



TODAY: Cortland County

The newsletter of the Business Development Corporation promoting industry and business growth in Cortland County

CNY Power Sports has the Power!

It's a family affair at this longtime and successful Cortlandville business.

Snowmobile Clubs

Cortland County trails are among the state's best. And it's no accident.

Meet Martha Wells

Cortland County Club has a new pro, and she's glad to be home.

Welcome to the First Issue of 2018

It's a new year and we're presenting a new look and feel to the newsletter. Hope you like it!

This issue is packed with lots of great information about what's happening in the Cortland community, as well as a peek at some well-established and some fairly new business enterprises that comprise our increasingly diverse business community.

We'll also take a look at the latest with the city's Downtown Revitalization Initiative, a program aiming to revitalize the central business district armed with a \$10 mil-

lion grant from the State of New York. Transformative projects have been identified and submitted to the state for its review and comment within the next few months.

We've also included some details of a recent ribbon cutting at 55 Main St., Cortland—a building gutted by fire 12 years ago and now undergoing an exciting restoration to include new living spaces and commercial development. The project is just one of several promising to change the downtown landscape.

You will also find some news about a long-

time business proposing an expansion of its business line to a new facility in South Cortland, creating jobs and contributing to the tax base.

And with a new round of Regional Economic Development Council work set to begin soon, we're just scratching the surface of promise for 2018!

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

The Front Desk

Years ago for Christmas I received a DirecTV dish complete with the receiver and all the component parts. The only thing missing was the subscription required to get the programming.

It was a nice gift, for sure, but it wasn't going to be worth much if I didn't step up to call in the order.

That part was on me.

It's a scenario not dissimilar from the state's decision last year to award the City of Cortland a \$10 million grant through its Downtown Revitalization Initiative—a well-earned gift of resources to the community as it seeks to revitalize the central business district.

The money is great—but it wouldn't mean much without an effective plan for its best use.

And from the day Governor Cuomo handed Mayor Brian Tobin that big plastic check, that part has been on us. In mid-February, after an exhaustive, thorough, and transparent process, a planning committee comprising about a dozen community members and local leaders settled on 26 public and private projects deemed to have the greatest potential to positively shape the downtown area for the foreseeable future.

A blend of public and private initiatives, those projects request a total of about \$12.7 million in assistance. The list has been delivered

for review by state officials and the governor's office, with a final project compilation totaling \$9.7 million returned to us by late spring.

It is impossible to predict what that final list will look like, but smart money says it will include a proposal to allocate more than \$5 million to the reconstruction of Main Street including new infrastructure, fresh streetscape and a calming, two-way traffic pattern. This has been viewed as the centerpiece of the plan, a complete transformation of a street now treated more as a thoroughfare than as a destination.

Other projects favoring the arts and downtown living should also remain intact. Done well—and that has been and will remain the mission—any combination of the projects selected will mean a better downtown, and one that can serve as a magnet for even more development and capital investment.



Garry L. VanGorder
Executive Director/CEO

26

DRI projects
forwarded

\$12.7

Million in DRI
funding requests

\$9.7

Million awarded to
final projects

The City of Cortland was one of 10 communities across the state awarded \$10 million in Round 2 of the DRI.



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January/February 2018 | Volume 4 Issue 1

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On the cover: Brothers Tim and Eric Law are co-owners of CNY Power Sports, CNY Farm Supply, CNY Rentals & Sales, and CNY Self Storage.

Photo by Roger William Photography

Main Street

Work Progressing on Long-Vacant Downtown Building

Nearly 12 years after it was gutted by fire, an historic building in the heart of Cortland's downtown is making a comeback.

The mixed-use redevelopment project at 51-55 Main St. marks an end to a long and, at times, frustrating effort to bring the building back online at the street's most visible intersection and just a few hundred yards from the SUNY Cortland campus.

Phase 1 of the \$1.5 million project—eight upscale apartments on the building's second and third floors—are now complete, and New York State Lt. Governor Kathy Hochul was in Cortland to commemorate the occasion last month.

"During my many stops in Cortland and Central New York, I've witnessed a real transformation—not just with physical buildings like what we are opening today, but in community attitudes about the future," Hochul said at a ribbon cutting at the building. "This project is taking a vacant building in a prime location and renovating it with apartments and commercial space, a smart growth success story. It's one of the many investments being made to enhance Cortland's downtown, which is rich in culture, history, arts and entertainment."

The revitalization of the 14,000-square-foot brick building will anchor the city's business and historic district and is expected

to be a driving force for economic development, resulting in jobs creation and long-term sustainability of the downtown area. The project developers plan to create 12 jobs on the site as a result of the transformation.

The developers are being assisted in the project by a \$200,000 grant from the state. Another \$100,000 was previously awarded through the state's Main Street program.

This property is an essential piece of our downtown, right at a major intersection that many people pass by daily," said Mayor Brian Tobin. "The Governor's willingness to invest in upstate cities helps us to improve life for all of our residents. His willingness to listen to what local municipalities view as priorities empowers us at the local level. This is a working partnership that benefits all."

The project is one of a handful now underway across the central business district, and helped drive Cortland's successful \$10 million Downtown Revitalization Initiative application. "Great projects like this one, the one at Bailey Place, the one at Crescent Commons, and the ongoing McNeil & Company redevelopments helped us make the case that we're not standing pat in downtown Cortland," said BDC executive director Garry VanGorder. "We have momentum, and it's exciting."



51-55 Main St. is undergoing a transformation after 12 years of vacancy. A \$1.5 million project has created eight upscale apartments on the building's second and third floors, with commercial space being built out at street level.

Oil & Vinegar

When Bob and Wendy Oppenheim

relocated to the City of Corning from southern New York State, one of the first items on their agenda was to find a source for the oils and vinegars that have become so much a part of their nutritional lives. "It may sound unusual," Wendy Oppenheim says, "but once you have experienced what good extra virgin olive oils and balsamic vinegars taste like, you just can't go back to the grocery store shelves for these items."

Eventually the Oppenheims found a source, but had to drive almost two hours for the products. During one of these road trips, the couple began tossing around the idea of opening their own oil and vinegar shop in Corning. And Crystal City Olive Oil was born.

The business debuted in November 2012, and became an immediate hit. A year later, the Oppenheims introduced a second location, in Owego, NY, followed by a third shop in Vestal in 2014. In April 2016, Crystal City Olive Oil opened its fourth store, in Homer, at 25 N. Main Street.

The Oppenheims say the secret to their success is the unmatched quality, purity and freshness of the olive oils and balsamic vinegars they bring to market. "You can't find products of this caliber in a grocery store," Bob Oppenheim says. "Our balsamics are barrel aged with no additives. Our oils are exceptional; fresh and importer guided and protected."

Crystal City Olive Oil features 45 different imported oils and aged vinegars. Visitors can taste the products before they buy. Experienced staff walk customers through the tasting process and assist in making selections. After a choice is made, the oil or vinegar is bottled on-site from Italian *fustis*—stainless steel containers specially made to preserve and protect freshness and flavor.

"We are excited about our newest location in Homer," Wendy Oppenheim says. "We feel very welcome, and are pleased to bring our products to Cortland County."



Success Story

We've Got the Power

CNY Power Sports, CNY Farm Supply, CNY Rentals & Sales, and CNY Self Storage are four family-owned businesses in one, providing customers with a regional source for a wide range of vehicles, equipment and services.



Brothers Tim, left, and Eric Law stand in front of a display of CNY Power Sports' extensive selection of snowmobile, motorcycle, scooter and ski helmets—one of the largest available in New York State.

Photos by Roger William Photography

People in the market for motor sports, agricultural, construction or other equipment know to head straight down Rt. 11 to Polkville, home of CNY Power Sports and its family of related businesses.

Owned and operated by the Law family, the operation consists of four businesses—CNY Power Sports, CNY Farm Supply, CNY Rentals & Sales, and CNY Self Storage.

The entire operation is run by co-owners and brothers Tim Law, 32, and Eric Law, 29, who assumed leadership from their parents, Dave and Lori Law, who founded the business and remain active in it. There are plenty of other family members involved as well: Uncle Ric works in the service department of the farm supply and Uncle Jay can be found in the farm store parts department, while

Mom works in the main office of CNY Power Sports.

Tim Law explains that the business operates in a challenging and competitive market, with many dealers going out of business in recent years. "We have survived by being agile and smart about the business," he says. "We have the right management and excellent employees, and always keep the focus on the customer. We are fortunate to be in this location—dead center of the

and drive-bys. Cortland County has been a tremendous asset to our success."

The Laws currently have 30 employees at work in their four businesses. As with any business operating in a fluctuating American economy, there are many challenges. "If you look at us, you see that we own a huge chunk of Polkville and operate eight very large buildings," Law says. "It creates the image that we are doing well and everything is great.

"It takes a lot of hard work by a lot of people to keep us going."

—Tim Law, CNY Power Sports

state and off a huge main highway—which is convenient for long-distance customers

"But the truth is, we are no different than a corner coffee shop," Law says. "We are

a small, family-owned, customer service-based business with the same challenges as any business owner. And to a great extent we do well or poorly based on the behavior of Mother Nature.”

CNY Farm Supply is the star of the business, covering roughly 50 percent of sales, followed by CNY Power Sports, which makes up 25 percent, and self-storage and rentals combined making up the remaining 25 percent. The Laws are always on the lookout for new opportunities to boost income. Recently, for example, they doubled the number of self-storage units. “We got into self-storage in 2014 because we had the land and there seemed to be a demand,” Law says. “We built two buildings, each with 68 units, which rented out quickly and left us with a waiting list. So we decided to add two more—one of which is done and a second which will be ready in April.

“It takes a lot of hard work by a lot of people to keep us going,” Tim Law says. “We’re proud of what we’ve accomplished and will continue to do our best to meet the needs of our customers.”

CNY Power Sports is self-described as Central New York’s outdoor motorsports

headquarters, offering customers products ranging from motorcycles and dirt bikes to ATVs and snowmobiles. Along with product sales, CNY Power Sports provides repairs, parts and service on such brands as Honda, Yamaha, Textron, Arctic Cat, Suzuki, KTM and Kawasaki.

CNY Farm Supply is a regional source for farm machinery, construction equipment, lawn and garden equipment, hand tools, farm and home hardware, plumbing and electrical supplies, power equipment and more for large and small working farms, hobby farms, industrial jobsites or for individuals in need of these types of equipment and services. Product lines include Massey Ferguson, New Holland Construction, Penta,

Sunflower, ROC, Kuhn, Claas, Landpride, Meyers, Anderson, Ferris, Stihl, Husqvarna, Ventrac, Toro, Honda Power Equipment and many more. CNY Farm Supply also carries an extensive inventory of new and used farm and construction equipment in addition to its comprehensive parts, service and rentals department.

CNY Rentals & Sales is a regional source for lawn and garden equipment, power equipment and tool rentals, as well as material handling and construction machinery and attachments. It is also a source for party supplies including tents, tables and chairs, and inflatables such as bounce houses.

CNY Self Storage supplies customers with large, secure rental storage units.



CNY Power Sports is easily seen from Rt. 81 and has drawn many passersby to the area.

Cortland County Offers Other Suppliers as Well

Cortland County is a base for **Tractor Supply Company (TSC)**, the largest operator of rural lifestyle retail stores in America. Founded in 1938 as a mail order tractor parts business, TSC now owns and operates more than 1,600 stores in 49 U.S. states, supplying basic maintenance products to home, land, pet and animal owners. Based in Brentwood, Tennessee, TSC is a public company whose stock is traded on NASDAQ. The Cortland store is #652 in the TSC family.

Today, TSC is a successful retailer with annual revenues of approximately \$6.8 billion. TSC says its niche market is made up of farmers, horse owners, ranchers, part-time and hobby farmers, and suburban and rural homeowners, as well as contractors and tradesmen. TSC’s product lines include clothing, equine and pet supplies, tractor/trailer parts and accessories, lawn and garden supplies, sprinkler/irrigation parts, power tools, fencing, welding and pump supplies, riding mowers and more.

Claiming to be the originators of the “do it yourself” trend, TSC

notes that its customers handle practically every chore themselves, from repairing wells to building fences, welding gates together, constructing feed bins, taking care of livestock and pets, repairing tractors and trucks and building trailers for hauling.

Also located in Cortland is a branch of **Cazenovia Equipment Company (CEC)**, which was founded in 1961 by Larry Love and originally served the farm community in the greater Cazenovia area. In 1975, Larry’s son-in-law, Bob Frazee, joined the business, and it has remained in the family for more than 50 years, with two of Bob’s sons, Mike and Jim Frazee, joining the company in 2003.

CEC began expansion in 1988 with a second location in Chittenango, NY. This was followed by locations in Clinton, Cortland, LaFayette, Lowville, Oneonta, Sandy Creek and Watertown. While its roots are in agriculture, CEC’s family of customers now includes large property owners, landscapers, commercial lawn care companies, golf courses, schools, municipalities and governments, homeowners, and the military.

Resources

Cortlandville Expansion Proposed by Cortland Companies

The Cortland County Industrial Development Agency (IDA) has supported a local developer's request for a sales and mortgage tax incentive package that will help move forward an expansion of a local manufacturer.

Cortland Commerce Development, LLC would build, equip, and own the \$8 million, 35,000-square-foot facility for lease to Cortland Companies on land adjacent to the Cortland Commerce Center off of Lime Hollow Road in the town of Cortlandville. A division of Actuant of Menomonee, Wisconsin, Cortland Companies would significantly expand its medical device design and manufacturing business to that site while maintaining its current operations at 44 River Street in the city of Cortland.

The expansion would mean the retention of two jobs and the creation of 23 more over the first two years. Up to 28 additional well-paying positions could be created in years 3 to 5 of operation.

The IDA voted unanimously in February to support the \$328,000 incentive request that will offset sales tax on construction costs, machinery and equipment and furniture, and waive the 1 percent mortgage tax.

Pending local permitting approvals and other state incentives the company is seeking, construction is slated to begin this spring with the site becoming operational by fall. Several other out-of-state locations are still under consideration for the project.

A global designer and manufacturer of engineered synthetic ropes, heavy lift slings, electro-optical-mechanical cables, and umbilicals, Cortland Companies is also widely acknowledged for its work in the medical field. Collaborating with its customers, the company designs, engineers, and manufactures products for medical devices and surgical procedures, producing a range of high performance products enabling effective treatment and solutions.

"This is a great opportunity to grow good jobs and it's an example of how important this agency is to the process," said IDA president and CEO Garry VanGorder.

Cortland County BDC Revolving Load Fund Program

The BDC facilitates business recruitment and retention in many ways, including the management of its \$500,000 revolving loan fund.

Dozens of loans have been granted over the years as an alternative to or complement to traditional loan financing. While our underwriting is designed to protect the agency's investment, it is also structured in a way that recognizes the challenges new and existing small businesses face in today's competitive marketplace.

Eligible borrowers include for-profit manufacturing, professional, service, and commercial businesses. Retail businesses will also be considered on a case-by-case basis. Eligible applicants include sole proprietorships, partnerships, corporations, and limited liability corporations. At least 50 percent of a project cost must be provided by the borrower (bank or private financing, borrower equity).

Loans are capped at \$100,000 or 50 percent of eligible project costs, whichever is less. The minimum loan amount is \$10,000. For complete details call our office at 607/756-5005 or visit cortlandbusiness.com.



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.

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

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

County Planning Department
37 Church Street
Cortland, NY 13045
cortland-co.org/Planning/index.html

Cortland County Health Department
60 Central Avenue
Cortland, NY 13045
cchd.cortland-co.org/

City of Cortland
25 Court Street
Cortland, NY 13045
cortland.org

Town of Cortlandville
3577 Terrace Road
Cortland, NY 13045
cortlandville.org

Town of Homer
31 N. Main Street
Homer, NY 13077
townofhomer.org

Village of Homer
Homer, NY 13077
homerny.org

Resources

Snowmobiling in Cortland County

Considering our weather lately, regular rounds of freshly fallen winter snow made for some excellent snowmobiling this season in Cortland County and the greater Central New York region. And with more than 30 maintained trails offering close to 300 miles of scenic sledding adventure, it's not surprising that snowmobiling has become yet another big winter attraction for residents and visitors alike.

Much of the credit for the superior snowmobiling available in Cortland County goes to the generous landowners who allow the trails to run through their properties, and to a network of hardworking snowmobile club members from such clubs as Dryden Caroline Drifters, Lafayette Trail Riders, Marathon Snowdusters, Ridge Riders Whitney Point, Seven Valley Snow Goers, Trail Hounds, Truxton Trail Riders and Tully Trailblazers, who look after those trails.

"Snowmobile trails don't just happen," says Jeff Armstrong, vice president and retail market manager with NBT Bank and a member of the Seven Valley Snow Goers snowmobiling club. "We must maintain, mark and groom the trails to keep them clear and safe, which is a huge job, and we stay connected with landowners so that they will continue to let us use their properties."

Clubs maintain their assigned portions of trails with the help of funding awarded by the New York State Office of Parks, Recreation and Historic Preservation. Funds are administered by the Cortland County Planning Office.

Because Cortland County is situated in the central region of New York State along Routes 81 and 90 and nestled among rolling hills and gentle valleys that get a fair amount of snow each year, snowmobiling has become an increasingly popular winter activity, visitor attraction and economic boon.

"When you break down snowmobiling by region in New York State, Central New York generates roughly \$163 million per year," says Megan Eves, social media marketing specialist for the Cortland County Convention & Visitors Bureau. "A study done by the New York State Snowmobile Association reveals that snowmobilers spend an average of 22 days on the trails each season. Out-of-state snowmobile registration has increased from 14.3 percent to 16.5 percent, which means we are seeing an increase in out-of-state guests coming to snowmobile in New York State. While they're here, they're spending money on gas, food, accommodations, etc."

"There's no escaping winter in New York," says Jeff Armstrong. "You have to find ways to make the best of it. Snowmobiling is definitely one of those ways."

Snowmobiling in NYS

Q. What do I need to ride a snowmobile in NYS?

A. Every snowmobile operated off the owner's property must be registered in New York and have liability coverage on the sled.

Q. Must I join a snowmobile club?

A. No, but joining a club is highly recommended and will provide you with a discount on your registration. The discount applies to any snowmobile that you own. We recommend that you join a club where you ride and/or live.

Q. How much insurance should I have on my sled?

A. NYS law states the minimum insurance you must have. You must have liability insurance which provides coverage for any one person sustaining bodily injuries or death of at least \$10,000 and for two or more persons involved in an accident for at least \$20,000 and at least \$5,000 for damage to the property of another. Proof of insurance must be carried with you. (Parks and Rec Law 25.13)

Q. Where can I ride?

A. Snowmobiling is only permitted on those lands where permission has been given to ride. There are thousands of miles of designated and registration supported trails in NYS.

-Source New York State Snowmobile Association (nysnowmobiler.com)

Trail information

Snowmobilers can find information on area trails through the Cortland County Planning Office at 37 Church Street in Cortland, which offers trail maps. There are also a number of snowmobiling clubs found in and surrounding Cortland County that represent a network of volunteers who use and maintain the trails and can be important sources of information for visitors and locals. Most of these clubs can be found on the web.

You may also visit the New York State Snowmobile Association website for an interactive trail map along with a wealth of helpful information on safety, regulations, snowmobile rentals and locating clubs (nysnowmobiler.com).



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

♻️ Printed on recycled paper

Cortland County Native Martha Wells is the New Head Golf Professional and General Manager of Cortland Country Club

When the backyard of the house in which you grew up sits along the 11th fairway of Cortland Country Club, chances are that golf will play an important role in your life.

This was precisely the case for Martha Wells, a Professional Golf Association (PGA) of America professional and general manager of Cortland Country Club, a position she has held since November 2017. "I could see the golfers from my window," Wells says. "I swung my first club at the age of 4. Not long after that, I was shagging balls from the pond for the pros."

This affinity for golf stayed with Wells through high school and into college, when she attended Penn State University on a golf scholarship. "After graduation I had an office job for a while, but I felt closed in," Wells says. "I needed to be outside. So I quit and moved west to chase the dream."

The dream—to be a full-time golf pro—took Wells to Colorado, where she worked as an assistant professional at Estes Park Golf Course and where she took the PGA's Playing Ability Test which qualified her to become a PGA Professional.

"I eventually left Colorado and moved to Arizona, which is a golfer's Mecca," Wells says. She worked at a number of clubs in Arizona before moving to Alberta, Canada, where she joined the PGA of Canada and continued to hone her craft as an assistant professional at Medicine

Hat Golf and Country Club. During her time there Wells was also named Alberta PGA Women's Champion and worked as head coach of the Medicine Hat College women's golf team.

In 2009, Wells returned to Central New York to be closer to family, and was soon offered her first position as a head golf professional—at Radisson Greens Golf Course in Baldwinsville, New York. Two years later, she took over as head professional at the Country Club of Ithaca, where she worked for the next six years. Then, in 2017, she assumed the coveted post of head golf professional and general manager at the very place her dream of becoming a professional golfer first began—Cortland Country Club.

Wells' accomplishments have not gone unrecognized by the PGA of America, where she is now a member of the CNYPGA board of directors, chairperson of the player development committee and member of the junior golf committee. Locally, she was

recently named Central New York's Professional Golf Association Professional of the Year.

"I was incredibly excited when I landed the head professional position at the Country Club of Ithaca, because it's rare for a woman to have that position in a private club," Wells says. "But to be a female head golf professional and general manager is extremely rare and I feel very fortunate. Hopefully, this is a sign of the times."



Martha Wells is head golf professional and general manager of Cortland Country Club.