



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

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

Date: August 5, 2023

Re: The Wyoming County Business Center, Inc. (WCBC) funding request of \$80,000.

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 2024. The WCBC is requesting \$80,000, which is a \$10,000 increase from the 2023 budgeted funds. The increased request for funding reflects the expected increase in WCBC administrative hours needed for the administration and oversight of the EPA Brownfield Cleanup Grant for the Emkay Site in Arcade.

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 \$80,000.

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 businesses considering locating in Wyoming County. Currently the WCBC is active in cleaning up a brownfield site in the Village of Arcade utilizing an EPA Brownfield Cleanup Grant.

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.

Fast Track 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 Fast Track entrepreneurship training program has been extremely successful. Since the inception of the program (13 years ago), there have been 212 educated participants in the program, 193 graduates, 118 businesses have started, creating 168 jobs and are a great source of new tax base both for real property and sales tax. Our Fast Track 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 11 active microloans.

Wyoming County Rapid Start Loan Program: The Wyoming County Rapid Start Loan Program was approved by the Wyoming County Business Center Board of Directors on January 17, 2023, to provide assistance to small businesses in Wyoming County, New York. This Program replaces the Re-start Wyoming Loan Program which was created in 2020 to help small businesses that were impacted by the COVID-19 health crisis and to help “re-start” their businesses. The Wyoming County Rapid Start Loan Program, makes available up to \$10,000 in loan funding for eligible businesses. To date, we have provided “Re-start” funds to 14 businesses totaling \$139,000. Since implementing the Rapid Start Program, we have assisted one small business with a loan of \$10,000. The WCBC Board has allocated \$200,000 to this Program and with the continued utilization by business owners, will consider raising the allocation if the need arises.

Wyoming County Business Accelerator Academy

Since 2021 the WCBC has been implementing the Wyoming County Business Accelerator Academy which helps businesses advance to the next level of business growth with a new 4-week interactive program to better equip business owners with the tools, resources, and knowledge to advance their business to greater financial success and long-term sustainability. This program is for Wyoming County business owners who are looking to overcome barriers to growth and develop strategies to move their business to the next level. Thus far 21 businesses have participated the program.

Wyoming County Business Mentorship Program

Established in 2021 the WCBC has been offering the Wyoming County Business Mentorship Program. It is designed to connect experienced Business Mentors with Wyoming County Small Business owners with up to 8 hours of no-cost, one-on-one consultation. Thus far 27 business owners have taken advantage of the program.

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 2024 Budget Wyoming County Business Center

Revenue	2023 Budget	2024 Requested Budget
Wyoming County Board of Supervisors		
ED Services and Site Development	15,000	15,000
Business Attraction Marketing	20,000	20,000
FastTrac Entrepreneurship Program	10,000	10,000
Business Accelerator Academy	5,000	5,000
LDC Administration	<u>20,000</u>	<u>30,000</u>
Total Wyoming County Funding	\$70,000	\$80,000
FastTrac Participant Fee	6,000	6,000
Business Accelerator Academy Fee	800	800
FastTrac Sponsors	8,000	8,000
Business Accelerator Academy Sponsors	2,800	2,800
Micro Loan Interest	3,000	4,000
Fees from activities	400	400
Interest Income	<u>400</u>	<u>3,000</u>
Total Other Funding	\$ 21,400	\$ 25,000
Economic Development Project Funding		
EPA Brownfield Cleanup Grant Funding		500,000
Designated Developer (Partner Match)		<u>50,000</u>
Total Economic Development Project Funding		\$550,000
Total Revenue	<u>\$ 91,400</u>	<u>\$655,000</u>
Operating and Program Expenses		
Accounting/Audit	10,000	9,325
Insurance	600	600
Postage	200	200
Professional/Consultant Fees	1,000	1,000
Legal Fees	5,000	5,200
Publications/ Subscriptions	500	500
Office Supplies	1,000	1,000
Meeting/ Mileage Expense	200	400
Equipment	200	300
Business Attraction Marketing	20,000	20,000
Administration of WCBC	20,000	30,000
Website, Internet and Email Maintenance	350	350
Micro Loan Underwriting	3,250	5,000
FastTrac Delivery and Administration	18,300	18,300
Business Accelerator Academy	6,800	6,800
Business Mentorship Program	<u>4,000</u>	<u>6,000</u>
Total Operating and Program Expenses	\$ 91,400	\$105,000

Economic Development Project Expenses	2023 Budget	2024 Requested Budget
Emkay Site- EPA Grant Expense	0	<u>600,000</u>
Total Expenses	<u>\$91,400</u>	<u>\$705,000</u>
Budget Balance	0	(\$50,000)

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 not only invested in a 67 room Microtel but simultaneously the Company built 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.

Fast Track Entrepreneurship Development Program - \$10,000

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 Fast Track entrepreneurship training program has been extremely successful. Since the inception of the program (13 years ago), there have been 212 educated participants in the program, 193 graduates, 118 businesses have started, creating 168 jobs and are a great source of new tax base both for real property and sales tax. Our Fast Track 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.

Business Accelerator Academy - \$5,000

Since 2021 the WCBC has been implementing the Wyoming County Business Accelerator Academy which helps businesses advance to the next level of business growth with a new 4-week interactive program to better equip business owners with the tools, resources, and knowledge to advance your business to greater financial success and long-term sustainability. This program is for Wyoming County business owners who are looking to overcome barriers to growth and develop strategies to move their business to the next level. Thus far 21 businesses have taken the program.

Wyoming County Business Mentorship Program

Established in 2021 the WCBC has been offering the Wyoming County Business Mentorship Program. It is designed to connect experienced Business Mentors with Wyoming County Small Business owners with up to 8 hours of no-cost, one-on-one consultation. Thus far 27 business owners have taken advantage of the program.

Wyoming County Business Center Administration - \$30,000 (Increase of \$10,000)

This represents the cost associated with administering the WCBC. The estimated cost for staff time dedicated to the administration of the WCBC is \$110,000. The Wyoming County IDA provides the Administrative Service at less than half of the actual cost and provides the remaining cost as in kind. With the administration and oversight of the EPA Brownfield Cleanup Grant for the Emkay Site remediation, it is expected that the staff will be dedicating more hours to the WCBC to facilitate the grant activities for the project.

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.

Note: Our Fast Track Entrepreneurship and Business Accelerator Academy Programs, to date, have been co-funded by outside sponsorships and local organization grants. Without the continued added funding support of our local sponsors and grantors these valuable programs would not be able to continue being offered.

FastTrac Sponsors

Community Sponsors of the FastTrac program include Tompkins Bank of Castile, Steuben Trust Company, Five Star Bank, Complete Payroll and Robert D. Strassel Esq. It is anticipated that revenue generated from program sponsorship will be \$8,000.

Business Accelerator Academy Sponsors

The WCBC hopes to secure funding from program sponsors and it is anticipated that \$2,800 will be generated in sponsorships.

Micro Loan Interest Income

Interest from loan repayments is anticipated to be \$4,000.

Interest Income

The WCBC anticipates interest income of \$3,000 based on short term investments of cash. This has increased due to the interest rates rising recently.

Expenses

- **Accounting/Audit** – The WCBC engaged the services of EFPR P.C.'S accounting firm to complete the entity's audit as required by the PAAA. The contracted amount is not to exceed \$9,325.
- **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 \$5,200 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 \$400.
- **Equipment/Equip Maintenance** – The WCBC anticipates the need to upgrade equipment at an estimated cost of \$300
- **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** – \$30,000, 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 Fast Track 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 \$110,000. 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. The WCBC anticipates an increase in 2024 for staff hours dedicated to the administration of the EPA Brownfield Clean-up Grant for the Emkay site and is asking for additional funding to offset the salary costs incurred by the WCIDA.

- **Website, Internet and Email Maintenance** \$350, upgrades, updates and IT services will need to be conducted on these items.

- **Micro Loan Program Underwriting** – This \$5,000 expense is for consulting services for underwriting and credit analysis of loan applicants.

- **Fast Track Entrepreneurship Program Delivery and Administration-** \$18,300- The Fast Track Entrepreneurship Training Program has been extremely successful. Since the inception of the program (13 years ago), 118 businesses have started, creating over 175 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 2024, 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 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 session has been a huge success and the attendees have expressed the gratitude for the much-needed technical assistance and advice. The WCBC plans to continue this program for entrepreneurs in 2024.

- **The Business Mentorship Program Delivery and Administration** - \$6,000, The Business Mentorship Program was initiated in 2021 while businesses were trying to recover from the pandemic. The program focuses on existing businesses that are looking for individual advice from business mentors on a specific area of their business. We have three mentors currently and are recruiting additional people. The program, which is on-going, has been successful and the

attendees have expressed the gratitude for the assistance and advise. The WCBC plans to continue this program for entrepreneurs in 2024 and anticipates an increase in participant requests.

•Economic Development Project Expenses – Emkay Site- EPA Grant Expense \$600,000

The estimated cost of the first phase of the site clean-up, which includes the demolition and removal of the building and surrounding debris, is \$600,000. The WCBC has been awarded an EPA Brownfield Grant in the amount of \$500,000. As a 20% (\$100,000), match is required, the WCBC has solidified an agreement with a designated developer who has allocated \$50,000 toward the initial clean-up phase and the WCBC Board has authorized the remaining \$50,000 to complete the needed funding match required.