



TODAY: Cortland County

TODAY: Cortland County is the Business Development Corporation's newsletter promoting industry and business growth in Cortland County.

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Garry L. VanGorder
Executive Director/CEO

Michael McMahon
Chairman



Washington Irving once said that there is something in fishing that tends to produce a serenity of mind. Indeed, opportunities for that kind of relaxation abound in Cortland County, home to numerous lakes, ponds, and rivers offering some of the best fishing in New York State.

Anyone who gets a line wet will tell you – it's one of the joys of our Four Season community.

Inside this issue we feature the Cortland Beer Company, a downtown brewer that got out in front of the craft beer craze to methodically grow its business to produce some of the finest craft beer in the Central New York Region.

We'll also highlight the progress of the Bridal Barn, a new business in Homer that benefited from a recent BDC grant, and profile the Cortland Regional Sports Council, a unique organization working for more than 10 years to attract sports and recreation events to Cortland County.

There's lots of other news and notes, as well. Thanks for reading!

The BDC is Cortland County's principal economic development organization working for economic and community growth. Together, its programs, projects, and services aim to support existing businesses while promoting other job-creating opportunities across the county.



Garry L. VanGorder
Executive Director/CEO

Round five of Governor Cuomo’s Consolidated Funding Application process opened May 1st, with proposals for projects due to be submitted by the end of July.

Our record in this competition has been impressive here in Central New York, where Cortland, Madison, Oswego, Cayuga, and Onondaga counties have netted more than \$344 million for a variety of programs and projects since 2011 (more than \$10 million for Cort-

land County). That level of success is unmatched statewide, and is reflective of a belief that what’s good for one county is good for us all.

Two projects funded in Round 4 are perfect examples: \$3.65 million to support a \$60 million renovation of the historic Hotel Syracuse, an iconic structure that will help anchor that part of the Syracuse downtown and serve as a top-shelf destination for all of us in the region, and \$4 million to support the installation of new instrumentation for the tracking of unmanned aircraft systems at Griffiss International Airport, the first of its kind for any UAS test site in the country.

CFA dollars have also been awarded to an innovative new milk processing plant in Cayuga County, the amazing Owera Winery facility in Madison County, and a visionary race track facility in Oswego County.

Here in Cortland County, the CFA process has provided resources for downtown revitalization, the development of Byrne Dairy’s agri-tourism facility, enhancements at Lime Hollow Nature Center, capital improvements at Pall Corp.’s R&D facility, expansion and reinvestment at Cortland Plastics, retention projects at Cortland Line and Cortland Companies, the development of an innovative new “Ski Cortland” initiative, the development of an inter-municipal “smart water” network, a host of quality community planning initiatives and much, much more.

***Cortland County has netted more than \$10 million
in CFA dollars since 2011.***

As we review projects for the 2015 round, we are also competing hard in the governor’s Upstate Revitalization Initiative, a once-in-a-lifetime opportunity to secure \$500 million to create jobs, stimulate investment and create new opportunities for Central New York.

No one can project the winners, but I can promise that the CNY plan will be tight, it will be professionally presented and it will be highly competitive.

\$344 Million

CFA dollars awarded
to CNY since 2011

\$80.2 Million

CFA dollars
awarded in 2014

85

Regional projects
funded in 2014



37 Church St., Cortland, NY 13045

P: 607/756-5005

www.cortlandbusiness.com

info@cortlandbusiness.com

Main Street Music Series Lineup

The Main Street Music Series returns to Cortland this summer for four events through the month of July. The 2015 lineup kicks off July 10 with Chris Merkley and his Old Boy Records label (oldboyrecords.com), and on July 17 it's the Brothers MacRae (the brothersmacrae.com) and Tailor Made (tailormade.vpweb.com). Travis Rocco (travisrocco.com) and Spaceship Days (spaceshipdaysmusic.com) take the stage on July 24, with Bob Keefe and the Surf Renegades (surf-renegades.com) and the Mutron Warriors (mutronwarriors.com) finishing out the season on July 31.

The concerts, located on the stage in the Marketplace Mall parking lot, are free and open to the public. The series is in its 11th year.

Center for the Arts Going Strong

A great lineup is in store for May and early June, with headliners the Cafferty Band (May 16), Loren and Mark (May 29), Danny D'Imperio and the Upstate Burners (June 6) and the Glengarry Boys (June 20) set to take the stage. See the web page at www.center4art.org for more information.

Projects Underway

Two projects to renovate buildings in downtown Cortland are now underway. McNeil Development is refurbishing the second floor of the NBT Bank building, intending to make that space available for commercial or other office clients. Across the street, renovations have begun at 53-55 Main Street, site of a 2005 fire that gutted the building and forced the closure of two businesses housed there. Plans for that site, once ren-

ovations are complete, have not been made official.

Farewell to the Jets

The New York Jets' decision not to return to Cortland for its summer training camp ended a five-year relationship with the NFL team. The college and the community rolled out the red carpet each year the camp was in town from 2009, providing first-class practice and housing accommodations on campus and opening the door wide in the community for players, coaches, and fans who visited our shops, restaurants, hotels and entertainment venues. The relationship afforded many opportunities to SUNY Cortland students, and provided the school with exposure it could have found nowhere else. The team's decision to locate camp closer to its home base this summer followed the removal of former head coach Rex Ryan, who wanted his players to focus on the work at hand away from the distractions of the New York metropolitan area.

Overall, the five New York Jets training camps resulted in an estimated \$23.84 million in economic activity for Cortland County. More than 22,500 spectators from 34 states and five countries passed through the training camp gates in 2014 alone.

Cortland Crush Enters Second Season

The Cortland Crush, a summer wood-bat development league for college players, is taking the field in 2015 for its second campaign in the New York Collegiate Baseball League.

Playing its home games at Greg's Field at Beaudry Park in Cortland, the Crush is affiliated with Major League Baseball and boasts players from colleges and universities scattered around the nation. Its 23-game home schedule begins June 1 and runs through the end of July.



Kim Chandler, son of Cortland Line fly fishing legend Leon Chandler, sports his Cortland colors during a recent fishing outing in the Great Northwest. Chandler is a longtime supporter of the company, now celebrating its 100th year in business.



Cortland Beer Company – Brewing Up Business Success in Cortland County

Most folks would be hard-pressed to come up with a better way to take a break on a warm summer weekend than by kicking back with friends at a bustling downtown pub and enjoying a rich, smooth, handcrafted beer.

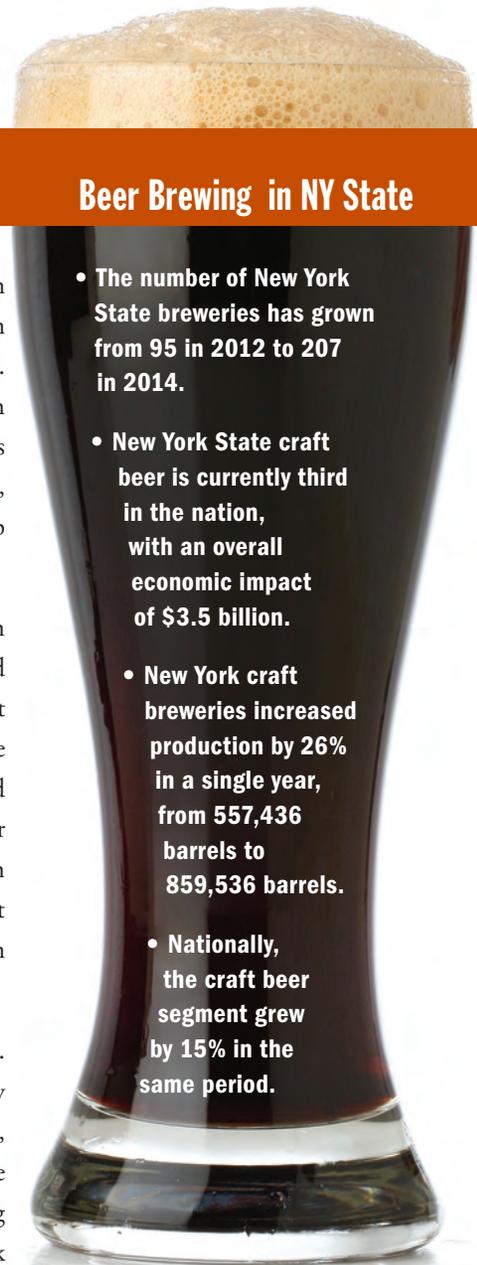
Fortunately, Cortland County residents and guests can do just that by swinging by the Cortland Beer Company (CBC), located at 16 Court Street in downtown Cortland. Owned and operated by Dan Cleary, Dawn Zarnowski and Tom Scheffler, CBC produces, distributes and sells a remarkable collection of beers ranging from light lagers to stouts to barrel-aged barleywines. They even produce a root beer for those who prefer their libation non-alcoholic.

CBC got its start back in 2007 as the Cortland Brewing Company, a contract brewer for a larger beer producer. “It was good experience producing for another company,” co-owner Dan Cleary says. “This gave us a chance to learn about the business and pick up on all the details you need to know if you want to directly market your own product.”

Once they’d learned all they could as a contract brewer, Cortland Brewing Company went on hiatus while the owners searched for a suitable location to relaunch as a craft brewer. Within a year they found their current property – a unique, roughly 5,000-sq.-ft. brick structure that had formerly served as a mechanic’s shop and auto parts retailer. The location was updated and converted into a 20-barrel brewhouse and 900-sq.-ft. tasting room. In December 2009 the business reopened as the Cortland Beer Company and has been going strong ever since.

Cortland Beer Company wasted little time in making a name for itself among craft beer fans, particularly after it took second place in 2010 for Best Beer in New York State at





Beer Brewing in NY State

the Tap New York Craft Beer and Food Festival. Held annually at Hunter Mountain in the Catskills, Tap New York is the state's largest craft beer festival in the number of brewers attending. CBC has since won other brewing awards as well.

CBC uses a regional distributor to make its products available in Utica, Oswego, Auburn, Binghamton and Syracuse. The company self-distributes throughout Cortland and Tompkins counties. In 2011, CBC received a \$35,000 microenterprise grant from the city of Cortland, allowing the company to expand its facilities and boost production. "It was a huge help when Cortland gave us that grant," Cleary says. "That kind of community support helps small businesses grow and expand at a faster pace."

The company got an added boost in 2013 when state legislation allowing upstate breweries to obtain a farm brewery license took effect. As long as certain criteria were met, through this license breweries such as CBC no longer had to obtain additional permits to serve beer by the glass. As a result, CBC's beer tasting room, where they previously offered only small "sipping" samples, now sells full-sized barroom drafts, generating key income for the business to grow.

And CBC is growing. "In 2013, production was at about 1,000 barrels," Cleary says. "In 2014, it was between 1,500 and 1,600 barrels. We've expanded our distribution and now reach Rochester and Buffalo. The next big step is moving from glass bottles to aluminum cans, which maintain the beer's flavor and will help increase production."

A native of Buffalo, Cleary came to the region 20 years ago as a student at SUNY Cortland and ended up making Cortland his home. Luckily, it also happened to be an ideal location to operate a microbrewery. "Being a college town helps, and the close proximity to I-81 draws a lot of our customers," he says. "Most of our business is on weekends, and I would say that 80 to 90 percent of that business is from day trippers traveling on I-81."

"Cortland is a great community," Cleary adds. "I don't think a lot of people realize how many amazing attractions there are in this area. Plus, the local people are fantastic and so supportive of someone starting a business. It's tough being an entrepreneur. But if you are passionate, stick with it, get past the hurdles and have the right support, you can do it."

- The number of New York State breweries has grown from 95 in 2012 to 207 in 2014.
- New York State craft beer is currently third in the nation, with an overall economic impact of \$3.5 billion.
- New York craft breweries increased production by 26% in a single year, from 557,436 barrels to 859,536 barrels.
- Nationally, the craft beer segment grew by 15% in the same period.

The Beers of Cortland Beer Company

Naked Lap Lager: A traditional American style lager, golden in color and light in body.

Fire House Pale Ale: Inspired by the 1914 Cortland Fire House located across the street from the brewery. The beer pours a golden color with a frothy white head. It has a noticeable Cascade hop aroma, while the taste is smooth and slightly malty with just enough hop flavors to make it light and clean.

Red Dragon Ale: A sweet, malty beer with a mild hop. It pours dark amber with an off-white head and the aroma is ripe and rich. It also features a perfect caramel sweetness that keeps its elevated alcohol level well hidden.

Industrial IPA: Descends from the late 18th century when beer was exported from London to India. Typical of India Pale Ale, this ale is bold, assertive, and full of hop flavor. It has a medium to dry finish and a fantastic citrus overtone.

Seven Valley Stout: Named after the seven valleys that converge in Cortland, NY. This full-bodied stout is roasty with a touch of caramel malt for sweetness. It pours pitch black with a thick frothy tan head and goes down easy for a dark beer.

Sunrise Coffee Stout: Made using locally roasted coffee beans, this stout tastes just like a cold, smooth espresso. It has a black, roasted malt taste mixed with the bold flavor of breakfast blend coffee.

Flight Level 410: An old English style barleywine, this deep reddish-hued elixir smells of dark dried fruits and toffee. True to style, this old style ale is heavy on malt with modest hop bitterness.

Bourbon Barrel Aged Flight Level 410: An old English style barleywine, this deep reddish-hued beer smells of dark dried fruits and toffee. Hints of vanilla and oak round out the full malt flavor, with a lingering mild bitterness.

Heffer Weizen: Crisp and tart with banana/clove esters, this beer is the perfect complement to a hot summer day.

Pumpkin Ale: This fall favorite boasts plenty of pumpkin spice.

Black Widow Stout: This Russian Imperial Stout features velvety smooth chocolate and rich roasted coffee. The moderate alcohol is balanced by notes of caramel sweetness, roasted malt bitterness and dark fruit flavors.

Revolving Loan Fund Program

The goal of the BDC is to retain and create quality employment opportunities in Cortland County. One of the ways we accomplish this is to make low-cost loans available to new and existing local businesses through our Revolving Loan Fund Program.

Eligible borrowers include those engaged in business for profit and conducting, or proposing to conduct, business in Cortland County. Retail businesses that can demonstrate a substantial amount of sales originating from outside of Cortland County will also be considered.

Eligible applicants include sole proprietorships, partnerships, corporations and limited liability companies. Examples of eligible activities include business acquisitions; manufacturing; acquisition, construction, renovation, leasing or development of real property; purchase or lease of equipment; pollution control and abatement; transportation services; agricultural production; convention centers or recreational facilities; startup operating costs and/or working capital; feasibility studies; and reasonable professional fees related to eligible projects.

A minimum of 10% owner equity is required for all loans. The maximum loan allowable is \$100,000; the minimum is \$10,000. The interest rate for all loans is 6% fixed.

If needed, the BDC will coordinate with other participating lenders to obtain the best collateral position possible. If the borrower is a business entity, the BDC will require the personal guarantee of all owners of the entity and will require a mortgage to secure all loans related to the improvement of real property.

For further information on the Revolving Loan Fund Program, contact IDA CFO Karen Niday at 607-756-5005 or karen@cortlandbusiness.com.

Cortland Line Company Staying Home, Investing in Future



Cortland Line Company, the globally recognized fly line manufacturer celebrating its 100th anniversary, has been acquired by a new ownership group pledging to make investments and improvements in the business assuring long-term profitability and presence in the Cortland community.

The acquisition was aided in part through a \$150,000 state grant and another \$50,000 grant from the Cortland County Business Development Corporation. The company, operating from its headquarters on Kellogg Road in the town of Cortlandville, was in danger of being closed with manufacturing moving offshore until new owners stepped in. That decision saved 22 jobs for Cortland County and provides the opportunity to add more over the coming years.

“Our investment in the factory will include multi-color, multi-stage, fly line towers, computer control systems, faster driers, chemical treatment, and multiple core treatments to create our next generation of lines,” said company President John Wilson. “We appreciate the help we’ve received to assist us in remaining a competitive manufacturer in the world market.”

Businesses have access to numerous resources at the local, state, regional and federal level to help them succeed. In addition to Cortland County’s Business Assistance Programs, here are other resources to help your business:

Cortland County Government

60 Central Avenue
Cortland, NY 13045
www.cortland-co.org

County Planning Department

37 Church Street
Cortland, NY 13045
<http://www.cortland-co.org/Planning/index.html>

Cortland County Health Department

60 Central Avenue
Cortland, NY 13045
<http://cchd.cortland-co.org/>

City of Cortland

25 Court Street
Cortland, NY 13045
www.cortland.org

Town of Cortlandville

3577 Terrace Road
Cortland, NY 13045
www.cortlandville.org

Town of Homer

31 N. Main Street
Homer, NY 13077
www.townofhomer.org

Village of Homer

Homer, NY 13077
www.homerny.org

For more resources visit us online at cortlandbusiness.com/resources/

The Cortland Regional Sports Council Brings in Lucrative Amateur Sporting Events

For nearly 11 years, the Cortland Regional Sports Council (CRSC) has been working to bring amateur sporting events to Cortland County with the goal of enhancing the economic vitality of the region.

Machell Phelps, executive director of the CRSC, is the person responsible for researching opportunities, preparing bids and giving presentations to potential visitors. “Bringing these activities to Cortland County doesn’t happen on its own,” Phelps says. “It’s a competitive process that requires significant time and effort to sell groups on the benefits of having their competitions here.”

There are important benefits for the county as well. For example, when the Central Western Amateur Athletic Union (AAU) holds its annual Cortland Shootout basketball tournament, participants need lodging and meals, and also shop locally and visit area attractions. “The Shootout began with 37 teams; now we have more than 150,” Phelps says. “It’s a major event that requires every inch of gym space at SUNY Cortland, Tompkins Cortland Community College and Cortland High School. Obviously this means a lot of people bringing lots of dollars to the region and giving a real boost to the economy.”

A major coup for the CRSC occurred in 2011 when New York State decided to no longer coordinate the Empire State Senior Games (nyseniorgames.com), an amateur athletic competition dedicated to promoting healthy and active lifestyles for athletes age 50 and over.

The CRSC took on responsibility for the games, and Cortland County will continue to host the annual event. “Every other year is a qualifying year which allows athletes to go on to compete in the National Senior Games. In other years, competition happens at the state level,” Phelps explains. “During a qualifier year, more than 1,500 senior athletes come to Cortland to compete. For the non-qualifiers, it’s 1,100 to 1,200. That’s a lot of visitors spending a lot of money in the region.” Since 2005, the CRSC has helped attract close to \$21 million to the region through these and a host of other amateur sporting events.

The CRSC currently has one full-time employee with a volunteer board of directors. Even though it is essentially a one-person operation, volunteers and event specific help is needed. Support for the council comes from the Cortland County Occupancy Tax Fund, the Town of Cortlandville, the City of Cortland and the County Innkeepers Association. It also welcomes and appreciates the contributions of



The Empire State Senior Games is just one of the many amateur athletics competitions the Cortland Regional Sports Council has brought to the County.

volunteers who pitch in when the sporting events come to town. “We also have a range of opportunities for businesses and groups to sponsor and help support the Senior Games,” Phelps says. “I encourage anyone interested in getting involved to contact me and explore those opportunities.”

Learn more about the Cortland Regional Sports Council by visiting www.cortlandsports.org. Machell Phelps may be reached by phone at 607/756-1864 or by email at machellphelps@yahoo.com.

UPCOMING AMATEUR SPORTING EVENTS

- June 1-7:** New York State Senior Games
- June 5-6:** New York State Public High School Athletic Association (NYSPHSAA) Girls Lacrosse Championships
- June 7:** Pride of NY Lacrosse Tournament
- June 12-13:** Upstate Lacrosse League Opening Day
- June 21:** YMCA Race Series – Father’s Day 5K
- July 2-5:** NYS Regional Sheep Dog Trials
- July 18-25:** Bon Ton Roulet Bicycle Tour
- August 8-9:** King of the Hill Little League Baseball Tournament
- August 23:** Southern Tier Bow Hunters Championships
- September 26:** YMCA Race Series – Fall Classic 5K & Half-Marathon
- Dates TBD:** Fall Brawl Amateur Athletic Union (AAU) Basketball Tournament
- Dates TBD:** Empire State Senior Games Softball Tournament
- October 4:** McDonald School Fall Feis
- October 30-31:** Section III Girls Soccer Championships
- November 7-8:** Cornell Big Red Bowling Invitational
- November 13-15:** NYSPHSAA Girls Soccer Championships
- November 26:** YMCA Race Series – Turkey Trot



Phone: (607) 756-5005

Fax: (607) 756-7901

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Cortland County offers the best in small town living with easy access to some of the nation's top metro centers.

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Here Comes the Bridal Barn

When Jodi Terwilliger graduated from SUNY Oneonta with a B.A. in fashion merchandising, she had a clear vision of where she wanted the degree to take her. “My dream was to one day open my own business selling beautiful clothes that customers couldn’t find anywhere else,” she recalls.

For a number of years following graduation, however, the business remained just a dream, as Terwilliger’s life instead followed the path of marriage and raising a family. “I worked as a hair stylist to help put myself through college,” she says. “It was good money and I had to be practical once we had the kids, so I continued cutting hair while they were little.” But she remained determined to one day put her knowledge of fashion merchandising to good use.

In fall 2014, with her youngest child entering kindergarten, Terwilliger was at last able to take the plunge and open the Bridal Barn, located at 21 N. Main Street in Homer – the site of the historic Homer Laundry Building. The boutique-style shop features a full line of wedding fashions ranging from bridal gowns, mother of the bride and groom dresses, and flower girl dresses to tuxedo rentals and wedding accessories. Terwilliger also sells gowns for proms and cotillions. “The location is perfect,” she says. “This building has so much character. The high ceilings, hardwood floors, storefront windows and architectural details really enhance the merchandise. Many of my customers have commented that the shop has the feel of a high-end Manhattan boutique.”

Terwilliger has found running her own business to be a whirlwind experience. “It’s been crazy – in a really good way,” she says. “My business plan included a one-year sales outlook which I surpassed in six months. I opened last October, which gave me time to settle in, a sort of learning curve through the holidays.” Following Christmas, shoppers preparing for spring cotillions and future weddings began trooping in, and Terwilliger says there has been little letup since.

For Terwilliger, part of the positive experience of becoming a retailer in Homer is being a member of the Greater Homer Retail Partnership – a group of retailers who work together to support each other, cross-promote their businesses, plan events and support the community through activities like food pantry drives. Support from the Cortland County BDC in the form of a \$5,000 business grant was also instrumental in helping Terwilliger open her shop.

The BDC grant application required a business plan – which every small business needs if it wants to be successful – and required Terwilliger to explain how her business would enhance downtown Homer. “It was a really good question and reminded me that a business isn’t just buying and selling, but also about finding your place within the community and supporting it.”

Find the Bridal Barn at 21 N. Main Street, Homer.

