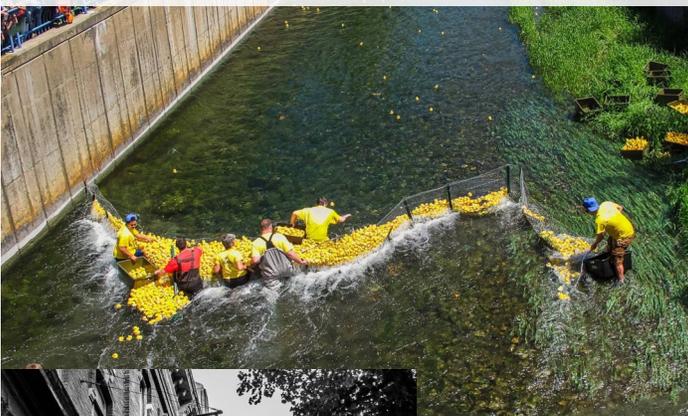


**CEDA**

# 2014 Annual Report



## 2015 Board of Directors

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**John Currier** - Chair

Currier Plastics

**Sue Edinger** - Vice Chair

Inns of Aurora

**Tom Lewis** - Treasurer

Johnston Paper Co.

**Kelley Gridley** - Secretary

Tompkins Financial

**Cynthia Aikman**

North Star Management

**Michael Chapman**

Cayuga County Legislature - Chair

**James Dacey**

Auburn Industrial Development Authority - Chair

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Cayuga County Industrial Development Agency - Chair

**Kevin Miles**

Wells College

**Kelly O'Hara**

Oakwood Dairy

**Michael Quill**

City of Auburn - Mayor

**William Speck**

Cayuga-Onondaga BOCES

**David Tehan**

Cayuga County Chamber of Commerce - Chair

**Steve Zabriskie**

Community Member



## Team

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**Andrew Fish**

Executive Director



**Bruce Sherman**

Economic Development Specialist



**Maureen Riester**

Business Development Specialist



**Tracy Verrier**

Economic Development Technical Specialist



**Michelle Prego-Milewski**

Office Manager



**Stephanie DeVito**

Communications Coordinator

# A Year of Opportunities



**Andrew Fish**  
Executive Director

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.



# Collaborative Partnerships



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.

# Business Attraction, Startups, and Marketing

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



**Maureen Riester**  
Business Development Specialist

# Business Retention and Expansion



**Bruce Sherman**  
Economic Development Specialist

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  
Timeline: 2014-2015



# 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

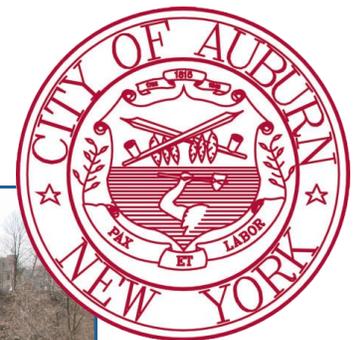
Location: Weedsport, NY  
CDBG Loan: \$17,500  
Job Creation: 1  
Completed: November 2014



# 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

# VG Rentals



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.

## ► Downtown Revitalization

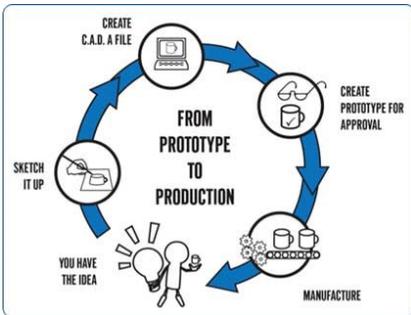
Location:	Auburn, NY
Project:	\$4,000,000
NYS Incentives:	\$950,000
Job Creation:	1
Timeline:	Begin 2015

# Innovation Business Accelerator (IBA)

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.



## ► Business Startup, Attraction & Expansion

Location:	Auburn/Cayuga County
Timeline:	Fall 2016



Turning potential...

...into opportunities.

## Cayuga Community College trustees discuss StartUp NY economic development program

February 19, 2014 11:30 pm • Carrie Chantler | carrie.chantler@lee.net

AUBURN | Cayuga Community College's Board of Trustees agreed to learn more about how the college could become a tax-free zone and attract new or expanding business to its Auburn and Fulton campuses.

Andrew Fish, of the Cayuga Economic Development Agency, offered the agency's cost-free assistance to the college in its application to StartUp NY, Gov. Andrew Cuomo's economic initiative aimed at bolstering small businesses.

"This is a tool in the economic development tool box that if we're not accessing it and everyone else in the state is we're going to be disadvantaged," Fish said. "That's one of the things we don't want to do is put ourselves in a situation where we're behind other communities."

StartUp NY provides an environment where new, expanding or relocating businesses can operate tax free, for 10 years, in designated "zones" — including the SUNY system. Businesses would not pay, for a decade, any taxes including income, business, sales, property or franchise taxes.

CEDA, according to Fish, would operate as the liaison between CCC and other businesses while fulfilling all the requirements of the application to the state.

## Auburn's industrial authority agrees to outsource administrative services to county agency

April 23, 2014 8:00 pm • Greg Mason | greg.mason@lee.net

AUBURN | Add the Auburn Industrial Development Authority to the list of entities that are serviced by the Cayuga Economic Development Agency.

During the board's meeting on Wednesday, members of AIDA agreed to an annual agreement to outsource the board's administrative needs to CEDA. The agreement would begin on June 1 and continue until Dec. 31, 2015.

These services include financial bookkeeping, cost-benefit analysis of projects and bringing projects with completed applications forward to AIDA, among others, said Andrew Fish, executive director of CEDA. Currently, CEDA handles these services for the county's Industrial Development Authority and Cayuga County.

All of this is part of CEDA's mission to become a "one-stop shop" for all economic development efforts in the county, Fish said.

"We're often closer to having the whole package there," he said.

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

December 04, 2014 6:15 am • Ryan Deffenbaugh | Ryan.Deffenbaugh@lee.net

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

The resolution, first proposed at Tuesday night's Planning and Economic Development Committee meeting, establishes an economic development reserve fund using annual funds from Oneida gambling distributions.

The county currently gets about \$435,000 a year from the state for the gambling distributions. Under the proposed plan, that money would be earmarked for economic development projects and sent into a reserve fund.

## Cayuga Economic Development Agency, chamber finalize joint venture

February 19, 2014 1:00 pm • Samantha House | samantha.house@lee.net

AUBURN | Two Cayuga County agencies have united under a single umbrella organization in a structure they say will better serve the community's economic needs.

And during the February edition of the Wednesday Morning Roundtable, economic development leader Andrew Fish gave dozens of attendees who stopped by Auburn's Theater Mack an overview on how the collaboration will work.

As of Feb. 1, the Cayuga County Chamber of Commerce and the Cayuga Economic Development Agency officially aligned services under Cayuga Strategic Solutions. Fish, as CSS' executive director, will continue to serve at the helm of both the chamber and CEDA, which retain their independent boards and missions.

Spurring economic development, Fish said, is not a new idea.

For decades, nonprofits and local governments labored to find ways to helping bring and keep businesses in the community. After deciding that a more centralized approach to economic development would be the best approach, Cayuga County took action.

In 2009, the Legislature approved funding and a structure for CEDA, forming a public-private partnership to serve as the first stop for businesses looking to operate in Cayuga County.

## Fish touts growth in Cayuga County exports at annual CEDA luncheon

April 25, 2014 6:05 am • Robert Harding | robert.harding@lee.net

FLEMING | Exporting in Cayuga County has grown over the past decade, and local economic officials hope exports continue to increase.

Cayuga Economic Development Agency hosted its third annual luncheon Thursday at Springside Inn. The topic of the luncheon was Cayuga County's exports and not only highlighted how exporting has increased, but what tools are available for local businesses that wish to sell products to international buyers.

Andrew Fish, CEDA's executive director, delivered a presentation outlining the growth in Cayuga County exports over the past 10 years. Fish said exports have grown from \$240.6 million in 2003 to \$539.4 million in 2012 — an increase of 124 percent.

Cayuga County produces one-sixth of central New York's exports. The region's total export economy is \$3.4 billion, according to Fish.

Several industries have contributed to the county's increased exports. Manufacturing exports have grown from \$145.6 million to \$305.2 million over the last 10 years. Agriculture exports also increased in the last decade, increasing from \$23.7 million to \$65 million.

Tourism, which is a key industry in Cayuga County, grew from \$15.3 million to \$44 million in accommodations increasing from \$1.9 million to \$10.4 million.

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

September 11, 2014 7:00 am • Maureen A. Riestler | Special to The Citizen

On Wednesday, July 30, 2014, over 75 people attended a discussion about Auburn's Revitalization, hosted by the Auburn Business Improvement District (BID) and the Cayuga Economic Development Agency (CEDA). The crowd was a mix of downtown business owners, professionals, public employees and community members.

Connie Reilly, executive director of BID, began the program with a presentation of BID's history to the present. Since its inception over 20 years ago, Auburn BID has been leading downtown's public, private and city 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 upgrades to their facades and interiors. The downtown Maintenance and Flower Program, a partnership of the city of Auburn and BID, continues to significantly improve the image, cleanliness and welcoming sense of downtown Auburn. For a city that was ripped apart by urban renewal in the 1960s, Auburn continues to confidently advance its renaissance with a new city comprehensive plan and projects that are the basis for private investment to build upon. Arts and culture and special events are flourishing with First Friday, downtown festivals, mosaic



## 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



## 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



## 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](http://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



**C E D A**

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**Cayuga Economic  
Development Agency**

2 State Street  
Auburn, NY 13021

**(315) 252-3500**

[CayugaEDA.org](http://CayugaEDA.org)

Partner Organization of  
Cayuga Strategic Solutions, Inc.