

## **New York State Local Public Authority Mission Statement and Measurement Report**

**Local Public Authority Name:** Montgomery County Industrial Development

**Fiscal Year:** January 2021– December 31, 2021

**Enabling Legislation:** Industrial development agencies (“IDAs”) are formed under Article 18-A of New York State General Municipal Law, as public benefit corporations. IDAs were created to actively promote, encourage, attract and develop job and recreational opportunities and economically-sound commerce and industry in cities, towns, villages and counties throughout New York State (the “State”). IDAs are empowered to provide financial assistance to private entities through tax incentives in order to promote the economic welfare, prosperity and recreational opportunities for residents of a municipality (“Benefited Municipality”).

**Mission Statement:** *The Montgomery County Industrial Development Agency was created in 1970 as a public benefit corporation of the State of New York. The MCIDA’s mission is to assist in creating and maintaining jobs, thereby strengthening the economic base of the community as well as improving the quality of life of the residents of Montgomery County. This mission is accomplished by providing access to real estate solutions through the development of “shovel ready industrial parks”, offering financial assistance and incentives along with business development and technical assistance to businesses looking to expand or locate in Montgomery County.*

**Date Adopted:** March 11, 2021

### **2020 Measurements and 2021 Report On Those Measurements:**

**A. Assist at least five existing firms with some combination of funding, technical assistance, and problem solving.**

The Agency assisted numerous firms and not-for-profit employers in the reporting period with technical assistance, grant application and procurement, financial assistance, and outreach campaigns. The Agency initiated periodic informational campaigns targeted to over 100 area businesses and not-for-profit employers detailing services and programs available through State, Federal and Local Agencies. The Agency developed and dedicated a portion of their website specifically for Covid-19 relief information and resources. Dozens of social media posts were developed throughout the year in relation to resources for area businesses as it related to the Covid-19 pandemic.

As businesses continued to adapt to the changing work environments surrounding the ongoing global health pandemic, many small businesses faced challenges meeting the needs for personal protective equipment (PPE). To assist these businesses and help protect both employees and local residents during the COVID-19 pandemic, the Agency launched a coordinated purchase and distribution effort, in conjunction with local manufacturer Saratoga Horseworks. Agency staff in conjunction with the Montgomery County Capital Resource Corporation distributed 10,000 masks to over 50 companies throughout Montgomery County.

In an effort to build upon Montgomery County's success in creating a more diverse and dynamic economy, The Agency along with the County Executive, formed a Business Advisory Committee. This quarterly meeting of business leaders fostered a collaborative discussion and an increased engagement between local stakeholders and county government to advance pro-jobs, pro-economic growth initiatives. Major discussion topics for business leaders were improving workforce development initiatives and expanding the labor pool for both skilled and unskilled talent. Another priority discussed, which could assist the employee retention efforts, was creating accessible childcare options. The committee also discussed strategies to help mitigate the effects of the COVID-19 pandemic along with various ways to support existing small businesses in our community.

Additionally, the Agency through the Montgomery County Outreach Consortium, met with businesses throughout the year as part of the Outreach and Retention Program. Direct Technical assistance in grant writing, problem solving or financial assistance was provided to Eisenadler Braushaus, LLC., Valley View Hospitality, Inc., Dollar General Northeast Distribution Center,.

**B. Through some combination of funding, technical assistance, and problem solving secure new Job Creation and Capital Investment Commitments.**

Valley View Hospitality, Inc. – Microtel held a grand opening on their 67 room hotel on State Highway 5s in the City of Amsterdam. The project was assisted with a \$500,000 loan through the Montgomery County Revolving Loan Fund as well financial incentives through the Agency. The estimated \$7 Million dollar project will lead to the creation of 14 FTE's.

Eisenadler Brauhaus, LLC - Located in Nellyston, on Route 5, Eisenadler Brauhaus is almost complete with renovations on its building, which had to be retrofitted from a previous business venture. With a few minor things to complete on the building itself, Eisenadler has been approved for its Federal Alcohol and Tobacco Tax and Trade Bureau (TTB) license and is currently awaiting approval of a New York State liquor license. Once approved, they can begin the fermentation process and two weeks later, they can begin serving product. They anticipate receiving authorization from the State Liquor Authority in May 2021, and are hoping for an opening later that month. Eisenadler Brauhaus would be the first brewery in Montgomery County and it is anticipated to lead to the creation of five full-time jobs. In 2019, Eisenadler was approved for a loan through the County's Revolving Loan Fund, in order to officially launch its brewery operations and to purchase equipment, including the fermentation tanks.

Vida-Blend, LLC – Vida-Blend finished their construction of their new facility located in the Florida Park Extension. The project consisted of the construction of a pre-mix nutrient manufacturing facility entailing approximately 14,000 square feet. The project will result in a capital investment estimated at \$1.4 million with 18 new full time jobs and 18 retained full time jobs.

Montgomery County Agricultural Micro Enterprise Grant II – Agriculture Microenterprise Program: Agriculture has long been a staple of the regional economy and continues to play a central role in Montgomery County's economy. With more than 60 local farms run by someone 35 years old or younger, farmers continue to look for assistance to survive long-term. To help

family farms continue to thrive in a competitive international marketplace and to provide these farmers a boost, the Montgomery County Business Development Center, in partnership with the Montgomery County Soil & Water Conservation District issued a second round of grant funding through the Agriculture Microenterprise grants. In 2020, staff continued to administer the Ag Micro grant program. Grant funding was awarded to nine farms, totaling more than \$185,000. The grant awards, which ranged from \$8,000 to \$25,000 were primarily used for farm equipment to help these local farms continue to grow and meet the ever changing needs of the industry. In its two rounds, the Agriculture Microenterprise program has enabled farms in Montgomery County to be able to receive essential financial assistance to help keep their agri-business's viable in a changing and challenging marketplace. Ensuring farmers have the resources they need to support their operation ensures we continue to have a diversity of employers locally.

**C. Work cooperatively with local governments and school districts to further economic development progress.**

In 2020, the Agency worked with various municipalities on a variety of strategic initiatives and projects. Projects ranged from community development projects to private sector initiatives which and some are highlighted here.

Fonda Fairgrounds Sewer Upgrades Study- Staff administered a \$30,000 NYSDEC and EFC Grant for the Fonda Fairgrounds to study potential sewer upgrades for the site which could potentially lead to being able to accommodate year round activities.

Exit 29 Local Water Revitalization Plan- Staff and their consultants completed the Local Water Revitalization Plan (LWRP) in the Village of Canajoharie with a focus on the reuse of the former Beech Nut facility at Exit 29. The plan was made possible with a \$85,000 grant from the New York State Department of State.

EPA Assessment Grant- Staff applied for a \$300,000 Community Wide Hazardous Substances Assessment grant through the Environmental Protection Agency to complete Phase II environmental assessments at four strategic redevelopment sites. The grant was awarded and the RFP to undertake this work will be released in early 2021.

**D. Continue to focus on Exit 29 Redevelopment Project by applying for additional grant opportunities as well as implement the work plans associated with the grants received to date on the project.**

Apollo Dismantling Services, LLC worked through 2020 on hazardous and asbestos abatement on the western side of the site. Apollo completed the project in October 2020 and bids were developed for the demolition of the western side buildings which was slated to be released in early 2021. On-going monitoring and reporting were conducted throughout the year to Empire State Development as part of the RESTORE NY Grants that were awarded for this project.

**E. Continue Implementing the County and Regional Branding Action Plan to further the Agency's**

**mission.**

The Agency, along with county officials, worked with leaders in the business community to explore the feasibility of developing a new childcare facility in the Amsterdam area, along the Route 5S corridor – the central business hub in the county. The study included an examination of demographic and socioeconomic trends in Montgomery County, a competitor inventory and analysis complete with a review of existing assets, interviews with local employers, interviews with existing childcare facilities, and a survey to examine how local employees view current childcare supply and demand. The study also analyzed the cost of local childcare services, desired amenities and programming, remote learning supplement needs, and support from Montgomery County and its employers. Now that the comprehensive study and planning document is complete, the County will look to gauge interest from a number of childcare providers.

The global pandemic left many businesses across the country, including many local small businesses in Montgomery County, facing unprecedented economic hardship. Recognizing that a key focus to long-term financial recovery for businesses had to be a highlight of shopping local, the Agency launched a “Buy It In Montgomery” campaign, intended to help promote local businesses. The campaign included a branded logo and created an online website to connect consumers with Montgomery County businesses, products and services. Participation in the “Buy It In Montgomery” campaign was open to all businesses in Montgomery County and used a variety of methods such as social-digital ads, strategically placed billboard advertisements, and newspaper ads to support the initiative.

The Agency continued to build upon long-term relationships with local businesses through an array of marketing techniques. The video equipment purchased by the Agency was used to expand marketing efforts in attracting new business to come to the county, and to continue assisting existing and emerging local businesses in growing and thriving in the community. This equipment has been use to create a Focus on Business series where promotional videos are produced to showcase local businesses and provide viewers more insight on companies in Montgomery County. The Agency through their public relations and marketing firm, Empire Solutions, was utilized to help supplement efforts behind the branding initiative, which seeks to capture the positive attributes of the county and its residents, and more effectively track the results of the use of the brand. Empire Solutions was instrumental in its efforts to grow the audience for positive news happening throughout the county and enhance marketing efforts to continue the positive economic news and development taking place. Through their efforts, the Agency effectively consolidated webpages, updated marketing materials, expanded social & digital reach.

**F. Review and update the Agency’s Policy and Procedure Manual to incorporate any new laws and regulations.**

The Agency continued to review and monitor any new guidelines and/or regulations that were passed and to monitor that the Agency’s Policy and Procedure Manual was up to date.

**2021 Measurements:**

- A. Assist at least five existing firms with some combination of funding, technical assistance, and problem solving.

- B. Through some combination of funding, technical assistance, and problem solving secure new Job Creation and Capital Investment Commitments.
- C. Work cooperatively with local governments and school districts to further economic development progress.
- D. Continue to focus on the Exit 29 Redevelopment Project by implementing the work plans associated with the grants received to date on the project.
- E. Continue Implementing Marketing on behalf of the County to further the Agency's mission.

**Authority Stakeholder(s):** Authority Stakeholders include the following: (A) The Montgomery County Legislature (B) The residents of Montgomery County, (C) The businesses located or intending to locate in the County, (D) School districts located within the County, (E) the State of New York, and (F) local workforce.

**Authority Beneficiaries:** The residents, businesses and taxing jurisdictions of Montgomery County

**Authority Customers:** The Business and Not-for-Profit establishments of Montgomery County

**Authority self-evaluation of prior year performance** (based upon established measurements): To Be provided by March 31, 2022 related to 2021 performance.

**Governance Certification:**

1. Have the Board Members acknowledged that they have read and understood the mission of the public authority?  
  
Yes
2. Who has the power to appoint management of the public authority?  
  
The Board Members
3. If the Board appoints management, do you have a policy you follow when appointing the management of the public authority.

Yes

4. Briefly describe the role of the Board and the role of management in the implementation of the mission.

The role of the Board regarding the implementation of the public authority's mission is to provide strategic input, guidance, oversight, mission authorization, policy setting and validation of the authority's mission, measurements and results. The role of management is to collaborate with the board in strategy development / strategy authorization and to implement established programs, processes, activities and policies to achieve the public authority's mission.

5. Has the Board acknowledged that they have read and understood the response to each of these questions?

Yes