

# **CORTLAND COUNTY BUSINESS DEVELOPMENT CORPORATION PERFORMANCE MEASURES REPORT**

## **List of Performance Goals 2020**

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 2020, the BDC:

- Worked in partnership with the IDA to help mitigate the impacts of COVID-19 on the local business community. Actions included marketing emergency federal, regional, and local programs to qualified businesses, directing business representatives to appropriate funding sources, and acquisition and distribution of PPE.
- Continued its effective management of its revolving business loan fund, available to county business owners and entrepreneurs who may not have access to or choose to take advantage of traditional bank financing;
- Modified the traditional revolving loan program to make funds available with easier terms for businesses impacted by the COVID-19 pandemic;
- Continued to act as a lead agency in the fulfillment of the \$10 million Downtown Revitalization Initiative in the city of Cortland. The director continues to work in support of the DRI as 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 and facilitation of numerous business start-up and relocation requests across the community.

- Retooled its website ([www.cortlandbusiness.com](http://www.cortlandbusiness.com));
- Continues to sponsor free small business consulting through the Small Business Administration;
- Continues to work with media as a voice for the local business community;
- Active in partnership facilitating workforce development;
- Has its director serve as an officer of the Guthrie Cortland Medical Center Board of Trustees; 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.