



SHERMAN CRAIG
Chairman

TERRY MARTINO
Executive Director

MEMORANDUM

TO: Terry Martino, Executive Director

FROM: Dan Kelleher, Special Assistant for Economic Affairs

DATE: May 31, 2018

RE: Economic Services Unit Activities for March, April and May 2018

Economic Services Marketing Email On April 2, the Agency sent an email to all Town Supervisors and Village Mayors in the Park highlighting economic services offered to their communities through the Agency's Economic Services Unit. Identified services include the Agency's Hamlet Economic Planning and Assistance program, economic development planning, economic and demographic data analysis, market analysis, project permitting assistance, industry retention and recruitment assistance, business planning assistance, and community trainings.

Town of Johnsbury Economic Development Assistance

Staff is assisting the Town of Johnsbury Local Development Corporation (LDC) with business recruitment and economic development planning. Staff attended a LDC meeting on March 21 in the Town. In September, staff provided the LDC with a draft marketing plan that can be used to attract new businesses to the community. Staff is currently working with the Town through the Agency's Envision Adirondacks Initiative.

On February 21, staff also met with the Town's new supervisor to discuss additional assistance the Agency may provide the community.

Town of Indian Lake Business Development Planning

On March 21, Economic Services staff attended a Town of Indian Lake Local Development Corporation (LDC) meeting in Indian Lake, Hamilton County to discuss the development of a business development marketing plan for the community. The plan would outline a strategy for marketing the community to potential businesses seeking to relocate or start up. The community also discussed the possibility of such a plan being developed on a regional basis.

Town of Chester Economic Development Planning

On May 2, Economic Services staff attended a meeting in the Town of Chester for a local economic development planning initiative. Staff was invited to help facilitate workgroup development. The workgroups are charged with developing and implementing economic development strategies that were identified by town residents

during a previous public participation process including beautification, affordable housing, and business attraction.

Town of Crown Point – Comprehensive Plan

On May 15, staff from the Agency’s Planning and Economic Services Units met with a Town of Crown Point committee seeking to write a comprehensive plan for the community. The Town of Crown Point does not currently have a comprehensive plan and is planning to develop a plan to allow for the Town’s first zoning ordinance. Agency staff, with assistance from NYS Department of State Local Government Training staff, will advise the Town committee on the drafting of this document.

Envision Adirondacks Pilot Program - Town of North Elba and Village of Lake Placid

On April 24, staff met with the stakeholder workgroup for the Town of North Elba/Village of Lake Placid to present initial renderings of the communities’ gateways developed through the Envision Adirondacks (Envision ADK) initiative. The communities are seeking to use the initiative to identify and envision potential affordable housing sites as well as to reimagine their gateway corridors under different planning and development paradigms. The workgroup is currently considering their next course of action on the proposals.

Envision Adirondacks Initiative – Town of Johnsburg

On March 21, staff met with stakeholders and officials from the Town of Johnsburg to present initial renderings of key development sites and new connections to the North Creek Ski Bowl from Main Street. The Town is seeking to develop a comprehensive strategy to better connect its Hamlet center to Gore Mountain as well as accommodate new visitor accommodations. Staff will continue to work with the workgroup throughout 2018.

Business Development Marketing – Regional Office of Sustainable Tourism Partnership

Agency staff is working with the Regional Office of Sustainable Tourism (ROOST) to develop “Living Here” and “Doing Business in the Adirondacks” content for their seven regional websites. Agency staff is coordinating with ROOST staff to identify and develop content related to business leader interviews and quotes, business assistance programs, and other unique content ideas.

Electric Vehicle Infrastructure

Staff is coordinating with ANCA to market locations for the installation of electric vehicle charging stations at municipal and private gathering places. Staff also connected representatives from Tesla Motors with State officials at the NYS Department of Environmental Conservation and the NYS Office of Parks and Recreation. A presentation on electric vehicle charging programs was provided at the 2018 Adirondack Park Local Government Day Conference.

Public Outreach

On May 7, staff attended a legislative announcement by Senator Kirsten Gillibrand at the Adirondack North Country Association's (ANCA) offices in Saranac Lake, Franklin County. Senator Gillibrand announced her Main Street Employee Ownership Act legislation to a crowd of about 30 of the region's economic developers and business owners. The act would support small businesses transition to an Employee Stock Ownership Plan or a cooperative.

Agency staff presented on the Adirondack Park and the Adirondack Park Agency to Stockton College (New Jersey) students on May 7. The presentation was part of an extended field trip for environmental science students from the college. Staff discussed economic development in the Park, the Adirondack Park Agency Act, and the new initiatives offered by the Agency's Economic Services Unit.

Adirondack North Country Association (ANCA) Ignite Funding Portal

Staff is working with ANCA on the implementation of a small business funding portal, named Ignite, that can be used by local businesses to crowdsource funding for capital projects. The first project, Green Goat, LLC's Winter Trails Map, was successfully funded in February. ANCA will market the portal to local businesses and community members to encourage investment in local Adirondack and North Country businesses.

J&L Site Redevelopment

On March 27 staff participated on a conference call to discuss plans for the remediation and reuse of the J&L Steel property in the Town of Clifton. A workgroup of local economic development and government officials is pursuing site remediation, including the removal of existing buildings, infrastructure development, and reuse of the site. The Development Authority of the North Country (DANC), in collaboration with St. Lawrence County, is currently writing and facilitating grants to remove existing buildings that are structurally deficient and pose dangers to public health.

EatADK Restaurant Week

Staff assisted a workgroup in the development of the third annual EatADK Restaurant Week. This year, the event featured restaurants from six towns: Wilmington, Keene, North Elba, Harriestown, Tupper Lake and St. Armand. The event was held in early May 2018 and was targeted toward local and regional consumers to introduce them to new restaurants through discounted prix fixe meals. The overall goal is to stimulate additional economic activity in a traditionally "slow" period for local restaurants and businesses.

Regulatory Programs Support

Economic Services staff is supporting the Regulatory Programs Division on several projects including a subdivision in Essex County, a biotech project in Franklin County, a hospitality project in Franklin County, and two tourism accommodation projects in Essex County.