

Wyoming County Business Center, Inc. Annual Report

Accomplishments and Objectives December 20 17



**Economic Development in
Wyoming County**



President's Message:

On behalf of the Board of Directors of the Wyoming County Business Center (WCBC), I proudly present to you the 2017 Annual Report. The WCBC celebrated its 11th year anniversary and has continued to make tremendous contributions in furthering the growth of Wyoming County's economy.

One of our economic development strategies is to encourage and support entrepreneurship development continues to serve a vital role for Wyoming County. The very successful FastTrac New Venture program held two cycles of the 10 week long program by coordinating both a spring and fall class in 2017. The results for the program are quite remarkable since the inception of this program in 2010. To date 67 businesses have opened in Wyoming County creating 112 jobs. These businesses are generating a new source of jobs and sales tax revenue for Wyoming County.

The WCBC will continue to provide a very important role in economic development and will remain in place to carry out activities such as assistance for retail projects (which the IDA is prohibited from doing) micro lending, business attraction marketing, and entrepreneurship development (FastTrac New Venture Classes).

Thank you to everyone who has played a role in the WCBC and our collective work to improve the economic viability of Wyoming County. I also want to thank the Board of Directors of the WCBC for the privilege of allowing the Wyoming County IDA, on a contractual arrangement continue the vital services of the organization.

Sincerely,

James Pierce

Mission: The Business Center provides opportunities for business growth by promoting and assisting economic development projects that result in capital investments and job creation and retention in Wyoming County.

Introduction

The Wyoming County Business Center (WCBC), Inc. was established in 2006 by the Wyoming County Board of Supervisors to become the lead economic development agency in Wyoming County. The WCBC is a private, not-for-profit local development corporation that is in its seventh year.

The WCBC is co-located and works with our development partners the Wyoming County Industrial Development Agency (IDA), Wyoming County Planning, Wyoming County Chamber of Commerce and Tourism, Small Business Development Center and the Wyoming County Business Education Council.

Board of Directors 2017

- Richard Fish Sr., Chairman
- Sam Gullo, Vice Chairman
- Jeremy Satchell, Treasurer
- Dan Leuer, Secretary
- James Brick

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WCBC Economic Development Activities

FastTrac New Venture



Entrepreneurship Development Program- *"Growing Our Own Jobs"*

A key component of the Wyoming County's economic development strategy is supporting and assisting with entrepreneurship, new business startups and business expansions. This is a significant source of job growth for Wyoming County. The Ewing Marion Kauffman Foundation's FastTrac New Venture program, offered by the WCBC, has proven to be very effective in Wyoming County. The program is designed to develop sound business plans and get new businesses started off on the right foot.

FastTrac New Venture is offered twice a year, in the spring and fall. The training includes a fast paced and challenging itinerary which spans over a 10 week period including guest speakers and interactive activities. The topics include analyzing the viability of the business idea, assessing the market place, cash flow projections, marketing, learning about the various legal structures for businesses and the development of a business plan. Graduates have lifetime access to resources through the online FastTrac Toolkit, a tremendous benefit for the entrepreneurs.

The classes, which are intentionally kept small in size, are facilitated by two local entrepreneurs trained and certified by the Kauffman Foundation. The Wyoming County Business Center is greatly appreciative of the generous program sponsors, **Tompkins Bank of Castile, Complete Payroll and Five Star Bank** and the workforce development resources available to participants through **Community Action for Wyoming County.**



A testimonial from one of the participants summed up the program this way...

"I would highly recommend taking the class to get an understanding on what it takes to start a business and to see if you have what it takes (desire and commitment) to make it happen."



Program Facilitators- Mike Fitch and Jeff Fitch

FastTrac New Venture Spring 2017 Graduates



L-R Back Row: Jim Pierce, Program Director, Jeff Fitch, Program Facilitator, Brian Eddy, Nate Chapman, Stan Willey, Chris Dembik, Ryan Chapman, Mike Fitch, Program Facilitator

L-R Front Row: Kim Abbott, Lindsay Eddy, Sara Emmons, Carrie Bartholomew

Spring 2017 Business Concepts

Energy products/services

Golf resort and banquets

Exotic gourmet mushrooms

Micro-brewery

Clock/watch repair

Homemade jellies

Not for profit organization

FastTrac New Venture Fall 2017 Graduates



L-R Back Row: Jeff Fitch, Program Facilitator; Eric Kingsley, Jon Shaw, Graham Badger, Jameson Riling, Madison Stellrecht, Jennifer Tyczka, Program Manager; Mike Fitch, Program Facilitator

L-R Front Row: Jenna Utz, Judy Shaw, Kayla Plowe, Joe Mulholland, Maria Stoddard, Wayne Stoddard

Fall 2017 Business Concepts

Home improvement contractor

Equipment repair/sales

Growth of the Rural Arts Center

Garden center/farm market

Bookkeeping/payroll

Residential general contractor

Coffee shop

Custom metal art

Wyoming County Business Center Inc. Entrepreneur Scholarship



The generations of today's students are the future employers of tomorrow, and the Wyoming County Business Center, Inc. offered an exciting opportunity to college and high school students residing in Wyoming County, NY. The Wyoming County Business Center, Inc. provided a motivated, responsible, self-driven student and future business leader a full scholarship to attend the FastTrac New Venture entrepreneur development program. Madison Stellrecht was the first recipient of the Wyoming County Business Center Inc. Entrepreneur Scholarship. Madison attended the FastTrac New Venture Program and developed her business start-up plan for her custom metal art business.

FastTrac New Venture Totals Since It's Inception

The results for the program are quite remarkable since the first offering of this program in

2010. To date 67 businesses have opened in Wyoming County creating 112 jobs.

Micro Loan Program

The Wyoming County Business Center administers a micro loan program utilizing grant dollars provided by the Wyoming County Board of Supervisors that were originally sourced from the NYS Office of Community Renewal.

Listed below is the current portfolio of micro loans that are currently being administered:

1. Attica Pharmacy, Inc.
2. Canaan's Butcher Block
3. Hellwigs' Son Raised Alpacas
4. Jacked 24/7, LLC
5. Little Bell Enterprises, LLC.
6. Silver Trails Outfitter, LLC
7. Spotlight Theater of Warsaw, LLC
8. StangTek Services
9. Swept Away Hair Studio, LLC
10. Twice is Nice Boutique, LLC
11. Wolcott Bothers Music
12. Country Homes & Interiors
13. NY Stork Exchange

Total Loan Portfolio ***\$219,077.95***

In 2017, one business paid the balance of their loan.

1. Decisions Catering, LLC

Business Attraction Marketing

One of the important services of the WCBC is to conduct business attraction marketing for Wyoming County. A three year marketing plan was developed and centered on three industry targets for business recruitment efforts they are agribusiness, advanced manufacturing and recreation. The following marketing tools have been developed thus far:

Business Attraction Marketing Tools Developed to Date

1. Brochure with pocket folder
2. Industry sales sheets for each industry target
3. Direct mail postcards for each industry target

4. Coasters with marketing message for central meeting areas in the Ag & Business Center and the Government Center
5. A micro website detailing the business advantages for each of the three industry targets
6. Three videos, one for each industry target that showcase why existing businesses in the three targeted businesses are successful here.
7. A section in the Wyoming County Business Directory was secured for delivery of the WCBC marketing message.
8. An advertisement was purchased in the Annual Business First Book of Lists

Business Attraction Marketing Activities

1. Agribusiness

- In collaboration with Invest Buffalo Niagara (IBN), Jim Pierce attended a Food Expo in Toronto and distributed marketing materials and talked with several prospects who were interested in exploring opportunities in Western New York including Wyoming County.
- Working in collaboration with IBN and the Wyoming County Chamber of Commerce. A direct mail postcard was mailed to 365 agribusiness contacts in Ontario Canada.

2. Recreation/Tourism

- In collaboration with the Wyoming Chamber of Commerce a direct mail postcard with a cover letter was sent to a list of hotel owners (provided by IBM) within a 150 miles of Wyoming County. The effort netted 3 hotel developer prospects that the WCBC communicates with on a regular basis.

3. Advanced Manufacturing

- Working with IBN and the Wyoming County Chamber to refine a manageable list for a direct mail communication.

Facebook Promotions

A Facebook page was established for the FastTrac New Venture program. The Facebook Page was used as a vehicle to promote the business attraction videos that were developed. The effort resulted in the following reaches:

- Recreation/Tourism Video-125,339
- Agribusiness-14,100
- Advanced Manufacturing- 781

One of the Facebook reaches was an owner of a tourism destination business in Michigan. The company specializes in education programs and entertainment venues showcasing a large collection of reptiles. The business owner is very interested in

relocation of her business to Wyoming County. Her interest was so strong that she came for visit in February and met with our economic development team. Discussions are on-going.

Business Prospect Leads Shared by Invest Buffalo Niagara and the Greater Rochester Enterprise

The regional business attraction entities of Invest Buffalo Niagara (IBN) and the Greater Rochester Enterprise (GRE) shared with the WCBC and WCIDA several leads during 2017. The leads include the needs of the proposed project, if any of the available sites in Wyoming County meets the infrastructure specifications of the prospect they are submitted to IBN and GRE and shared with the business prospect for their consideration. Below are the names of the projects that sites were submitted for:

- Project Ladybug-this project was looking for 15-20 acres of real estate to build a hydroponic green house that would employ 25-50 jobs. The Steele Avenue Business Park Parcel A in Arcade that is owned by the IDA was submitted for consideration.
- Project Kenny-this is a Canadian business that manufactures LED lighting systems. The company was looking for a lease only arrangement of 3,000-4,000 sq. ft. that would create up to 20 jobs. The building owned by Fairview Paper Box on Linwood Avenue in Warsaw was submitted for consideration.
- Project Juno –this is a Canadian manufacturer that would like to establish a U.S location. The company wants a lease only arrangement for 60,000 sq. ft. and would create 20 jobs. Space in Prestolite’s building in Arcade was submitted for consideration.
- Project Turner-this is a small manufacturer that is looking to lease 4,000 sq. ft. of space. The Linwood Avenue building in Warsaw was submitted for consideration.
- Project Ivory Button-this is a Canadian distributor looking to set up their first U.S. facility. They are looking to lease 4,000 sq. ft. and will hire 5 employees. The Linwood Avenue building in Warsaw was also submitted for this lead.
- Project Tractor-this is Western New York company looking to lease approximately 1,500 sq. ft. of space to test diesel engines. Space was identified at Prestolite in Arcade where they already currently have a engine testing facility

The WCBC will continue to play a vital role in the economic development of Wyoming County. The WCBC plays a key role in the assistance of retail projects, development of entrepreneurs, micro lending and marketing for business attraction.