



# 2014 ANNUAL REPORT



*Great opportunities grow here.* 

# SUPPORTING ONTARIO COUNTY'S BASE BUSINESSES THROUGH WORKFORCE DEVELOPMENT PROGRAMS

Businesses throughout Ontario County are part of a competitive, fast-paced global economy where ever-improving technologies are the norm and competition is strong. To stay competitive, it's imperative that employers keep their employees' skills at peak levels.

The businesses we support in Ontario County turn to Ontario County Economic Development Corp. (OCEDC) for support with a variety of projects and needs. Together with our partners at Finger Lakes Works, Ontario County Workforce Development and Finger Lakes Community College (FLCC), we are proud to offer workforce development services to a variety of businesses throughout our region. Investing in workforce development projects is paramount to OCEDC's guiding principal of "harvesting from within."

"On-the-job training in manufacturing has changed considerably as the advanced manufacturing industry continues to evolve with new technologies," said Lynn Freid, director of workforce development for FLCC. "Students are no longer able to graduate from high school and gain employment with their local manufacturer. Most need technical and hands-on skills training before they can be productive on the manufacturing floor."

*"The advanced manufacturing industry has a strong focus on building sustainable careers in our community."*

*These employers are looking for the right people to fill the job, and they are investing in that talent."*

Workforce development programs provide direct training and skills to current and prospective employees seeking careers in specific industries. In addition to managing programs that provide hands-on training for prospective employees, OCEDC's workforce development program supports on-the-job training for companies' current employees.

In 2014, OCEDC partnered with several industrial organizations, including Clifton Springs manufacturer G.W. Lisk and Geneva-based Zotos International, to plan, develop and put multiple workforce development projects into action.



G.W. Lisk approached OCEDC with a request for funding to provide Lean Six Sigma training to all employees. Six Sigma is a set of techniques and tools for process improvement that has been widely adopted by the industrial world. The training with G.W. Lisk has positively impacted all employees who took part. This program helps an advanced manufacturer like G.W. Lisk maintain and improve its competitive advantage in the industry.

Zotos International, a professional beauty products company that manufactures and markets a full range of hair-care, hair-texture and hair-color products, approached OCEDC about a workforce development project that would help the company deliver on several operational goals. Project funding contributed to building a new computer bank for training and career-building opportunities, as well as the purchase of a hands-on team-building program.

In addition to these specific workforce development initiatives, Freid and her team at FLCC have worked closely with businesses in Ontario County to identify additional training opportunities to keep the county's workforce skilled and competitive. FLCC offers several courses to bolster skill sets, including hands-on advanced manufacturing training and a mechatronic technology training program, which is a direct result of a partnership between the county's workforce development office, the OCEDC, FLCC and key area industry partners.

The college also offers an Associate in Applied Science degree in Instrumentation & Control Technologies (ICT). Led by FLCC professor Sam Samanta, PhD., ICT was developed with direct feedback from regional high-tech business leaders as well as support and guidance from OCEDC.

"The advanced manufacturing industry has a strong focus on building sustainable careers in our community," Freid said. "These employers are looking for the right people to fill the job, and they are investing in that talent." □



# 2014 ECONOMIC DEVELOPMENT PROGRESS REPORT

Major achievements for Ontario County Development in 2014 included:

## *Pinnacle Athletic Campus Breaks Ground*

In 2014, the Ontario County IDA approved financial support of the Pinnacle Athletic Campus, a new project that will result in a 135,000-square-foot athletic complex in the Town of Victor. The state-of-the-art facility will include a massive indoor and outdoor sports and fitness facility with playing fields for soccer, lacrosse, softball and other sports. Pinnacle's developers hope to create a tourist attraction that will draw tournaments and other special events to Victor.

The Pinnacle Athletic Campus project represents an expansion opportunity that will have a direct impact on the overall quality of life in Ontario County. It's a step toward continued community development efforts to attract the best and brightest prospective employees and employers to our region.



## *High Point 200, a County Development Highlight*

In May of last year, the IDA approved financial incentives to support the construction of a 120,000-square-foot Class-A office building in Victor, overlooking Eastview Mall. The High Point office complex currently houses the headquarters of Constellation Brands.

The new building's primary tenant will be contact lens manufacturer CooperVision, which plans to move its administrative and IT operations to the space. When CooperVision moves into its new space in 2015, it will bring more than 200 employees to Ontario County, and the company looks forward to continued growth in our region.

Estimated economic impact from this move and incentives provided to developers by the IDA include income-tax revenue for the state estimated at \$11 million and \$6.3 million in sales-tax revenue from the new jobs that would be produced as part of this initiative, and payments in lieu of taxes of \$483,511 over a 10-year period.

## *Canandaigua Airport Continues to Develop*

The Canandaigua Airport completed another milestone project in 2014 as Taxiway A was expanded by 2,300 feet, following the extension of the runway in 2013 from its original length of 3,200 feet to 5,500 feet. Also in 2014, the IDA gained control of more than 50 acres of land surrounding the airport that is now available for lease.

The airport is owned by the Ontario County IDA. The expansion was fully funded by a \$7 million grant from the Federal Aviation Administration. As follow-up to the runway expansion, the airport secured additional grant funding in 2014 through the FAA and NYS DOT to rehabilitate its parallel taxiway, fuel farm and snow removal equipment.

Updates to the airport's infrastructure, coupled with the availability of more than 50 acres of IDA-owned land available for lease, has led to an uptick in commercial interest in the airport.



# ONTARIO COUNTY WELCOMES FOREIGN TRADE ZONE DESIGNATION

## 2014 marked the approval of Ontario County's first Foreign Trade Zone.

A Foreign Trade Zone (FTZ) is a site designated for the import and export of goods that is considered to be "outside the commerce of the U.S." Businesses that operate in an FTZ can import and export goods duty-free until they are released for sale in the U.S. The authority of Ontario County's FTZ extends to Ontario, Wayne, Seneca, Yates and Livingston counties.

FTZs offer unique benefits for businesses, including incentives designed to streamline the customs process, the opportunity to delay or reduce import duties, and elimination of quote restrictions. Developing an FTZ in Ontario County is likely to attract new companies and investment in our region.

Already, one of Ontario County's most significant employers has begun using the FTZ to increase its global competitiveness and create new jobs in the county. Access to the FTZ will allow Crosman Corporation, an East Bloomfield-based airgun manufacturer, to bring up to 25 jobs from Asia back to Ontario County.

"We would not be in this Foreign Trade Zone were it not for the ongoing partnership and support from the entire Ontario County Development team," said Jodi Earle, materials manager and FTZ administrator for Crosman Corporation. "By increasing our manufacturing capability in Ontario County, our goal over the next three years is to move the production of 30,000–50,000 airguns and pistols currently made in Asia back to the U.S." □

photo credit: Courtesy of Crosman Corp.

## OntarioCounty – 2014 Scorecard

Project	Type of Project	Funding Source	Est. Jobs to be Created or Retained	Est. Amount of Private Sector Investment	Est. Amount of Public Sector Investment
North Shore Canandaigua	Infrastructure	State/local	74	\$ 90,837,000	\$26,000,000
High Point 200	Construction	Local	250	\$ 16,527,000	\$ 1,949,628
Pinnacle Athletic	Construction	Local	13	\$ 8,029,916	\$ 821,666
LSI Solutions	Construction	Local	197	\$ 3,084,571	\$ 403,472
Idea Boxx	Construction	Local	18	\$ 1,785,000	\$ 220,119
G.W. Lisk	Workforce Development	Local	575	\$ 20,475	\$ 20,475
Ontario County Workforce Development	Workforce Development	Local	5	-	\$ 15,000
Zotos International	Workforce Development	Local	421	\$ 9,513	\$ 9,512
FTZ 289	Technical Assistance	Local	30	-	\$ 82,217
Swift Lift	Construction	Local	33	\$ 800,000	\$ 400,000
<b>TOTAL</b>			<b>1,616</b>	<b>\$121,093,475</b>	<b>\$29,922,089</b>





## A BRIGHT OUTLOOK IN 2015

The Ontario County economic development team continued to cultivate economic successes and growth for our county in 2014 through our strategy of "harvesting from within," a strategic formula of nurturing growth from within our existing pool of businesses while also attracting and supporting new business partners to drive economic growth in our community. Our mission is to communicate to our base of Ontario County businesses our desire to see them stay here, grow here and realize the full potential of all of the resources we have available for businesses here.

This year will be a benchmark year for OCEDC, with several exciting projects and important initiatives slated for 2015, including continuing to build a strong foundation for prosperous growth from within. These initiatives, such as the workforce development and business retention and expansion programs, are paramount to our vision of cultivating and supporting a strong base.

We will continue our work with the state's Start-Up NY program. Working with FLCC, we expect several projects to be accepted by the program in 2015.

Another major highlight of 2015 will be updating OCEDC's strategic plan. The plan is updated every five years, and we look forward to updating it to offer new guidance for our organization at the mid-point of this decade.

Our own strategic plan is not the only planning document that will receive an update this year. The Canandaigua Airport

master plan is also scheduled to be updated in 2015. The FAA-funded project will review operations for the entire airport, its facilities, and land use on and around the airport. The updated plan will become the driving document for any improvements and enhancements made to the airport over the course of the next 10-15 years.

This past year was a banner year for our organization, and we are certain that 2015 will bring even more opportunities for growth and success for Ontario County. Our continued economic progress wouldn't be possible without the ongoing and continuous support of Ontario County Industrial Development Agency and Ontario County Local Development Corp. Board Chair Michael Davis, and Ontario County Economic Development Corp. Board Chair Karen Parkhurst, Ontario County Administrator John Garvey, and the Ontario County Board of Supervisors, including county Planning and Research Committee Chair Fred Lightfoot and Board of Supervisors Chair Jack Marren.

On behalf of our team, thank you for your continued support and determination in making Ontario County the very best place to live and work.

*Mike Manikowski*

Mike Manikowski  
Economic Developer  
Ontario County Office of Economic Development

### Ontario County Economic Development Team

*Pictured left to right:*

**Charlotte Chapin**, *Part-time Administrative Assistant*

**Suzanne Vary**, *Economic Development Specialist*

**Mike Manikowski**, *Economic Developer (seated)*

**Michael Wojcik**, *Senior Fiscal Manager*

**Melissa Doyle**, *Finance Clerk II*

### Contact Us

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