CORTLAND COUNTY BUSINESS DEVELOPMENT CORP.
MISSION STATEMENT AND PERFORMANCE MEASURES

Public Authority's Mission Statement

The Cortland County Business Development Corporation seeks to improve the quality of life in Cortland County by retaining and expanding existing job opportunities, attracting new jobs, and stimulating the investment of capital in the county.

List of Performance Goals

Working with the Cortland County Industrial Development Agency and the Cortland County Development Corporation, the Business Development Corporation 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;

- 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 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 2022, the BDC:

- Continued work to help mitigate the impacts of COVID-19 and its variants on the local business community. Specifically, the BDC secured from county government $600,000 in federal American Rescue Plan Act funds that were provided as grants to

county small businesses to undertake improvement projects that the Pandemic made difficult. The grants will have leveraged additional and significant private investments in those business by the time the program is complete at the close of Q1 2023.

- Secured significant resources for projects in Cortland County through New York State's Regional Economic Development Council program;

- Developed, funded, and staffed a web-based public information program, crowncityrising.com, designed to prepare downtown Cortland businesses, residents, and other stakeholders for 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 for a DRI application by the Village of Homer, which is a finalist for the award in 2023. The BDC also funded and produced a video that was key to the Village's application presentation to members of the Central New York Regional Economic Development Council;

- Facilitated a study of current parking practices in Cortland's Downtown District to assist with parking redesign during and post-DRI construction;

- Continued its work as an advocate and advisor for capital projects and community growth. Projects included the ongoing development of Gutchess Park Sports Complex, a $15 million facility hosting local, state and regional athletic events and promoting local sports tourism;

- 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;

- Active in partnership facilitating workforce development; 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.