



Cayuga Economic Development Agency 2021 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.

Economic Developer as Community Partner

Attracting new businesses to the area, job creation, and small business support are a big part of what we do at CEDA. We also work in partnership with many local organizations in support of these goals. Throughout 2021, we combined our resources with those of our partners to develop and assist with workforce training, support for local entrepreneurs, job site tours for students, marketing to outside talent and industry considering relocating to our area, supporting small businesses in economic recovery and COVID-19 mitigation, and much more. CEDA acts as an active intermediary among public and private sector organizations locally and regionally. Together we work to strengthen our networks and support the growth of our local economy. We are grateful to be a benefactor of and play a part in this symbiosis. You can learn more and view a listing of our partners and affiliates on our website: cayugaeda.org/partners.

CEDA has been a great partner to the community and, specifically, to Nucor Steel Auburn. ...CEDA assisted us in connecting with the correct personnel at the Cayuga Community College after numerous attempts to facilitate discussion on potential internships and hiring requirements after completion of specific degree programs.

We greatly value the assistance CEDA has provided and the partnership we have established. They have proven to be a reliable resource within the community. It is nice to have a local organization that is invested in our community.

~Elmer R. Cherry, Jr.; Controller; Nucor Steel Auburn, Inc.

NYS Consolidated Funding Application Assistance

Each year, CEDA offers free and confidential assistance for businesses and organizations applying for New York State funding through its Consolidated Funding Application (CFA). In 2021, CEDA assisted businesses and organizations with six of the 17 CFAs submitted to NYS. In December, the State released its list of awardees in Round XI of the Regional Economic Development Council Initiative, and Cayuga County projects were awarded over \$1.4m.

Auburn Downtown Revitalization Initiative Small Project Grant Fund

The second round of the Auburn Downtown Revitalization Initiative Small Project Grant Fund (“DRI Grant Fund”) launched in 2021. The DRI Grant Fund is intended to assist property owners/developers, for-profit businesses, entrepreneurs, and nonprofit entities in the DRI boundary with investments that will help to meet certain goals that benefit the downtown corridor. CEDA worked with the City of Auburn to administer the grant to 11 projects in order to provide support to businesses and improve resiliency and sustainability through the impacts of COVID.

Microenterprise Program



After a successful pilot program, the City of Auburn initiated a second round of their Microenterprise Program in Fall 2021. The program targets startups of under two years and entrepreneurs who qualify as microenterprise and are low-to moderate-income city residents. CEDA implemented the program providing educational sessions, mentoring, and networking opportunities to 15 participants. At the end of 2021, the program had awarded \$25,000 to grant-eligible participants.

Photo caption: Cayuga Economic Development Agency Business Development Specialist Meg Goloub and Microenterprise Program participants pose for a photo at the Cayuga Museum Carriage House Theater in Auburn after presenting their business pitches Dec. 2. From left are Meg Goloub, Cyntea Smith, Shawna Williams, Chevelle Carson, Erika Barrett, Kathleen Walsh and Jeff Richardson.

2021 Projects

Some examples of the businesses we worked with this year. Visit cayugaeda.org/projects for more listings.

Business Expansion

New Age Renewable Energy, LLC

Location: King Ferry

Assistance: CCDC Loan / Referrals / Technical

Jobs Created: 6



New Age Renewable Energy began distilling whey and milk permeate in March 2020, starting by selling most of it as hand sanitizer. They also looked for industrial ethanol customers and possible markets for consumable alcohol. CEDA wrote a letter of support for their application for a NYS license to sell consumable alcohol. We also made a connection with a dairy nutritionist, who could help them begin selling a yeast byproduct to put into dairy rations. CEDA connected NARE with several potential customers for their hand sanitizer product. We also connected NARE with several businesses that use large quantities of fresh water, another byproduct of their process. NARE is currently an industrial distiller that is looking to expand its productions into the beverage market. In 2021, NARE secured an equipment loan from Cayuga County Development Corporation (CCDC) to expand their semi-automatic bottling line operations.

Business Startup

Global Common Energy, LLC at Spruce Haven Farm

Location: Union Springs

Assistance: Cayuga County Industrial Development Agency Incentives

Jobs Created: 2

The project will involve anaerobic digestion of dairy manure at Spruce

Global Common

A NEW ENERGY PARADIGM

Haven Farm and will produce approximately 6 MMBTU per hour of pipeline quality renewable natural gas (RNG). The biogas produced by the digester will be upgraded to pipeline quality, then injected into a NYSEG gas pipeline adjacent to Spruce Haven Farm. RNG projects reduce waste and long-term greenhouse gas emissions, while also increasing the use of renewable energy. This project is expected to be completed in the second half of 2022.

Business Expansion

Currier Plastics, Inc

Location: Auburn

Assistance: Auburn Industrial Development Authority Incentives / Location

Jobs Created: 25



Over the next five years, Currier Plastics in Auburn will be expanding in the medical market. Currier received Auburn Industrial Development Authority (AIDA) incentives to construct a 90,000 square foot building and purchase additional production equipment. CEDA provided Currier assistance with expanding their location for the construction of a new building and provided technical assistance to Currier in applying for AIDA benefits.

Business Expansion

Veterans Memorial Park Association

Location: Auburn

Assistance: Consolidated Funding Application

Incentive: \$300k Empire State Development Grant

Veterans Memorial Park Association is in the process of rejuvenating the Babe Ruth League Field into a tournament level softball field. Veterans Memorial Park Association is a nonprofit seeking grant funds to be able to complete all of the necessary work to convert the fields. CEDA staff helped to prepare the association for grant financing with the Emerson Foundation, as well as the New York State Consolidated Funding Application (CFA). The CFA funds have been secured and the additional grant funds are pending.

Business Expansion

D&R Landscaping

Location: Auburn

Assistance: Business Plan

Incentive: \$5k Microenterprise Grant

Owner Rob Barnes participated in the Microenterprise Pilot Program. He used the classes, networking and grant award to stabilize his business model. Rob was able to improve his internal processes, which allowed his full-range landscaping business to grow and expand.



Business Startup

Quilts by Commission

Location: Auburn

Assistance: Auburn Small Business Assistance Program (SBAP)



Quilts by Commission is an artisan workshop, gallery and classroom dedicated to traditional and modern quilting. Owner Stephanie McCall is a certified quilt historian who has been making quilts by commission since 2006. She decided to open her brick-and-mortar on Genesee Street in September of 2021. An integral part of the opening of Quilts by Commission was the addition of a long arm quilting machine which required additional funding. Stephanie worked with CEDA staff to secure gap financing through the SBAP to purchase the machine.

Project to Watch

Business Location

Terrapin

Location: Auburn

Assistance: Location / AIDA

Jobs to be created: 40-100



CEDA assisted Terrapin, a Colorado based cannabis company, in finding a location for a new production facility near Auburn. Terrapin selected a lot in the Auburn Technology Park to locate and build and are in the process of purchasing it from the Auburn Industrial Development Authority. The project would be a \$120 million investment creating 100 jobs. Terrapin is a second chance employer that is working with Nick's Ride, CAP, and several other local nonprofits to understand the community's needs.

CEDA has been a wonderful support system for my small business startup. I participated in the ... Microenterprise Program. This dynamic learning experience had helped me build community with other entrepreneurs in my area and strengthened the foundation of my business with 1:1 mentoring and informative live hybrid classes. Our family business has grown with CEDA's continuous support and we are so grateful for the efforts of this organization.

~Beonca Louis; Owner; Louis Legacy, LLC

Projects Assisted with Financial Incentives

Project Demographics



21 Projects Assisted
 9 completed
 4 nearly complete
 8 in-progress or not started



\$32.5m+ investment
\$4m incentives

IDA incentives = \$3.1m
 DRI incentives = \$723k
 Local loans = \$353k



61 jobs

committed to be created



240 jobs

committed to be retained

Existing Businesses Assisted



118 Businesses Assisted

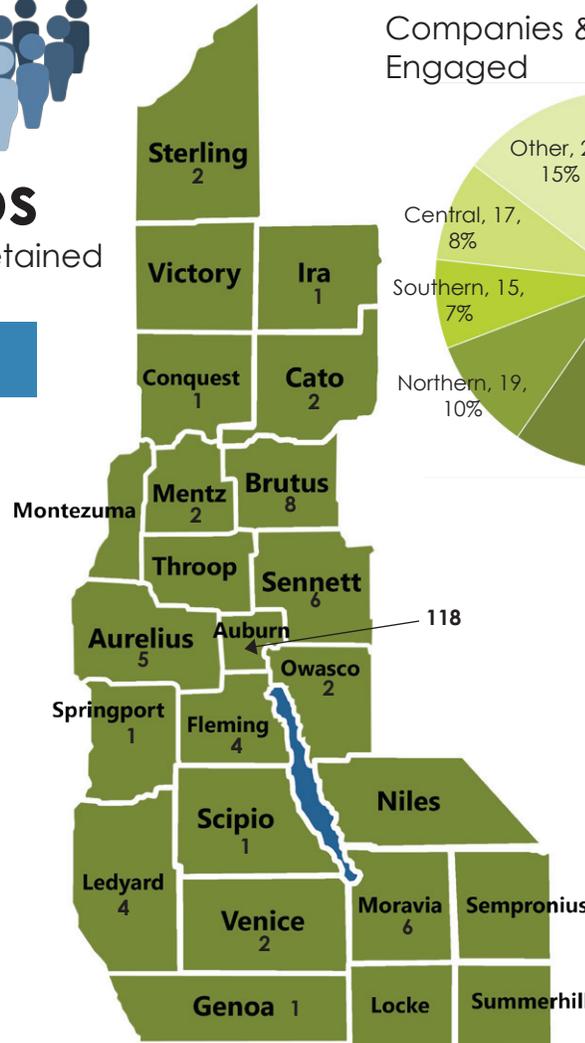
Entrepreneurs Assisted



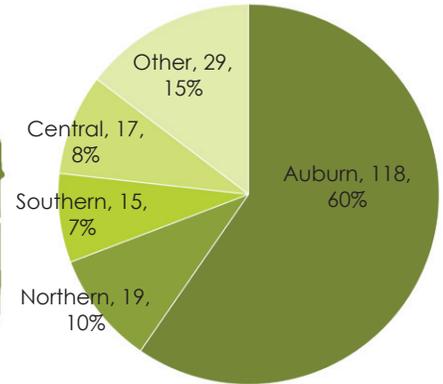
66 Businesses Assisted
6 New Businesses Open



9 New Jobs Created



Companies & Entrepreneurs Engaged

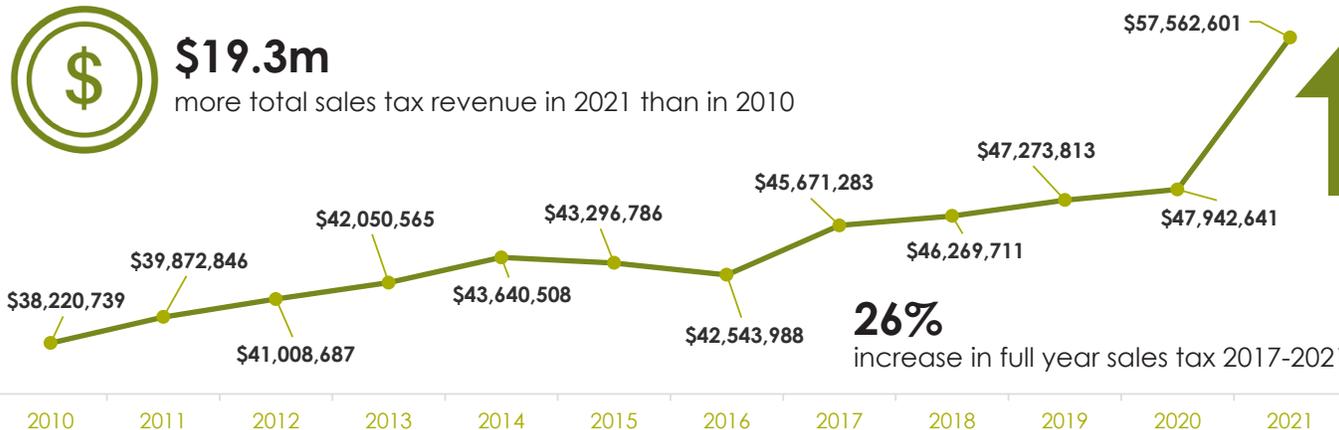


Other: 29 (multiple locations, located elsewhere but has Cayuga Connections)

Total Sales Tax Revenue (City+County+Town+Villages)



\$19.3m more total sales tax revenue in 2021 than in 2010



20.1% increase in full year sales tax 2020-2021

26% increase in full year sales tax 2017-2021



Supporters

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



2021 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

Ryan Pine
Treasurer

Partner & Investment Officer
Genesee Capital Advisors

Demetrius Murphy
Secretary

Vice President, Branch Manager
Lyons National Bank

Raymond Lockwood
At-Large, Executive Committee

Chair
Cayuga County Industrial
Development Agency

Crystina Brooks - Partner, MICA Consulting Group

James Dacey - Chair, Auburn Industrial Development Authority

Jeff Dygert - City Manager, City of Auburn NY

Sue Edinger - Chief Operating Officer, Inns of Aurora

Dr. Brian Hartwell - District Superintendent,
Cayuga-Onondaga BOCES Regional Education Center

Susan Higgins - Owner, Heart & Hands Wine Company

Mitch Manniccia - Chair, Cayuga County Chamber of Commerce

Aileen McNabb-Coleman - Chair, Cayuga County Legislature

Doug Springer - President, Printerly.com

Gwen Webber-McLeod - Owner; Gwen, Inc.

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

Javani Portipilo - 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 Career Center
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)

Supply Chain Analysis

CEDA contracted with MRB Group in 2021 to conduct a supply chain analysis of the Cayuga County economy. The goal of the analysis was intended to identify:

- Gaps in supply chains that could be ideal targets for business attraction and startup
- Opportunities for additional intra-county trade
- Areas where there are supply surpluses or byproduct recycling that can create new market opportunities

CEDA will use this analysis to inform our targeted approach to business development and attraction, and thus grow a base of businesses that are a good fit for our community.

The 2021 Cayuga County Supply Chain Analysis is available to view and download on our Strategy and Reporting page on our website:

cayugaeda.org/about/strategy-and-reporting/

...what a refreshing experience working with Danielle Szabo and [CEDA]. ...By presenting us with opportunities for land development and long-term relationships with the community, we were able to quickly make a decision on a location for our industrial expansion project. ...Danielle and CEDA played a critical role in our decision. They are surely an asset to the county's mission of attracting businesses and connecting projects with the right resource partners and supports.

~Chris Woods, Owner/CEO, Terrapin



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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.

