


# Franklin County Economic Development Plan

Steering and Advisory Committee  
Working Session  
September 25, 2014



# Agenda

- Welcome
  - Project Status
  - Working Session
    - Review goals and action items
  - Next Steps
- 

# Project Status

## Phase I: Existing Conditions

1. Project Start-Up
2. Review and Integration of Prior Plans
3. Economic Profile
4. Key Stakeholder Interviews **S**
5. Vision Statement & SWOT Analysis **S P**
6. Relevant Cluster Analysis

**S** = Steering Committee  
**P** = Public Meeting

## Phase II: Priority Projects

- ➔ 7. Identification of Initiatives and Priority Projects **P S**

## Phase III: Strategy Development

8. Action Plan Matrix
9. Draft Plan **S**
10. Performance Measurement
11. Final Reporting and Presentation **P**

# Economic Development Vision

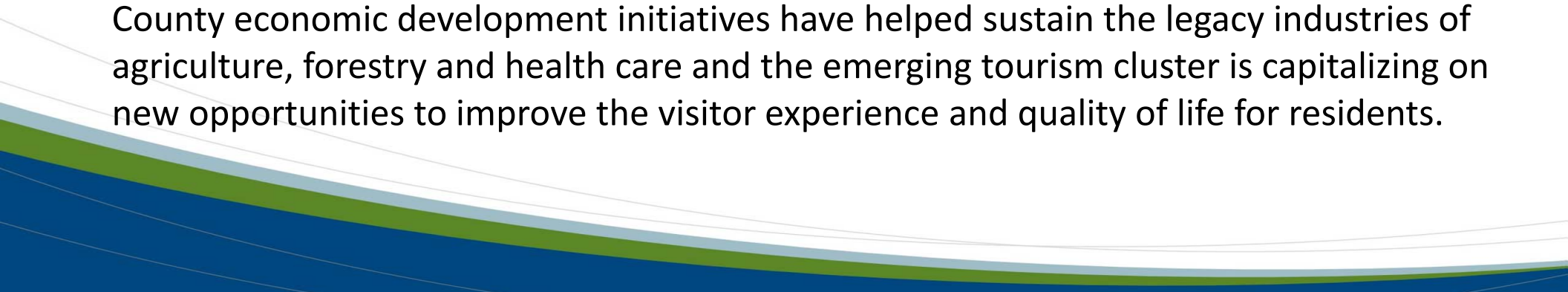


# Economic Development Vision

Over the past decade a shift in economic development thinking has taken root, resulting in more families, businesses, and visitors throughout Franklin County. The strengthening entrepreneurial culture has led to new and innovative businesses that are reviving the county's hamlets, towns, villages and downtowns.

Collaborative partnerships have been strengthened between regional higher education and research institutions, creating a thriving environmental research and biotechnology cluster. Students, teachers and businesses are finding ways to create economic opportunities by advancing sustainable solutions to local and global environmental issues.

County economic development initiatives have helped sustain the legacy industries of agriculture, forestry and health care and the emerging tourism cluster is capitalizing on new opportunities to improve the visitor experience and quality of life for residents.



# Economic Development Goals



# Economic Development Goals

1. Improve the Economic Development Climate and Implementation Capacity
  2. Promote an Entrepreneurial Climate
  3. Support Legacy Industries in Retention and Expansion
    - Agriculture and Food Processing
    - Forestry and Wood Products
    - Health Care and Wellness
  4. Support the Emerging Environmental Science and Biotechnology Cluster
  5. Enhance Tourism Opportunities Throughout the County
- 

- 
- Partners
  - Priority
  - Feasible
  - Subtasks

# Economic Development Actions and Priority Projects



# Improve Economic Development Climate

1.1 Establish an organization with additional capacity for county level economic development efforts

- Perhaps strengthen LDC

1.2 Enhance existing business retention, expansion, and attraction efforts including business visitation, access to capital and incentives.

- More formal effort, catch needs/issues early, increase communication with businesses

1.3 Provide public officials with training and information related to economic development

- Economic and fiscal impact studies, general best practices, how/why
- 

# Improve Economic Development Climate

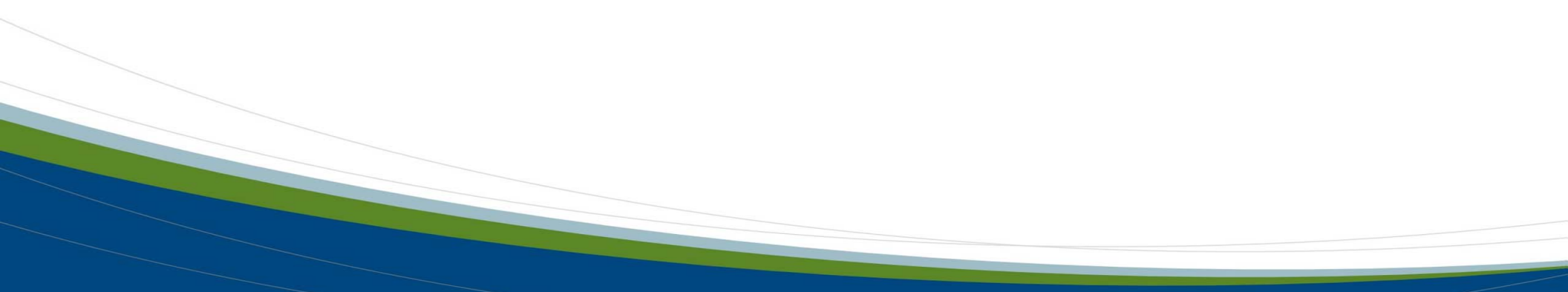
1.4 Research and support the development of alternative energy development production facilities including wind, biomass, and solar power.

- Can be combined with the emerging environmental science and biotechnology cluster

1.5 Conduct a full workforce analysis

- Where are there gaps, what programs are needed

1.6 Develop a plan to reuse the Chateaugay Correctional Facility



# Improve Economic Development Climate

1.7 Review all infrastructure - particularly rail sidings for business expansion and cell access

1.8 Host an event for teachers, guidance counselors and parents highlighting a wide range of career opportunities and how to talk to their kids about their future.

- More than just college or government work, systematic change in thinking around career opportunities and education

# Promote an Entrepreneurial Climate

2.1 Invite entrepreneurs, educational institutions, economic development professionals, and others to an entrepreneurship summit

- Needs to come from entrepreneurs, can't be government telling what to do

2.2 Create a "Start Your Own" campaign to encourage entrepreneurship throughout all ages and sectors.

- Highlight success stories, business plan contests, entrepreneurship clubs

2.4 Study the feasibility of establishing an entrepreneur incubator space with equipment and infrastructure to meet the needs of the emerging and legacy industries.

# Promote an Entrepreneurial Climate

2.3 Improve access to capital for entrepreneurs including grants, low interest loans, venture capital, and other

2.4 Attract startups to Franklin County and nurture resident entrepreneurs

2.5 Support startup weekends, small business tours, networking events, and pitch competitions



# Support Legacy Industries – Agriculture and Food

3.11 Research the feasibility of a Food Hub with commercial kitchen and greenhouses

- Location, what to offer, how to manage

3.12 Create an online farmers market and delivery system to offer goods throughout the county

- Alternative ways to get products to consumers, share costs

3.13 Assist agricultural industry in identifying and implementing solutions to issues impeding economic growth

- Regular meetings between farmers and those in the supply chain
- 

# Support Legacy Industries – Agriculture and Food

3.14 Develop appropriate agriculture workforce development programs

3.15 Create a position to provide technical assistance and help farmers break into new markets for agricultural products

3.16 Establish low cost financing options specifically for agriculture and food processing companies.

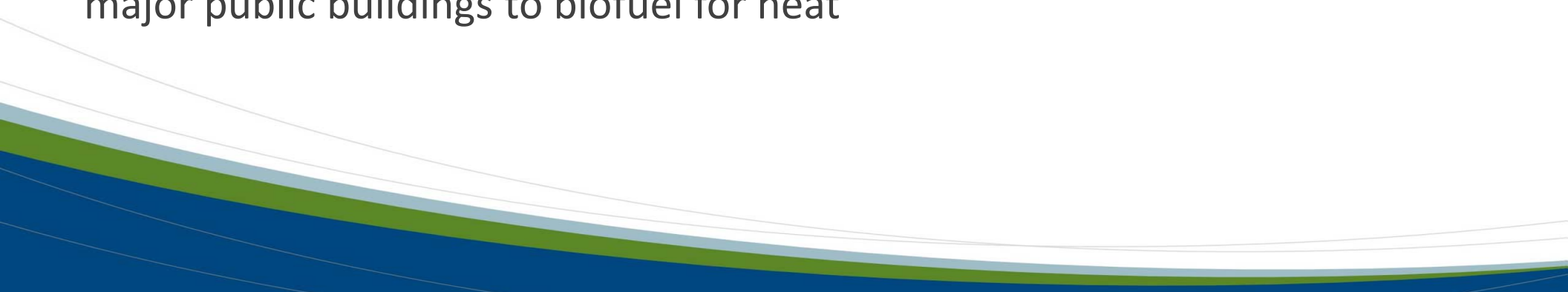


# Support Legacy Industries – Forestry and Wood

3.21 Manage costs of forestry equipment through collaboration and creative financing

3.22 Identify and develop new markets for forestry products

3.23 Conduct a financial feasibility study on the cost/benefit of transitioning major public buildings to biofuel for heat





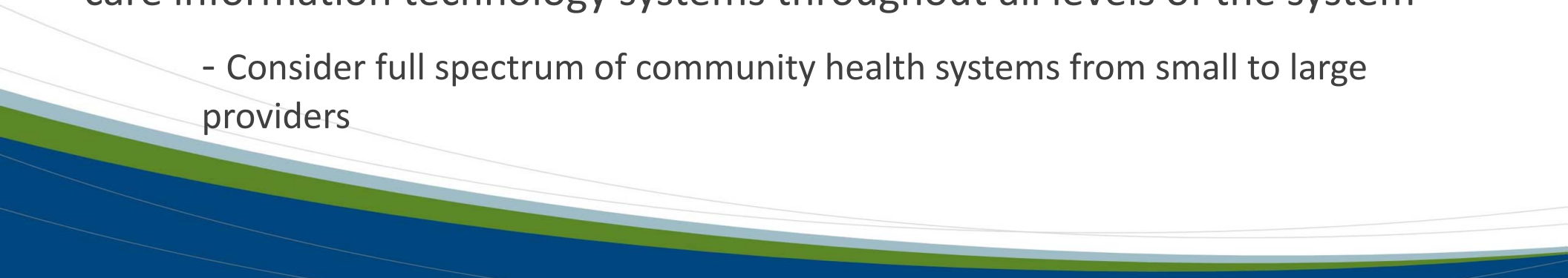
# Support Legacy Industries – Health and Wellness

3.31 Develop a training cost sharing model to increase the pool of needed health care workers

3.32 Hold an annual health care industry summit

- What are the needs, trends, opportunities

3.33 Support continued utilization and incorporation of cutting edge health care information technology systems throughout all levels of the system

- Consider full spectrum of community health systems from small to large providers
- 

# Support Emerging Env. Science and Biotech Cluster

4.1 Establish an Environmental Science and Biotechnology Task Force to guide the growth of the cluster in Franklin County.

- Wide range of representation

4.2 Support the establishment of the Center of Excellence for Lyme and other Tick-borne Diseases at the Trudeau Institute

4.3 Establish a Center of Excellence for Immunoengineering at the Trudeau Institute

# Support Emerging Env. Science and Biotech Cluster

4.4 Establish a natural environment research center in partnership with NYS, regional colleges and universities, private industry and local and state government

4.5 Develop networking opportunities to nurture the cluster and combat issues related to attracting talent

4.6 Invest in workforce development initiatives based on career pathways geared towards positions related to the cluster

- High school, community college, four year colleges and beyond



# Support Emerging Env. Science and Biotech Cluster

4.7 Ensure policies and processes are lined up to facilitate commercialization of research and development activities.

4.8 Look towards the existing industries in the county for collaboration opportunities such as forestry and agriculture.

- Opportunities to research solutions to agriculture and forestry related issues



# Enhance Tourism Opportunities

5.1 Conduct a comprehensive visitor survey

5.2 Research feasibility of a regional destination youth sports facility

5.3 Support the upgrade of existing and building of new lodging options

5.4 Develop year-round attractions, including fairs, festivals, and races



# Enhance Tourism Opportunities

5.5 Develop cross-promotional opportunities with St. Regis Reservation, especially leveraging the reservation's focus on cultural tourism

5.6 Market the experiences of Franklin County to niche tourism markets, including wellness tourism, outdoor/adventure tourism, and agritourist

5.7 Pass legislation to establish an occupancy tax

5.8 Support the completion of the Tourism Master Plan



# Next Steps

- Action Plan Matrix
    - Priorities, partners, timeframe, performance measures
  - Draft Comprehensive Economic Development Strategy
    - Steering Committee Meeting October 30
  - Final Comprehensive Economic Development Strategy
    - Final Presentation December 4
- 

# Thank you!



@camoinassociate



facebook.com/camoinassociates