

## ECONOMIC TRACK GOALS

*Updated January, 2016*

Objectives and Activities	Responsible Person/Agency	Comments, Opportunities, and/or Other Data Needed
<b>Priority Goal I: Retain and expand local jobs; expand job opportunities for multiple population segments, work force development</b>		
<ul style="list-style-type: none"> <li>a) Marketing of Cortland County is ongoing. Also focus on Cortland as a place to live.</li> <li>b) Regional coordination of workforce development activities and programs, involve rural municipalities.</li> <li>c) Continued commitment to workforce development initiatives.</li> <li>d) Continue expansion of broadband internet to rural areas.</li> <li>e) Development of local and regional transportation alternatives for workers (see Goal V).</li> </ul>	<ul style="list-style-type: none"> <li>a) BDC/IDA, CDP, CCWIB, C of C, CVB, HBA, CNY REDC</li> <li>b) BDA/IDC, CDP, CCWIB, C of C, Legislature, SUNY ICE, TC3, BOCES, 2-1-1 Cortland, other municipalities</li> <li>c) CCWIB</li> </ul>	<ul style="list-style-type: none"> <li>• Regional resources and potential markets along I-81 and Rt. 13 corridors: Syracuse/ Onondaga County, Ithaca/ Tompkins County.</li> <li>• Increase local business awareness of CCWIB resources for hiring incentives and staff training.</li> <li>• Challenges of finding suitable applicants: needs are High School Equivalency Test (TASC); <b>passing drug tests</b>; work ethic; reliability; good soft skills.</li> <li>• Include local municipalities in efforts.</li> <li>• Get community more engaged in promoting Cortland</li> <li>• Ski Cortland County grant.</li> <li>• Better opportunities and business climate on Hudson Valley and PA are challenges to businesses coming here.</li> </ul>
<b>Priority Goal II: Promote entrepreneurship, business growth, and new business development</b>		
<ul style="list-style-type: none"> <li>a) Continue development of business incubator and business innovation center for Cortland: space, training, support, education.</li> <li>b) Provide opportunities for continuing business/economic education: accounting, budgeting, investing skills.</li> <li>c) Stabilize, grow, and recruit small business, microenterprise growth.</li> <li>d) Expand and promote local foods/products, including farmers' markets, agri-tourism and agri-business.</li> <li>e) Support downtown revitalization county-wide.</li> <li>f) Address infrastructure.</li> <li>g) Investigate opportunities for renewable energy initiatives which can benefit the community, e.g., recycling, water recycling for manufacturing.</li> <li>h) Promote the county as a sports/recreation destination.</li> <li>i) Web development for better access/ information sharing: local government, businesses, agencies.</li> </ul>	<ul style="list-style-type: none"> <li>a &amp; b) CDP, BDC/IDA, CCWIB, SBA, Center for Economic Education (SUNY Cortland), TC3, C of C, school districts, Thoma, 40 Below, Makerspace group</li> <li>c) BDC/IDA, SBA, CWCC, C of C, local municipalities, SUNY Cortland, CDP</li> <li>d) CDP, LAP Committee, BDC/IDA, SVHC, Sustainable Cortland</li> <li>e)</li> <li>f)</li> <li>g) EAB</li> <li>h) CDP, BDC/IDA, C of C, BDC/IDA, C of C, SUNY Cortland, CVB</li> </ul>	<ul style="list-style-type: none"> <li>• Existing entrepreneurs need support.</li> <li>• Successful area models: Central Ave., Homer Main St.</li> <li>• Need to identify potential markets &amp; products for local area &amp; region.</li> <li>• Expanded agriculture-related business, manufacturing.</li> <li>• Byrne Dairy: future expansion of business park property for agri-tourism.</li> <li>• Expand revolving loan funds.</li> <li>• Increase awareness and utilization of farmers' markets and community gardens.</li> <li>• TC3 Farm-to-Bistro program providing job skills, promotion of local products.</li> <li>• City/business partnerships for methane recapture from Byrne Dairy, process water pre-treatment and recycling at local businesses.</li> <li>• Updates and development of county and other local web sites to facilitate public access to information via internet, smart phones, apps.</li> </ul>

		<ul style="list-style-type: none"> <li>• Health care sector is source of jobs and employment.</li> <li>• Affordable health care coverage is a significant factor for both employers and employees. Accepting a job may mean loss of Medicaid benefits.</li> <li>• Consideration of large solar project for 5-county region.</li> </ul>
<b>Priority Goal III: Increase Coordination Between Schools, Colleges, and Businesses</b>		
<b>Objectives and Activities</b>	<b>Responsible Person/Agency</b>	<b>Comments, Opportunities, and/or Other Data Needed</b>
<ul style="list-style-type: none"> <li>a) Promote dialogue to enhance training in soft skills and increase college internships in businesses.</li> <li>b) Promote better work ethic: youth and parents.</li> <li>c) Increase efforts to retain local graduates.</li> <li>d) Increase job shadowing for students with disabilities/special needs, mentoring programs.</li> <li>e) Support “Campus Cortland” – SUNY interns at local businesses.</li> <li>f) Support the National Work Readiness Credential</li> <li>g) Project Getting Ahead</li> </ul>	<ul style="list-style-type: none"> <li>a,b) Educational institutions, businesses, SUNY ICE Social Entrepreneurship Program</li> <li>b,c) Summer youth employment programs, CNY AHEC: careers in health field</li> <li>d) ATI, schools, BOCES</li> <li>e) C of C, SUNY ICE Service Learning</li> <li>f) CCWIB</li> <li>g) CAPCO</li> </ul>	<ul style="list-style-type: none"> <li>• Tap local sources of expertise, e.g. retired business and educational professionals for mentoring and to increase volunteerism.</li> <li>• Options needed for adults to complete high school, vocational, and two- or four-year degrees.</li> <li>• National Work Readiness Credential needs to be recognized as valuable by businesses.</li> </ul>
<b>Priority Goal IV: Development and promotion of local communities with high quality of life</b>		
<ul style="list-style-type: none"> <li>a) Identify sustainable community strategies.</li> <li>c) Protect our clean air and water.</li> <li>d) Promote Community dialogue and awareness about economic, environmental, and health impacts of hydrofracking and waste products ancillary services, wind turbines, recycling, incinerators, and other technologies.</li> <li>e) Attract and promote green technologies.</li> <li>f) Promote the arts and cultural options.</li> <li>g) Support affordable, accessible child care options.</li> <li>h) Make community accessible for all – sidewalks, benches</li> </ul>	<b>ALL:</b> County government, City of Cortland, rural municipalities, BDC/IDA, CCHD, Thoma, Cultural Council, EAB	<ul style="list-style-type: none"> <li>• All aspects of community development are inter-related: economic, health, housing, environment, infrastructure, sustainability, and transportation, arts and culture.</li> <li>• Availability of good health care is a factor for businesses and employees when choosing where to locate.</li> <li>• Over two-thirds of the housing units in Cortland County built before 1970; affordable quality housing choices needed to attract and retain families and young adults.</li> <li>• Agri-tourism is seen as desirable by residents, visitors</li> <li>• Plan for the greying of America (living longer, more active, ect)</li> </ul>
<b>Priority Goal V: Maintain and expand public transportation</b>		
<ul style="list-style-type: none"> <li>a) Continue to expand, improve, and promote public transportation options at the state and local level.</li> <li>b) Develop transportation options: public transit, bike and pedestrian options, rural and regional connections, RideShare, local employer buy-in</li> </ul>	<b>a, b)</b> TAC, SVHC mobility management coordinator, planning department, First Transit, County government, City of Cortland, rural municipalities, SUNY Cortland, TC3, legislators, ATI	<ul style="list-style-type: none"> <li>• Marketing and promotion to improve community perceptions about public transit.</li> <li>• NYS Medicaid changes affect local transit revenues.</li> <li>• Regional transportation study underway.</li> <li>• Transit coalition meets regularly.</li> </ul>

		<ul style="list-style-type: none"> <li>• Public transportation important for access to jobs, especially for lower-income population.</li> <li>• Gateway project will include bike lanes on Clinton Ave.</li> </ul>
--	--	--

**KEY:**

<b>ARC</b>	Appalachian Regional Commission
<b>ATI</b>	Access to Independence
<b>BDC/IDA</b>	Business Development Corporation / Industrial Development Agency
<b>CACTC</b>	Cortland Area Communities That Care Coalition
<b>CAT</b>	Community Assessment Team*
<b>CBN</b>	Cortland Business Network
<b>CC</b>	Cortland County
<b>CCHD</b>	Cortland County Health Department
<b>CCOCC</b>	Catholic Charities of Cortland County
<b>CCWIB</b>	Cayuga Cortland Workforce Investment Board
<b>CDP</b>	Cortland Downtown Partnership

<b>C of C</b>	Chamber of Commerce
<b>CNY AHEC</b>	CNY Area Health Education Center
<b>CNY REDC</b>	CNY Regional Development Council
<b>CVB</b>	Convention and Visitors' Bureau
<b>CWCC</b>	Cortland Works Career Center
<b>EAB</b>	Environmental Advisory Board
<b>HBA</b>	Homer Business Association
<b>SUNY ICE</b>	SUNY Institute for Civic Engagement
<b>SVHC</b>	Seven Valleys Health Coalition
<b>TAC</b>	Transportation Advisory Committee
<b>Thoma</b>	Thoma Development Consultants

\*The Community Assessment Team, which guides the Cortland Counts Process, consists of representatives from the following: Seven Valleys Health Coalition, Cortland County Health Department, Cortland Regional Medical Center, SUNY Cortland's Institute for Civic Engagement, and the United Way for Cortland County.