



MRB | *group*

ECONOMIC RESILIENCY & RECOVERY PLAN

Opportunities and Challenges Workshop

OCTOBER 30TH, 2023

AGENDA

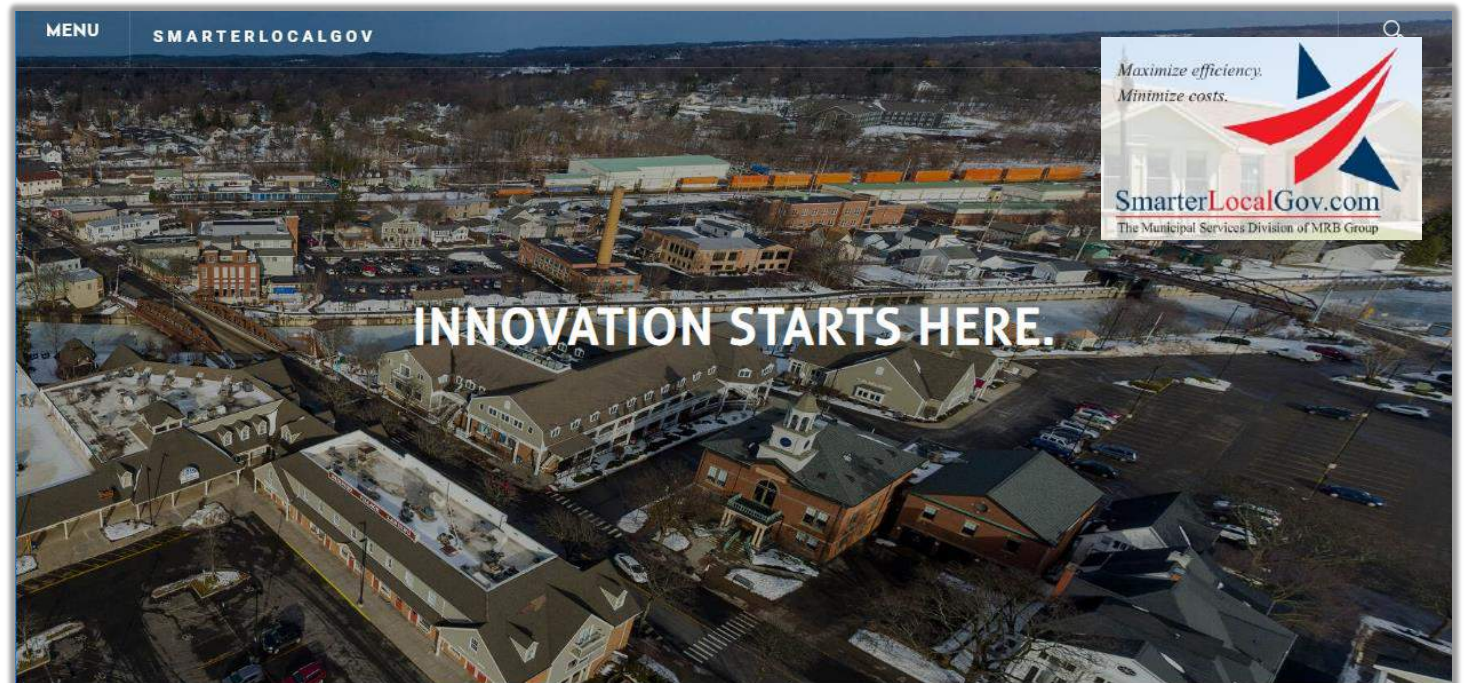
- 1 Introductions
- 2 Project Scope and Schedule Update
- 3 Workshop Discussion Topics
- 4 Initial Goal Areas
- 5 Next Steps

MRB Group and SmarterLocalGov

MRB Group has been serving local governments for nearly a century as engineers and architects.

SmarterLocalGov was established in 2010 as the firm's local government management arm.

Today, we support local governments around New York, South Carolina, and Texas in their management, community, and economic development needs.



MENU SMARTERLOCALGOV

Maximize efficiency.
Minimize costs.

SmarterLocalGov.com
The Municipal Services Division of MRB Group

INNOVATION STARTS HERE.

IT ALL STARTS WITH COMMUNITY

SmarterLocalGov is an initiative of MRB Group; a multidisciplinary firm with over a century of service to local government. After working with over 100 communities around the country, our principals identified common themes that communities are struggling with. We began to assemble the best and brightest local government minds in the hopes of advancing total community health--the financial, social, and environmental sustainability and resilience of our communities.

SmarterLocalGov Team



TRACY VERRIER

Tracy is a Senior Economic Analyst and Project Manager for this project. She is a former economic development director who led up a local economic development organization, chamber, and two IDAs.



GRACE GRISSETT

Grace is an Economic Development Analyst with experience in numerous econometric methods, data synthesis, and policy and industry research to inform economic and community development initiatives.



CONNOR HARTNETT

Connor is an Economic Analyst skilled at providing both quantitative and qualitative insights to client communities, facilitating a wide variety of economic development initiatives across Upstate New York.

WHY?

The resulting strategy will set the stage for future economic development and downtown revitalization funding opportunities.



PROJECT SCOPE

- Project Initiation: Complete
- Economic & Market Analysis: Complete
- Existing Plan Review: Complete
- Community Engagement: Underway
 - Surveys & Interviews: underway
 - Opportunities & Challenges Workshop: underway
- Economic Development Action Plan: November/December
- Plan Production & Final Public Meeting: December/January 2024



Discussion Topics



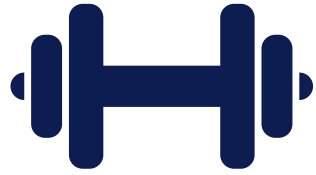
Strengths and Weaknesses



Challenges



Opportunities



Identified Strengths

- Oneida Lake
- Natural resources
- Historic resources
- Available land for development
- Proactive school districts



Identified Weaknesses

- Rt 49 congestion
- Infrastructure limitations
- Housing vacancy
- Lack of local medical services
- Limited power and gas
- Lack of local professional services

CHALLENGES



Population decline



Struggling downtowns



High tax burden



Infrastructure funding gap (not enough people and resources to fund)



Broadband access and quality could be better

Opportunities

- Small business development
- Micron development
- Redevelop vacant Cleveland School
- Build a “Buy Local” culture
- Expand recreation



INITIAL GOAL AREAS



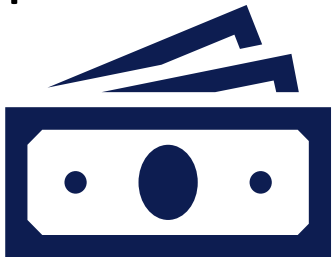
Existing Business
Expansion &
Entrepreneurship



Infrastructure
Updating &
Expansion



Expand
Recreational
Offerings



Expand the
Tax Base



Zoning & Design
Guidelines

NEXT STEPS

- 1 Economic Development Action Plan Matrix
- 2 Plan Production
- 3 Final Public Meeting



Send additional feedback to **tracy.verrier@mrbgroup.com**.

