timeline: 2015-2016
Prison City Pub & Brewery

Dawn and Mark Schultz had dreamed of opening a brew pub for many years, and the stars aligned in 2014. To supplement the private investment they had raised to open Prison City Pub and Brewery, CEDA helped the Schultz’s to secure small business loans from Cayuga County’s and the City of Auburn’s Small Business Assistance Programs.

Business Startup & Downtown Revitalization

Location: Auburn, NY  
Project: $235,000  
CDBG Loan: $70,000  
Job Creation: 15+  
Completed: December 2014

Sonbyrne Sales

Sonbyrne Sales distributes grocery items to Byrne Dairy retail stores. With help from CEDA staff and the Cayuga County Industrial Development Agency, Sonbyrne Sales invested more than $1.7M in the purchase and outfitting of the previous Owasco Beverage building on Eagle Drive for use as a warehouse and distribution center. As a result, Sonbyrne will bring an estimated 24 jobs to Cayuga County over three years.

Business Attraction

Location: Auburn, NY  
Project: $1,700,000  
CCIDA Benefits: $40,000  
Job Creation: 24  
Completed: 2014

Stonewell Bodies

Stonewell Bodies in Genoa is a custom fabrication business that focuses primarily on building custom truck bodies for farriers, mobile veterinary clinics, and vehicle chassis for fire and rescue, emergency medical service, and a variety of other applications. Stonewell Bodies was awarded incentives from NY Empire State Development (ESD) to expand their facility and install additional high tech equipment with the intention of keeping more of their finishing work on-site and hiring 22 additional employees over four years.

Business Retention & Expansion

Location: Genoa, NY  
Project: $3,700,000  
NYS Incentives: $914,000  
Job Creation: 22  
Timeline: 2015-2017
Local developers Brendan Grillo and Lee Vanderpool, with the assistance of City of Auburn and CEDA staff, were awarded funding from New York State to renovate the historic Auburn Floors and Piccirillo buildings on Genesee Street. Once complete, the building will have 2-3 commercial spaces on the ground level and 18 residential units in the upper levels.

**Business Startup, Attraction & Expansion**

Location: Auburn/Cayuga County

Timeline: Fall 2016

The Innovation Business Accelerator (IBA) in Cayuga County will serve startups and new product lines from the stage of prototype to the first batches of production. A focus will be put on the creation of manufacturing, technology, and value-added agriculture (MTVA) businesses.

CEDA has partnered with the Tech Garden, an incubator in Syracuse, which is an affiliate of the Centerstate CEO, to complete the implementation plan.

The IBA will provide an environment where new and early-stage MTVA businesses will be nurtured and surrounded by the resources and knowledge that they initially need to overcome the numerous barriers to launching a successful business. The IBA will offer small increments of flexible, affordable space, shared common business services and tailored, hands-on direct support with mentoring, counseling, access to capital, and other needed resources.
Cayuga Community College trustees discuss StartUp NY economic development program

February 12, 2014 11:30 pm • Carrie Chassen • carrie.chassen@we.net

AUBURN | Cayuga Community College’s Board of Trustees agreed to learn more about its Auburn and Fulton campuses.

Andrew Fish, the Cayuga Economic Development Agency’s executive director, informed the agency’s board of directors Wednesday of the snack are not on campus.

“StartUp NY will operate a free, for 10 years, ten-year program for small-scale businesses. Many of the existing small-scale businesses will not pay for the space, taxes, or logistics, including the SUNY system, property or franchise taxes. CEDA, according to Fish, would operate as the liaison between CEC and local businesses, while fulfilling all the requirements of the state.”

Auburn’s industrial authority agrees to outsource administrative services to county agency

April 23, 2014 6:00 pm • Greg Mason • greg.mason@cayuga.net

AUBURN | The Auburn Industrial Development Agency and the Cayuga Economic Development Agency are teaming up to share administrative services.

The agreement will begin on June 1 and continue until Dec. 31, 2015. The agreement will reduce administrative and legal costs by 50 percent.

Cayuga County Legislature discusses plan to use Oneida gambling dollars for economic development

December 04, 2014 6:15 pm • Ryan O’Shea • ryan.oshea@cayuga.net

Long a topic of debate among the Cayuga County Legislature, a proposed resolution seeks to designate a source of funding for the Cayuga Economic Development Agency and general economic development.

The resolution would propose using a portion of the funds from the Oneida nation. The Oneida Gaming Commission has agreed to allocate $3.75 million each year to the county for economic development purposes.

Cayuga Economic Development Agency, chamber finalize joint venture

February 19, 2014 1:30 pm • Samantha House • samantha.house@we.net

AUBURN | Two Cayuga County agencies have united under a single umbrella organization that will make it easier for the community’s economic needs.

Andrew Fish, the Cayuga Economic Development Agency’s executive director, and Chamber of Commerce officials finalized agreements Wednesday that will combine the two agencies.

In 2009, the Legislature approved funding and a structure for CEDA, forming a public

Fish touts growth in Cayuga County exports at annual CEDA luncheon

April 26, 2014 6:30 pm • Robert Melling • melling@we.net

FLEMING | exports in Cayuga County have grown over the past year, and local economic officials hope export growth continues.

Cayuga Economic Development Agency officials will hold an annual luncheon Thursday at the Windmill Inn. The luncheon will be held at the Windmill Inn, but not all details are available for local businesses.

Andrew Fish, CEDA’s executive director, delivered a presentation highlighting the growth in Cayuga County exports. He said export growth has been driven by $242 million in 2013.

Not yet satisfied: Downtown Auburn leaders seek ways to improve upon existing progress

September 11, 2014 7:00 am • Baween A. Reiter • special to The Citizen

On Wednesday, July 30, 2014, over 70 people attended a discussion about Auburn’s Revitalization, hosted by the Auburn Business Improvement District (BID) and the Cayuga Economic Development Agency (CEDA). The community was a mix of downtown Auburn business owners, public policymakers, and community members.

Console Reiley, executive director of BID, began the program with a presentation about Auburn’s history. Since its inception over 20 years ago, BID has been leading downtown Auburn’s public, private, and public collaborations. BID’s facilitation of two successful Main Street Grant Programs along with street scape enhancement made it possible for 22 BID businesses to invest in updates to their facades and interiors. The success of the Main Street Program is evident in the recent completion of the project, and downtown Auburn is on the rise.

The discussion was capped off with a question-and-answer session, with questions ranging from plans and projects that are the focus of private investment to ideas for enhancing arts and culture and special events. Auburn leaders are focusing on these areas, with plans and projects that are the focus of private investment to enhance the community’s economic health.
Business Attraction

A Cambridge, Ontario company, Grober Nutrition, plans to build a 60,000sqft manufacturing facility adjacent to Cayuga Milk Ingredients (CMI). Grober would take CMI’s waste byproducts and further process them to make animal feed for mammals.

Location: Town of Aurelius
Project: $12,000,000
Incentives: TBD
Job Creation: 45
Timeline: Summer 2016

Infrastructure: Broadband Internet

The "Connect NY" Broadband Program provides grants through the REDC and ESD to expand high-speed Internet access in rural upstate and underserved urban areas of the State. In 2013, an Ithaca-based Internet service provider was awarded a $2.2M grant to provide service in southern Cayuga and Tompkins county. It will serve an estimated 5,700 households, 50 businesses, and 120 community institutions in the southern portion of Cayuga County.

Timeline: Summer 2015

Sustainable Energy

Solarize Cayuga is a community-driven initiative to make solar easier and more affordable. The Central New York Regional Planning & Development Board (CNYRPDB) has secured funding from NYSERDA to launch a Solarize CNY campaign for 5 counties in CNY with a localized campaign in Cayuga County for a set time period in the summer of 2015.

To volunteer or get more information, follow the group on Facebook: www.facebook.com/SolarizeCayuga

Business Expansion

D&W is breaking ground in May 2015 on a 2,400 square foot expansion at its corporate headquarters in Auburn, NY. The addition will provide an employee break room, conference space, and bathrooms to support D&W’s continued growth, while creating 8-10 new jobs. The expansion is scheduled for completion by mid to late summer.

Business Attraction & Startup

Startup manufacturing company that will produce energy efficient heating systems on a worldwide basis.

Location: TBD
Project: $8,000,000
NYS Incentives: $1,750,000
Job Creation: 176
Timeline: TBD
Cayuga Economic Development Agency

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Partner Organization of Cayuga Strategic Solutions, Inc.