

2012 Niagara County Economic Development Address



2012 Priority Initiatives February 21, 2012

Richard E. Updegrove, Chairman

Niagara County Economic Development Committee

Henry M. Sloma, Chairman

Niagara County Industrial Development Agency

2012 Priority Initiatives

- ❖ Economic Development Allocations
- ❖ Business Growth & Retention Program
- ❖ Brownfields Redevelopment
- ❖ Shovel-Ready Sites
- ❖ Agribusiness Development
- ❖ Tourism & Waterfront Development
- ❖ Commercial Development
- ❖ Industrial Development
- ❖ Construction of Green Incubator Facility
- ❖ High-Tech
- ❖ Marketing & Outreach Programs
- ❖ NCCED Website Improvements
- ❖ Niagara Falls International Airport Development
- ❖ WNY Regional Economic Development Council
- ❖ Niagara Military Affairs Council



2012 Priority Initiatives

Economic Development Allocations

- **New York Power Authority Proceeds Bill** – The Department of Economic Development will advocate for NYPA compliance with NYS law to use proceeds of out-of-area sales of unallocated and unused Replacement and Expansion power to support economic development projects in the region.
- **Empower Niagara Program** – With additional low cost power to market, we will look to secure additional power allocations for companies to expand existing facilities or locate a new facility in Niagara County. We will also maintain the success of the program, which has created or retained 570 jobs and led to \$18 million in new private investment by 7 new businesses.



2012 Priority Initiatives

Business Growth & Retention Program

- The Department of Economic Development will monitor companies such as Delphi Technical Center, GM Components Holdings, Saint-Gobain, DuPont, Occidental, Globe Specialty Metals, International Fiber Corporation, Taylor Devices and other major employers in Niagara County.
- Reach out to companies proactively and provide support as necessary to help companies retain and/or expand operations in Niagara County, including jobs.
- Continue to reach out to Niagara County companies with a target of contacting 60 companies this year.

DELPHI

DU PONT

GLOBE
SPECIALTY METALS

ifc

GM

SAINT-GOBAIN

OXY



taylor devices inc.

Niagara County
Center for Economic Development



2012 Priority Initiatives

Brownfields Redevelopment

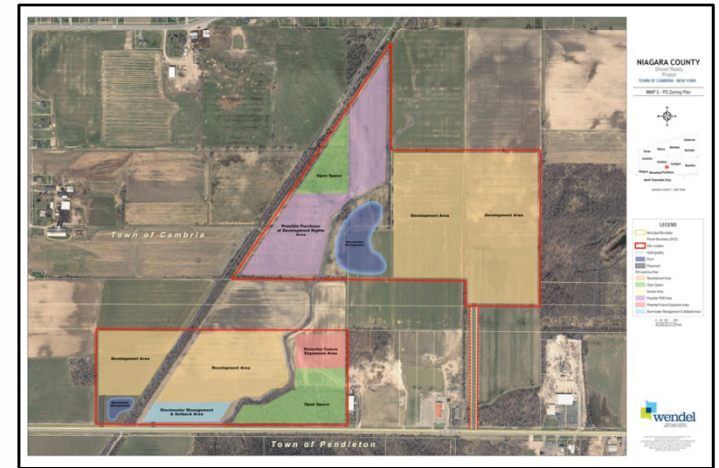
- The Department of Economic Development will continue site assessment and remediation work at contaminated properties using USEPA and National Grid grant funding.
- Continue to focus on returning tax delinquent brownfield properties to the tax rolls.
- Promote the Niagara County Brownfields Program through various media channels.
- Secure additional grant funding for site assessments and remediation at sites throughout Niagara County.



2012 Priority Initiatives

Marketing of Shovel-Ready Sites

- Two new New York State-certified shovel-ready development sites were created in Niagara County:
 - Town of Cambria Shovel-Ready Site
 - Niagara Airport Commercial Park
 - Existing shovel-ready sites
- Site-specific permitting and environmental review processes were addressed in advance, reducing overall development costs and the time to begin construction.
- Shovel-ready certification serves as a major incentive for developers and businesses.
- Sites will be aggressively marketed by the Niagara County IDA for development in 2012 with a focus on high-tech and advanced manufacturing operations.



2012 Priority Initiatives

Agribusiness Development

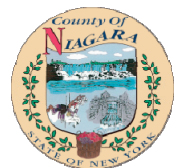
- The Niagara County IDA will attract more wineries to the Niagara Wine Trail and encourage wine trail tourism through its marketing efforts.
- Also through its marketing efforts, the NCIDA will attract more agricultural operations to Niagara County that build on the existing agricultural industry and increase production in Niagara County, like the H2Grow Greenhouses.
- The NCIDA will also attract more agribusinesses to Niagara County; businesses that create value-added goods from agricultural products, like Woodcock Brothers Brewing.



2012 Priority Initiatives

Tourism & Waterfront Development

- Erie Canal Flight of Five Locks Restoration – Department of Economic Development will provide support for the restoration of the Flight of Five Locks as part of heritage tourism development.
- Niagara River Greenway – Department of Economic Development will support Niagara River Greenway projects including connections with the Erie Canalway, Niagara Wine Trail, and Seaway Trail.
- Niagara County Sportfishing – Department of Economic Development will market Niagara County as a sportfishing destination at national conventions and tradeshow, and will continue to advocate for the sustainability of Niagara County's fisheries.



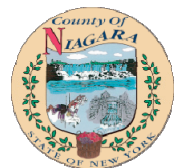
2012 Priority Initiatives

Commercial Development

- Gateway Harbor Inn – The Niagara County IDA will continue to support the conversion of a historic 19th century building in downtown North Tonawanda into a boutique hotel to foster tourism and economic development.
- Niagara Falls hotels – The Niagara County IDA will continue to monitor renovation of the former Fallside Hotel & Conference Center in Downtown Niagara Falls and the new construction of a Ramada Inn, Hampton Inn, and Microtel on Niagara Falls Boulevard.



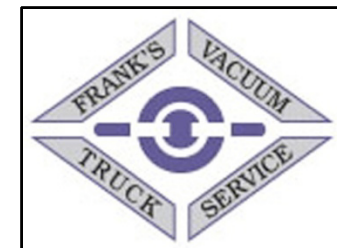
- Opportunity Zones Program – The Niagara County IDA will actively market the program to new and existing businesses, update the inventory of available properties, and identify projects eligible for the program.



2012 Priority Initiatives

Industrial Development

- Taylor Devices – The Niagara County IDA will monitor and provide support to close the project, creating \$2.7 million in new private investment and 20 new jobs.
- Olin Chlor Alkali – The Niagara County IDA will monitor and provide support to close the project, creating \$20 million in new private investment and 11 new jobs.
- Frank's Vacuum Truck Service– The Niagara County IDA will monitor and provide support to close the project, creating \$2.3 million in new private investment and 15 new jobs.



2012 Priority Initiatives

Construction of Green Incubator Facility

- The Niagara County IDA will be submitting a request through the New York State Regional Economic Development Council for up to \$6 million dollars to construct a state of the art high tech building, to be located at Vantage International Park.
- This LEED certified building will draw upon other potential funding partners, such as NYSERDA, National Grid, NYPA, and the Department of Energy to construct a 50,000 sq. ft. multi-tenant building.
- The purpose of this building will be to attract high tech businesses within the incubator space. Further the building will serve as the footprint of green construction and responsible growth for Niagara County.

2012 Priority Initiatives

High-Tech Industries

- The Niagara County IDA will create synergies and build critical mass around the information technology sector by attracting more companies to Niagara County like Yahoo!.
- The Niagara County IDA will create synergies and build critical mass around the green-technology sector by attracting more companies to Niagara County like Globe Metallurgical, Metallics Systems, and Ashland Advanced Materials.



2012 Priority Initiatives

Marketing & Outreach Programs

- The Niagara County Industrial Development Agency (NCIDA) will market outside of Niagara County – continue aggressive Canadian Marketing Campaigns, market defined business sectors at trade shows, join commercial realtors and commercial development associations (NYSCAR, NAIOP) and Canadian associations alike, and promote foreign commerce.
- The NCIDA will conduct marketing and outreach within Niagara County – Niagara Falls International Airport Stakeholders Group, Business Ambassador newsletter, social networking outlets, Strengthening Niagara email blasts, Niagara County Economic Development Alliance, Export to Canada program, 2012 Familiarization Tour.
- The NCIDA will market available Niagara County development sites – Vantage International Point, Town of Cambria Shovel-Ready Site, Niagara Airport Commercial Park, Buffalo Bolt Business Park, Lockport Industrial Park, Former Niagara Falls Army Reserve Center Site, and Woodlands Corporate Center.



2012 Priority Initiatives

NCCED Website Improvements

- The Department of Economic Development will undertake improvements to the NCCED website including content and layout and changes to the homepage to promote Niagara County economic development opportunities.
- News on Niagara County projects, businesses, and economic sectors will be added.
- The Department of Economic Development will complete the Project Development Portal providing information on project planning, permitting, and review processes at various levels of government including:
 - Municipal Planning, Zoning, and Permitting
 - Niagara County Permitting Processes
 - Niagara County Planning Board Review
 - State Permitting and Project Review
 - Site Selection and Financial Assistance
 - Planning Tools and Resources



2012 Priority Initiatives

Niagara Falls International Airport Development

- NFIA Stakeholders, Inc. – 501(c)6 formed to market Niagara Falls International Airport for passenger service, charter flights, air cargo, logistics, etc.
- Niagara Airport Commercial Park – Market shovel-ready development site adjacent to NFIA for aviation-related businesses.
- Niagara Falls U.S. Army Reserve Center Site – monitor conveyance of the site by U.S. Government to Town of Niagara and market the site for aviation and commercial-related businesses.
- NFIA Property Website – Continue to market available parcels in close proximity to Niagara Falls airport for aviation, logistics, hospitality, and tourism development.



2012 Priority Initiatives

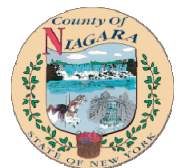
Niagara Military Affairs Council

- With the United States Department of Defense recently announcing their intention to cut the defense budget by \$487 billion over the next ten years, the Niagara County Center for Economic Development will continue to make retention of the Niagara Falls Air Reserve Station (NFARS) a top priority.
- The NFARS has an agreement with the Niagara Frontier Transportation Authority, to handle all air rescue, fire fighting operations and snow removal for the entire airport. This service provides the Niagara Falls International Airport (NFIA) with an estimated savings of \$3 million annually.
- The NFARS continues to be the largest employer in Niagara County, with approximately 3,500 employees, and an estimated annual payroll of \$88 million. The NFARS has an estimated economic impact of \$168,861,139 annually in the Greater Niagara Region.
- The Center for Economic Development recognizes the significance of the NFARS and will continue to actively support all efforts to maintain its status in Niagara County.

2012 Priority Initiatives

WNY Regional Economic Development Council

- The Department of Economic Development will continue to take an active role in the WNY Regional Economic Development Council
- Monitor implementation of the WNY Regional Economic Development Strategic Plan and participate in plan updates
- Advocate for funding for Niagara County projects listed in the Strategic Plan and advocate for inclusion of future Niagara County projects in the Plan
- Monitor state funding opportunities and provide guidance to municipalities on the Consolidated Funding Application (CFA) process



Slide 2

In 2012 the Department of Economic Development and the Industrial Development Agency will continue their aggressive approach to growing Niagara County's economy. With Governor Cuomo's announcement of \$1 Billion dollars allocated to this region the Industrial Development Agency immediately began the process to request funds from the New York State Regional Economic Development fund for the construction of a Green high tech building, to be manufactured in the Vantage International Park. This along with other projects across the county will be submitted for funding. The County's Department of Economic Development will continue to stay in step with the process and ensure that Niagara County takes advantage of all possible funding opportunities available.

Slide3

The Department of Economic Development will continue to advocate for NYPA compliance with NYS law, to use the proceeds of out-of-area sales of unallocated and unused Replacement and Expansion power to support economic development projects in this region.

The Empower Niagara Program, which has created or retained 570 jobs and led to \$18 million in new private investment, will continue to be used as a means to attract companies to Niagara County. With additional low cost power to market, Niagara County will look to continue these efforts.

Slide 4

The Department of Economic Development reaches out to at least 60 Niagara County businesses annually, to provide support to these companies for retention or expansion of their operations in Niagara County. Even as we seek to bring in new employers, there is just as much effort placed on retaining the jobs and tax base we already have.

The Department of Economic Development will continue to monitor companies such as Delphi Technical Center, GM Components Holdings, Saint-Gobain, DuPont, Occidental, Globe Specialty Metals, International Fiber Corporation, Taylor Devices and other major employers within Niagara County.

Slide 5

The Department of Economic Development will continue site assessment and remediation work at contaminated properties, using USEPA and National Grid grant funding. The department will focus on returning tax delinquent Brownfield properties to the tax rolls while securing additional grant funding for the remediation of additional sites. Successes like the remediation of the Kohl Cycle and the Dussault Foundry sites in Lockport, as well as former missile sites in the town of Cambria, must be repeated.

Slide 6

The Town of Cambria and the Niagara Airport Commercial Park were both recently certified as shovel ready sites. These, along with other existing shovel-ready sites, will be aggressively marketed by the Department of Economic Development.

The site-specific permitting and environmental review processes that were addressed in advance reduce the overall development costs borne by new and expanding businesses—and, it accelerates the timeframe in which construction can begin. For those reasons, the shovel-ready certification serves as a major incentive for developers and businesses. Shovel-ready certification of developable parcels in our county is a marketing resource that will be enthusiastically promoted by the Niagara County Industrial

Development Agency, particularly as we exploit the gains we have made in the high-technology and advanced manufacturing sectors in recent years.

Slide 7

Of course, high-tech and advanced manufacturing are just one aspect of Niagara County's diversified economy. This county has always been an agricultural powerhouse—and will remain so.

Marketing efforts by the Center for Economic Development will look to attract more wineries to the Niagara Wine Trail and encourage wine trail tourism.

We will also attract more agricultural operations to Niagara County that build on the existing agricultural industry and increase production in the county, like the H2Grow Greenhouses.

The Industrial Development Agency will seek to exploit the economic benefits from the entire agribusiness cycle, however, by courting business like Woodcock Brothers Brewing—businesses that create what are termed “value-added goods” from agricultural products.

Slide 8

Niagara County's Economic Development Department will continue to support the creation of both seasonal and year-round tourism-related jobs, using as a key resource the county's many waterways.

This includes heritage tourism development, whereby we will continue to provide support for the restoration of the Flight of Five Locks. This will be in conjunction with an overall strategy of supporting Niagara River Greenway projects including connections with the Erie Canalway, Niagara Wine Trail, and Seaway Trail.

Niagara County will also continue an aggressive marketing program highlighting our role as a sportfishing destination at national conventions and tradeshow. And this Legislature and the Center for Economic Development will always be strong advocates for the sustainability of this county's fisheries.

Slide 9

In recent years, the Niagara County IDA has worked closely with developers of hotels, ranging from boutiques to national chains. With the county's strong tourism sector, this is a natural fit.

The Niagara County IDA will continue to support the development Gateway Harbor Inn, which restores a period building to its former grandeur—and provides welcome economic development in North Tonawanda.

The IDA will also continue its monitoring of the former Fallside Hotel & Conference Center in Downtown Niagara Falls and the new construction of a Ramada Inn, Hampton Inn, and Microtel on Niagara Falls Boulevard.

A key tool for development of this type will be the Opportunity Zones Program, which this Legislature expanded last year. The Niagara County IDA will market this valuable job-creation incentive to new and existing businesses. The IDA will also update the inventory of available properties in Niagara County, and identify projects eligible for the program.

Slide 10

2011's announcements will be 2012's success stories. The Niagara County Industrial Development Agency will monitor and provide support to close the Taylor Devices expansion project. It should be noted that this project will see \$2.7 million in new private investment and 20 new jobs.

The IDA will also monitor and support Olin Chlor Alkali, and that firm's \$20 million in new private investment and 11 new jobs.

With \$2.3 million in new private investment and the creation of 15 new jobs at stake, Frank's Vacuum Truck Service will also be monitored to ensure the project closed this year.

The creation and retention of jobs will remain the driving force behind Center for Economic Development policy decisions.

Slide 11

Niagara County must also remain a leader in emerging sectors of the economy. An expanded emphasis on "green" economies that was highlighted in both the 2010 and 2011 economic addresses, and from this challenge has arisen a substantial initiative by the NCIDA

The IDA will submit a request through the New York State Regional Economic Development Council for funding to construct a state of the art, high-tech incubator facility. This is to be located at Vantage International Park, where it will complement our existing incubator facilities.

In addition to monies from the Regional Economic Council, this LEED-certified building will draw upon grants from other potential funding partners, such as NYSERDA, National Grid, NYPA, and the federal Department of Energy. The end product will be a 50,000 sq. ft. multi-tenant building that will attract high tech businesses seeking to lease incubator space.

But as I noted, Niagara County will remain abreast of trends, including the increased emphasis on "green" economies. This proposed facility will rely upon the latest in green construction. The incubator building will serve as the footprint of green construction and responsible growth for Niagara County.

Slide 12

Recent successes must serve as launching points from which further development and job creation can occur across entire sectors of the economy. The Niagara County IDA will create synergies and build critical mass around the information technology and green technology sectors by attracting more companies to Niagara County like Yahoo!, Globe Metallurgical, Metallics Systems, and Ashland Advanced Materials.

Slide 13

In 2012 The Niagara County Industrial Development Agency will continue its aggressive Canadian Marketing Campaign. The IDA will continue to market to defined business at trade shows, to promote cross boarder commerce and join U.S based and Canadian associations alike.

The first step to marketing abroad is building consensus at home. The NCIDA will conduct marketing and outreach within Niagara County. This includes the newly-formed Niagara Falls International Airport Stakeholders Group, as well as the continued use of tools like the Business Ambassador newsletter and

Strengthening Niagara email blasts and a scheduled 2012 Familiarization Tour. Efforts like the Niagara County Economic Development Alliance and the Export to Canada program will continue. And an expanded emphasis on social media will also be a part of that effort.

As was mentioned earlier, shovel-ready sites will be a key tool in expanding our economy and creating jobs—as are existing industrial and commercial parks. The IDA will continue to market sites including Vantage International Point industrial park, the Town of Cambria Shovel-Ready Site, the Niagara Airport Commercial Park, Buffalo Bolt Business Park, the Lockport Industrial Park, Woodlands Corporate Center, and the former Niagara Falls Army Reserve Center site.

Slide 14

Even as Niagara County is making its presence known by attending trade shows and conducting familiarization tours in the real world, the economic development message of Niagara County must exist in the virtual world as well.

The Department of Economic Development will undertake improvements to Center for Economic Development website including content and layout and changes to the homepage to promote Niagara County economic development opportunities. News on Niagara County projects, businesses, and economic sectors will also be added.

This virtual presence will also include a Project Development Portal providing information on project planning, permitting, and review processes at various levels of government.

Slide 15

The Niagara Falls International Airport has seen substantial growth of both its facilities and its mission. With passenger carriers such as Spirit, Direct Air, and Allegiant now offering scheduled departures, the airport has become an important tool for this county's overall economic development strategy.

Last month's establishing of the Niagara Falls International Airport Stakeholders group, which brought together not just government, but also new marketing partners from the Seneca Nation of Indians, is a major step toward expanding the airport's role and significance further. The Stakeholders group will market Niagara Falls International Airport for passenger service, charter flights, air cargo, logistics, etc.

Simultaneously, the NCIDA will market the shovel-ready Niagara Airport Commercial Park adjacent to the airport for aviation-related businesses.

Conveyance of the Niagara Falls U.S. Army Reserve Center site by U.S. Government to Town of Niagara and market the site for aviation and commercial-related businesses will also continue to be an important initiative, and the Center for Economic development will continue to monitor this process.

Slide 16

The defense of the Niagara Falls Air Reserve Station remains a top priority for this government, as it has been for the past decade. With Defense Secretary Leon Panetta announcing his intention to cut \$487 billion in Defense spending, and indications that the Defense Department will seek to initiate a new BRAC, our commitment to the Niagara Military Affairs Council has not wavered. In fact, earlier tonight, Legislator Lance, Deputy Majority Leader Godfrey, and Chairman Ross presented a \$40,000 check to NIMAC representatives on behalf of the Legislature. It should be noted that the Niagara Falls Air Reserve Station is an integral part of our community: The Niagara Falls Air Base has agreements in place

with the Niagara Frontier Transportation Authority to provide various services at the adjacent Niagara Falls International Airport, producing substantial savings, and the air base continues to be the largest employer in Niagara County, with 3,500 employees and a \$169 million annual economic impact. Again, this Legislature and the Center for Economic Development are committed to standing up for the Niagara Falls Air Base.

Slide 17

The Department of Economic Development will continue to take an active role in the WNY Regional Economic Development Councils. The Department will monitor the implementation of the WNY Regional Economic Development Strategic Plan and participate in plan updates. They will advocate for funding for Niagara County projects listed in the Strategic Plan and advocate for inclusion of future Niagara County projects in the Plan as well as monitor state funding opportunities and provide guidance to municipalities on the Consolidated Funding Application process.

Slide 18

Under the leadership of Commissioner Samuel M. Ferraro, the Department of Economic Development continues to take measures to help streamline development processes. Creating shovel-ready development sites and centralizing information on project review procedures at various level of government are the types of initiatives that help speed up the development process, which is an incentive for businesses and developers.

The Niagara County IDA has adopted very aggressive initiatives for 2012 that encompass new marketing strategies, increase awareness of the Niagara County IDA, and position the IDA for new venues. NCIDA Chairman Henry M. Sloma, together with members of the IDA Board, have ambitiously expanded the agency's reach onto the global stage, recognizing that we are at a global crossroads for international commerce.

At the last Legislature meeting, I presented the accomplishments of the Niagara County Department of Economic Development and Niagara County Industrial Development Agency. Tonight, I have highlighted the 2012 initiatives of both entities. As in years past, I am excited to see what this year will bring to Niagara County.

Thank you for your time this evening. The development of this County is exciting and I am pleased to have the opportunity to share with you our successes.