



Cortland County Business Development Corporation & Cortland County Industrial Development Agency

invite qualified candidates to apply
for the position of:

Executive Director/CEO

Salary Range: \$110,000-\$135,000



The Position: A Snapshot

The Cortland County Business Development Corporation (BDC) and the Cortland County Industrial Development Agency (IDA) seek an energized leader to promote economic and community development through each of the agencies.

The BDC's Executive Director/CEO is a key county voice and thoughtful strategist for programs, projects, and initiatives focusing on business retention, business recruitment, and overall quality of life. In leading the efforts of the IDA, the Executive Director will also be a key strategist for the development of financial packages that may incentivize significant capital investment and job creation in Cortland County. The Executive Director/CEO is part of a three-person team of visionary and enthusiastic professionals reporting to two independent boards of directors comprising a diverse mix of business and community leaders. Find a detailed description on page 4.

The Organizations

The BDC and the IDA are Cortland County's principal economic development organizations, partnering with stakeholders at the local, regional, state, and national levels to stimulate investment and to create and retain jobs. Both agencies are heavily involved in community-wide quality of life initiatives aimed at enhancing Cortland County as a place to live, work, and invest. The BDC is funded by the Cortland County Legislature. The IDA's revenues are derived from fees charged to projects it incentivizes.

1

**Business
Retention**

2

**Business
Recruitment**

3

**Quality
of Life**



Who are We Looking For?

We're looking for an excellent strategist. An energized advocate. A strong voice for our businesses and community. These five core competencies are essential to thrive in the position:

- 1** Relationship Building with Diverse Stakeholders
- 2** Budget Development and Contract Negotiations
- 3** Written and Oral Communication
- 4** Understanding of Economic Development Principles and Practices
- 5** Familiarity with Functioning of Local, State, and National Government

Experience, Skills, and Qualifications

- Bachelor's degree.
- Five years of experience in business, economic development, or the public sector.
- Knowledge of New York State, federal, and private economic development programs, site development, and business and nonprofit financing and financial statements.
- Negotiation; project/land development experience a plus.
- Prioritization of multiple projects, tasks, and deadlines.
- Independent work ethic and strong sense of integrity.

Multiple Skill Sets Define the Position



Leadership

The Executive Director/CEO will lead the staff in fulfilling the mission of both organizations while also serving as a key partner in the projects and initiatives of many state and regional economic development entities. These include the Central New York Regional Economic Development Council, the Central New York Regional Planning and Development Board, The Southern Tier East Regional Planning Board, and others. The Executive Director/CEO will also play a key role in the development of local coalitions, both private and public, aiming to move the community forward.

Relationship Building

Essential to a successful economic development program is the ability to build and maintain relationships with staff, the board of directors, business and community leaders, elected state representatives, the Cortland County legislature, municipal government representatives for the city of Cortland and the county's 18 towns and villages, and representatives of organizations serving broad state economic development interests.

Financial Management

The Executive Director/CEO will effectively manage an annual BDC operating budget of \$575,000 as well as a \$650,000 revolving loan program available to qualified county businesses. The Executive Director/CEO of the IDA must work closely with the organization's Chief Financial Officer to ensure that any incentives offered are commensurate with the project's benefits to the community and that the incentives appropriately balance the needs of both the project and county taxpayers.

Strategy Development

Develop creative strategies for and participate in a diverse assortment of initiatives to enhance the local economy and promote the community. The Executive Director/CEO will draw upon relationships with regional, state, and national economic development and political representatives to secure funding to support business recruitment, growth, and retention.

Communications & Public Relations

The Executive Director/CEO is the face of economic development in Cortland County and as such must serve as a point of contact for the media, elected representatives, community organizations and the public. Public speaking and good writing skills are essential. The director will manage agency marketing and communication programs as required.

Advising

The Executive Director/CEO will provide guidance and technical assistance to aspiring entrepreneurs, existing businesses wishing to grow, and to businesses considering locating in Cortland County.

Dedication to Compliance

The activities of both the BDC and the IDA are highly regulated and fully transparent. As such the Executive Director will ensure that reporting requirements of the NYS Authority Budget Office and the NYS Comptroller's office are met in a timely and accurate manner.

You'll Love the Cortland Community

Cortland County is a great place to live and work. Centrally located between Binghamton and Syracuse, with easy access to Interstate 81, the county has more than 48,000 residents. The county seat is in the city of Cortland, home to more than 18,000 residents and SUNY Cortland, one of the state's top four-year institutions.

As the eastern gateway to the Finger Lakes Region, Cortland County has easy access to an abundance of craft wineries, breweries, and fantastic outdoor recreational opportunities.

The city itself has dozens of small businesses and more than 20 restaurants serving diverse interests and palates. The county is known for its thriving live music scene, and residents enjoy a year-round assortment of community events and festivals in the charming downtown areas. There's plenty of winter fun, too! Nearby Greek Peak Mountain Resort is a northeastern vacation destination and is an excellent place for snowy adventures like snowboarding, skiing, snowshoeing, tubing and cross-country skiing.

A top employer is the college along with Guthrie Cortland Medical Center, McNeil Insurance Risk Services, Pall Corporation, Gutchess Lumber, Economy Paving and Suit-Kote Corporation.



Are you up for a challenge?

The next Executive Director/CEO can expect to work closely with our Board of Directors, staff, county and municipal leaders and other partners on these engaging opportunities and challenges:

- A recent announcement by global chip manufacturer Micron that it will invest \$100 billion to build new facilities in neighboring Onondaga County over the next two decades will also have a significant impact on the fortunes of the entire Central New York Region, including Cortland County. Projections are for the creation of thousands of jobs through Micron's own development and those of supply chain companies that will flock to the region as the project continues. As CNY's southernmost county with immediate access to Interstate 81, Cortland County must position itself as a top candidate not only as a chain business location but also as a top choice for living and raising a family.
- The Executive Director/CEO will lead the county's efforts in this initiative by building upon existing relationships with regional stakeholders involved with the Micron project and by developing new partnerships for strategic development giving the county its best chance at success;
- Continue to serve as the county's primary advocate for programs, projects, and initiatives funded through the state's annual economic development grant competition and as a member of the CNY Regional Economic Development Council. The BDC has brought more than \$70 million back to Cortland County for REDC projects over the past decade, and indications are that the state will continue to fund the popular program in coming years;
- As the dust settles on the two-year rehabilitation of Main Street Cortland in 2024, the Executive Director/CEO must continue to provide partnership in strategizing next steps for a district upended not only by the construction, but also by the COVID pandemic. Of particular importance is the development of a forward-looking downtown management plan and working with city leadership, local business, and other partners to set up a mechanism to implement that plan for marketing, environmental maintenance, event planning, and more;
- The BDC has been a driving force in the ongoing development of Gutchess Lumber Sports Park in the town of Cortlandville, and working with town leaders the Executive Director should continue as a partner in the development of strategies to fund and continue development of the facility, quickly becoming a top northeastern sports tourism destination that is drawing thousands of people to the community throughout the summer and fall months.

Are you up for a challenge? (cont'd)

- The Executive Director/CEO will lead the initiative to redevelop a former manufacturing site on the city's east side. The project is currently in its environmental assessment stage, and once complete the director will work with consultants to identify appropriate remediation and marketing to potential developers;
- The Executive Director/CEO will continue work with the village of Marathon, a 2023 applicant for the state's \$5 million NY Forward program. Using a grant from the BDC, the village has hired a local planning firm to prepare a competitive application for funding. The director will be engaged in the process throughout and continuing into future years should the initial application fall short;
- Entrepreneurship is strong in Cortland County and working with the staff the Executive Director/CEO must continue to provide counseling and support for both existing and growing small businesses. Site selection, financing, and accessing state grant programs are critical needs for these businesses and the BDC must ensure that it continues to be a key source for help in these areas;

The Why

At the BDC and the IDA we strive for excellence and never accept that something that isn't working must remain broken. We work with our businesses and community leaders to identify problems and collaboratively look for solutions to those problems. We know who we are and where we are – a small county in a former industrial center in Central Upstate New York – but opportunities abound for us as we rebuild our downtowns, repopulate long-vacant buildings, hone our already enviable cultural and recreational assets, and collaborate with partners in a region poised to become one of the hottest employment and technology centers in the nation.

The why? Why not!

Ready to bring your creative change-making skills to Cortland County?

We can't wait to read your application!

To Apply

This recruitment effort is confidential and all contacts, inquiries and communications will be treated as such throughout the process. This position is considered open until a final selection is made.

- Candidates are encouraged to apply by **June 30th, 2023**.
- Expressions of interest should be sent via email and should include a cover letter and resume.
- This position is considered open until a final selection is made.

All resumes/letters should be sent, in confidence, to Pracademic Partners, LLC, attn: Ian M. Coyle at ian@pracademicpartners.com with the subject line: **"Cortland County BDC/IDA"**

The Cortland County Business Development Corporation & Industrial Development Agency is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

