

Essex County Industrial Development Agency Mission Statement and Measurement Report for 2020

Name of Public Authority: Essex County Industrial Development Agency

For the benefit of the county of Essex and the inhabitants thereof, an industrial development agency, to be known as the ESSEX COUNTY INDUSTRIAL DEVELOPMENT AGENCY is hereby established for the accomplishment of any or all of the purposes specified in title one of article eighteen-A of this chapter. It shall constitute a body corporate and politic and be perpetual in duration. It shall have the powers and duties now or hereafter conferred by title one of the article eighteen-A of this chapter upon industrial development agencies and provided that the exercise of the powers by such agency with respect to the acquisition of real property whether by purchase, condemnation or otherwise, shall be limited to the corporate limits of the county of Essex, and such agency shall take into consideration the local zoning and planning regulations as well as the regional and local comprehensive land use plans. It shall be organized in a manner prescribed by and be subject to the provisions of title one of article eighteen-A of this chapter. Its members shall be appointed by the governing body of the county of Essex. The agency, its members, officers and employees and its operations and activities shall in all respects be governed by the provisions of title one of article eighteen-A (June 11, 1973).

Public Authority's Mission Statement: Our mission is to create a viable business atmosphere that will attract compatible and diverse sustainable economic development opportunities while focusing on major assets, retention / expansion projects, quality of life and job creation.

Date Adopted: March 25, 2021

Performance Goals, Measures & Results

Goal #1 - Educate local business owners, elected officials and other community representatives regarding the resources the Essex County IDA has available to new and existing businesses in Essex County. This includes informational meetings in communities, press releases, marketing of the Essex County IDA website, etc.
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Measurement – Quantity of business inquiries/referrals/walk ins to office

2020 Results:

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| <ol style="list-style-type: none">(1) IDA began sending a weekly newsletter to Essex County businesses, banks/financial institutions, regional partners and towns in April 2020 to provide them with COVID-19 updates and general information.(2) The IDA received 41 telephone/email inquiries for 2020.(3) IDA sent out 153 letters to new businesses in Essex County.(4) On May 11, 2020 the IDA held an SBA webinar for businesses interested in pursuing COVID-19 EIDL or PPP funding, 43 businesses attended the online event.(5) The Essex County IDA joined ANCA's Center for Businesses in Transition which addresses the loss of area businesses by providing matchmaking services with potential buyers, access to planning tools and connection with existing services. The Center is a dynamic partnership between regional organizations and individuals invested in the retention of local businesses and the future of our communities. Workshops have been held to help evaluate business performance and potential sale price. |
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Goal #2 - Continue to market and administer revolving loan program on behalf of Essex County including completion of required reporting, loan administration, assist businesses interested in securing financing, post loan closing reporting (job, financial and investment reporting).

Measurement – Continued communication with commercial banks, quantity of loan inquiries and applications each year

2020 Results:

- (1) IDA marketed available loan financing opportunities through website and email follow ups including prospects who have attended the Doing Business in the US seminar hosted by North Country Chamber of Commerce. To date the IDA continues to follow up on the 125 generated leads.
- (2) The Essex County IDA applied for and was awarded a grant in the amount of \$300,000 from the USDA Rural Business Development Grant Program. The grant will be used to expand the IDA's revolving loan fund. The IDA recently began marketing available funds by utilizing existing Essex County business contacts as well as continued discussions with regional banks, community partners and economic development entities. The loan program is available for new start up and expanding businesses, creating and retaining jobs in the County.
- (3) Due to the COVID-19 pandemic and the financial loss for so many businesses the Essex County IDA was able to reprogram \$250,000 from the Lake Champlain Community Loan Fund and the Hurricane Irene Loan Fund (Emergency Loan Programs) to the COVID-19 Emergency Loan Fund. The loan program was available for businesses demonstrating an impact from the pandemic with a loan amount for up to \$25,000. 10 businesses were awarded funding.
- (4) In April the Essex County IDA applied for and received \$10,000 in grant funds from the Adirondack Foundation Special Urgent Needs Fund for the COVID-19 pandemic. With much review and consideration of the grant applications and guidelines by the Essex County IDA Board, 7 businesses were awarded an amount of \$1,428.57.

Goal #3 - Continue to work with all 18 towns in Essex County to assist with municipal infrastructure projects which will have an economic impact on local businesses including researching grant funding available, income surveys (when applicable), applications for grant funding and administration of grants secured.

Measurement – Total infrastructure projects assisted with, amount of grant and loan financing secured

2020 Results – No infrastructure projects in 2020

Goal #4 - Continue to work with all Essex County organizations and departments to ensure all business issues are addressed (workforce training, business development, etc.). This task also includes participation on local community boards.

Measurement – Participation in boards, committees and the results of each

2020 Results:

- (1) The North Country Workforce Development Board is a public-private partnership that

connects business, government, schools, higher education, labor, and community organizations to create innovative workforce and education solutions. It provides employment-related services to local businesses and job seekers through a network of region-wide OneWorkSource Career Centers. Businesses look to the North Country Workforce Development Board for skilled employees, expertise in job training and supportive services. Job seekers, both adult and youth, receive referrals and placement in quality jobs, education, and training programs.

- (2) Essex County Business Education & Workforce Development Committee - To create an event to engage Essex Co and the surrounding area Business & Industry representatives in a dialog regarding immediate and long-term training needs and their insights as to how CV-TEC can assist in meeting those needs at and in conjunction with the CV-TEC Mineville Center.
- (3) Establish a manufacturing & industry education training program for in school youth and adults and get on the agenda for the regional high school superintendents, principal & guidance council meetings so businesses can have direct dialog about their workforce needs. Held Mad City Money Reality Fair at Moriah Central School with over 100 students in attendance.
- (4) Create and compile materials on area businesses to distribute at junior high orientations & high school guidance offices.
- (5) Work with Personnel Office and the Dept of Social Services on employee recruitment in partnership with NCCC, CV-TEC, WDI, NCWDB, NYSDOL, TACC, Moriah School, Bouquet Valley School, ACAP and NYSED. A large planned career fair was scheduled for April 2020 and cancelled due to pandemic.

Goal #5 – Continue to assist grandfathered Empire Zone businesses to receive their incentives including Business Annual Reporting and also assist with those businesses who are phasing out of program

Measurement – Quantity of Empire Zone businesses receiving benefits and also # of businesses who have exceeded length of benefits

2020 Results – 25 grandfathered Empire Zone certified businesses: 1,103 full-time, 387 part-time employees, \$82.9 million in payroll, \$13.3 million in investments and \$134,062 in benefits received.

Goal # 6 – Assist businesses with regulatory and permitting assistance in their new or expansion projects

Measurement – Quantity of businesses assisted in securing required permits

2020 Results:

- (1) By the end of 2020, 8 buildings were completed for Whistlepig.
- (2) IDA purchased an additional 38 acres to expand the Moriah Business Park and secured survey, topo mapping as well as APA wetland mapping to begin conceptual design of new property.
- (3) IDA also continued permit amendment process for conversion of the old Adirondack Meat Company building in Ticonderoga into a new manufacturing operation for War Cannon Spirits who will utilize the building for distilling and their Crown Point facility

as a tasting room.

Goal #7 – Assist non-profit and other eligible borrowers to obtain low interest tax-exempt bond financing

Measurement – Value of private investments and jobs created/retained as a result of secured financing

2020 Results – North Country School/Camp Treetop project \$7.1 million for their expansion plans for construction of performing arts center, Hansen House renovations, wastewater treatment upgrades, teaching/learning kitchen project, kike house and Round Lake cottage.

Goal #8 – Marketing Essex County business opportunities to businesses interested in relocating or expanding to New York State

Measurement – Quantity of business contacts made, meetings attended with interested businesses and follow up conducted

2020 Results:

- (1) IDA did not attend any Canadian Red-Carpet meetings held by the NC Chamber of Commerce due to pandemic but continued with email follow up for the 125 business leads previously developed. This follow up included opportunities and incentives available in Essex County.
- (2) In 2020 the IDA sent quarterly emails to 660 qualified out of state manufacturing businesses highlighting the Chesterfield Commerce Park.
- (3) IDA has been actively marketing Essex County businesses and other programs on our Facebook page. The IDA posts daily and has marketed numerous businesses over 2020.

Goal #9 – Encourage private sector investment by providing incentives and other economic development services to spur eligible development projects.

Measurement – Value of new private investments, incentives approved, jobs created/retained

2020 Results:

- (1) The IDA approved a 10-year PILOT Agreement to Trailhead Resort located on Lake Harris in Newcomb. The newly built restaurant and bar offers farm-to-table cuisine with a specialty of wood-fired pizzas along with local artisan beers and fine wines. The dining room also serves as a banquet/meeting facility and a destination for boutique weddings. The project is progressing and will have 4 year round glamping sites available in the near future. The total project was \$1 million and in 2020 the business supported 3 full-time and 6 part-time jobs.
- (2) Northwoods Inn was awarded sales tax exemption for their renovation and re-branding project. The \$24 million hotel renovation will include upgrading their 47,707 square feet, 6 story building. Existing employment of 26 FT, 17 PT and 23 seasonal. New employment in year 1 and 2 will be adding 7 FT, 3 PT and 9 seasonal. Renovations are still ongoing.
- (3) The Saranac Lake Resort was approved for sales tax exemption incentive for their \$20 million hotel project which includes construction of 37,000 square feet to include 93 rooms, 2 restaurants and spa. IDA and Essex County approved sales tax exemption.

Projected employment: 71 full time and 25 part time.

- (4) The IDA applied for and received a microenterprise grant in the amount of \$100,000 through the NYS DEC 2019 Adirondack Park Community Smart Growth Grant Program for funding on behalf of the Town of Ticonderoga, Essex County New York Main Street Revitalization. This grant program targeted businesses new or expanding within the designated area of Main Street. Public seminars and a training program were held in the beginning of 2020. Grant applications were due on February 4, 2020. 5 businesses were awarded funds.

Additional Questions:

1. Have the board members acknowledged that they have read and understood the mission of the public authority?

ANSWER: YES NO

2. Who has the power to appoint the management of the public authority?

ANSWER: The Essex County IDA Board of Directors

3. If the Board appoints management, do you have a policy you follow when appointing the management of the public authority?

ANSWER: YES NO

Employment at the Essex County IDA is determined by mutual consent. Both employee and employer have the right to terminate employment at any given time. Employment is at will.

4. Briefly describe the role of the Board and the role of management in the implementation of the mission.

ANSWER: The Board (with participation from management) will develop the mission and continually evaluate and assess the goals and measurables to ensure the authority is meeting its mission. The management will work to implement the authority's mission and continually monitor the goals and objectives with measurables to define performance results to achieve the intended public purpose.

5. Has the Board acknowledged that they have read and understood the responses to each of these questions?

ANSWER: YES NO

Approved by the Essex County IDA Board of Directors March 25, 2021