



# ANNUAL REPORT 2021



 **Ontario County**  
DEVELOPMENT

*Great opportunities grow here.* 

# EVOLVING TOGETHER



## Letter from Mike: Celebrating 36-year career with Ontario County

Economic Developer  
Ontario County Office of  
Economic Development

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After 36 years with the Ontario County Office of Economic Development, I announced my retirement from public service in 2021. It's impossible not to think back to 1985 when I was appointed and see how far we have all come in creating economic wealth, opportunities and jobs. Through strategic planning, leadership and consensus building, Ontario County has grown and remains poised for growth—despite the ever-evolving environmental factors shaping work/life balance.

I want to share a few of our many accomplishments that I'm proud to have been a part of:

- Construction of Geneva Industrial Park and attracting Guardian Glass, along with the construction of several business incubators, like the Tech Farm, and GEDC. And construction of several business parks, including Lehigh Crossing and High Point.
- Co-founding Axxess Ontario, the first public open-access fiber optic ring in the country.
- The attraction of Akoustis technology to Canandaigua.
- Co-founding the OCEDC and Ontario County Local Development Corporation in 2011.
- Investing in infrastructure to keep rail services, serving some of the County's largest employers.
- Construction of KIUA, Ontario County's general aviation airport.
- Innovation in Economic Development programs, including strategic plans, Economic Gardening Program and Business Retention & Expansion Program.
- Co-founding the workforce development board.

These ventures came to life through our strategic planning every five years, with continued emphasis on manufacturing and community development. We've focused on actively supporting workforce development programs, identifying and developing the growing finance, technology, agriculture/food and health sectors.

These initiatives (and many more) wouldn't be possible without the support of OCEDC and OCIDA Boards of Directors, County Board of Supervisors and our dedicated economic development staff. These people have been valuable resources for creating and executing our strategic plans that allow for business and job retention and expansion. The partnerships and collaborations we've grown and maintained have long-lasting, positive effects for the people of Ontario County.



Mike Manikowski

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## Restoration and Relief for Hospitality and Tourism

In partnership with Finger Lakes Visitors Connection, OCEDC established the **Visit Ontario County COVID Relief Program** to provide financial support for eligible small businesses.

The goal is to support those in the hospitality and tourism industries, helping to create, restore or retain jobs that were at risk of being lost. \$20,000-\$60,000 grants are available for businesses with 25 or fewer employees located in Ontario County. In accordance with the Coronavirus Aid, Relief and Economic Security Act, the county received \$1 million in grant funds so that we could proactively respond to the pandemic's impact.

The economic development system will continue to work together to provide and/or disperse COVID-19 relief aid throughout our 16 towns, eight villages and two cities. We are proud to be one of the first counties in New York State to do so.



## A Year in Review

Entering 2021, no one knew quite what to expect. With the continued challenges of the pandemic, we were cautious yet hopeful after reviewing our successes and determination throughout 2020. We were pushed to adjust by using our adaptive resources, partnerships, financial support and, perhaps most importantly, our culture of cooperation. We've evolved over the past year and will continue to look ahead for what's next, asking ourselves what the future will look like.

This past year marked the first year of our Five-Year Strategic Plan with a two-pronged approach: continue with internal harvesting for target industries and pivot because of COVID, allowing us to strengthen and extend a network of collaboration to keep our eye on the ball. We understand we can't be all things to all people, but we see the areas in need of our investment and support.

The macro-economic issues created by the pandemic—like the devastation to the hospitality and tourism industries and stress on our workforce—impacted our local economy. This encouraged us to create an environment where people see opportunity, especially for remote and hybrid workers, at all skill levels. We must continue our great history of supporting entrepreneurial efforts and show the benefits of our “best in show” flexibility for employees and employers. This need to attract and retain talent has been included in our strategic plan, leaning on community development projects outlined in this report.

Despite our challenges, we've seen great wins this past year, too. One accomplishment we celebrate is Ontario County being one of two counties in New York to see a net in migration, gaining more residents than we lost between 2010 and 2020. We also continue to reinvent our economic development program, and maintain and seek out new partnerships (e.g., Finger Lakes Visitors Connection). We saw the need to invest in our people and their businesses so that both locals and tourists could feel that Ontario County is a safe, compassionate and strong community. Our culture of cooperation still rings true: We have the infrastructure, diversity and fertile environment for a variety of businesses, entrepreneurs, students and professionals to envision their future and feel at home here.

In the featured stories that follow, you'll see how our efforts have come to life. Looking ahead, we'll continue to coordinate efforts to minimize COVID-19 damage to local businesses, make progress for technology-based enterprises, continue to use the quality of our environment to our advantage and establish the county as a prime place for remote/hybrid workers. Part of evolving means we're in progress; we're not finished yet, but we will celebrate our wins and strengths, while adapting to new challenges. Economic development is a marathon, not a sprint. It takes a governing body to understand it and drive it forward with tenacity, determination and perseverance.



# 2021 ECONOMIC DEVELOPMENT PROGRESS REPORT

Project	Jobs Created/Retained	Private Sector Investment	Public Sector Investment
Blackwood Logistics Center	15	\$21,200,000	\$3,012,000
First American Equipment Finance	284	\$55,250,000	\$2,052,511
Poseidon Systems, LLC	30	\$1,900,000	\$194,000
Cabbage Patch Lane	32	\$18,704,505	\$3,831,000
CooperVision	399	\$20,405,000	\$1,466,000
CCMI Plastics	19	\$2,025,630	\$239,000
Solar Village (2021 update)	25	\$6,270,797	\$152,101
Tactical Construction	49	\$930,000	\$150,000
Poseidon Systems, LLC	60	\$2,038,000	\$400,000
Visit Ontario County COVID Relief Program*	—	\$225,000	\$1,000,000
Finger Lakes Goods	8	\$793,500	\$180,000
Select Fabricators	23	\$1,935,000	\$215,000
Zoetek Medical (deferred payment loan)	20	\$14,534	\$14,534
Studio 113 (deferred payment loan)	12	\$210,000	\$40,000
<b>TOTAL</b>	<b>976</b>	<b>\$131,901,966</b>	<b>\$12,946,146</b>

\* CDBG CARES Act funding administered to assist hospitality and tourism businesses recover from the pandemic.

Solar Project	Jobs Created/Retained	Private Sector Investment	Total Fiscal Benefits *
Sun East Manchester	1.5	\$31,443,200	\$1,780,979
Sulphur Creek Solar	n/a	\$10,148,567	\$260,726
BW Solar 2	n/a	\$7,337,332	\$432,335
BW Solar 4	n/a	\$6,851,735	\$362,729
<b>TOTAL</b>	<b>1.5</b>	<b>\$55,780,834</b>	<b>\$2,836,769</b>

\* This is the difference in property taxes without the project and PILOT payments with the project over the term of the PILOT. Solar projects do not generate jobs, but they help us achieve State goals for alternative energy. NYS has statewide goals of cutting greenhouse gas emissions by 80% by 2050 and generating 50% of New York's electricity from renewables by 2030.

## Our Commitment to Ontario County's Community

Since our workforce is our #1 priority in terms of economic development, we decided to invest in community development projects to attract and retain talent. The future is hybrid, and remote work has changed how we operate. Our previous investment in Geneva's Port 100 and recent investment in Canandaigua's Chamber of Commerce's Studio113 coworking spaces have been useful for this growing trend.

Two other projects of note are the Leonard's Express Logistics Center in Shortsville and First American Equipment Finance. Once a historic sauerkraut factory, the building that will house the Logistics Center is being renovated for adaptive use. Construction of the new road is complete, and plans for the new building are in progress. As for First American, we see great growth potential here for the FinTech industry as they opened their headquarters in Victor. **CEO Alan Sikora shared their vision** for prosperity, building the new office with the future of work in mind, along with its local ties to the County.

In addition to supporting community development projects, the economic development program invests in our workforce by providing training for people to compete for and work at jobs in their sectors. Putting our time, money and energy into our community means continuously investing in the different sectors that help create wealth for our people, along with enticing those considering moving to the area.

**"Studio113 began as a solution for a chamber-member downtown business that was downsizing. They needed space for an account manager to meet with clients grounded in downtown. Eighteen months later, five staff from four different organizations enjoy flexible access to a convenient, centrally located workspace with amenities like metered postage, color copies, WiFi, meeting spaces and proximity to great restaurants and shops. With the OCEDC's support, we are working to build an additional 1,400 square feet of space to serve more tenants.**

**We've reached comfortable capacity in our existing space and have begun a waiting list. The tenants in this new space will enjoy a historic, pedestrian-friendly, culturally rich neighborhood, and the neighborhood—including The Central on Main—will benefit from aesthetic improvements and increased foot traffic."**

**—Ethan Fogg, President,  
Canandaigua Chamber of Commerce**

# CANANDAIGUA'S RELIABLE RESOURCE

Our Canandaigua Airport has always been a major resource in Ontario County, and in 2021 we saw a record year for jet use and a large uptick in corporate travel and tourism. Nestled within the year-round tourist-friendly Finger Lakes region of New York State and an easy driving distance from greater Rochester, Geneva and I-90, it's convenient for both locals and tourists.

Even with the persisting pandemic, the Canandaigua Airport gave us quite a few wins to celebrate. One surprising but incredibly helpful use of the airport's resources came in the summer of 2021. Pilot Chuck Webber and his team prepared aircraft and equipment to spray a biological control agent over 10,000 acres across sections of Ontario County to help save trees and property from gypsy moth caterpillars.

Looking ahead, Canandaigua Airport will receive approximately \$790,000 in federal funding for the infrastructure program, allocated over the course of five years. The airport's manager, Bob Mincer, emphasized their excitement to hopefully break ground on the new terminal in 2022 and continue to be the choice spot for business and recreational aircraft in the Rochester region.

With these unprecedented times, seasonal changes and diverse tourists and residents, the Canandaigua Airport has proven time and time again that we can rely on its people and resources. The airport will continue to partner with both private businesses and organizations to maintain operations and develop marketing and communications to spread awareness far and wide.

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**Pilot Chuck Webber and his team prepared aircraft and equipment to spray a biological control agent over 10,000 acres across sections of Ontario County to help save trees and property from gypsy moth caterpillars.**



*Frequent military exercises are conducted at the Canandaigua Airport*



*Rendering of new terminal facility*



*Gypsy moth operation*



# MAKING PROGRESS: NOTABLE PROJECT UPDATES

## Tech Farm

In January of 2021, the Cornell Agricultural and Food Technology Park received \$1.47 million in federal funding for their \$2.1 million project: Constructing a second 20,000-square-foot building called Tech Farm 2. This project has been talked about for years, but the need for capital has been the hold up. Additional funding includes a \$500,000 Empire State Development grant, a loan from the City of Geneva and a loan from Lyons National Bank.

Slated to open in the fall of 2022, Tech Farm 2 will fill the need for manufacturing, offering customizable space for companies looking to scale their commercial operations.

With our Strategic Plan's focus on how we can utilize our environment for agriculture and food purposes, Tech Farm 2 will be a welcome development on the 72-acre property. We aim to continue to serve as an incubator and magnet for firms and start-up enterprises in food production.

## Solar Village

Last year, **The Solar Village Company received a New York State Energy award**, plus funding from the Community Preservation Council (CPC) for construction, to help construct a carbon-neutral manufacturing facility in Geneva, called Solar Home Factory. The company plans to produce modular, net-zero solar powered multi-family homes powered by a rooftop solar panel array. This is a rather unique project since both the facility operation and the product that's being produced will be net-zero energy and sustainable.

This helps us to focus on increasing modern, sustainable commercial and housing opportunities without increasing fossil fuels or pollutants. The project is expected to be complete and the building occupied in Q4 of 2022.

**Ryan Wallace** from Solar Home Factory shared the latest details, including receiving their \$2 million grant, on the Inside the FLX podcast. Wallace said they're no longer focused on single-family homes since

material and labor costs have gone up, leading them to focus more on apartment complexes, and highlighting the fact that this was the smarter, more economically friendly path. Continuing this path, Solar Home Factory is currently getting approval from the town of Milo, in Yates County, for a 125-unit development overlooking the lake. With these projects underway, Solar Village is helping us create a socially conscious environment that Wallace says attracts all kinds of people from urban areas in New York City, Boston, Philadelphia and more.

## Factory 243

Interest in Factory 243's retail space, restaurants and offices have grown as they continue with their four phases of development. Red Argyle, a Salesforce consulting company, became Factory 243's **first commercial tenant** in Q4 of 2021. With the modern, urban-style apartments and commercial space located in Canandaigua, the complex brings both businesses and individuals to the area to live and work. Factory 243 is now leasing and touring.



Tech Farm



Solar Village

## The Ontario County Difference

What makes Ontario County unique? Our culture of cooperation and continuous support of one another has always been a highlight. With the unforeseen pandemic still looming, this culture we've built is more necessary and appreciated than ever. To continue our evolution, we know that lifting each other up and using our adaptive resources to differentiate ourselves will be most important.

Our strategic plan's two-pronged approach will use this culture of cooperation as the centerpiece of its implementation. Opportunities found in both prongs require collaboration among all the organizations involved in economic development to foster an environment favorable to continued growth and prosperity.



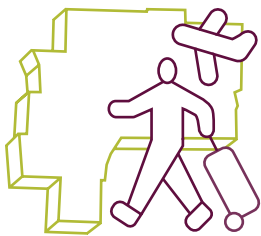
Rendering of a loft-style apartment at Factory 243

# ONTARIO COUNTY

## — BY THE NUMBERS —

### DOMESTIC MIGRATION

Ontario County was one of two New York counties to gain more residents from other counties and states than they lost between 2010 and 2020.



### ECONOMIC DIVERSITY

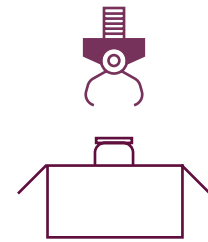
# #3

in New York State<sup>1</sup>



Ontario County is ranked 3rd among NYS counties and 16th among 3,142 counties in the US in economic diversity.

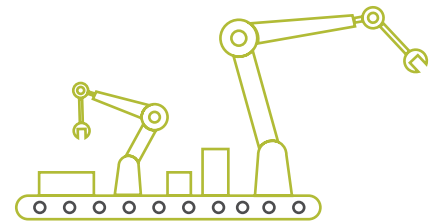
### MANUFACTURING HUB



# 17.7%

manufacturing GRP<sup>1</sup>

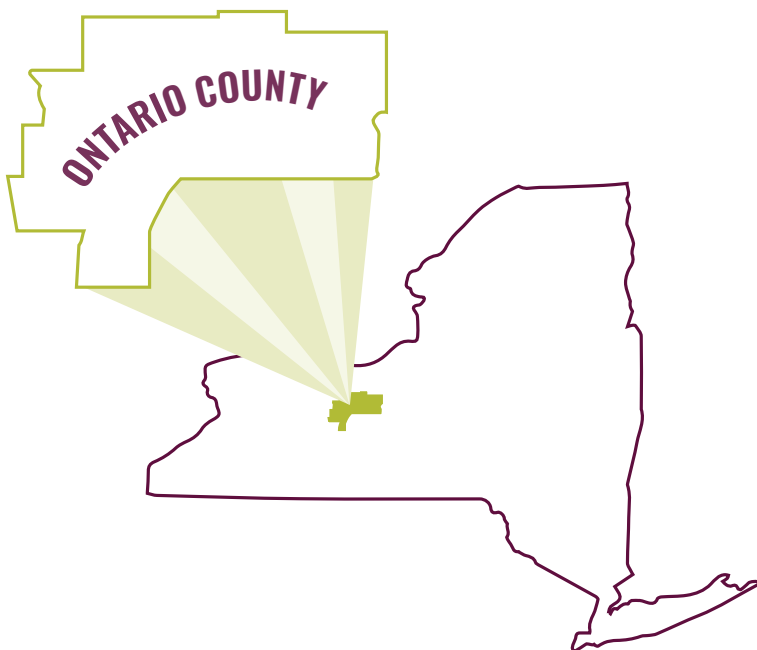
Manufacturing made up 17.7% of Ontario County's Gross Regional Product in 2021, higher than any others in New York State.



# 5%

increase in jobs<sup>1</sup>

Transportation and Warehousing jobs increased 5% from 2020 to 2021.



1. Source: Compiled by Fairweather Consulting using EMSI data.

# THANK YOU

Thank you to the Ontario County Board of Supervisors for its relentless work to strengthen Ontario County, and to the generous county residents who volunteer their time to help grow the county as members of the OCIDA and OCEDC boards.

## Ontario County Board of Supervisors

Holly Adams, *County Attorney*  
David Baker, *City of Canandaigua*  
Theodore Bateman, *Town of Hopewell*  
Gregory Bendzlowicz, *City of Geneva*  
Todd Campbell, *Town of West Bloomfield*  
Chris DeBolt, *County Administrator*  
Diane Foster, *Deputy Clerk to the Board*  
Jeffery Gallahan, *Town of Manchester*  
Robert Green, Jr., *Vice Chair of the Board and Town of Bristol*  
Louis Guard, *City of Geneva*  
Tamara Hicks, *Town of Naples*  
Peter Ingalsbe, *Town of Farmington*  
Frederick Lightfoote, *Town of Gorham*  
John Marren, *Chair of the Board and Town of Victor*  
Daniel Marshall, *Town of South Bristol*  
Daryl Marshall, *Town of Richmond*  
Catherine Menikotz, *Town of Canandaigua*  
Kristin Mueller, *Clerk to the Board*  
Richard Russell, *City of Canandaigua*  
Kristine Singer, *Town of Canadice*  
Norman Teed, *Town of Phelps*  
Dominick Vedora, *City of Geneva*  
Mark Venuti, *Town of Geneva*  
Andrew Wickham, *Town of Seneca*  
Frederick Wille, *Town of East Bloomfield*  
Brian Young, *Deputy County Administrator*

## Ontario County Industrial Development Agency and Local Development Corporation

Michael Davis, *Chair*  
Andrew Molodetz, *Vice Chair*  
Lewis Zulick, MD, *Treasurer*  
Jeffery Gallahan, *Supervisor*  
Deb Brown  
Donald Culeton  
Kelly Mittiga

## Ontario County Economic Development Corporation

Robert Sollenne, *Chair*  
Erica Wright, *Vice Chair*  
David Bunnell, *Secretary*  
Kevin Hill, *Treasurer*  
Fred Lightfoote, *Supervisor*  
Daniel Marshall, *Supervisor*  
Frederick Wille, *Supervisor*  
Walt Matyjas  
Karen Parkhurst  
Lynn Freid

## Ontario County Economic Development Team

Mike Manikowski, *Economic Developer*  
Suzanne Vary, *Economic Development Specialist*  
Michael Wojcik, *Senior Fiscal Manager*  
Jessica Kazmark, *Finance Clerk II*  
Brigitte Larson, *Senior Clerk*  
Jim Armstrong, *Business Retention and Expansion Contractor*  
Robert Mincer, *Strategic Asset Manager*

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