

## Economic Development & Planning Annual Report 2022

### Introduction

The Wayne County Economic Development and Planning Department consist of staff working together and across economic development and planning areas to improve the economy and quality of life in the County. Planning staff conducts County Planning Board review, completes land use and other planning studies, manages state and federal grant programs, and assists in the implementation of economic development initiatives. Economic Development staff fosters business attraction, expansion and retention, and small business development across the County, and provides staffing to the County Industrial Development Agency (IDA) and the Wayne Economic Development Corporation (WEDC). The WEDC manages commercial finance programs on behalf of the County and the IDA provides benefits to companies locating or expanding in Wayne County who meet certain qualifying criteria.

This past year the department began the process of developing a number of studies intended, along with several additional recently completed studies, to lay the ground work for a County Strategic Plan.

The intent of the plan will to completed community profiles based on data analysis and completed studies to begin the process of developing local, town-level strategies aimed at providing the basis for evaluating and planning for the need for services, infrastructure improvements, residential and commercial growth, and the preservation of farmland and rural character. Details will involve analysis of existing housing stock, areas available to accommodate new industrial development, and the need for infrastructure improvements.

Additional efforts are being initiated to provide more direct and consistent assistance to Towns and Villages in planning and grant writing to assist in implementation of local programs to assist in revitalization and community development.

### Planning

The Wayne County Planning Department staff continues to manage the County Planning Board Article 239 (L) and (M) reviews. Board appointments are made by the Board of Supervisors with Board participation open to representatives from all 15 towns. The County Planning Board reviewed 121 referrals (151 total actions), of which 66 (54%) were deemed to have “no significant countywide or inter-county impact (NCI). Of the remaining referrals 33 received approval with comments, while 22 were denied approval, withdrawn, canceled, or determined to be exempt.

The Director and Planning staff worked on several additional and ongoing initiatives in 2022:

- The Department completed a Brownfield Inventory in early 2021, leading into implementation of our \$600,000 EPA Community Wide Assessment Grant. Funding is being used to complete phase I and phase II studies at priority brownfield sites across the County. In collaboration with the County Land Bank, staff has been working to identify sites best suited for this investment, with priorities driven by their impact on current conditions, market interest, and other economic and community factors.
  
- Broadband- In an effort to close the gap and address connectivity issues highlighted by the recent pandemic, the Department issued an RFP in July 2021 to solicit proposals form Internet Service Providers (ISP) to provide an estimated cost of delivering service to remaining unserved areas of the County. During 2022 staff worked with several County Departments, County staff, and supervisors to review proposals,

select a partner, and work to bring an agreement to the Board of Supervisors to provide service to all County addresses currently without access to high speed broadband. Efforts continue into 2023 as unserved areas are reviewed and contract details finalized.

□ The Department Agricultural Development Specialist continues to assist with Ag District amendments and application for rural preservation grants. Ag industry support is a continued focus of this department, with efforts underway to bolster and support farmers and value-added agriculture industry in the County.

□ The Department was successful in applying for a \$1M farmworker housing grant aimed at improving conditions of existing farmworker housing in the County. We have partnered with Pathstone on implementation and have solicited replacement housing for 7 sites across the County with installation anticipated in the 2<sup>nd</sup> quarter of 2023.

□ An update to the Farmland Protection Plan was initiated in 2022 with a grant from the NYS Department of Ag and Markets. Among a survey of the Ag economy, and analysis of support, the plan will focus on the balance of development, renewable energy, and the protection of farmland including regulatory and fiscal impacts and policy recommendations.

□ Comprehensive and affordable housing analysis has become a new area of focus for this department, starting in 2020 and increasing in importance heading into 2022. Housing is the lifeblood of our communities. An aging housing stock and lack of attention have become significant areas of our focus in our planning and economic development efforts. The Department is utilizing a grant from NYS HCR to complete a Comprehensive Housing Study in 2023 that will analyze current market conditions and provide the basis for planning for growth and addressing gaps in quality affordable housing.

In 2021 we had an opportunity to evaluate the current conditions of our affordable housing stock through a grant from Enterprise Community Partners. Among other findings, the study found that the County has a large proliferation of Naturally Occurring Affordable Housing (NOAH), with the majority of affordable housing units identified as single-family or duplex properties. As a result of the grant, the Department was able to establish two new programs, being implemented with partner organizations Pathstone and the Greater Rochester Housing Partnership. These programs will establish a loan fund for developers to do a market study, and a landlord rehab grant program. Both programs were implemented in 2022. Staff are working to ensure the programs serve and are useful in addressing existing affordable housing.

In addition, we applied for and are being awarded a grant from NYS Homes and Community Renewal (HCR) to complete a comprehensive Housing Study in 2022 aimed at taking an all-inclusive look at housing across the County. The study will evaluate currently available and future demand for housing across income levels and to guide policy and decision making at the County and local level.

□ The Planning Department applied for and is being awarded a \$450,000 grant from NYS Department of State (DOS) through its Local Government Efficiency (LGE) program to develop and implement a shared GIS database across County and local government. Staff will work with the new GIS Manager and other county departments to develop and implement the scope of work under the grant.

□ County planning staff coordinated amendments to the list of exemptions for referral to the County Planning Board in an effort to reduce the burden of referrals consisting of local matters regularly determined to have no county impact. This, along with other improvements including online submission (to be

implemented in 2023) are aimed at providing more direct and relevant professional review and comments to both the County board and local boards to assist in the review of actions.

□ NYS DEC requires all County's to have a Solid Waste Management Plan. Since the dissolution of the Waste Management Authority the County has been operating under a local law and process not consistent with current staffing and under dated regulations. In 2022 the department initiated a review of laws, regulations, and management through an update and development of a new Solid Waste Management Plan. The plan is anticipated to be completed in early 2023 with updated procedures and policies to comply with DEC regulations and consistent with the County's role and responsibilities.

□ Leveraging some funding provided by NYSERDA, the department is taking some early step to identifying a location strategy for the proliferation of Electric Vehicle Charging Stations across the County. The plan will identify a network of stations covering the county, complete site analysis and utility service, and lay the ground work for future grant funding for implementation.

### **Economic Development**

This past year continued to present challenges to our efforts by restricting travel and other business interactions, but we made considerable progress in a number of areas, while continuing to work on development and implementation of programs we felt best serve the County's economic prosperity. The Economic Development department continues to focus efforts and measure progress with a focus on 3 key economic development areas including business retention and expansion, workforce development, and new business development.

□ Business Retention and Expansion- There were numerous business expansion projects in 2022, most notably was Pace Electronics relocation and expansion including a \$4.3 million investment. Despite challenges, businesses across the County are poised for growth.

□ Building on the planning departments brownfield inventory and site assessment grant work, the County applied for and is being awarded a \$1M Brownfield Revolving Loan Fund, matched by \$200,000 of WEDC funds, to establish a loan program to provide low cost financing for brownfield remediation projects across the County. WEDC will manage the fund on behalf of the County.

□ Shovel ready site development is a continued focus of our efforts in 2022 and beyond. To support these efforts the Departments applied for and received a grant to review technical details, markets opportunities, and steps to addressing barriers to shovel ready sites in existing formal and informal business sparks across the County. The analysis is aimed at preparing a strategy to utilizing new resources being made available by NYS through the NY FAST program for shovel ready site development.

□ Workforce Development- Issues related to workforce continue to hinder growth potential across the national economy. That being said, we continue to address workforce development from a broad, long-range perspective with an eye on local and more immediate efforts where the opportunity presents itself. The Edge Factor platform continues to serve as a way of disseminating information and opportunities for the pre-college and next gen workforce.

□ New Business Development- New business development is a continued focus going into 2023. We continue efforts to develop a strategy for business attraction including shovel ready site development, knowledge of workforce development resources, active and ongoing monitoring of the real estate market, and active participation in regional recruitment efforts.

□ SBA 504 Financing- Similar EDO's in our region provide SBA 504 financing as a Certified Development Company (CDC) approved by the federal SBA to work with SBA and private-sector lenders to provide growing businesses with long-term, fixed-rate financing for major fixed assets, such as land, buildings, machinery, and equipment. Staff are exploring certification in an effort to increase our footprint and available resources to play a role in business development, retention, and expansion.

□ The Director, in cooperation with a committee of the County developed and submitted a proposal to NYS to play a direct role in the redevelopment of the former Butler Correction facility. The proposal was submitted in late 2022, with ongoing review and discussion in 2023 aimed at getting the site back to productive use and back on the tax rolls.

□ We continued efforts aimed at new small business development through the Wayne Economic Development Corporation's (WEDC's) third annual Pitch Competition where concept or early stage businesses submitted executive summaries of business plans. Four finalists were chosen for a live pitch-fest where participants made 3 minute "pitches" to a panel of judges. The program was a great success again this year, with our winner coming from Sodus whose start-up, The Fairville Baker, is a family-run bakery delivering quality, locally produced sourdough bread and pastries.

New this year, the WEDC added a Student Pitch Competition where Wayne County students were invited to submit a business plan and video "pitch" of their business for the opportunity.

□ The Wayne County Civic Facility Loan Fund revolving loan fund program is a pilot project to serve as an economic stimulus in Wayne County to not-for-profit corporations and institutions. The program's objectives include investment in infrastructure and to build effective partnerships with State, regional, and local entities to promote community development activities in Wayne County. The first loan was for the Apartments for Success program created by the Finger Lakes Community Action Program (formerly Wayne County Action Program). This program created six new transitional style housing units.

□ In addition to these specific department initiatives, economic development staff continue to work on utilization of WEDC loan funds where they can be used to assist local businesses invest and grow. WEDC loan funds have been adjusted over the last several years so as to not compete with local lenders, but rather to enhance and fill gaps in resources available for Wayne County businesses, including gap financing, ag-specific low interest financing, and microloan funding.

The WEDC main loan funds were capitalized with CDBG grants from the County in 1983 and 1994 and continue to revolve utilizing initial capital and accrued interest payments. The loan portfolio remains strong and staff are exploring ways to offer support during the economic recovery. WEDC is currently managing 18 different loans made from all of our existing loan funds. New this year is the Microburst Grant and Microburst Loan Program.

□ The Industrial Development Agency (IDA) continues to provide project assistance in the form of tax benefits for projects meeting qualifying thresholds including job creation and significant real estate investments. Staff is currently managing 36 PILOTS, with several pending heading into 2022.

### **Conclusion**

The past year has presented many challenges; however, the County economy remains strong and we are noticing significant development pressure on the west side of the County. The department's efforts remain focused on providing sound planning advice through data analysis, coordination and communication while assisting in driving informed decision making to accommodate new economic growth while maintaining character and open space preservation. Details and data on the work and impact of the department and agencies we staff are included as an appendix to this report.

Planning and economic development is a multi-year process of data analysis, resource development, and service coordination. It is my hope that we can continue this process in the coming year s and that we will provide meaningful guidance and bring resources to the table to drive initiatives and increase the quality of life across the county.

Brian Pincelli  
Director  
Wayne County Economic Development  
& Planning

Department and Agency Data

**Grants Secured Since 2017**

Derelict Property Study	\$	47,500.00
Brownfield Inventory	\$	20,000.00
Land Bank AG Funding	\$	500,000.00
EPA Brownfield Assessment Grant	\$	600,000.00
OMID Strategic Plan	\$	75,000.00
NYS DOS GIS Shared Services	\$	450,000.00
Comprehensive Housing Study	\$	47,500.00
Business Park Study	\$	30,000.00
Farmworker Housing	\$	1,000,000.00
Farmland Protection Plan	\$	40,000.00
CDBG Microburst	\$	200,000.00
EPA Revolving Loan Fund	\$	1,000,000.00
Restore NY- Newark Health and Wellness Center	\$	2,000,000.00
NYSERDA Clean Energy Communities Program	\$	5,000.00
Rochester Area Community Foundation Bullis Fund	\$	33,000.00
NYS Preservation Opportunity Program Implementation	\$	500,000.00
<b>Total</b>	<b>\$</b>	<b>6,548,000.00</b>

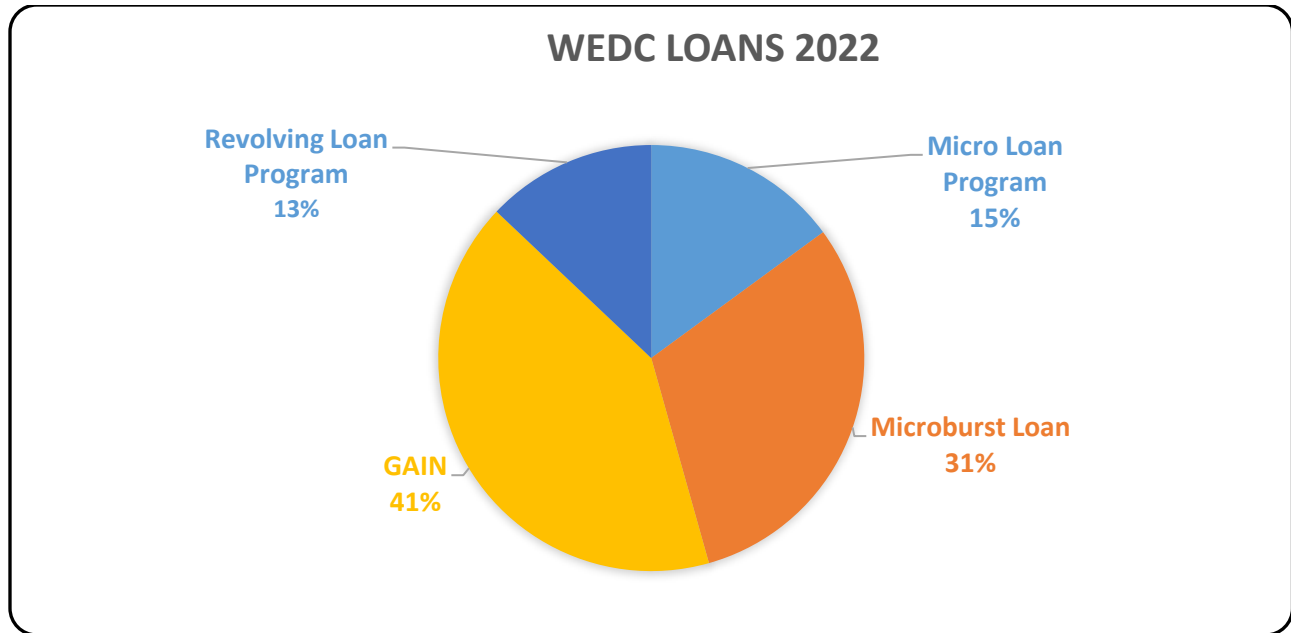
**WCIDA PILOTS, Revenue, and Jobs Impact**

<b>WCIDA Assistance Abatement &amp; Exemption Benefits Provided in 2021 and Job Creation/Retention Connection</b>	
<b>Tax Abatement &amp; Exemption Analysis FY 2021</b>	
Total PILOT Property Assessment Value Exempt in FY 2021	\$118,852,773
<b>Real Property Tax FY 2021</b>	
Real Property Tax Exemption Value	-\$4,505,646
PILOT Revenue for C/T/V/S&L and Solar HCB Revenue to Towns	\$1,730,162
<b>Sales and Mortgage Recording Tax FY 2021</b>	
Sales Tax Exemption (Wayne County)	-\$71,641
Sales Tax Exemption (NYS)	-\$71,641
Mortgage Recording Tax Exemption	\$0
<b>NET TAX EXEMPTION VALUE PROVIDED BY WCIDA IN 2021:</b>	<b>(\$2,918,766)</b>
<b>In exchange for the above abatement/exemption benefits, PILOT companies created and retained a total of 2,803 FTE jobs within Wayne County for FY 2021.</b>	
<b>Job Creation/Retention Analysis FY 2021</b>	
<b>FTE Jobs Retained</b>	<b>2,536</b>
<b>Average FTE Jobs Retained Salary Commitment</b>	<b>\$48,224</b>
<b>Salary Earning for FTE Jobs Retained</b>	<b>\$122,295,782</b>
<b>FTE Jobs Created</b>	<b>267</b>
<b>Average FTE Job Creation Salary Commitment</b>	<b>\$39,279</b>
<b>Salary Earning for FTE Jobs Created</b>	<b>\$10,497,313</b>
<b>Total Salary Earnings FY 2021</b>	<b>\$132,793,095</b>

\*Note this impact analysis is completed in June of every year. Numbers reported are from 2021



**WEDC Loan Funds**



**WEDC Loan Fund Descriptions**

Loan Fund	Minimum Amount	Maximum Amount	Maximum % of TPC	Interest Rate	Maximum Term	Start Up Eligible
Revolving Loan Fund	\$25,000	\$500,000	20%	Prime +/- 1%	Approx. 10 Years	No
Agriculture Industry Loan Fund	\$25,000	\$200,000	90%	1%	Approx. 10 Years	No
Microenterprise (Micro) Revolving Loan Fund	\$5,000	\$150,000	90%	Prime +/- 2%	10 Years	No
Microburst Loan Program	\$5,000	\$150,000	90%	Prime +/- 2%	10 Years	Yes

**Revolving Loan Fund**

This fund provides a second source of financing (gap financing) for eligible businesses wishing to expand or locate in Wayne County and who have been unable to fully finance their projects with equity, conventional financing, or other private and public sources. Funds can be used for the acquisition of land, buildings, and fixed equipment, site preparation and construction, reconstruction or installation of buildings and fixed equipment, the payment of assessments for sewer, water, street, and other public utilities, and working capital (inventory and direct labor costs only).

**Agriculture Industry Loan Fund**

This loan pool will support capital projects for the creation, retention and expansion opportunities for the region’s farmers and agricultural related businesses. Funding for GAIN! is being made available by support from the Empire State Development Agency (ESD), the Finger Lakes Regional Economic Development



Council, and the Genesee/Finger Lakes Regional Planning Council. Applicant information (name and social security, etc.) is held on file for ESD audits of the program in order to verify the information.

**Microenterprise (Micro) Revolving Loan Fund**

This fund is designed to provide small primary loans to established or growing small businesses. Funds may be used for working capital, inventory purchases, machinery and equipment, furniture, fixtures, supplies, leasehold improvements, minor building renovation/rehabilitation, or natural disaster recovery.

**Microburst Loan Program**

This fund is designed to provide small loans to start-up or newly established businesses. A key objective of the program is to assist Wayne County residents who have traditionally had difficulty accessing debt financing for their new business. Funds may be used for working capital, inventory purchases, machinery and equipment, furniture, fixtures, supplies, leasehold improvements, minor building renovation/rehabilitation, or natural disaster recovery.