

Wyoming County Business Center, Inc. Annual Report

Accomplishments and Objectives December 20 21



**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 2021 Annual Report. The WCBC celebrated its 15th year and has continued to make tremendous contributions in furthering the growth of Wyoming County's economy.

The pandemic moved into its second year in 2021 that continued giving our business community some tremendous challenges. Fortunately, the WCBC was there to help out with some of our innovative small business programs and the flexibility we offered to our borrowers for our loan programs. One of the voids in small business programming that we had for many years in Wyoming County were technical assistance programs for those businesses that were struggling a bit or could not quite get to that next level of business growth. Two new programs were launched in 2021 to fill that void, the Business Accelerator Academy and the Business Mentorship programs are new initiatives to help businesses identify problems to growth and come up with solutions or ways to diversify their offerings. Both new programs received great reviews from the participants and they are well on their way to reaching new sales and revenues.

FastTrac, our mainstay entrepreneurship training program, wrapped up its 11th consecutive year of service in Wyoming County. The program strongly supports our economic development strategy of growing and cultivating our own new businesses in Wyoming County. Both the spring and fall classes were very interactive with no shortages of entrepreneurial and innovative concepts. Since the program's inception, we have graduated 180 participants from the program with approximately 50% of those participants starting a new business in Wyoming County.

As we move into the new year the WCBC will continue to provide a very important role in economic development and will remain in place to carry out our core activities, micro lending, business attraction marketing, entrepreneurship development and the remediation and redevelopment of environmentally challenging properties such as the former Emkay site.

Thank you to everyone who has played a role in the WCBC and our collective work to improve the economic viability of Wyoming County, especially during this pandemic. 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 an economic development organization that could provide business services such as micro lending for retail businesses, business attraction marketing and become the lead organization for encouraging and supporting the development of entrepreneurs in Wyoming County. In addition, the WCBC was created to get involved in the remediation and redevelopment of environmentally challenged properties on behalf of Wyoming County.

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 and the Wyoming County Business Education Council.

Board of Directors 2021

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

Contact Information:

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Wyoming County Business Center

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WCBC ECONOMIC DEVELOPMENT ACTIVITIES

FastTrac Program

KAUFFMAN **FASTTRAC**®

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

A key component of 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 program, offered by the Wyoming County Business Center, has proven to be a very effective entrepreneurial program in Wyoming County. The program is designed to develop sound business plans and get new businesses started on the right foot.

FastTrac is offered twice a year, in the spring and fall. The training includes a fast-paced and challenging itinerary that spans over 10 weeks including guest speakers and interactive activities. The topics include analyzing the viability of the business idea, assessing the marketplace, cash flow projections, marketing, learning about the various legal structures for businesses, and the development of a business plan.

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, Inc. is greatly appreciative of the generous program sponsors, **Tompkins Bank of Castile, Complete Payroll, Community Bank N.A., Robert D. Strassel Esq., Five Star Bank, Wyoming County Board of Supervisors** and the workforce development resources available to participants through **Community Action for Wyoming County.**



FastTrac is helping entrepreneurs transform their innovative business ideas into viable career options, and moving their ventures to reality or new levels of growth. The program has educated over 180 entrepreneurs on how to overcome barriers and challenges common in starting and growing a business.

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



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



FastTrac Spring 2021 Graduates

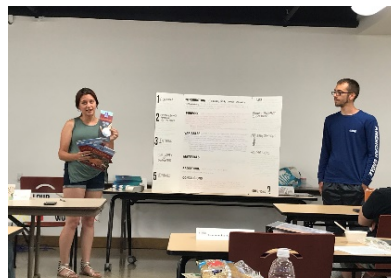
L-R Back Row: Jeff Fitch, FastTrac Program Facilitator; Beth Caton, Wyoming County Community Action Program Manager; Rosemary Shader, Wyoming County Community Action Executive Director; Mitchell Chapman, Allen Conlin, Peter Post, Carolyn Post, Jennifer Tyczka, FastTrac Program Manager; Mike Fitch, FastTrac Program Facilitator

L-R Front Row: Ashley Jones, Amanda Grandits, Amanda Osborn, Brandi Greig, Jessica Newland

Spring Class Business Concepts

Clothing Boutique
Custom Graphic Design
Residential Painting

Premium Chocolate House
Boutique Lodging
Domestic Violence Shelter





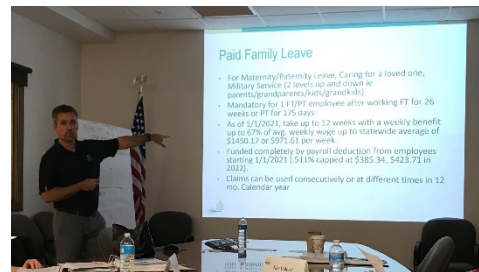
FastTrac Fall 2021 Graduates

L-R Back Row: Jeff Fitch, FastTrac Program Facilitator; Jennifer Tyczka, FastTrac Program Manager; Ashley Adrian, Andrew Aguado, Jan Parker, Mark Kingsley, Mike Fitch, FastTrac Program Facilitator

L-R Front Row: Kim Galford, Dawn Slater, Christopher Warriner, Catrina Kingsley

Fall Class Business Concepts

Alternative Health Products and Services
Coffee Shop
Bakery
Manufacturing
Mobile Food Services
Specialty Restaurant
Child Care Center



Rick Fish, Complete Payroll

Guest Speakers Enhance the Learning Experience



RD Strassel, Strassel Law



Justin Britton, Jay Bee Contracting



Tom Lyon, Lyon Global

Wyoming County Business Center, Inc. Entrepreneur Scholarship

In collaboration with the Wyoming County Business Education Council, the Wyoming County Business Center provided Jan Parker, a Perry Central High School student and future business leader, the opportunity to attend the Wyoming County Business Startup Program-FastTrac with a full scholarship.



FastTrac Alumni



“Kaufman Utz Accounting, LLC, owned and operated by Jena Utz and Ashley Kaufman, specializes in municipal bookkeeping, currently offering accounting services for eight local village and town governments. They also provide payroll and bookkeeping services to a variety of customers including local farms, small businesses, fire departments and local libraries. Their vision is to

provide quality and accurate work in a timely manner. They are also Wyoming County FastTrac program graduates and have also participated in the Wyoming County Business Accelerator Academy.” – Wyoming County Chamber of Commerce Ribbon Cutting



Wyoming County Chamber & Tourism Award for Most Promising New Business of the Year – Endlessly Outdoors Company in Perry, NY

FastTrac graduate Endlessly Outdoors Company was nominated and selected based on criteria that include their contributions to the economic vitality and quality of life of Wyoming County; capital investments; business expansions; job growth and retention; community involvement; and their contributions that strengthen their particular business sector in Wyoming County.

“Endlessly Outdoors Company provides adventure and recreation activities that inspires our community to reconnect with nature throughout all four seasons.” - Brianne Blaszak owner of Endlessly Outdoors Company

Local businesses working together and making our economy stronger.

Spring 2021 FastTrac Graduate Conlin Creative Graphics

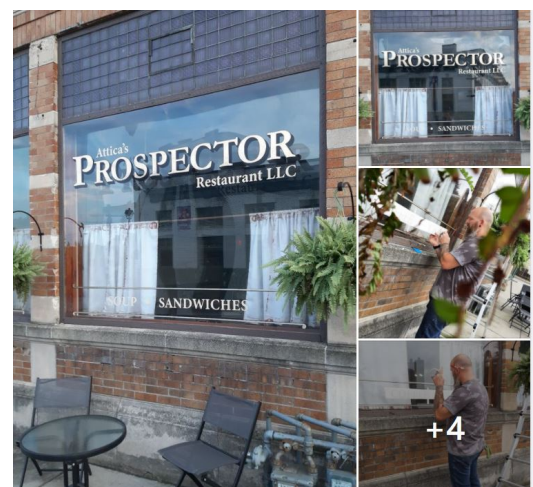


Conlin Creative Graphics

September 3, 2021 · 🌐

Gave [The Prospector](#) Restaurant's front windows a little bit of an update today with their new name, Attica's Prospector Restaurant LLC, and some new wording across the bottom with some of the delicious things they offer. Stop down there, check it out, get yourself a delicious meal, and support your local businesses.

[#atticany](#) [#graphicdesigner](#) [#wny](#) [#localartist](#) [#supportlocalartists](#) [#wnysmallbusiness](#)



Wyoming County Business Accelerator Academy



"Advance Your Business to the Next Level"

This new 4-week interactive program was developed to better equip business owners with the tools, resources, and knowledge to advance their business to greater financial success and long-term sustainability. The program is targeted at existing business owners who are looking to overcome barriers to growth and develop strategies to move their business to the next level. This program aligns well with the Wyoming County Business Center's commitment to providing programs that are geared to support the development and growth of businesses in Wyoming County.

Participants can expect to develop new business strategies and tactics to promote growth and profitability; identify their businesses' distinct competitive advantage and tap into new markets; increase online marketing and hear from a digital marketing expert, and learn how strategic thinking can dramatically improve their business performance.

Classes are offered in the spring and fall and are facilitated by the same facilitators as the FastTrac program. Specialized guest speakers bring valuable insight to business owners. The Wyoming County Business Accelerator Academy is sponsored and supported by the **Wyoming County Business Center, Inc. Board of Directors** and the **Wyoming County Board of Supervisors**. Program funding resources are provided by a \$5,000 competitive grant awarded from the **Wyoming Foundation, a division of the Community Foundation for Greater Buffalo**, and a \$1,000 sponsorship from **Key Bank**.

Spring Participants-Wyoming County Business Accelerator Academy



L-R: Relax Salon and Spa, LLC, The Vintage Cow Farmers Market, Jeff Fitch and Mike Fitch, Program Facilitators, Majestic Hill Coffee Roasters, LLC and Creekside Fabrics, Quilts & Yarns

Fall Participants- Wyoming County Business Accelerator Academy



L-R: Jeff Fitch, Program Facilitator, Jay Bee Contracting, LLC, Kaufman Utz Accounting, LLC, Chaffee Chick Design, Middle Falls Contracting, LLC, and Mike Fitch, Program Facilitator

Wyoming County Business Mentorship Program

Are You Ready... for What's Next?

What does the future hold for my business?

Am I moving in the right direction?

Have I prepared for the "new normal"?



The new Wyoming County Business Mentorship Program was developed to connect experienced Business Mentors with Small Business owners with up to 8 hours of no-cost, one-on-one business consultation. Participants explore the issues that matter most to their growth; analyze and prepare their business operations for the “new normal”; improve their existing practices in response to the changing environment; learn how to build and sustain momentum in their business; develop new strategies on growing their business, and learn how to open new markets and gain new customers. In 2021, eight Wyoming County businesses enrolled in the Business Mentorship Program. This new program was made possible by CSBG CARES ACT funding administered by Community Action for Wyoming County.

Micro Loan Program

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

The following businesses received funding from the program in 2021:

1. **Max's Bakery, Perry** - The funding was used to finance the expansion of a wholesale bakery business with a retail store in Perry.
2. **Silver Lake Ventures, LLC dba Shenanigans and Gaslight Pizzeria, Warsaw** - Financing from the program provided working capital, funds for renovations as well as a food truck to provide outside sales at remote venues.

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

1. Canaan's Butcher Block
2. Datum Works, LLC
3. JKW Unlimited, LLC
4. Jacked 24/7, LLC
5. Majestic Hill Coffee Roasters, LLC
6. Max's Bakery
7. Relax Salon & Spa, LLC
8. Sands Restaurant, Inc.
9. Silver Lake Ventures, LLC
10. Stang Tek Service
11. West's Bookkeeping Services, LLC
12. Windy Brew, LLC
13. Wolcott Brothers Music
14. Wyoming Gas Light Market, LLC

Total Loan Portfolio \$ 420,250.07

In 2021, the following businesses paid the balance of their loan.

Country Homes and Interiors
Attica Pharmacy, LLC
StangTek Services, LLC

The micro loan program is specifically designed to help finance startup businesses and higher-risk loans. The program is a very effective tool in helping Wyoming County's entrepreneurs startup and grow.

Re-Start Wyoming Loan Program



Recognizing the impact of the COVID-19 pandemic's impact on our small business community, the Wyoming County Business Center Board of Directors established the

Re-Start Wyoming Loan Program. The purpose of the loan program is to assist small businesses in Wyoming County that have been impacted by the COVID-19 health crisis and to help "re-start" their businesses as governmental orders restricting business operations in Wyoming County are eased or lifted.

Funds from this program may be used to provide eligible borrowers with funding to modify current business operations to adapt to governmental orders imposing restrictions on business operations; provide funding to assist in the re-opening of their businesses within 30 days once governmental orders have been lifted; and provide funds for payroll support, rent assistance, payment of utilities, replenishment of inventory, employee health care and accounts payable.

Listed below is the current portfolio of Re-Start Wyoming loans that are being administered:

1. Hybrid Design and Construction
2. Invictus Barber & Brand, LLC
3. Jay Bee Contracting, LLC
4. River Spring Lodge, LLC
5. The Quilter's Daughter
6. Silver Lake Brewing Project, LLC
7. The Gainesville Store, LLC
8. Jemgo, LLC d/b/a Butter Meat Company

Total Re-Start Wyoming Loan Portfolio \$79,000.00

In 2021, Byrncliff, Inc. paid the balance of their Re-Start Wyoming loan.



The Gainesville Store, LLC, Re-Start Wyoming Loan Participant

Business Attraction Marketing

One of the important services of the WCBC is to conduct business attraction marketing for Wyoming County. The following marketing activities were undertaken during the year.

1. Jim Pierce continues to serve on the Board of Directors for Invest Buffalo Niagara (IBN), our regional business attraction marketing partner. This appointment helps the WCBC maintain high visibility of Wyoming County as a place to consider for business expansions and relocations. IBN provides the WCBC business leads for projects looking for sites that meet their needs.
2. Jim Pierce remains active with the Greater Rochester Enterprise (GRE) also a regional business attraction marketing partner. GRE provides the WCBC business leads for projects looking for sites that meet their needs.
3. The one stop website for economic development for Wyoming County that launched in August 2018 continues to be a source of leads for businesses looking for locations and well as a source of economic development services for our existing businesses and cultivating entrepreneurs for the FastTrac program.
4. The WCBC has a section in the Wyoming County Business Directory that features the FastTrac program and the WCBC business attraction marketing information. The directory is distributed to 20,000 households and businesses.

One of the most successful business attraction marketing stories was led by WCBC with a good old-fashioned direct mail postcard and letter that was sent to every hotel developer within a 100-mile radius of Wyoming County.



The story is well told and is documented in the following images.





In 2021, we finally had the ribbon cutting for the new Microtel Inn & Suites by Wyndham, located at 287 N. Main Street, Warsaw, NY 14569, on Wednesday, November 3, 2021.



Microtel Inn & Suites by Wyndham, Warsaw, NY

Industrial Real Estate Development Strategy

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 2020, unfortunately, 90% of the leads are for existing industrial buildings and Wyoming County, much like Western New York does not have any vacant industrial buildings and as a result, many business prospect leads are lost. This building shortage led to IBN creating an Industrial Real Estate Development Strategy Committee of which Jim Pierce is a member. The Committee worked to develop and RFP for the development of an assessment of the situation and provide some recommendations. The study was conducted by Newark Knight Frank and was recently presented to the Committee members. The next steps are for the implementation of the recommendations by the Committee and Jim Pierce will continue to participate.

Workforce Development Initiatives

The WCBC continues to play a key role in supporting and developing regional workforce programs to help address the workforce shortages for our existing businesses. Jim Pierce continues to serve on the Board of Directors for the GLOW Workforce Development Board that guides the investment of workforce funding where it is needed in the GLOW counties.

The WCBC in collaboration with GLOW regional workforce service entities has worked on initiatives to help address the skill gaps and attract and raise the awareness of the region's youth for high growth, high demand careers in agriculture, manufacturing and skilled trades.

The annual GLOW Your Hands in 2021 went back to the in-person format for the 3rd annual career awareness and interactive event. GLOW with Your Hands provides an engaging, hands-on, applied experience for students and educators to increase student awareness and interest in local, high-growth and high-demand industries. This year's event was held on September 28, 2021 at the Genesee County Fairgrounds in Batavia.

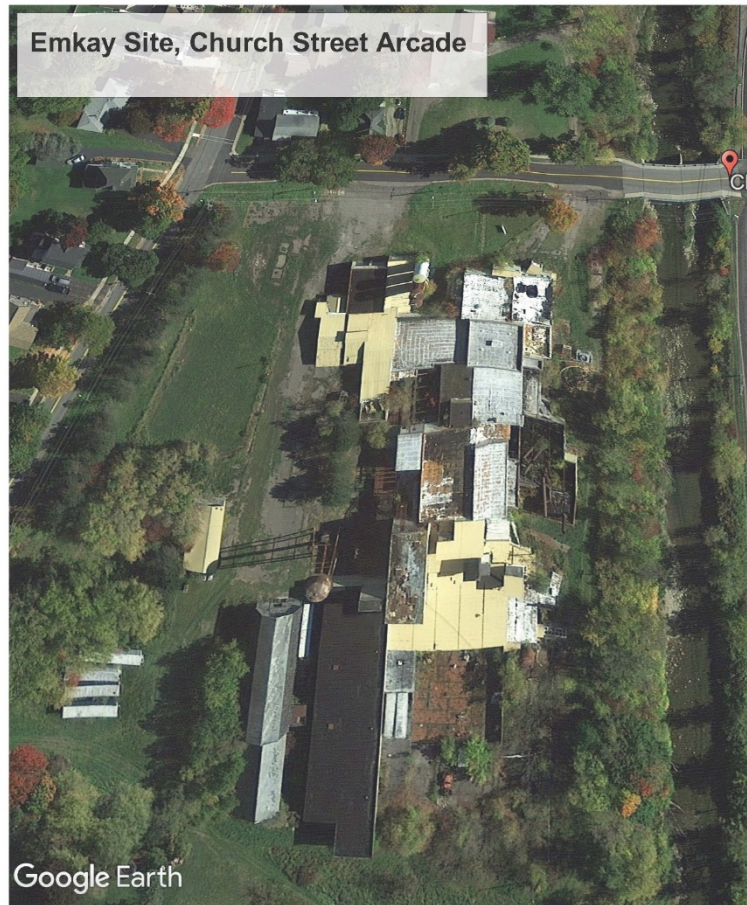


700 students representing 30 school districts from the region attended the interactive event with 45 GLOW vendors from the region representing manufacturers, agriculture businesses, trade unions, contractors, colleges, and other organizations.



Environmentally Challenged Development Sites

One of the roles that the WCBC has historically served in Wyoming County is being the entity willing to investigate and work on plans for the redevelopment of former manufacturing sites that are potentially contaminated with environmental issues. This has led to the WCBC's involvement in the former Emkay cheese processing site located on Church Street in the Village of Arcade. The site has been abandoned for 20 years and has many deteriorated buildings and it was assumed to be environmentally challenged in 2020 when the WCBC started to get involved. The site encompasses 10.5 acres in the heart of the Village.



In 2020 the WCBC Board committed funding to conduct an environmental assessment of the site. A Phase I and Phase II assessment was commissioned that resulted in the identification of some significant environmental conditions at the site that qualified it as a brownfield. In 2021 the WCBC Board of Directors pledged additional resources for the project and a commitment to work toward securing grants for brownfield cleanup and demolition of the structures on the site.

The WCBC formed a new not-for-profit affiliate entity known as the WCBC North, LLC to be the entity responsible which received ownership of the site from Wyoming County. The WCBC North, LLC developed a letter of interest and sent it out to regional brownfield developers in the region in hopes of identifying a private sector development

partner. This process resulted in finding Frontier Global Companies out of Buffalo and a partnership was formalized with a Designated Developer Agreement.

In the fall of 2021 the WCBC North, LLC in partnership with the Frontier Global Companies and Labella Associates applied for an EPA Brownfield Cleanup grant of \$500,000. The grant application required a 20% funding match. The WCBC North, LLC committed to matching \$50,000 and Frontier Global Companies also committed \$50,000. Grant award announcements are expected in the Spring of 2022.

Conclusion

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, marketing for business attraction and strive for solutions for our workforce needs and work to redevelop environmentally challenged properties.