

Geneva Local Development Corporation

Measurement Report

January 1, 2022 – December 31, 2022 (FY 2022)



Introduction

This document is being presented as the Measurement Report for the Geneva LDC Fiscal Year ending 12/31/2022 in compliance with the New York State Public Authorities Law (“PAL”) Section 2824-a and the NYS Public Authorities Accountability Act. The goal is to provide a written assessment of GLDC’s efforts to accomplish its goals and objectives outlined in the adopted GLDC Mission Statement. A full copy of the GLDC Mission Statement is available online at: <https://cityofgenevany.com/287/Local-Development-Corporation>.

Goals and Objectives

GOAL 1: Facilitate sustainable, aesthetically pleasing, and environmentally appropriate development in key areas.

Objectives:

- Identify potential catalyst projects in the downtown, lakefront, and neighborhoods of Geneva.
- Develop project plans for key projects and assemble public, private, and not-for-profit partners to execute.

Progress: GLDC continued to collaborate with the Geneva IDA on the sale of a vacant parcel for retail redevelopment. Additionally, GLDC and GIDA partnered to support and fund a beautification effort in downtown Geneva and along the lakefront to be implemented by the Geneva BID. This effort includes education about new plantings, seasonal staffing to support weeding and plant bed management, and tools to train volunteers on plant management.

GOAL 2: Ameliorate conditions contributing to, or threatening neighborhood decline.

Objectives:

- Analyze market trends to identify areas of distress in Geneva’s neighborhoods.
- Identify “ground level” conditions contributing to market erosion.
- Develop project plans for key projects to eradicate conditions contributing to neighborhood decline.
- Assemble public, private, and not-for-profit partners to execute project plans.

Progress: GLDC provided targeted feedback on the City of Geneva draft zoning code update. This feedback was intended to identify key development opportunities and necessary zoning shifts to accommodate them.

GOAL 3: Identify and support key projects in the not-for-profit community.

Objectives:

- Identify potential development projects through review of strategic plans for Hobart and William Smith Colleges, Finger Lakes Health, Cornell AgriTech and other key not-for-profit partners.
- Contact not-for-profit partners to pursue development projects that would benefit from LDC support.

GOAL 4: Play an active role in the recruitment and retention of businesses and their employees.

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Objectives:

- Better understand the available economic development properties and opportunities.
- Collaborate with the City, Ontario County Economic Development Board and other public and private entities to market and support businesses and their employees.
- Attract, recruit and focus on businesses looking to locate regionally or expanding City businesses.
- Work to analyze joint economic opportunities with key partners such as the City's Revolving Loan Fund, Technology Farm Board and the City of Geneva Industrial Development Agency.

Progress: GLDC funded a grant writing effort that resulted in the award of a CDBG Microenterprise Assistance Program for the City of Geneva. The program will help to fund startup, new, and existing businesses with fewer than 5 employees, with a focus on creating and retaining jobs available to low- and moderate-income individuals. A joint marketing committee of GLDC and the Geneva IDA also met multiple times to discuss opportunities to better market Geneva for business retention and attraction. Such efforts have been place on hold until permanent staffing is in place.

GOAL 5: Contribute to the financial stability of businesses during a catastrophic event.

Objectives:

- Provide support and programs to businesses through partnerships with other financial institutions that address short term needs.
- Develop a business database to be able to communicate with businesses on the services, programs and assistance available.