



To: Janis Cook, Budget Officer  
Brian Kehl, Finance Committee Chairman

From: Jim Pierce, Wyoming County Business Center, Inc.

Date: August 9, 2021

Re: The Wyoming County Business Center, Inc. (WCBC) funding request of \$70,000.

Attached: Current and Year End Balance Sheet, Current Income Statement, Audited Financial Statements and Annual Report

The Wyoming County Business Center (WCBC) presents the attached funding request for 2022. The WCBC is requesting \$70,000, which is the same as the 2020 budgeted funds.

The WCBC plays a vital role in economic development for Wyoming County especially for the retail and entrepreneurship sectors. The WCBC manages a large part of the Business Attraction Marketing for Wyoming County. The services that it will continue to provide are described in the budget narrative, attached. The WCBC Board of Directors authorizes the request of \$70,000.

**ED Services and Site Development:** The WCBC plays an integral role in the development of shovel ready sites of both green sites and environmentally challenged property for expanding businesses and business considering locating in Wyoming County.

**Business Attraction Marketing:** The WCBC's core mission is to attract businesses into and encourage businesses to expand within Wyoming County. In order to stay viable and compete with surrounding counties for prospective businesses looking for areas to relocate or build, the marketing of Wyoming County's economic development features is critical. The WCBC has been successful, through its marketing efforts, to attract a hotel developer to Warsaw with a currently active project. The Indus Hospitality Group invested in a 67 room Microtel and simultaneously the Company built a Taco Bell. These two projects are bringing revenue through tax dollars and would not have been possible without the marketing tools implemented by the WCBC. The WCBC is currently working with potential developers interested in building and investing in Wyoming County.

**FastTrac Entrepreneurship Development Program:** It is vital that we continue to have an entrepreneurship program in the WCBC because it is a core component of economic development and job creation in a rural county. The FastTrac entrepreneurship training program has been extremely successful. Since the inception of the program (11 years ago), there have been 174 educated participants in the program, 160 graduates, 91 businesses have started, creating 160 jobs and are a great source of new tax base both for real property and sales tax. Our Fast Trac program has

also received national recognition for the professionalism of our program, expertise of our facilitators and the high success rate of our small business graduates.

**Microloan Program:** The WCBC has managed the microloan program since 2011. This valuable program allows us to lend funds to small businesses that are already established or just starting up. The low interest loans offered help small business owners get the tools and working capital they need to make their business viable. It is important to our small business community to be able to keep this program going. Currently we have 13 active microloans.

**Re-Start Wyoming Loan Program:** The Re-Start Wyoming Loan Program was approved by the Wyoming County Business Center Board of Directors on April 24, 2020. The purpose of this Loan Program is to provide assistance to small businesses in Wyoming County, New York 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. The Re-Start Wyoming Loan Program makes available up to \$10,000 in loan funding for eligible businesses that are directly impacted by governmental orders restricting business operations due the COVID-19 health crisis. Currently we have provided funds to 8 businesses totaling \$79,000.

Thank you for consideration of the WCBC funding request. We look forward to continuing our working relationship with the Board of Supervisors to help grow Wyoming County’s economy.

Proposed 2022 Budget Wyoming County Business Center

<b>Revenue</b>	<b>2021 Budget</b>	<b>2022 Requested Budget</b>
Wyoming County Board of Supervisors		
ED Services and Site Development	15,000	15,000
Business Attraction Marketing	11,000	20,000
FastTrac Entrepreneurship Program	10,000	10,000
Business Accelerator Academy	0	5,000
LDC Administration	<u>20,000</u>	<u>20,000</u>
<b>Total Wyoming County Funding</b>	<b>\$56,000</b>	<b>\$70,000</b>
FastTrac Participant Fee	6,000	6,000
Business Accelerator Academy Fee	0	800
FastTrac Sponsors	4,500	4,500
Business Accelerator Academy Sponsors	0	1,000
Micro Loan Interest	3,000	3,000
Fees from activities	400	400
Interest Income	<u>4,000</u>	<u>4,000</u>
<b>Total Other Funding</b>	<b>\$ 17,900</b>	<b>\$ 19,700</b>
<b>Total Revenue</b>	<b><u>\$ 73,900</u></b>	<b><u>\$ 89,700</u></b>
 <b>Expenses</b>		
Accounting/Audit	9,600	9,600
Insurance	600	600
Postage	200	200
Professional/Consultant Fees	1,000	1,000
Legal Fees	5,000	5,000
Publications/ Subscriptions	500	500
Office Supplies	1,000	1,000
Meeting/ Mileage Expense	200	200
Equipment	200	200
Business Attraction Marketing	15,000	20,000
Administration of WCBC	20,000	20,000
Website, Internet and Email Maintenance	350	350
Micro Loan Underwriting	3,250	3,250
FastTrac Delivery and Administration	21,000	21,000
Business Accelerator Academy	0	6,800
<b>Total Expenses</b>	<b><u>\$ 77,900</u></b>	<b><u>\$89,700</u></b>
 <b>Budget Balance</b>	 <b>(4,000)</b>	 <b>0</b>

## **Budget Narrative**

### **Revenue**

**Wyoming County Board of Supervisors** – The funding from the Wyoming County Board of Supervisors as in previous years will be used for:

#### **Economic Development Services and Site Development- \$15,000**

The WCBC, through its Board of Directors and IDA as administrators will assist with economic development for entrepreneurship development and assisting retail projects looking to grow and expand.

More specifically:

1. Encourage and assist in the establishment and expansion of businesses that will create or retain jobs for county residents and generate additional tax revenues.
2. Promote and encourage the economic development of Wyoming County in cooperation with local governing bodies and other development and business groups.
3. Market the attractiveness of Wyoming County as a place to live, work, and operate a business.
4. Assist with Retail and Community-based Organization Projects.
5. Construct, purchase, acquire, rehabilitate and improve buildings or real estate in the County for use by retail, commercial and industrial businesses. The WCBC's activities may include the acquisition and development and the revitalization of downtown areas, including blighted or contaminated properties.
6. Maintain and improve a healthy county economy and enhance the quality of life for Wyoming County residents.
7. Increase the awareness, knowledge, and support of economic development by the business sector, elected officials, and the general public.
8. Serve as a charitable entity for private donations, gifts and bequests of personal and real property to be used to advance economic development opportunities within the County. Leverage tax credits available through the WCBC to acquire assets, including land, for nominal funds to support economic development programs.

#### **Business Attraction Marketing - \$ 20,000**

The WCBC continues to follow and improve the Economic Development Marketing Plan that provides a road map of the best marketing practices that are available to attract new businesses to Wyoming County. Given the strength of Wyoming County's agriculture one of the main industry targets for the marketing efforts has been agribusiness; along with manufacturing and tourism. The comprehensive marketing plan has been in place over 4 years with additional marketing tools being implemented as funding is available. In 2015 and 2016 the WCBC was able to fund brochures, white sheets for Ag, industry and green energy, create marketing videos for Manufacturing, Agriculture and Tourism, and develop a website landing page. In 2018 the IDA created a new website which now houses the WCBC along with the IDA and the Business Assistance Corporation. With the three entities under one web-site it makes it easier for businesses and visitors to find all the services we offer for economic development in Wyoming County. The WCBC has been successful, through its marketing efforts, to attract a hotel developer to Warsaw with a currently active project. The Indus Hospitality Group is not only investing in a 67 room Microtel but simultaneously the Company is building a Taco Bell. These two projects have brought revenue through tax dollars and would not have been possible without the marketing tools implemented by the WCBC. The WCBC is currently working with of potential developers interested in building and investing in Wyoming County. The

funds requested will give the WCBC the ability to continue its current marketing plan but will explore additional ways to bring more business development to the County. After experiencing an unprecedented pandemic with the Covid-19 virus, it is more crucial than ever to focus on the marketing of Wyoming County and supporting local businesses through our marketing efforts.

### **FastTrac Entrepreneurship Development Program - \$10,000**

It is vital that we continue to have an entrepreneurship program in the WCBC because it's a core component of economic development and job creation in a rural county. The FastTrac entrepreneurship training program has been extremely successful. Since the inception of the program (11 years ago), There have been 179 educated participants in the program, 160 graduates, 91 businesses have started, creating 160 jobs and are a great source of new tax base both for real property and sales tax.

### **Business Accelerator Academy - \$5,000**

The Business Accelerator Academy was initiated in early 2021 while businesses were trying to recover from the pandemic. The program focuses on existing businesses that are looking for technical help and advice as they move to the next level with their business or diversify in order to stay viable. There will be two sessions a year offered to business owners with class sizes small, (up to 4), in order to focus on specific issues or needs of the attending entrepreneurs. The first session was a huge success and the attendees have expressed the gratitude for the much-needed technical assistance and advise.

### **Wyoming County Business Center Administration - \$20,000**

This represents the cost associated with administering the WCBC. The estimated cost for staff time dedicated to the administration of the WCBC is \$95,000. The Wyoming County IDA provides the Administrative Service at less than half of the actual cost and provides the remaining cost as in kind.

### **Other Funding**

#### **FastTrac Participant Fee**

Participants that register for the FastTrac program pay a tuition investment of \$300. Anticipated fees to be collected are \$ 6,000.

#### **Business Accelerator Academy Fee**

Participants pay a registration fee of \$100 for the class. Anticipated fees to be collected are \$800.

#### **FastTrac Sponsors**

Community Sponsors of the FastTrac program include Tompkins Bank of Castile, Steuben Trust Company, Complete Payroll and Robert D. Strassel Esq. It is anticipated that revenue generated from program sponsorship will be \$4,500.

#### **Business Accelerator Academy Sponsors**

The WCBC hopes to secure funding from program sponsors and it is anticipated that \$1,800 will be generated in sponsorships.

#### **Micro Loan Interest Income**

Interest from loan repayments is anticipated to be \$3,000.

#### **Interest Income**

The WCBC anticipates interest income of \$4,000 based on short term investments of cash. This has increased due to the interest rates rising recently.

## Expenses

- **Accounting/Audit** – The WCBC will engage an accounting firm to complete the entity’s audit as required by the PAAA for an amount not to exceed \$9,600.
- **Insurance** – General liability the amount to cover the WCBC is \$600. Directors, Officers and other insurance needs are covered under the umbrella of the County’s insurance policy since the County is the sole sponsor of the WCBC.
- **Postage** – The WCBC estimates that \$200 will be expended on postage.
- **Professional/Consultant Fees** - This \$1,000 expense represents funds that may be utilized for consultant should the need arise, i.e. a business prospect desires a customized analysis of specific data to assist them in a decision to locate the business in Wyoming County.
- **Legal Fees** – Counsel will be used for general services and compliance issues not to exceed \$5,000 for the WCBC. Counsel is made available to the WCBC directors and President and includes legal advice in regards to compliance with the Public Authority and Accountability Act (PAAA), activities such as property acquisition, redevelopment, property disposal and assisting with retail development projects.
- **Publications / Subscriptions**- \$500 Subscriptions to Economic Development and Marketing Information.
- **Office Supplies** – The WCBC will purchase general office supplies, paper, printer toner, etc. estimated to cost \$1,000.
- **Meeting and Mileage Expense** – The WCBC holds Board of Director meetings as needed and is required to hold an Annual Meeting. The WCBC estimates meeting and mileage expense will be \$200.
- **Equipment/Equip Maintenance** – The WCBC anticipates the need upgrade equipment at an estimated cost of \$200
- **Marketing** – The WCBC is responsible for business attraction marketing for a budget amount of \$20,000. Anticipated marketing efforts will include:
  1. Participation in trade shows and other events for select industry targets.
  2. Development and distribution of marketing materials to targeted industries.
  3. Collaboration with the Greater Rochester Enterprise and Buffalo Niagara Enterprise (regional business attraction marketing entities)
  4. Implement other marketing components, advertisements, website, social media, etc., that will be identified as the most appropriate current marketing tools scripted from the marketing plan.
- **Administration of WCBC** – \$20,000, Administrative responsibilities of the WCBC are carried out by the IDA and include, but not limited to, administration of micro loan portfolio, processing of new loans, implementation of the business attraction marketing plan, coordination of the FastTrac program, compliance with the Public Authority and Accountability Act, annual budget and reports, preparation of minutes, coordination of meetings, preparation of monthly financials and work with the accountant on the tax return,

annual audit, managing of current loan portfolio and short-term investments and reporting to the Wyoming County Board of Supervisors' Planning Committee. The estimated cost for staff time dedicated to the administration of the WCBC is \$95,000. The Wyoming County IDA provides the Administrative Service at less than one third of the actual cost and provides the remaining cost as in kind.

- **Website, Internet and Email Maintenance** \$350, upgrades, updates and IT services will need to be conducted on these items.
- **Micro Loan Program Underwriting** – This \$3,250 expense is for consulting services for underwriting and credit analysis of loan applicants.
- **FastTrac Entrepreneurship Program Delivery and Administration-** \$21,000- The FastTrac Entrepreneurship Training Program has been extremely successful. Since the inception of the program (11 years ago), 91 businesses have started, creating 160 jobs and are a great source of new tax base both for real property and sales tax. The plan is to continue with our cycle of two ten-week programs in 2022, one in the spring and one in the fall. Administration will include marketing and advertising the program, payment of facilitators and business coaches, office supplies (paper, easels), training manuals, postage and printing.
- **The Business Accelerator Program Delivery and Administration** - \$6,800, The Business Accelerator Program was initiated in early 2021 while businesses were trying to recover from the pandemic. The program focuses on existing businesses that are looking for technical help and advise as they move to the next level with their business or diversify in order to stay viable. There will be two sessions a year offered to business owners with class sizes small, (up to 4), in order to focus on specific issues or needs of the attending entrepreneurs. The first session was a huge success and the attendees have expressed the gratitude for the much-needed technical assistance and advise.

## **Wyoming County American Rescue Plan ED Recommendations ADDENDUM TO BUDGET REQUEST**

As you deliberate on areas of critical need that would benefit from ARAP funding, we thought it important to share ideas and areas that would benefit significantly from a portion of the funds that will be coming to Wyoming County. We drafted a list from our organization that is both forward-looking economic development priorities and initiatives that would aid in the County's economic recovery. These are priority items that our organization would promote, develop, and manage throughout their life cycles.

### **Wyoming County Business Center Priorities:**

#### **Wyoming County Business Center Micro-Loan Program - \$200,000**

Replenishing the low interest fixed rate micro-loan program for qualified startup and existing businesses. Micro-loans range from a minimum of \$10,000 to a maximum of \$50,000. The current interest rate is 2% and the terms are five to seven years. Funds may be used for working capital, furniture, fixtures, equipment, inventory, materials and supplies. Refinancing of existing debt is not eligible. This program is designed to serve as gap financing or if a borrower has been declined by a bank. The current focus of the program is to support underserved markets, including low-income borrowers or those with little to no credit history. (See attached list)

#### **Lease/Rent Subsidy Program - \$50,000-\$200,000**

A previously successful program in need of fund replenishment. The lease subsidy program provides

a 12-month rent subsidy of up to \$2.00 per square foot to businesses filling vacant space in targeted commercial districts. Assistance will not exceed \$3,000 for 12 months or \$250 per month. Payments are made on a monthly reimbursement basis; tenant is required to submit documentation. A rent subsidy application and an executed lease must be submitted. The purpose/goal is to fill vacant storefronts in targeted villages/downtowns for start-up business owners and building owners starting a new who are eligible. Funds are also used to assess, and identify downtown locations, and then to work with property owners to attract business tenants into downtown commercial spaces.

Example of a business that participated: Burlingham Books, now Biblio-Tech in Perry.

**Essential Goods/Services Investment Subsidy Program (EGG) - \$80,000-\$100,000**

This would re-establish a previously successful program that seeks to attract certain types of businesses, not currently established that a community has identified to attract and locate in their municipality. The program provides a capital grant in the form of a forgivable loan to businesses that either provide essential goods or services determined to be lacking in the downtown, or create a significant draw of customers to the downtown area. Businesses are eligible to receive 20% of the total capital cost required to establish the business. The maximum assistance allowed is not to exceed \$5,000 and can be used for working capital, marketing, signage etc. Assistance is in the form of a loan that is forgiven after two years of operation in the established location. Receipts must be submitted for all eligible expenses and owner/applicant credit will be reviewed.

Example of Businesses that participated:

- Burlingham Books, now Biblio-Tech in Perry.
- Yummies Ice Cream in Warsaw
- Decisions Catering in Silver Springs
- Jams Music in Attica