

Cortland County Development Corporation PERFORMANCE MEASURES

Name of Public Authority

Cortland County Development Corporation

List of Performance Goals 2023

Working with the Cortland County Business Development Corporation and the CCIDA, the Cortland County Development Corporation will:

- Support the BDC/IDA as the county's lead economic development agency;
- Actively support and further the interests of county-based businesses;
- Meet regularly with county businesses to identify and mitigate obstacles for growth and to exploit opportunities for growth;
- Assist in the planning and implementation of programs to increase awareness of federal, state, and local business assistance programs;
- Assist in the planning and implementation of marketing efforts both inside and outside of Cortland County that target the expansion of existing businesses, the establishment of new business, and the attraction of new companies, people, and investment to the county;
- Assist in the planning, funding, and development of sites, buildings, infrastructure, and other programs and activities to facilitate business development and expansion;
- Represent the interests of local governments with our federal and state elected officials with respect to economic development and maintain those relationships to further the County's economic objectives.

Accomplishments

The Cortland County BDC continues to function as the county's primary economic development organization. In 2023, the CCDC together with its partners at the Cortland County Business Development Corporation and Cortland County Industrial Development Agency:

The Cortland County BDC continues to function as the county's primary economic development organization. In 2023, the BDC:

- Continued work to help mitigate the impacts of COVID-19 and its variants on the local business community. Specifically, the BDC completed distribution to county small businesses \$600,000 in federal American Rescue Plan Act funds secured from county government to facilitate improvement projects that the Pandemic made difficult. The grants have leveraged significant additional private investments in those business.
- Secured significant resources for projects in Cortland County through New York State's Regional Economic Development Council program;

- Continued to provide staff support to update content on crowncityrising.com, a web site funded by the agency to provide public information to downtown Cortland businesses, residents, and other stakeholders weathering a major reconstruction of Main Street;
- Continued administration of its revolving loan fund, issuing new assistance to qualified businesses and monitoring the activities of existing borrowers in satisfaction of program parameters;
- Continued its work as a lead agency for the city of Cortland's \$10 million Downtown Revitalization Initiative grant;
- Served as a key strategist and funding agency for a DRI application by the Village of Homer, ultimately leading to a \$10 million DRI award to the village in 2023. The BDC's executive director is also serving as a co-chair of the Homer DRI Local Planning Committee, which is working with state-appointed consultants to identify and award top projects eligible for the DRI grant funding;
- Continued to provide staff support to a City of Cortland initiative to reimagine and reconfigure its downtown parking program in light of the DRI reconstruction on Main Street;
- Provided staff support for a variety of initiatives, including workforce development, designed to assist Cortland County businesses with growth and development.
- Provided staff support to an initiative to fill a 500,000 square foot manufacturing space in the city left vacant with the departure of Voyant Beauty from the community. Staff assisted building ownership with technical support and information about the community as a variety of new businesses showed interest in the property. The initiative has resulted in a global spice manufacturer acquiring the facility. The company is expected to create up to 350 new jobs over the next five years.
- Continued its work as an advocate and advisor for capital projects and community growth. Projects included the ongoing development of Gutches Park Sports Complex, a \$15 million facility hosting local, state and regional athletic events and promoting local sports tourism. The facility added two new turf baseball fields to the two it had built prior to 2023;
- Continues effective sponsorship of free small-business consulting through the federal Small Business Administration;
- Continued to work with local media as a voice for the local business community; and
- Continues to serve as a "one-stop shop" for a wide range of inquiries and proposals related to economic development and community growth in Cortland County.

