

Wyoming County Business Center, Inc. Annual Report

Accomplishments and Objectives December 2019



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 2019 Annual Report. The WCBC celebrated its 13th year has continued to make tremendous contributions in furthering the growth of Wyoming County's economy.

One of our main economic development strategies is to encourage and support entrepreneurship development for Wyoming County. This strategy is implemented in part by our FastTrac entrepreneurship program. We held two cycles of the 10-week long program by coordinating both a spring and fall class in 2019. The results for the program are quite remarkable since the inception of this program in 2010. To date 86 businesses have been created or grown in Wyoming County creating over 160 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.

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 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 2019

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

Contact Information:

James Pierce, President
Wyoming County Business Center
36 Center Street, Suite D
Warsaw, NY 14569
Website: www.wycobusiness.org
Email: jpierce@wycoida.org

Telephone: (585) 786-3764

WCBC Economic Development Activities



FastTrac Program

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

FastTrac 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.

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, Steuben Trust Company, 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.**



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."

Spring 2019 Class Business Concepts

Production of Squash Court Panels

Unique Restaurant Experience

Herbal Skin Products and Culinary Herbs Duck Farm
Custom Cabinetry

Fall 2019 Class Business Concepts

Affiliate Marketing
Facebook Ad Agency
Woodworking

Handyman Services
Heating & Cooling
Mobile Home Transportation



FastTrac Results

The results for the program are quite remarkable since the first offering of this program in 2010. To date 86 businesses have been created or grown resulting in over 160 jobs created or retained. FastTrac helps entrepreneurs transform their innovative business ideas into viable career options, and moves their ventures to reality or new levels of growth. The program helps entrepreneurs overcome barriers and challenges common in starting a business.



Majestic Hill Coffee Roasters, Castile, NY

“Every successful entrepreneur knows that the “big idea” is only as good as the ability to execute it. On Thursday, July 18, 2019, Brad and Amy Weber, owners of Majestic Hill Coffee Roasters, LLC, officially celebrated their “big idea” with a ribbon-cutting at

Laurie’s Restaurant in Warsaw, one of the locations where customers can enjoy a cup of the locally produced artisan coffee.” -Majestic Hill Coffee Roasters Press Release



Relax Salon & Spa, Warsaw, NY

“Entrepreneurship begins with a dream and on December 6, 2019, Theresa Adams, owner of Relax Salon and Spa, LLC, officially celebrated her “dream come true” with a ribbon-cutting at her new location in Warsaw.”- Relax Salon & Spa Press Release



Blissfully Made, Bliss, NY

“The Wyoming County Chamber & Tourism office was pleased to host a ribbon-cutting on Friday, August 2, 2019 for Blissfully Made, located at 3468 East Main St, Bliss, NY. Blissfully Made is a greenhouse, fairy garden and home décor business which was started after Melissa and Dan Kovacs graduated from the Wyoming County FastTrac program.”
-Blissfully Made Ribbon Cutting

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 business requested and received funding from the program in 2019:

1. **JKW Unlimited, LLC, Attica**-The funding was used for the acquisition and renovation of a commercial building to established a barber shop, Invictus Barber & Brand, and working capital for furniture, fixtures, equipment and inventory.
2. **Relax Salon & Spa, LLC, Warsaw**-Financing from the program provided the newly established business working capital for renovations, furniture, fixtures, equipment and inventory.
3. **Wyoming Gas Light Market, LLC, Wyoming**-Financing from the program provided the newly established business working capital to purchase software, furniture, fixtures, equipment, inventory and hire staff.

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

1. Attica Pharmacy, Inc.
2. Canaan's Butcher Block
3. JKW Unlimited, LLC
4. Jacked 24/7, LLC
5. Majestic Hill Coffee Roasters, LLC
6. Relax Salon & Spa, LLC
7. Silver Trail Outfitters, LLC
8. Spotlight Theater of Warsaw, LLC
9. Stang Tek Service
10. West's Bookkeeping Services, LLC
11. Wolcott Brothers Music
12. Wyoming Gas Light Market, LLC
13. Country Homes & Interiors
14. NY Stork Exchange

Total Loan Portfolio ***\$296,227.70***

In 2019, the following businesses paid the balance of their loan.

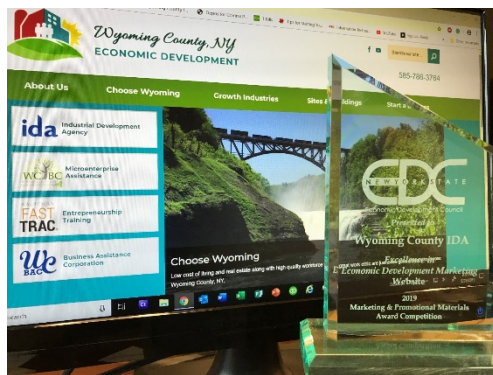
- Little Bell Enterprises, LLC-Attica
- Swept Away Hair Studio & Day Spa, LLC-Attica

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.

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 also remains active with the Greater Rochester Enterprise (GRE) also a regional business attraction marketing partner. GRE also 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. In 2019 the website was recognized at the Annual Meeting of the NYS Economic Development Council receiving first place.



New York State
Economic Development Council
2019 Excellence in Economic
Development Marketing Website

4. The WCBC collaborated with GRE to host a vendor exhibit at the inaugural GROW NY Summit in Rochester on November 12, 2019. The event was a business plan competition for agricultural and food entrepreneurs. At the booth the WCBC shared business attraction marketing materials and made some contacts with the businesses participating in the competition.
5. 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.

Business Prospect Leads

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 2019. 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. In addition, the WCBC business attraction marketing led to the development of some of their own leads. Below are some projects that sites were submitted for:

- InBN in April 2019 provided a business lead known as Project “the Tonight Show” a manufacturing and R & D business looking for 20,000-50,000 sq. ft. building. Available space in Prestolite’s building in Arcade was submitted.
- May 2019, a project lead was generated by a business owner viewing our website. The growing beverage distribution business was looking for a warehouse space of at least 75,000 sq. ft. in Arcade that would help centralize their distribution network.
- InBN in October 2019 provided a business lead known as Project Block who was looking for 100 acres of land in Arcade for a food and beverage manufacturer. The IDA’s 28 acres site in Arcade sparked their interest and the current infrastructure would have needed to be upgraded which may have been feasible however, the deal went away when the neighboring land owner to the IDA refused to consider selling the property that was needed.
- December 2019, a project lead was generated by a site selector viewing our website. They were representing a large food manufacturing company that was interested in acquiring 70-80 acres. They were interested in the IDA’s 28 acres in Arcade and asked the IDA to approach the neighboring property owner for the additional acreage needed. The neighboring property owner will not consider selling any land. In addition, the existing infrastructure would have needed some significant upgrades.
- A GRE December 2019 business lead known as Project Volare for an advance manufacturer looking for 50,000-80,000 sq. ft. of industrial space. The IDA’s 28 acres parcel in Arcade was submitted for consideration. No site visit has been scheduled.

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. The WCBC in collaboration with GLOW regional workforce service entities have worked to pull together two 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 first program is an event called **GLOW Works with Their Hands** was held on September 24th at the Genesee County Fairgrounds in Batavia. GLOW with Your Hands is an exciting NEW career awareness opportunity for GLOW region students. Over 800 students representing 24 school districts from the region attended the interactive event allowing them hands on experiences with high demand occupations. Over 60 GLOW region manufacturers, agriculture businesses, trade unions, contractors, colleges, and organizations provide hands-on interactive activities for students while reinforcing the path to and maintaining industry safety standards. The focus of the high demand occupations showcased were for Advanced Manufacturing, Agri-business, Alternative Energy and the Skilled Trades.

Plans are already underway to run the event again this year on September 29th. It is anticipated that 1,300 students from the GLOW region in grades 8-12 will be in attendance this year.

The second program that was developed to meet the needs of workforce shortages is a formal **Apprenticeship Program** for manufacturers in Wyoming County. Apprenticeships in NYS are springing back to life. The WCBC worked with NYS American Apprenticeship Program and the Manufacturers Alliance Intermediary Apprenticeship Program to develop the certified apprenticeship program. Thus far Prestolite Electric from Arcade and Advanced Rubber Products from Wyoming are planning to participate in 2020.

Environmentally Challenged Development Sites

Historically, the WCBC has served as the entity that works to investigate and plans a strategy for the redevelopment of former manufacturing sites that are potentially contaminated with environmental issues. The WCBC Board agreed to conducting an environmental assessment on the former Emkay site located on Church Street in the Village of Arcade. The 10.5 acres site has been abandoned for the last 18 years and is a blighted property that is located in the heart of the Village and it borders the Arcade Elementary School and a residential area. The WCBC formed a new LLC known as the WCBC North LLC to perform the work on the site.

The plan of the WCBC North LLC is to assess what is there from an environmental standpoint and then work with an experienced NYS Brownfield Developer to take control of the property, get the property into the NYS Brownfield Program and begin the demolition work and environmental remediation and have a plan for redevelopment that is supported by the Village of Arcade. If the property is accepted into the NYS Brownfield Program, the developer is eligible for attractive tax credits for both the demolition and environmental remediation. Labella Associates out Buffalo has been

contracted to conduct a Phase I and Phase II environmental assessment, the report is expected to be ready by the end of the first quarter in 2020.

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.