

CORTLAND COUNTY BUSINESS DEVELOPMENT CORPORATION PERFORMANCE MEASURES REPORT

List of Performance Goals

Working with the Cortland County Industrial Development Agency the CCBDC will:

- Act 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;
- Plan and implement programs to increase awareness of federal, state, and local business assistance programs;
- Plan and implement 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;
- Represent the interests of local governments with our federal and state elected officials with respect to economic development; and
- Maintain relationships with federal, state, and regional elected officials and economic development allies to further Cortland County's economic development program objectives

Accomplishments

The Cortland County BDC continues to function as the county's primary economic development organization. In 2017, the BDC:

- Continued its effective management of its revolving business loan fund, available to county business owner and entrepreneurs who may not have access to or choose to take advantage of traditional bank financing;
- Has had its executive director continue to work with the Central New York Regional Economic Development Council, which competes for state dollars to assist economic and community development projects in the 5-county region. The director, appointed to the REDC by Governor Cuomo, played an integral role in the region's winning application for funding in 2017.
- Further, the agency was a critically important partner in the city's successful application for \$10 million in funding through the state Downtown Revitalization Initiative. The director continues to work in support of the DRI, service as a co-chair of the Local Planning Committee tasked with the distribution of the grant monies to qualified projects;
- Continues to work as an advocate and advisor for capital projects driving jobs and community growth. Such projects include the development of a \$15 million sports tourism recreational center in the town of Cortlandville, significant and important mixed-use rehabilitations of properties in Cortland's Central Business District, and a proposed Cortlandville zoning amendment that would clear the path for significant new investments there.

- Underwrote a county Microenterprise Assistance Program application that will make \$165,000 available to small businesses across Cortland County in 2018;
- Retooled its website (www.cortlandbusiness.com);
- Continued publishing its bi-monthly newsletter, Cortland County Today;
- Continues to sponsor free small business consulting through the Small Business Administration;
- Continues to administer the Empire Zone program for qualified businesses still enrolled;
- Has its director serve as an officer of the Cortland Regional Medical Center Board of Trustees, which is now negotiating an affiliation with Guthrie Clinic assuring the retention of hundreds of jobs and quality health care in the community for the immediate and long-term future; 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