

Wayne County Economic Development

The Wayne County Industrial Development Agency (WCIDA)
The Wayne Industrial Sustainability Development Corp. (WISDC)

2010 Annual Report

Strategic Business Partnerships/Alliances



- ❖ The above companies are a snapshot of the many companies this Agency actively works to support, grow and retain in an effort to present opportunities for residents and to continuously prime the viability of the Wayne County economic engine. The existence of these companies within our Towns and Villages provide the base on which our communities are built. Our County, and the entire Greater Rochester and Finger Lakes region, is home to some of the most innovative and diverse companies that help provide this region of Upstate New York its unique identity. The Wayne County IDA is thankful to be apart of this County and region and will continue to work to promote economic development in measurable terms.

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“The incentive programs contributed to the ultimate decision to stay in New York and invest in the Palmyra Campus.”

Donald Pomeroy
Vice President Finance and IT
Garlock Sealing Technologies

“Wayne County IDA has assisted our company in becoming more innovative and energy efficient. This has helped us control our cost and ensure our competitiveness in the manufacturing world.”

Bob Bechtold
President
Harbec Plastics, Inc.

“Being so close to top-quality universities means we have ready resources for both well-educated workers and great R&D support. And that’s just on of the factors about Wayne County that produces growth opportunity for our business.”

Mike Mandina
President
Optimax Systems, Inc.

Vision

Our vision is a balanced local economy through attraction, retention and growth of businesses, focusing our efforts on our targeted business sectors, providing the opportunity for symbiotic growth of our businesses and successful careers for our residents.

Mission

Our mission is to develop, promote and advance economic growth, well being and sustainable communities in Wayne County.

The Keys to Economic Development

- ❖ Within an ever increasing competitive global market, local economic development is faced with many obstacles that may force industry elsewhere. For this reason, economic development takes on many forms and is accomplished through the efforts of driven companies/entrepreneurs, the right economic landscape, and the efforts of all those responsible for ensuring this landscape is competitive and profitable for private industry. These efforts must come from a variety of different directions and because of this we would like to recognize some of the essential partners we see as helping our Agency in the task of economic development:

<ul style="list-style-type: none"> - Wayne County Towns and Villages - Wayne County School Districts - Wayne County Board of Supervisors - Our Local and State elected officials - All our invaluable Companies/Industries 	<ul style="list-style-type: none"> - Finger Lakes Workforce Investment Board (FLWIB) - Wayne County Workforce Development - Small Business Administration/SBA (SCORE)
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<ul style="list-style-type: none"> - FAME (Finger Lakes Advanced Manufacturing Entity) - Wayne County Business Council (WCBC) - Local Chambers of Commerce across the County - Community residents passionate about their towns - Finger Lakes Community College 	<ul style="list-style-type: none"> - NYS Dept of Labor - Greater Rochester Enterprise (GRE) - NYS Empire State Development (ESD) - Utilities, New York State Electric and Gas (NYSEG), Rochester Gas and Electric (RG&E) - County, Towns, Villages departments across the board. Planning, Highway, Etc. - Finger Lakes BOCES
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❖ All of these and more, play a significant role in Economic Development. It is the efforts of these people and organizations that determine the success and direction economic development follows and the opportunities result.

Initiatives and Programs

- ❖ The Wayne County IDA proactively assists critical economic development projects with the following initiatives, programs and products:
 - Revolving Loan Funds: Used for Industrial, Agriculture, Main Streets, Micro or small business start-ups
 - Real property tax abatements, typically through a PILOT (Payment-In-Lieu-Of-Taxes) or straight lease transaction
 - Grants: CDBG, etc. (dependent upon the type of project)
 - Empire Zone administration
 - Business Builders program, SCORE
 - Technical support

2010 Activities and Results

The WCIDA’s focus is to collaborate with all facets of the County to encourage and promote economic development that leads to new private sector investment and the benefits it provides, from increased property tax revenues to job opportunities created by the project. WCIDA projects contributed considerable revenue to taxing jurisdictions over the years. In 2010 the WCIDA approved 5 projects totaling \$21,065,951 of investment leading to the construction and renovation of 171,000 square feet; the creation of 65 jobs and retention of 25 in Wayne County. The following shows, in today’s dollars, the forecasted 10 year community benefits of the projects closed this year and the incentives granted to the companies; and the ratio of how many times the benefits exceed the incentives.

2010 WCIDA PROJECTS							
Project	Investment	Sq. Feet	Jobs To Be Created	Jobs Retained	Community Benefit	Company Incentives	Ratio: Benefit/ Incentives
Ankom Tech. Corp	\$ 627,500	8,000	3	*	209,822.21	73,166.61	2.87
Empire Fruit Growers	\$ 5,722,500	70,000	15	25	457,867.68	307,555.92	1.49
Marshall Pet Products	\$ 1,900,000	22,000	8	*	930,596.40	76,068.79	12.23
Midland Asphalt	\$ 5,967,951	6,500	7	*	633,492.84	220,957.37	2.87
Pomona Packing	\$ 6,848,000	64,500	32	*	641,568.88	97,854.87	6.56

PILOT Revenues in 2010 to Municipalities and School Districts totaled \$1,250,850.30. These are **NEW** property tax revenues from newly constructed and expanded properties from the 43 projects the Agency has assisted over the past 10 years.

Town/County, School District	PILOT Payments	Town/County, School District	PILOT Payments	Town/County, School District	PILOT Payments
Arcadia	39,125.99	Macedon	141,525.39	Wolcott	35,128.00
Newark	42,248.95	Pal-Mac	320,583.74	N. R. W.	0.00
Butler	4,979.42	Gananda	51,553.83		
N. R. W.	8,967.15	Marion	55,254.19		
Galen	5,378.30	Marion	94,435.56		
Clyde-Savannah	7,104.28	Ontario	49,103.98	Town/County	\$ 439,504.33
Huron	0.00	Wayne Central	101,974.43	School District	\$ 811,354.97
N. R. W.	1,402.15	Palmyra	108,020.35		
Lyons	988.71	Pal-Mac	181,665.13	GRAND TOTAL	\$ 1,250,850.30
Lyons	1,410.75				

Access to low-interest loans and technical assistance is provided to eligible small businesses through the Agency's Microenterprise Loan Program and "gap" financing is provided to the industrial and commercial businesses for projects that create or retain jobs in the community. The Agency also coordinates other assistance available from NYS, the local utilities, and other funding sources and includes loans, grants, training and subsidies. In 2010, the following companies received assistance:

WCIDA LOANS 2010							
Company	Type	Amt.	Purpose	Other		Jobs To Be Created	Jobs Retained
				Type/Amount			
Harbec, Inc.	RLF	\$300,000	Working Capital	NYS	\$500,000	40	85
Rochester Industrial	RLF	\$300,000	Working Capital	*	*	39	23
MJB Properties	RLF	\$297,000	Equipment	NYS U	\$ 82,500 \$70,504	18	60
Ultimate Petroleum	MLP	\$ 25,000	Equipment	*	*	7	*
Empire Fruit Growers	RLF	\$300,000	Equipment	NYS U	In process In process	See Above	

RLF = Revolving Loan Fund, MLP = Microenterprise Loan Program, NYS = Empire State Development, U = R, G & E or NYSEG or NYSERDA

❖ In total, this assistance will help create 104 new jobs and retain 168 jobs.

Empire Zone

In June of 2010 the Empire Zone program was officially closed to all new entrants. Those companies certified prior to the end of the program are required to submit a Business Annual Report each year outlining the year's activities as a way to track jobs, investment and return on investment. Towards the end of 2010 and the beginning of 2011, 2009 Business Annual Reports were submitted and below is an overview of numbers reported by the 63 EZ certified companies by the end of 2009:

- Currently over 4,000 people are employed by Empire Zone companies
- In 2009 EZ companies invested over \$30million into their operations within Wayne County
- Empire Zone Wages and Benefits paid to employees by the 63 Empire Zone certified companies exceeded \$170million in 2009.
- An estimated \$2.2million in EZ tax credits were taken by EZ companies, which met the criteria for 2009 tax year.
- Based on these results, the overall Return of Investment (Investment + Wages/Ben ÷ Tax Credits = ROI) is estimated to be around \$93 for every \$1 of tax credit received.

Business Builders - WCIDA/SCORE

Background

- Partnership Created between Wayne County IDA, Reliant Federal Credit Union and Wayne County Business Council to Establish a Wayne County SCORE branch with counseling locations in Sodus, Lyons and Macedon.
- Wayne County IDA SCORE branch belongs to the Rochester SCORE Chapter that has Seventy Volunteers who offered business counseling to over 1,666 clients in 2010
- Primary objective is to support entrepreneurship and small business development

Capability

- Wayne County currently has five SCORE Counselors who are highly trained to assist in all aspects of business planning. Additionally, we have full support of Rochester Chapter resources

Services Provided

- Business Planning Workshops - Three workshops held with 63 attendees
- Three business expo's held with 148 attendees

- Round table discussions - Two conducted in Palmyra
- One on one, E-mail or Telephone counseling as well as team counseling - 98 individual clients and two team counseling

SCORE Office Contact

- Rochester Office - www.scorerochester.com or 585.263.6473
- Wayne County Office - www.wedcny.org or 315.946.5917

Strategic Plan

Towards the end of 2006 the Wayne County Board of Supervisors (B.O.S.), the Wayne County IDA and Wayne Economic Development adopted a strategic plan to govern the actions of various departments to guide Economic Development within Wayne County. The purpose of the Wayne County Economic Development Strategic Plan is to provide a prioritized direction, in conjunction with input from businesses, citizens, and government, for the economic growth of Wayne County, utilizing a strategy and rationale for prioritization that businesses, government and citizens can understand and embrace.

- Support existing businesses through continuous outreach, inter-governmental partnerships, financial assistance, and initiatives to lower the cost of doing business in Wayne County and the State of New York
- Promote growth in targeted industry “clusters” by addressing individual needs of Agriculture, Manufacturing, Service, Optics, Equipment Manufacturing, Transportation/Distribution, Equipment Manufacturing, etc.

- Assess and invest in Infrastructure to meet the needs of industry when feasible and necessary.
- Expand workforce capabilities through strong partnerships with area educational, governmental, and business leaders to promote the advancement of the County's skill-level.
- Promote Entrepreneurship through financial and technical assistance.
- Build effective partnerships with State, regional and local entities as well as other counties and private organizations to retain businesses and to promote economic development in Wayne County.
- Improve Communities through downtown revitalization and with a focus on community advancement.

Business Retention and Expansion Program

Initiated with a focus on existing businesses, the Wayne County Business Retention and Expansion Program in 2010 made over 200 contacts with companies and well over 100 formal on-site visits. This year the BR&E program's concentration was on the manufacturing sector to assess the segments needs and assist however and whenever possible. From our visits and contacts, we would like outline some of the services our office provided to companies along with the overall sentiment of companies in the County.

Actions

- Marketing, provided information regarding programs and products
- Provided Service depending on specific company needs or requests
- Consultations, Mentoring
- Made introductions and evaluated company's strength and affinity to the community and County
- Promoted Wayne County businesses products and services to other Wayne County businesses
- Acted as a liaison for Companies and other Governmental and non-governmental agencies
- In conjunction with the Workforce Development office and Labor partners attempted to address any employment needs or issues. (Training, Hiring, Lay-off aversion, etc.)
- Explored options for potential projects
- Addressed needs on an individual basis to assist in companies' long-term sustainability
- Promoted Wayne County as a viable option in which to expand their business

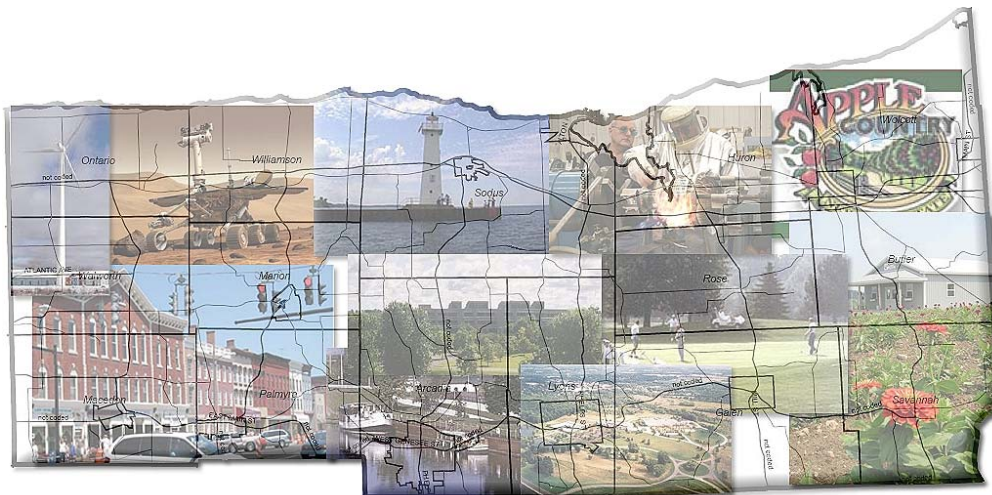
Results

- With a few exceptions many companies' pre-recession employment levels had been restored to their previous levels.
- In 2010, there were 10 potential projects identified that the Agency will be following up on in 2011
- Overall growth was sluggish in 2010, but many companies are "cautiously optimistic" about the direction their companies and the economy are taking.

Overall, the feeling in 2010, as opposed to 2008 and 2009, was that business and sales were on the rebound, but companies were hesitant to invest and hire as to not get ahead of sales and protect long-term interests.

Goals for 2011

- Finalize Strategic Plan action items and re-assess direction and performance milestones
- Increase Marketing Communication efforts (Newsletter, informational workshops, etc.)
- Increase contacts made to strategic industry clusters
- SCORE, Market and increase counseling services to prospective businesses
- Evaluate and direct improvements to infrastructure encouraging development
- Maintain partnerships with economic development partners to ensure strategic plan objectives are initiated and evaluated on an ongoing basis.



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