



ECONOMIC RESILIENCY & RECOVERY PLAN

Committee Meeting

NOVEMBER 29, 2023



AGENDA

- Project Scope & Schedule
- Engagement Updates
- Initial Matrix Activities
- Next Steps

PROJECT SCOPE & SCHEDULE

- Kickoff: Complete
- Existing Plan Review: Complete
- Economic & Market Analysis: Complete
- Committee Kickoff: Complete
- **Community Engagement: Ongoing**
- Public Meeting: Complete
- Economic Development Action Plan: Ongoing
- **Plan Production & Public Presentation: December/January**





ENGAGEMENT UPDATES

ACTIVITIES

Complete

- Community Survey
- Public Workshop
- Interviews
 - SMTC
 - Operation Oswego/Oswego County

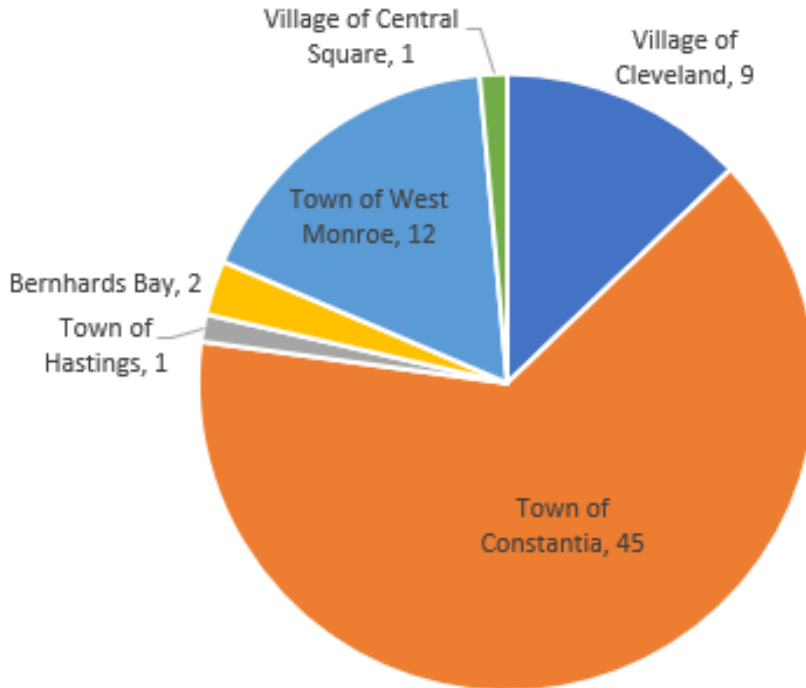
Ongoing/Upcoming

- Business Survey
- Business Roundtables
- Follow up meeting re: Rt 49
- Additional interviews

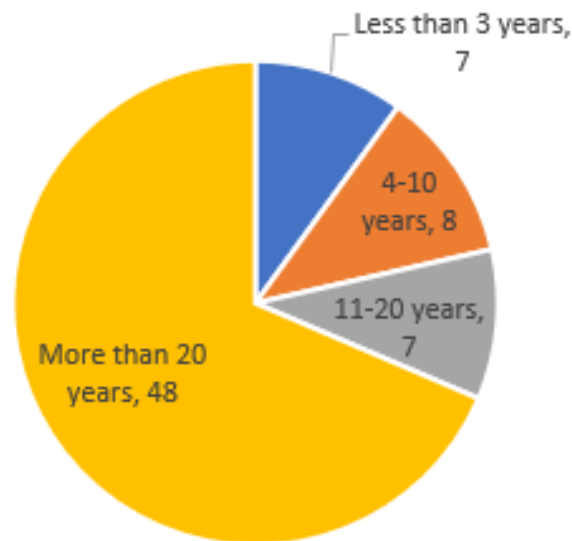
COMMUNITY SURVEY

70 RESPONSES

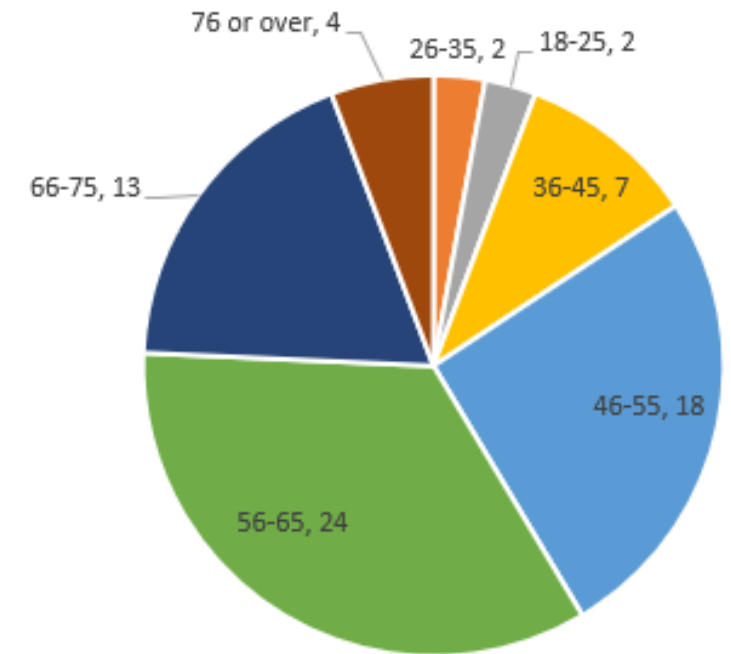
Survey respondents live in:



They have lived in the area for:



Their ages are:



COMMUNITY SURVEY

70 RESPONSES

Commuting:

- 47.8% of respondents commute to a workplace 4 or more days a week
- 5.8% work from home for 4 or more days per week
- 26% of respondents are retired
- 13% have hybrid working schedules

Housing Tenure:

- 98.6% own their homes
- 1.4% rent

COMMUNITY SURVEY

Which of the following critical issues **negatively impact** your quality of life? (select all that apply)

Inflation/cost of living increases – 46 (65.7%)

Personal safety/crime – 27 (38.6%)

Quality of municipal infrastructure – 27 (38.6%)

Access to/affordability of high-speed internet – 19 (27.1%)

Impacts of new development (e.g. reduced green space, traffic, noise, etc.) – 17 (24.3%)

Quality of transportation infrastructure – 17 (24.3%)

Access to new employment opportunities – 15 (21.4%)

Access to eldercare – 13 (18.6%)

Housing affordability – 8 (11.4%)

Food insecurity – 6 (8.6%)

Access to childcare – 4 (5.7%)

Access to addiction treatment and recovery services- 4 (5.7%)

None of the above – 5 (7.1%)

COMMUNITY SURVEY

Think about the types of community efforts that would improve your day-to-day quality of life... List up to 5 of these ideas that would have the greatest impact for you. Common responses included:

More recreation (river access, parks, trails, dog park, social activities, events, etc.) – 28 (40%)

Business development (retail, restaurants, bars, breweries, etc.) – 18 (25.7%)

Rt. 49 and road/pedestrian safety – 15 (21.4%)

Maintain rural character and preserve natural resources – 11 (15.7%)

Community center and gym – 10 (14.3%)

High speed internet – 7 (10%)

Public safety and crime – 6 (8.6%)

Aesthetic enhancement (green spaces, street trees, flowers, decorations, cleanliness, etc.) - 5 (7.1%)

Building/housing exterior enhancements (façade improvements, curb appeal, etc.) – 4 (5.7%)

Sewer infrastructure improvements – 4 (5.7%)

COMMUNITY SURVEY

Of the ideas listed above, which do you think could be tackled by the local community relatively easily and still have a recognizable impact? Common responses included:

Recreation, including year-round activities, more community events, youth activities, community center, senior center, cultural attractions/activities, gym, dog park – 12 (17.1%)

Property maintenance and improvements – 5 (7.1%)

Business development, including grocery store options, and more gas stations, etc. – 4 (5.7%)

Infrastructure, including water, broadband, public transportation, and sewer – 4 (5.7%)

Lower cost of living and tax burden – 3 (4.3%)

Reduce crime – 3 (4.3%)

Community newsletter/improve communication and collaboration – 3 (4.3%)

COMMUNITY SURVEY

What types of businesses would you like to see in your local area? Most common responses included:

Grocery/Food Stores – 24 (34.3%)

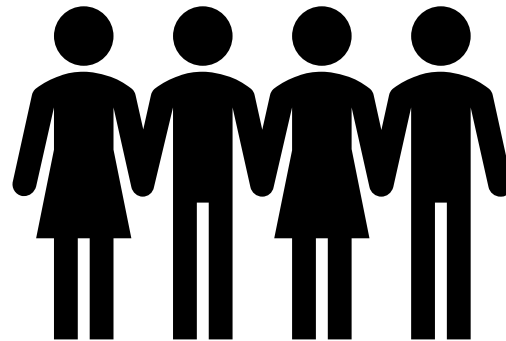
Restaurants/Bars/Food Service – 22 (31.4%)

Gym /Recreation – 9 (12.9%)

Kid/Family oriented – 6 (8.6%)

Gas station – 6 (8.6%)

Many responses specifically mentioned **Aldi** and **YMCA**



PUBLIC WORKSHOP

Suggestions to address weaknesses and challenges:

- Local, dedicated public safety entity
- Better leverage regional events to gain more revenue and visitor spending
 - Overnight accommodations
- Develop additional rental options that are affordable to the workforce and seniors
- Comprehensive and coordinated marketing plan (visitors and businesses)
- Incorporate community benefit agreements into any public incentives
- Collaborate more with Oswego County
- Build trust with and engage young adults and youth in the community to boost volunteerism

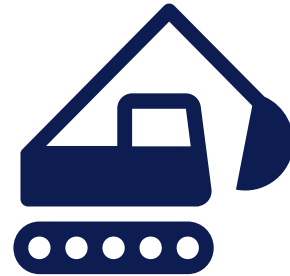


INITIAL MATRIX ACTIVITIES

FOCUS AREAS



Existing Business
Expansion &
Entrepreneurship



Infrastructure
Updating &
Expansion



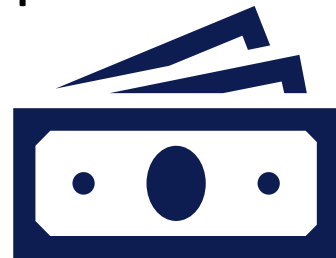
Rt. 49



Expand
Recreational
Offerings



Business Attraction



Expand the
Tax Base



Zoning & Policy

SAMPLE MATRIX

FOCUS AREA 1: Existing Business Expansion & Entrepreneurship				
STRATEGIES & ACTIONS	PRIORITY	TIMING	COST	RESOURCES & PARTNERS
Survey families with school-aged children regarding their childcare needs and gaps.	High	Near Term	\$	Central Square School District
Engage with Operation Oswego County to promote and identify potential participants in the Micro-Enterprise Program to access technical assistance and low-interest financing. Explore pursuing a local microenterprise grant fund to supplement the available funding from OOC.	Med	Near Term	\$	Operation Oswego County, NYS HCR CDBG Microenterprise Assistance Program / Economic Development Program, NY State Seed Funding
Encourage and facilitate collaboration between and among businesses on programming that increases vibrancy, creates cross promotion, and bolsters shop local sentiment.	Med	Near Term	\$	Market NY, Fort Brewerton/Greater Oneida Lake Chamber of Commerce, CenterState Corporation for Economic Opportunity
Work with existing and potential childcare providers on training, planning, and capacity building to enable the expansion of available childcare slots in the community as needed, most immediately before and after school care.	Med	Mid Term	\$	NYS OCFS Division of Child Care Services, QUALITYstarsNY, Child Care & Development Council of Oswego County, Central New York Community Foundation, SBDC

BUSINESS DEVELOPMENT

Survey families with school-aged children regarding their **childcare needs and gaps**.

Engage with Operation Oswego County to promote and identify potential participants in the **Micro-Enterprise Program** to access technical assistance and low-interest financing. Explore pursuing a local microenterprise grant fund to supplement the available funding from OOC.

Encourage and facilitate **collaboration between and among businesses** on programming that increases vibrancy, creates cross promotion, and bolsters shop local sentiment.

Work with existing and potential childcare providers on training, planning, and capacity building to enable the expansion of available childcare slots in the community as needed, most immediately **before and after school care**.

Provide free or **low cost professional services**, such as advertising, accounting, or legal support, to existing and new businesses through partnership with a community organization and/or local businesses.

INFRASTRUCTURE

Complete a **comprehensive capacity analysis** of the water and sewer service throughout the NorCOG region.

Develop and **implement a comprehensive, phased approach to water and wastewater expansion** needs throughout NorCOG communities in order to facilitate development, better leverage funding, and realize economies of scale.

Protect water quality and quantity through activities such as remedying sewer overflows and stormwater pollution, installing green infrastructure, and planning with the Oneida Lake watershed in mind.

Work with Oswego County to conduct a **Rt. 49 Corridor Analysis**, including an assessment of the impacts of future development scenarios. This could include an application to the Syracuse Metropolitan Transportation Council (SMTTC).

Once complete, utilize the recommendations of the Rt. 49 Corridor Analysis to **plan for necessary upgrades** and identify/apply for funding.

Identify and **catalog local and county municipal owned assets and properties** in the NorCOG region, and assess how they may be utilized for needed infrastructure expansion (e.g. laying fiber or a sewer trunk line along the rail trail, installing wireless technology on town owned property, etc.).

Encourage more equitable and affordable access to broadband by investing in infrastructure that would promote and **attract last mile connections by private internet service providers** and access to the most up-to-date wireless technologies.

RECREATION

Identify an available building that could be developed into a **community center**, offering services, recreational space, and activity programming that have been lost with the closure of churches and the elementary school. Pursue funding resources to aid in design and redevelopment.

Promote existing recreational resources, such as Oneida Lake, in collaboration with regional partners to attract more visitors and expand the market/demand for recreational businesses and tourism investments.

Provide more **activities for youth and families** year-round.

Leverage **natural resources** to expand outdoor recreational opportunities by developing and promoting experiences that emphasize engaging with the lakefront, rail trail, and outdoor spaces.

Work with local organizations and businesses to create and promote additional **community events**. Consider themes focused on unique community assets/characteristics for a visitor draw.

Trails (specific action forthcoming).

EXPANDING THE TAX BASE

1) Quality of Life; 2) Business Attraction; 3) Tourism

Pursue **NY Forward** or a **combined DRI** award to fund transformative redevelopment and infrastructure efforts.

Create more inviting and **engaging public spaces**. This could include public art, landscaping enhancements, flexible community event space, etc.

Align and promote tax and funding resources to incentivize the development of **diverse housing options**, particularly rental, senior, and workforce opportunities.

Promote available **business financing programs** in a consistent and comprehensive way.

Identify a 40+ acre site that could be a **planned business park** area for future commercial development.

Connect downtown areas to master bike paths being developed regionally.

Create a comprehensive listing of **land available for sale and redevelopment** to reference in business development and attraction activities.

Work with regional partners to **inventory the skillsets** available in NorCOG communities. Leverage this information to target appropriate business attractions, thereby retaining talent and creating new employment opportunities.

Create a site, market, and incentive package to proactively pursue and **attract a new hotel/motel/inn**.

Develop a **wayfinding** strategy to improve signage for motorists and rail trail users.

ZONING & POLICY

Develop **design guidelines** for areas and corridors with strong development potential to ensure consistent (re)development and maintenance of the area's aesthetics.

Create or update **zoning** in all component municipalities to clearly identify appropriate areas and standards for desired development projects (e.g. commercial, manufacturing, multi-family and dense housing vs. rural housing, recreation, etc.).

Within the zoning code, identify areas that are appropriate for **accessory dwelling units and/or short term rentals**. As needed, incorporate restrictions and limits to balance community character with additional rental and visitor accommodations.



NEXT STEPS

NEXT STEPS

- Interviews
- Action Plan Matrix

Later on:

- Report
- Public meeting #2 – plan presentation

Next Committee Meeting: Prior to presentation





MRB | *group*

QUESTIONS?



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