



## Adirondack Park Agency

ANDREW M. CUOMO  
Governor

TERRY MARTINO  
Executive Director

### **MEMORANDUM**

TO: Terry Martino, Executive Director

FROM: Dan Kelleher, Special Assistant for Economic Affairs

DATE: February 4, 2021

RE: Economic Services Unit Activities for September, October, November and December 2020

#### **Municipal Planning Assistance**

Agency staff is assisting the Town of North Elba and Village of Lake Placid in a review and update of the communities' joint zoning code. In May 2020, the Town and Village developed a 10-person committee to review the existing codes and recommend changes needed to sustainably accommodate affordable housing and continued commercial development. Staff has participated in weekly meetings of the committee.

On October 15, staff virtually attended a Franklin County Industrial Development Agency meeting related to destination management planning for the Saranac Lake marketing area. The meeting highlighted alternative funding programs available to businesses within the region.

On October 22, staff virtually attended a meeting regarding the finalization of the Town of Long Lake (Hamilton County) Comprehensive Plan. The Town has highlighted recreation, infrastructure, telecommunications, and economic development among the plan's priorities. Staff will assist the Town in implementation of the plan's components on an as-requested basis.

On November 10, staff digitally attended a Village of Northville (Fulton County) Waterfront Revitalization planning meeting. The Village received a grant from NYS Department of State (NYS DOS) to devise a revitalization strategy. Staff has been invited to assist the community as it develops its plan and prioritizes its implementation agenda. The Village of Northville and Town of Northampton participated in the Agency's Hamlet Economic Planning and Assistance program in 2014. Through this project, both the Town and Village developed and adopted a plan for economic development in the communities.

## **Community Engagement**

On September 15 and September 23, staff participated in Cornell webinars related to the recovery of the hospitality industry from the COVID-19 pandemic. The webinars covered topics related business and leisure travel trends and projections, management best practices, and new product opportunities.

On September 17, staff virtually attended the annual meeting of the Ticonderoga Area Revitalization Alliance. The annual meeting highlighted recent funding programs administered by the organization and projected 2021 programs.

On September 29 through October 1, staff participated digitally in the Adirondack North Country Association's ON-RAMP: Mapping a Clean Transportation Future conference. The event convened organizers of the 2023 North Country World University Games with community stakeholders, policymakers, financial institutions and others to explore a low-carbon transportation system for the Games and beyond. Participants worked to develop an electric vehicle plan for the region, informed by the Climate Leadership and Community Protection Act and other State programs.

On October 29, staff participated in an Adirondack Foundation symposium related to education access for Adirondack residents. Over 30 economic development and education leaders met to plan pathways to both college and trade schools that better accommodate underserved residents.

## **Small Communities Big Opportunities: Own a North Country Business Conference**

Staff is working with the North Country Center for Businesses in Transition on the development of an entrepreneur and resident recruitment conference to be held February 24 – 27. Topics covered at this digital conference will include business acquisition financing and openings, telework opportunities, and relocation considerations.

## **North Country Regional Economic Development Council (NCREDC)**

In 2020, the Regional Economic Development Councils were tasked with developing a strategic plan to “build back better” in response to the COVID-19 crisis. Staff served on the North Country Regional Economic Development Council's (NCREDC) Writing Team and was the Writing Captain of the Council's Innovation Workgroup in support of the drafting of the 2020 strategic plan.

Staff is also coordinating the work of the NCREDC's Innovation Workgroup. The workgroup is currently pursuing the development of innovation centers in the region, working to connect entrepreneurs to financing, and recruiting teleworkers in innovation sectors to the region. Staff attended digital events in support of this effort including Clarkson University's Center for Advanced Materials Processing technical symposium on October 19, Upstate Venture Connect's Upstate Unleashed conference on November 21, Cornell University's Entrepreneurship Summit on November 22, Red

Bear Angels investor meetings on October 15 and November 19, and Cornell University's Innovators in Food and Agriculture symposium on December 8. These events enable staff to learn about and meet entrepreneurs and businesses that may benefit from a North Country location.

### **Annual Upstate Capital Association North Country Symposium**

On September 10, the Agency partnered with the Upstate Capital Association and Point Positive, Inc. to digitally introduce 48 investors and entrepreneurs to the North Country economy and its vibrant startup sector. At the event, investors from New York, New Jersey, Connecticut, and Massachusetts heard from six North Country startups. Representatives from the Clarkson University, the North Country Center for Businesses in Transition, Point Positive, Inc., and Champlain National Bank also presented.

### **North Country Center for Businesses in Transition**

Staff continues to work with the North Country Center for Businesses in Transition (CBIT) in their ongoing work to help business owners exit out of their businesses by connecting them to either potential buyers or the resources to transition to employee ownership. Research performed by ANCA indicates that between 10,000 and 15,000 businesses in the North Country have owners who hope to retire and sell their businesses in the next five years. Staff participated in workgroup meetings related to entrepreneur recruitment, infrastructure development, and marketing. Staff also assisted in the development of a new Center website and a marketing plan for business acquisition opportunities.

### **Regulatory Programs Support**

Economic Services staff supported the Regulatory Programs Division on several projects including residential projects in Fulton, Franklin and Essex Counties, infrastructure projects in Essex County, Fulton County, Herkimer County, and Warren County, a municipal project in Essex County, entertainment facilities in Essex and Franklin Counties, and hospitality projects in Fulton and Saratoga Counties.

Staff also worked proactively with the Regulator Programs division to coordinate alternative energy projects with both National Grid and the New York State Energy Research and Development Authority.