



Cayuga Economic Development Agency 2020 Annual Report

Our goal is to attract, grow and expand business in Cayuga County – all with the aim of creating jobs and improving quality of life. That means supporting local businesses and entrepreneurs and making sure they are able to harness all of the benefits and assets that Cayuga County has to offer.

Our response to the COVID crisis this year:

CEDA spent significant time in 2020 responding to COVID and assisting businesses in identifying and accessing resources to help sustain through the crisis.

 **193** Businesses assisted specifically during COVID (March-September 2020)

► Coronavirus Small Business Guide



Together with our partner organization, the Cayuga County Chamber of Commerce, we have developed an online listing of financial resources as well as reliable local, state, and federal guidance for Cayuga County businesses impacted by COVID-19.

► Coronavirus Response Business Survey



Early in the COVID crisis, CEDA released a survey to gather information about business needs. CEDA staff responded to each business that filled out the survey, as well as a number of inquiries that came in by

phone and email separate from the survey. CEDA provided technical assistance and made referrals to various local, state, and federal financial assistance resources.

► Emergency Microloan Program



With funding from the Cayuga County Development Corporation, CEDA has been able to offer and administer a microloan program specifically to assist businesses impacted by COVID. Since the program's inception in late March 2020, 22 loans totaling \$101,550 have been disbursed. Funding is still available to help Cayuga County businesses in need acquire these small, but favorable loans.

► City of Auburn COVID-19 Economic Recovery Support Program



The City of Auburn committed \$224,000 of emergency CDBG funds, plus another \$100,000 from its revolving loan fund, to provide grants to businesses impacted by COVID. CEDA helped to develop the program guidelines and application, then administered marketing and application intake for this program. 52 businesses were awarded grants ranging from \$3,000 to \$8,580. CEDA staff is also providing follow up administration and monitoring.

Today's FAQ for Businesses video series



AUBURN
Potential tax implications of PPP - Today's FAQ - December 15, 2020

In 2020, CEDA launched a series of videos on YouTube and our social media platforms covering common questions about restrictions, resources, and changes during the initial phases of COVID.

2020 Projects

Some examples of the businesses we worked with this year. Visit cayugaeda.org/projects for a complete listing.

Business Expansion

Avstar Fuel Systems

Location: Auburn
Assistance: AIDA Tax Incentives
Jobs to be Created: 40



Avstar Fuel Systems is constructing an 11,500 square foot addition to their existing facility and are acquiring additional CNC machines to expand their manufacturing operation in Auburn. CEDA staff assisted Avstar in applying for AIDA incentives, and continue to connect them with financial and community resources.

Business Expansion

Cayuga Milk Ingredients

Location: Aurelius
Assistance: CCIDA Tax Incentives
Jobs to be Created: 1 (Phase 1), more to follow in Phase 2



Cayuga Milk Ingredients is constructing a 2,408 square foot expansion to their existing facility, adding an additional 450 square foot silo, and installing a new evaporator and finisher along with some additional relevant equipment. This expansion will enable CMI to operate the dryer 24/7 and increase the plant's processing capacity.

Business Expansion

Prison City Brewing

Location: Auburn
Incentives: \$900,000 ESD / AIDA Tax Incentives / CCDC loan
Jobs to be Created: 25



Prison City Brewing purchased and renovated an existing building and constructed a new brewery space. PCB will utilize this as additional brewery space to increase production from 900 BBLs to 10,000 BBLs annually. The location also includes a tasting room, retail area, event space, and a canning line.

Business Expansion

Tessy Medical Products, LLC

Location: Auburn
Assistance: AIDA Tax Incentives
Jobs to be Created: 200



Tessy Medical Products, LLC, a wholly owned subsidiary of Tessy Plastics Corp., renovated and equipped the facility located at 4900 Technology Park Blvd (former McQuay building) to accommodate the manufacture of COVID-19 test kits for a major medical company. Due to the emergency need for these test kits, CEDA assisted Tessy in getting a fast tracked approval of Auburn IDA benefits to support the project.

Danielle Szabo of CEDA, & Demetrius Murphy of [Lyons National Bank], have both been a great help in our search for funding and information. We can't say enough about their positive and professional attitude during this crisis.

~Rachael & William Juhl, Owners, Hunter's Diner

Business Startup

Casa Latina's

Location: Auburn
Assistance: Technical / Permits & Licensing

CEDA guided and translated for Elizabeth and Robert from Casa Latina's through the Auburn City Codes process to obtain a certificate of occupancy. CEDA also helped with getting a permit for their sign, registering to pay NYS sales tax, getting a NYS grocery store license, and applying to accept SNAP and WIC.



Business Startup

Moonflower Macarons, LLC

Location: Auburn
Assistance: Auburn Small Business Assistance Program
Jobs Created: 2

Moonflower Macarons, LLC, was a home-based baking business located in Aurora, NY, specializing in the French macaron. The owner and primary operator, Theresa Mendez, is a self-taught pastry chef who has worked for several local restaurants and bakeries. In 2018, she began packaging and selling her pastries at area farmers' markets and events. The commercial space that opened in August 2020 allowed the business the opportunity to sell online and ship nationally, as well as sell direct to local customers from their storefront.



Business Startup

Octane Social House

Location: Auburn
Assistance: Auburn Small Business Assistance Program



Octane Social House is a centrally-located community craft coffee and beer café, specializing in providing high quality espresso-based drinks, and they will soon be offering a selection of local craft beers and wines. Their focus is to provide an alternative to the typical bar scene for individuals to gather and enjoy in a relaxed atmosphere.

Business Startup

Reuse Refuge

Location: Auburn
Assistance: Business Plan
Jobs Created: 2



The Reuse Refuge is a small, retail store in downtown Auburn. They sell soaps in refillable bottles as well as other zero-waste themed items. CEDA met with them over the summer of 2020 to inform them about the steps needed to open a small retail space in downtown Auburn and also made suggestions of people and organizations they should reach out to during the process of opening their business.

Projects Assisted with Financial Incentives

Project Demographics



10 Projects Assisted
 1 completed
 1 nearly complete
 8 in-progress or not started



\$80.2m+ investment
\$15m incentives

IDA incentives = \$14.9m
 Local loans = \$75k



273 jobs
 committed to be created



291 jobs
 committed to be retained

Existing Businesses Assisted



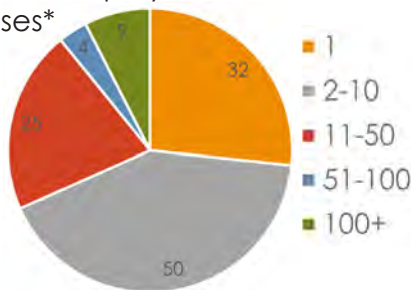
120 Assisted through normal Economic Development work



193 Assisted specifically during COVID, Mar-Sept 2020

32 businesses were assisted under both categories, but are only counted once.

Number of Employees at Assisted Businesses*



**only includes the 120 assisted in normal work*



Industry	No.
Agriculture, Forestry, Fishing and Hunting	7
Utilities	1
Construction	2
Manufacturing	28
Manufacturing (other than food & beverage)	17
Manufacturing (food & beverage)	11
Retail Trade	15
Transportation & Warehousing	7
Information	3
Finance & Insurance	1
Real Estate & Rental & Leasing	10
Professional, Scientific, & Technical Services	1
Administrative and Support Services	1
Waste Management & Remediation	2
Educational Services	2
Health Care and Social Assistance	4
Arts, Entertainment, and Recreation	11
Accommodation	2
Food Services (restaurants, caterers, bars)	17
Repair & Maintenance Services	1
Personal & Laundry Services	5

Entrepreneurs Assisted



52 Businesses Assisted

15 New Businesses Open



17 New Jobs Created



Supporters

We would like to thank the following organizations for their support.



AIDA Auburn Industrial
Development Authority



2020 Board of Directors

Executive Committee:

Kevin Miles Chair	Director Sullivan Center for Business Entrepreneurship, Wells College
Grant Kyle Vice Chair	Owner North Brook Farms, IGK Equestrian, KyleCroft Development
Cynthia Aikman Treasurer	Owner North Star Management
Kelley Gridley Secretary	Vice President of Commercial Banking Tompkins Trust Company, Inc.
Raymond Lockwood At-Large, Executive Committee	Chair Cayuga County Industrial Development Agency
Crystina Brooks - Solutions Manager, DuMond Ag	
James Dacey - Chair, Auburn Industrial Development Authority	
Jeff Dygert - City Manager, Auburn New York	
Sue Edinger - General Manager, Inns of Aurora	
Brian Hartwell - District Superintendent, Cayuga-Onondaga BOCES	
Tom Herbert - Owner, Bo-Mer Plastics	
Susan Higgins - Owner, Heart & Hands Wine Company	
Aileen McNabb-Coleman - Chair, Cayuga County Legislature	
Tom Minicucci - Chair, Cayuga County Chamber of Commerce	
Demetrius Murphy - Vice President, Branch Manager; Lyons National Bank	

Team

Tracy Verrier - Executive Director
Danielle Szabo - Economic Development Specialist
Meg Goloub - Business Development Specialist
Taylor Symes - Economic Development Technical Specialist
Devon Roblee - Marketing Coordinator
Ashlee Saret - Communications Coordinator
Kim Taggerty - Office Administrator

Staff bios at cayugaeda.org/about/staff

Selection of Partners

Auburn Downtown Business Improvement District (BID)
Auburn SCORE
Cayuga Community College
Cayuga County Chamber of Commerce
Cayuga County Office of Tourism
Cayuga-Onondaga BOCES
Cayuga Works
CenterState CEO
Central New York International Business Alliance (CNY IBA)
Central New York Regional Economic Development Council
CNY Regional Planning & Development Board
Cornell AgriTech
Cornell University Cooperative Extension, Cayuga County
New York Small Business Development Center (SBDC)

Partner Collaboration

Here are some projects we've been working on with our partners...

- **Auburn Place-Based Branding Initiative**
CEDA is working in collaboration with AIDA and other partners to develop a place brand for the City of Auburn. That brand, however, will leverage assets of the entire county and may have some value for marketing for Cayuga County more generally. The term "place brand" refers to the idea that cities and regions can be branded to advance marketing strategies for business and talent attraction.
- **11 New Businesses Open in Downtown Auburn**
Despite the challenges of the pandemic, multiple new businesses have opened Downtown Auburn (e.g. Octane Social House, Moonflower Macaron, Café 108, Casa Latinas, Reuse Refuge). Auburn's momentum, which is nurtured by CEDA and various partners like BID, Cayuga County Tourism, City of Auburn, etc., has continued in a way that other cities aren't experiencing.
- **"Shop Local, Shop Safe" Ad Campaign**
Starting in December 2020, CEDA partnered with Cayuga County Tourism on an advertising campaign to promote and support Cayuga County small retailers and restaurants during the holiday season and through the start of the new year. The campaign consists of digital, print, and radio ads delivered to local and regional audiences at no cost to businesses that opt-in to be featured.



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Partner Organization of Cayuga Strategic Solutions, Inc.

Our mission: To foster a sustainable quality of life in Cayuga County through job retention, expansion, and attraction.