2016 Board of Directors

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Kevin Miles
Wells College

Kelly O'Hara
Oakwood Dairy

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Cayuga County Chamber of Commerce - Chair

Michael Quill
City of Auburn - Mayor

Team

Andrew Fish
Executive Director

Maureen Riester
Business Development Specialist

Bruce Sherman
Economic Development Specialist

Tracy Verrier
Economic Development Technical Specialist

Michelle Prego-Milewski
Office Manager

Devon Roblee
Marketing Coordinator

Karen Tehan
Communications Coordinator
Opportunity was the word of the year for 2015. Never before have we seen so many great opportunities come before us. New projects that will create and grow jobs, new initiatives that will jump-start our economy, and continued partnerships that are paying dividends through efficiencies and synergies.

Thanks in part to the work of CEDA, Cayuga County once again saw significant private sector capital investments in 2015 to the tune of almost $29M. These investments were the result of expansion or start-up announcements that will yield 115 new jobs with over $15M in payroll over the next five years, and retained 110 existing jobs. CEDA helped to secure $2.4M in state incentives for the companies behind these projects. While the focus tends to be on the incentives, CEDA also provides assistance throughout the planning and approval process while facilitating business-to-business connections. These services provide growth opportunities that are often just as important, if not more so, than the incentives.

2015 also saw the launch of the Upstate Revitalization Initiative competition that provided Cayuga County, as part of Central New York, the opportunity to craft a revitalization plan for our future that, if good enough, would result in the State investing $500M in our region. While much is said of this initiative later in this report (spoiler alert) we were successful in securing one of the three awards. This opportunity will provide a tremendous launching pad for our regional economy that will create jobs, spur more private investment, and help to mitigate some of the barriers to growth that we face. I look forward to working with our community and the region to implement this winning plan.

In terms of our operations, we have now been implementing our model of collaboration through Cayuga Strategic Solutions for two years. I can say with confidence, that the opportunity we seized in 2013 to ensure that duplications of services were minimized, efficiencies were utilized, and transparency was maximized, has resulted in a tremendous amount of success for all entities involved. Our partnerships with the Chamber, the County, the County and City IDA’s, and the Auburn Local Development Corporation have provided us the means to deliver a true one-stop experience for our customers, the existing and potential businesses of Auburn, and Cayuga County.

Thank you for all that you, as leaders and stakeholders, do to help move our community forward. All of us on the CEDA team are truly grateful for the opportunity to serve our community and look forward to all of the success that 2016 will bring.

Sincerely,

Andrew R. Fish
Executive Director
29 East Genesee Street Renovation

Urban Initiatives funding from the NYS Office of Homes & Community Renewal was utilized in the renovation of the former Mark’s Pizzeria building on the corner of John and Genesee Streets. The building’s upper levels had been vacant for a number of years, but the building now has a quality commercial space on the first floor and two beautiful apartments on the upper floors.

Casey’s was awarded funding by the Low Income Investment Fund through its New York Healthy Food & Healthy Communities Fund. This funding was used to renovate a storage space into finished retail space. The additional retail space allows Casey’s to increase their product offerings, including an expanded selection of fresh and healthy foods.

Alter Image Salon

Chansa Heiman, a former stylist at Regis Salon, dreamed of owning and operating her own hair salon. Unsure of where to start, Chansa and her husband John sought out the services of CEDA. After several years of planning and a great deal of hard work, Alter Image Salon opened in downtown Auburn. Alter Image Salon offers unisex hair styling services and professional hair care products. “We are currently running right on track with our sales projections for the first four months,” Chansa says. “As more people discover us and the business grows, we hope to add one or two more stylists this year to meet our clientele’s needs.”

Casey’s Grab n’ Go

Casey’s was awarded funding by the Low Income Investment Fund through its New York Healthy Food & Healthy Communities Fund. This funding was used to renovate a storage space into finished retail space. The additional retail space allows Casey’s to increase their product offerings, including an expanded selection of fresh and healthy foods.
Competitive Advantage Partners, LLC

David Larsen, the former Senior Director of Enterprise Lean at Welch Allyn, has started his own consulting business: Competitive Advantage Partners, LLC. He is focused on helping small to medium sized manufacturers and healthcare organizations improve their competitiveness through the application of lean business practices, by driving improvements in the “triple bottom line”: employee engagement, customer loyalty, and company growth and profitability. The combined focus on growth and profitability ensures that productivity improvements do not result in layoffs. He is also donating 10% of his time to helping non-profit organizations improve their effectiveness, so that our local communities are stronger.

D&W Diesel

Due to increased sales, D&W Diesel was in need additional warehousing space at their corporate headquarters in the Town of Aurelius. D&W added a 2,200 square foot expansion, which relocated their employee break area and added additional office space, offering more space to realign their expanding warehouse.

The Growing Tree Boutique

The Growing Tree Boutique, a resale shop that buys and sells gently used children’s clothing and baby equipment, opened in July 2015 in downtown Union Springs. The boutique also carries new items such as Young Living Essential Oils & accessories and Melissa & Doug toys. The Growing Tree also offers yoga and essential oil classes. Owner/operator Tiffany Brown-Sennett worked closely with CEDA, SCORE, and BOCES, receiving help and referrals for creating a business plan, locating her storefront, signage, website design, obtaining a lawyer, and more. She hopes that the business will help families by saving money on clothing and equipment as well as educating them on a more holistic approach to their families’ health and well-being.

CEDA: 2015 Annual Report
Governor Cuomo’s Upstate Revitalization Initiative, a $1.5 billion competition, awarded $500 million to 3 regions: Finger Lakes, Southern Tier, and Central New York. Each of the 7 eligible regions submitted a revitalization plan of how they would invest the $500 million to leverage capital investment and create jobs. CNY’s winning plan can be found on www.regionalcouncils.ny.gov.

**Central New York’s Signature Investments:**

**Global Center for Unmanned Systems & Cross-Connected Platforms**
Central New York will leverage its competencies in precision sensing, radar systems, and data analytics to create a leading center of manufacturing, warehousing and distribution that will dramatically reduce the costs to Central New York’s agricultural and manufacturing industries to join global standards for food and business. Central New York will capture the global interest in the safe and affordable innovation by becoming a dominant manufacturing and economic policy leader through a Governor’s Call to Innovation.

**New York-Grown, New York-Certified Safe & Market-Ready**
Central New York will leverage its competencies in precision sensing, radar systems, and data analytics, and role as one of six Federal Aviation Administration unmanned aerial systems test sites, to become the global leader in cross-connected platforms, and information assurance to ensure safety and security in a world of interconnected devices.

**Global Manufacturing & Logistics Hub**
Leveraging our region’s geographic centrality, the hub would transform 225 acres of brownfields into a thriving center of manufacturing, warehousing and distribution that will dramatically reduce the costs to Central New York’s agricultural and manufacturing industries to join global standards for food and business. Central New York will capture the global interest in the safe and affordable innovation by becoming a dominant manufacturing and economic policy leader through a Governor’s Call to Innovation.

**Alliance for Economic Inclusion**
The Alliance will lead and implement strategies toward best practices in training, eliminating misalignment of skills, and growth in workforce development to increase the economic opportunities for Central New York. The plan proposes building on the work of Consensus to advance bold, collaborative, and modern approaches to governance to better position Central New York to compete in the 21st century.

**National Veterans Resource Complex**
Over 1 million service members are expected to transition to veteran status in the next five years, and Central New York, leveraging Syracuse University’s Institute for Veterans and Military Family, will position the area on the national map for veteran affairs – serving emerging employment, veterans’ job training and research opportunities – making the area the best place in the nation for veteran and military families.

**Alignment of Strategies:**
Each of the proposed seven strategies has been designed to foster economic growth if pursued individually. However, these strategies were selected and built around their ability to meet each of the region’s three overarching goals: investing in drivers of growth, strengthening enablers of shared prosperity, and building an inclusive economy. The visual below shows how one strategy, the development of a global manufacturing and logistics hub, relates and could accelerate growth throughout many of the region’s key sectors and areas of focus.

**Central New York Region:**
- Cayuga Economic Development Agency
- Connecting our businesses to local and state resources.
- Ceda is a not-for-profit economic development organization, with the mission of becoming the one-stop for business assistance in Cayuga County. Ceda fosters economic development with a proactive approach to assisting businesses at all levels, whether it is a start-up, an existing business looking to expand, or attracting new business to the area. Ceda provides businesses with easy access to all of the information, incentives, and resources necessary to succeed.
- 2 State Street, Auburn | (315) 252-3500 | CaugesEDA.org

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**New York State’s Consolidated Funding Application:**
The CFA serves as the single entry point for access to economic development funding. Applicants will no longer have to slowly navigate multiple agencies and sources without any mechanism for coordination. Now, economic development projects will use the CFA as a support mechanism to access multiple state funding sources through one application making the process quicker, easier and more productive. For assistance with the CFA process, contact CEDA.
Handy Skills offers a variety of home improvement services including interior and exterior painting, remodeling, drywall, and repairs. Charlie received business assistance from CEDA including mentoring sessions from Business Development Specialist, Maureen Riester. Maureen recommended Mills as a client to the BOCES graphic design class, where he received a professionally designed logo, lawn signs, truck decals, and business cards.

**Owasco Marine**

Phase One of a two phase expansion project, Owasco Marine is constructing two storage buildings. Building One is 12,000 s.f. and building two is 8,400 s.f. These buildings will house customer and marina boats.

Phase Two of the expansion project should take place in the summer of 2016.

**LIFT**

Live It Fitness and Training (LIFT) is a fitness facility owned and operated in partnership by Jessica Newert and Dennis Kelly at 321 Clark Street in Auburn. Jess and Dennis turned their combined experience in personal training and physical fitness along with their passion for living a healthy lifestyle into a business they personally built from the ground up. The facility offers personal training, custom fitness programs, extreme weight loss programs, nutritional guidance, strength and cardio equipment, competition prep, and group exercise classes. LIFT is constantly evolving to provide new equipment and programs for members. They plan to expand the facility and potentially open new locations as their business grows.
Penird’s Snow Plowing/Lawn Service opened April 1, 2015 and is owned and operated by Alvin Penird. Alvin provides snowplowing and lawn mowing services along with shrub trimming and mulching. He plans on expanding as his customer base grows in 2016.

A Cambridge, Ontario company, Grober Nutrition, is building a 60,000 sqft 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.

Repair Plus

A-1 Pumping added a 2,000 s.f. addition at their Repair Plus facility in the Town of Sennett. The addition provided for increased customer waiting area and a larger parts room.
Springside Inn completed updating their banquet space as well as the build out of a new patio and lawn space that provides an outdoor event venue. The Cayuga County Small Business Assistance Program approved Springside Inn for a $100,000 working capital loan to help while the event venue business ramps up.

Willard Chapel is investigating the means to upgrade their heating system. They were connected with NYSERDA for a free energy assessment and NYSERDA is continuing to help Willard Chapel identify programming to help complete the needed upgrades.

Solarize CNY/Cayuga

Sustainability Initiative
Solarize CNY kicked off in July 2015 as the largest Community Solar initiative for NYS. Cayuga County, along with Cortland, Madison, Onondaga and Oswego counties held public workshops and open houses in an effort to make it easier and affordable for residents, businesses, schools, and municipalities to GO SOLAR!

Springside Inn

Business Expansion
Location: Fleming, NY
Project: $100,000
Jobs Created:
4 full-time (expected, over 3 years)
4 part-time (expected, over 3 years)
Completed: Spring/Summer 2015

Willard Chapel

Business Assistance
Location: Auburn, NY
Completed: Ongoing

Solarize CNY/Cayuga

ENROLLEES

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<th>Contracts</th>
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<tr>
<td>Cortland County</td>
<td>38</td>
<td>330.39</td>
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<tr>
<td>Madison County</td>
<td>41</td>
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<td>Onondaga County</td>
<td>80</td>
<td>616.21</td>
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<tr>
<td>Oswego County</td>
<td>24</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>221</strong></td>
<td><strong>2115.39</strong></td>
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Cayuga County 19%
Cortland County 12%
Madison County 17%
Onondaga County 43%
Oswego County 9%
CEDA Dashboard
Activity Goals and Outcomes

ACTIVITIES

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<td>2016 Goal</td>
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OUTCOME: JOBS

- New Jobs Created
- Jobs Retained

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<th>2015 Goal</th>
<th>2015 Actual</th>
<th>2016 Goal</th>
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<tr>
<td>New Jobs Created</td>
<td>75</td>
<td>115</td>
<td>75</td>
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<tr>
<td>Jobs Retained</td>
<td>75</td>
<td>118</td>
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Financial Incentives:
- 2015 Goal (inner) and Actual (outer)

- Grants
- Tax Credits

$22M
$14M
$28.8M

Capital Investment

Economic Indicators

Median Household Income, Cayuga County

- $35,000
- $37,000
- $39,000
- $41,000
- $43,000
- $45,000
- $47,000
- $49,000
- $51,000
- $53,000
- $55,000

CEDA: 2015 Annual Report
Cayuga Economic Development Agency
2 State Street
Auburn NY 13021
(315) 252-3500
www.CayugaEDA.org

Partner Organization of Cayuga Strategic Solutions, Inc.