



Monroe County Planning & Development

April 2017



Cheryl Dinolfo
Monroe County Executive

HIGHLIGHTS FROM YOUR PLANNING & DEVELOPMENT TEAM

Economic Development

Planning

Community Development

Workforce Development



ECONOMIC DEVELOPMENT

For the Monroe County Department of Planning & Development and the County's economic development efforts, 2016 was an exciting year.

In response to County Executive Cheryl Dinolfo's pledge to re-organize and bolster the County's economic development efforts, Jeffrey Adair was hired in September to oversee the department and Mark Geise was hired in October to manage the Economic Development Division.

In 2016, financial incentives for 124 projects were approved through the County of Monroe Industrial Development Agency (COMIDA) and the Monroe County Industrial Development Corporation (MCIDC). Combined, these projects will result in an investment of nearly \$1B by Monroe County businesses, will create nearly 3,000 new jobs, and will retain approximately 15,000 jobs in the County over the next three years.

2016 Highlights

Dozens of COMIDA projects were successfully negotiated in 2016 resulting in significant private investment, job retention, and job creation, including the following:

High Falls Operating Co. [HFOC – Genesee Brewery]

One of the largest and oldest continually operating breweries in the United States, HFOC is also a contract brewer for its own and numerous other beer brands. HFOC is undertaking a \$39.3M modernization project at its current City of Rochester location, including construction of an 18,000 sq. ft. brewery building and installation of beer holding tanks. HFOC will also be investing in manufacturing equipment. This project will retain 530 jobs and create 51 new full-time jobs over the next three years.



Rochester Tech Park Owner LLC [Maximus]

Owners of the Tech Park in Gates agreed to renovate a 200,000 sq. ft facility in Building 5 at the Elmgrove Road campus for lease by worldwide health and human services leader MAXIMUS. Headquartered in Reston, VA., MAXIMUS



is a publicly traded company that provides contract based administrative and regulatory services to federal, state and local governments. The \$17M project is projected to retain 325 jobs and create 2,100 new full-time positions over the next three years.

Hyponex Corp. [Scott's Miracle Grow]

Hyponex Corporation, a division of The Scotts Miracle-Gro Company, purchased 78.27 acres at the Mill Seat Industrial Park in the Town of Riga for construction of a manufacturing facility for the production of soil and mulch. The 58,500 sq. ft. facility will distribute product to PA, Western NY, and the NY tri-state area. The project involves a \$13M private investment, and will create 28 new full-time jobs over the next three years.



Scott's Miracle-Gro

SBA 504

In 2016, the SBA 504 program, which is administered through the MCIDC, was very active. Eleven projects were approved, resulting in an investment of \$21.6M, which are projected to create 126 jobs over the next three years. The types of businesses assisted through this program include HVAC service providers, building trades, medical offices, developers, small business, manufacturers and many more. **Call us to see how we can help your business at 585-753-2000.**

2016 Planning Division Accomplishments

The year marked continuation of the Division's efforts to improve workflow and efficiencies for the agencies it supports. Topping the Division's achievements in 2016 are:

- Simplification of the web-based database application used to prepare the annual Capital Improvement Program (CIP).
- Continued streamlining of the Development Review Process used to track and respond to referrals made to the Division by municipalities. This process involves coordination with multiple County and State agencies and resulted in the execution of over 500 reports.

The retirement of Kathy Mahns and Paul Johnson, who together had nearly 80 years of service, made 2016 a year of transition for the Planning Division.

- Landowners successfully added 390 acres of land to Monroe County's Agricultural Districts through the annual addition process. The eight-year review and consolidation of the Western agricultural district took place during 2016 and was recently certified by the New York State Department of Agriculture and Markets. Agricultural districts offer benefits and protections to landowners by promoting the continuation of farming and preservation of agricultural land.
- The Planning Division has offered the Land Use Decision Making training program since 1985! Expert faculty donate their time to conduct workshops on topics such as Land Use Law, Green Infrastructure, and Site Plan Review. Over 250 people participated last year including attorneys, engineers, municipal board members and employees.

COMMUNITY DEVELOPMENT

Community Development experienced a productive year in 2016. Highlights include:

- Increased outreach to County towns and villages to promote the Home Improvement Program (HIP) – grants and loans provided to income eligible-households for repair and revitalization. A total of 51 projects were completed in 2016 and staff visited senior centers and community centers to provide more direct, one-on-one meetings with interested homeowners to promote the program.
- In the County's towns and villages, 15 public works projects were completed during the 2016 calendar year. Projects included street repair and replacement, sidewalks, relining sewer lines, neighborhood/community facilities and facilities for persons with special needs.
- The first time homebuyer program, administered by the Housing Council assisted 16 homebuyers in purchasing their first home. Homebuyers received intensive one-on-one counseling in the areas of budget preparation, debt reduction, savings, and affordability. Many participants received assistance through credit restoration. All program participants completed an eight hour group pre-purchase homebuyer education course.



Community Development team members discuss the Home Improvement Program with a homeowner.

- Long Pond Senior Housing in the Town of Greece completed construction in 2016. Long Pond Senior is an affordable rental housing project, which makes available 54, one and two bedroom units for seniors.



County Executive Cheryl Dinolfo helped cut the ribbon for Long Pond Apartments. Monroe County provided funding for this project.



Monroe County provided funding for Cobblestone Place, a 60-unit rental apartment project in the Town of Webster. The project consists of 54 one bedroom and 6 two bedroom apartments for seniors.

As part of the County Executive's continued commitment to workforce development, the Division experienced significant changes and notable accomplishments in 2016 including:

- The Division continued to partner with the local workforce investment board, RochesterWorks!, while enhancing its relationship with the not-for-profit's job seeker, business service and youth departments.
- Division staff continued to provide monitoring support for RochesterWorks! for Youth. The partnership includes monitoring the Summer Youth Employment Program which provides 750 students with paid, six-week employment opportunities throughout the County this summer.
- The Division is also partnering with educators across the region. A unique partnership with MCC's Economic & Workforce Development Division will assist companies looking to move, relocate or expand in Monroe County with job training and employee recruitment. The partnership also allows the County's Economic and Workforce Development teams to utilize MCC's Labor Market Information to better develop the local workforce. The website – mcclmi.com – allows users to look up specific job clusters in the Finger Lakes Region to find potential job skill gaps so that educators can develop a better pipeline to fill these voids.



Monroe County Executive Cheryl Dinolfo speaks to TEN participants. TEN – regarded as an Executive MBA on steroids – has served more than 385 entrepreneurs at 350 local companies.

- The Division also worked with MCIDC to help develop the SAME (Summer Advanced Manufacturing Experience) program to the Eastern Monroe Career Center at BOCES 1 taking place this summer. The program places incoming 9th and 10th graders into a three week intensive manufacturing course which provides them advanced technical skills and three college credit hours at MCC.
- The Division now provides oversight for The Entrepreneurs Network (TEN). TEN, offered in partnership with High Tech Rochester, is a four-month entrepreneurial class that assists start-ups and small businesses through a diverse curriculum ranging from marketing strategies, to building financial models, to improving leadership skills.

A Successful Year for PTAC & Clients

According to the Defense Contract Management Agency (DCMA), PTAC is a model for other recipients. Efforts of the Monroe County Finger Lakes (MCFL) Procurement Technical Assistance Center (PTAC) were recognized by DCMA as “Outstanding” in performance and “Highly Successful” overall. But it was really clients who received record contracts and outreach efforts with partner organizations that took center stage. Here are just a few notable highlights from 2016:

- **Government Contract Awards**
PTAC small business clients had a great year, reporting over \$75M in government contracts awarded to 31 firms.
- **Training**
In an effort to increase the number of small businesses bidding on contracts and subcontracts, MCFL PTAC introduced a new program format for clients involving lessons learned from Agencies and Prime Contractors: Live! Series. MCFL PTAC has hosted Ultralife Corporation, U.S. Veterans Administration, Rochester Housing Authority, City of Rochester and the County of Monroe to better understand vendor expectations, registrations, purchasing processes, products and services being purchased.
- **Partnerships**
Continued partnership with the U.S. Small Business Administration has increased opportunities through the



Monroe County Executive Cheryl Dinolfo presents Harris Corporation, Communications Division, with a proclamation at the VBC Awards luncheon for their support of Veterans and the community.

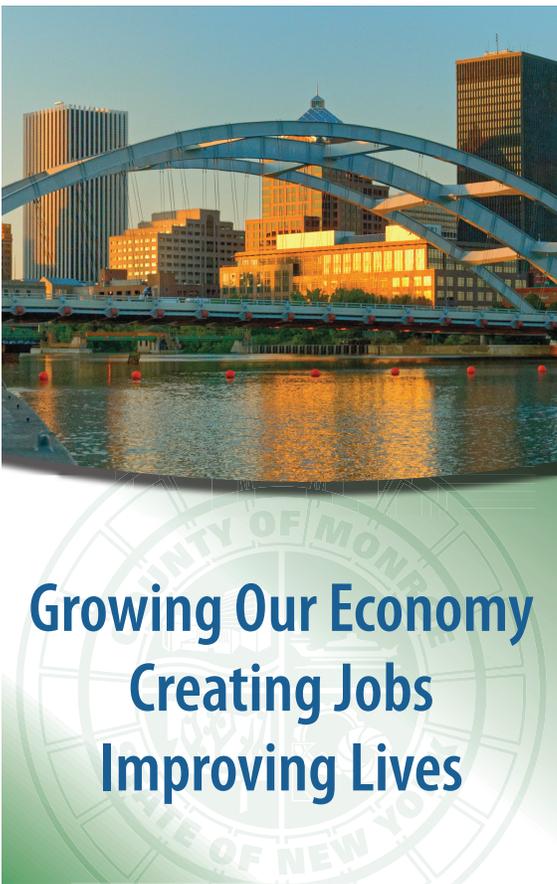
SBA's mini-matchmaker model. By working internally with the University of Rochester and Medical Center Purchasing departments, all purchasing arms and University prime contractors came together in one venue for small business to discuss how to increase procurement opportunities.

- **Outreach**
PTAC continues its strong partnership with the Veterans Business Council to annually host the Rochester Business Expo, Matchmaker and Veterans Awards Luncheon. PTAC Matchmaker is a great chance for small businesses to meet government buyers and resource partners in one location. The luncheon honors individuals and organizations that support veterans.



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COUNTY EXECUTIVE



**Growing Our Economy
Creating Jobs
Improving Lives**

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