



FULTON COUNTY CENTER FOR REGIONAL GROWTH

2020 Annual Report



BOARD OF DIRECTORS

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Timothy Beckett, Vice-Chair
Gregory Fagan, Secretary
Ronald Olinsky, Treasurer
Kent Kirch, Past-Chair

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Geoffrey Peck
Terri Easterly
Grant Preston
Travis Mitchell

Counsel

Michael Albanese, Esq.

County Liaison

Richard Argotsinger

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Ronald Olinsky, Treasurer
Kent Kirch, Past-Chair

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Timothy Beckett
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Microenterprise Grant Committee

Kent Kirch
Travis Mitchell
Ron Olinsky
Todd Rulison
Jack Wilson

Countywide Loan Committee

Greg Fagan
Geoffrey Peck
Grant Preston
Todd Rulison
Jack Wilson

CONTACT DETAILS

34 West Fulton Street
Gloversville, NY 12078

518.725.7700
www.fccrg.org

Gloversville Loan Committee

Elizabeth Batchelor
Timothy Beckett
Vincent DeSantis
Geoffrey Peck
James Selmser
Arthur Simonds
Marcia Weiss

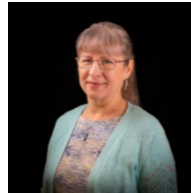
STAFF



Ronald Peters,
President and CEO



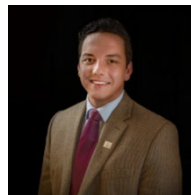
Kenneth Adamczyk,
Economic Development Coordinator



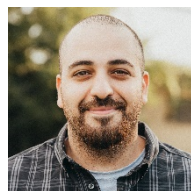
Desirée Perham,
Executive Assistant



Paul Davis,
Accounting Assistant



James Hannahs,
Gloversville Downtown Development
Specialist



Osama Mustafa,
Digital Marketing Assistant



A MESSAGE FROM OUR LEADERSHIP



Dear Members, Supporters and Fulton County community,

We are pleased to present Fulton County Center for Regional Growth's (CRG) 2020 Annual Report. The past year has been extremely productive and we are excited to share the results with you. We have seen the County and businesses struggle through this pandemic. Our staff needed to not only change the way we do business, but also become a more creative and caring group of economic developers. The landscape across the County, New York State and the Country was the same; all businesses were hurt and COVID-19 did major damage on many of the small businesses. Throughout the year the CRG staff continued to find innovative practices that helped businesses stay afloat, grow, expand and prosper through loans, grants, training, mentorship and collaboration allowing businesses around Fulton County to thrive.

As we look forward into 2021, CRG is confident in the expanding economic success of our business community. Our board and staff are on-hand to assist, educate and empower those who are vital leaders in our economic growth. We will continue to partner with County leadership, the IDA, the Chamber, other Economic Development offices, Site Selectors and most importantly the local business leaders. We will continue to network locally, nationally and internationally to create relationships that connect and strengthen our businesses and local organizations.

CRG is dedicated to the economic growth, vitality and success of our businesses. Our mission is to grow Fulton County's economy one business at a time. We like to think of Fulton County as ***"your business's next choice in an ever changing environment."***

Sincerely,

Ronald Peters,
President & CEO

Leslie Ford,
Chairman of the Board

2020 CRG “Top 10” Accomplishments

1. Benjamin Moore & Company: 117,000 square foot manufacturing expansion. CRG was the lead Economic Development Organization the project. The project buildout will take approximately two years, and estimated at a 74M dollar expansion including construction and equipment. Once complete the project is projected to create approximately 50 jobs.

2. Fulton County Business Assistance: Starting this spring COVID-19 hit which impacted Fulton County Businesses. The staff at CRG worked long and hard at providing business assistance to many Fulton County businesses needing assistance to stay open. Primarily CRG worked with businesses on submitting Small Business Administration assistance applications. Assisted in finding sources of working capital and was the primary information source for the ever-changing federal and state programs. Which seemed to change on a daily basis.

3. Major Fulton County Manufacturer: CRG was instrumental in packaging 2.4M in financing for a Fulton County manufacturing company.

4. Northville: Transformational building renovation on Main Street. The Local Five and Dine had their grand opening this year.

5. Microenterprise Grant Program: CRG successfully packaged eight Microenterprise Grants to Fulton County Businesses. They included Royal Mountain Inn, Pecks Flowers, Frank's Gun & Tackle Shop, Austin's Glass, Broadalbin Hotel, MamaBe's and Upstate Coffee. This program so far has created 19 jobs. About a 50/50 ratio between full and part time jobs.

6. Microbrewery Development: The Great Sacandaga Brewing Co opened their doors in 2020. CRG was instrumental in packaging the financing for this successful project.

7. Approved Lender: CRG was approved as a six county regional lender for NYS JDA Agricultural Loans.

8. Caroga Lake Volunteer Fire Company CRG assisted with the finalization of the Caroga Lake Firehouse. The Caroga Lake Volunteer Company had their ground breaking earlier this year.

9. Workforce Development: CRG's Advanced Institute Manufacturing Program or AIM was successful and well accepted with Fulton County major manufacturer.

10. 2020-2021 Initiatives Guide to Fulton County: CRG produced our first publication of the 2020-2021 Initiatives Guide to Fulton County. The publication far exceeded all expectations as to content and production quality.





2020 COUNTY CONTRACT SUMMARY

In 2020, CRG entered into its annual contract for services with Fulton County for business development marketing. The following summary shows each of the initiative categories and the budgeted amount for each. This year proved a lesson in adaptation as the pandemic caused CRG to become creative in their budget since many line items were not available. When presented a barrier, it is how you overcome it through brainstorming and collaboration that keeps the mission moving forward. For a definition of required activities under each category, please contact CRG.

Initiative Amount

Professional Staff \$200,000
 Website/Internet Promotion \$8,000
 Business Marketing \$7,000
 Market Shovel-Ready Sites \$25,000
 Business Recruitment \$15,000
 Community Retention and Assistance \$16,000
 Grant Initiatives \$4,000.00
Total Budget \$275,000



2020 COUNTY CONTRACT SUMMARY

Professional Staff

In 2020, CRG's staff consisted of three full-time employees and one part-time accounting assistant. Staff included Ronald Peters, President and CEO; Desirée Perham, Executive Assistant; Kenneth Adamczyk, Economic Development Specialist; and Paul Davis, Accounting Assistant. In addition, CRG employs James Hannahs, Downtown Development Specialist and Osama Mustafa, digital marketing assistant (part time) — roles paid for through a public-private partnership of stakeholders directly connected to Downtown Gloversville.

Website Marketing

2020 saw many new breakthroughs as CRG's website, designed by Emery Design, received another facelift along with being ABO compliant. The website provides important information about the organization and its partners including StateBook, Fulton County, local Chambers of Commerce and the municipalities within Fulton County along with our affiliates in economic development across the Mohawk Valley and New York State. CRG also took the lead on the Fulton County *Capital Region's New Frontier* advertising campaign. This campaign started two years ago with minimal growth Kenneth Adamczyk has taken on the role of updating both websites for maximum impact and up-to-date information.

1 Jan 2020—10 Dec 2020

CRG Site Success: 1428 new visitors to site

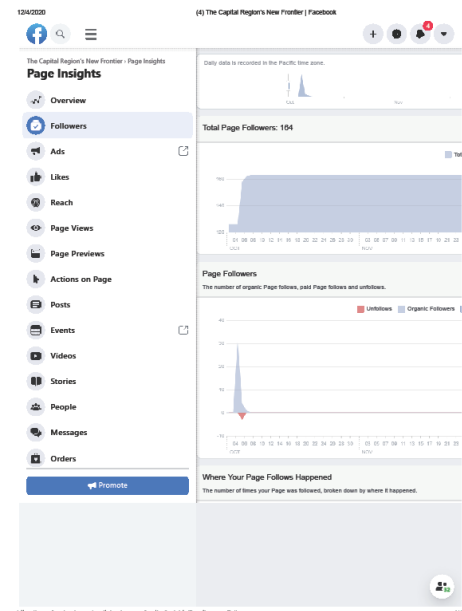
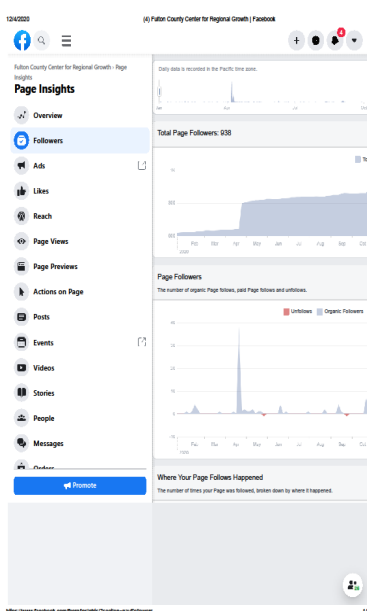
CRG Facebook Followers: 618 to 938 Followers — Increase of 66%

1 Oct 2020—10 Dec 2020

(CRG took over site control late in the year)

New Frontiers Site: 283 new visitors to site

New Frontiers Facebook Followers: 126 to 164 Followers—Increase of 77%



2020 COUNTY CONTRACT SUMMARY

Business Marketing

CRG continues to utilize email blasts, Facebook, LinkedIn, radio and other avenues to promote business in Fulton County. Additionally, CRG continues to utilize WENT, and added B95.5 FM to enhance and illuminate Fulton County's marketing message to the greater Capital District listening area. All of the organization's advertising is used to inform the business community about CRG, its purpose and the practical ways CRG can assist in the development of the County's economic vitality and growth.

**AM 1340
WENT**

WENT Contact:

CRG has a contract with WENT radio to provide monthly advertisements that drive CRG as an economic developer for Fulton County. The spots are changed year-round to focus on programs and advantages that are current. For example, at the end of the year, CRG collaborated with the FM Regional Chamber to push their "FM Resilient" campaign and this local station provided us the flexibility to offer a more focused, and time sensitive approach to the marketing effort.



B-95.5 FM:

CRG also completed a multi-faceted advertising campaign throughout the Greater Capital Region with Albany Broadcasting & Pamal Digital B 95.5 FM radio. This program was three-tiered approach to drive attention and leads to the following websites: CRG, Capital Region New Frontier, Downtown Gloversville and the Fulton/Montgomery Chamber of Commerce sites. The primary focus is to drive more traffic to the CRG and Capital Region New Frontier Facebook sites.

Three-Tier Program Format:

1. Audio Campaign in Capital Region's Heritage B95.5 FM. Utilizing Endorsements by nationally renowned disc jockey, Delilah. The audio campaign has a 60-second commercial by Delilah, and 60 second streaming commercials on the radio website. It will reach an audience from 35-64 years of age, 53,200 listeners, and they will hear the message an average frequency of 3.1 times.
2. Digital Campaign—implementing strategically targeted Email Blasts. November will have 15,000 emails and December will have 17,500 emails going out to business clusters set forth by the County Marketing Plan. The November email blast has already generated 110 new visitors to the CRG website. This media targeted at Albany, Columbia, Saratoga, Schenectady and Rensselaer counties.
3. Facebook Video Marketing—this program creates digital video content and goes out to target markets in the Capital Region. The campaign is set-up to drive more viewers to the Capital Region New Frontier's Facebook page to revitalize the program initiated by the County. CRG targeted business owners, interests of CEO's, and interests of COO's in the Albany, Saratoga, Columbia and Schenectady counties.

2020 COUNTY CONTRACT SUMMARY

Market Shovel-Ready Sites

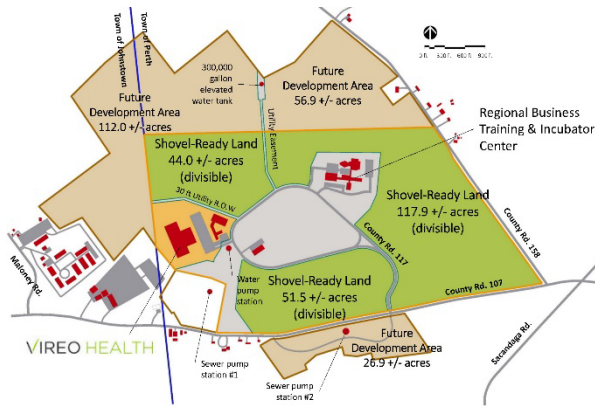
1. CRG attended several national conferences during 2020 (some in person but most virtual), all targeted to expose Fulton County to national site selectors and heads of national corporations with the goal of developing relationships with the greatest potential for job generation and of bringing tax revenue into the business and industrial parks of Fulton County.
2. CRG did multiple Constant Contact email blasts to help drive business toward Tryon Technology Park, Crossroads Industrial Park & Johnstown Industrial Park. Blasts took place in May, June and August totaling 1980 emails using a list purchased by Shannon Rose for the New Frontier site and another list of Site Selectors Guild Members for the CRG site.
3. CRG also did a Constant Contact email blast for the Hales Mills & Vails Mills Residential sites. This blast went out to 2800 brokers, Realtors and contractors throughout the Capital Region Multiple Listing Service
4. Lastly, since many conferences cancelled due to the pandemic, the CRG created *The 2020/2021 Initiatives Guide to Fulton County* magazine, which will be discussed later in this report

Business Recruitment

During 2020, CRG continued to market Fulton County to advance the sites listed above and to link opportunities for growth with communities across the County. CRG is the lead on the following new potential development projects listed by a code name as CRG is under Non-Disclosure Agreements (NDA) with most and we need to protect that privacy.

List by name, location & building dollar amount:

1. Project Bluebird--Johnstown (\$74 million) *accepted*
2. Project Crow's Nest--Gloversville (\$22 million) *working*
3. Project Hollow--Mayfield (\$4 million) *working*
4. Project Anchors Stay--Gloversville (\$55 million) *working*
5. Project Soylen Green--Gloversville (\$11 million) *working*



2020 COUNTY CONTRACT SUMMARY

Fulton County Business Retention and Assistance

The main area where significant assistance was provided this year was in helping businesses hurt by the pandemic. This was accomplished through mentoring, filing assistance, and collaborative follow-up with:

1. **Small Business Administration (SBA) Express Bridge Loans** allow small businesses who currently have a relationship with an SBA Express Lender to access up to \$25,000, quickly. These loans can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing and can be a term loan or used to bridge the gap while applying for a direct SBA Economic Injury Disaster loan. *CRG provided assistance and/or direction on the program to 5 Fulton County businesses. CRG did multiple email blasts to over 600 Fulton County Businesses*
2. **SBA Debt Relief** as part of the coronavirus debt relief efforts, the SBA will pay 6 months of principal, interest and any associated fees that BORROWERS OWE FOR ALL CURRENT 7(A), 504, and Microloans in regular servicing status as well as new 7(a) , 504, and Microloans disbursed prior to September 27, 2020. *CRG provided this information to all businesses, but there was little else to do, as it was an automatic program for any business that was in the selected criteria. CRG did multiple email blasts to over 600 Fulton County Businesses*
3. **Paycheck Protection Program (PPP)** borrowers may be eligible for loan forgiveness if the funds were used for eligible payroll costs, payments on business mortgage interest payments, rent, or utilities during the 8—24 week period after disbursement. *CRG provided assistance and/or direction on this program to 58 Fulton County businesses. CRG did multiple email blasts to over 600 Fulton County Businesses*
4. **Economic Injury Disaster Loans (EDIL)** this loan provides economic relief to small businesses and nonprofit organizations that are currently experiencing a temporary loss of revenue. The purpose was to meet financial obligations and operating expenses that could have been met had the disaster not occurred. Terms were 3.75% loans for businesses and 2.75% for nonprofits. *CRG provided assistance and/or direction on this program to 28 Fulton County businesses. CRG did multiple email blasts to over 600 Fulton County Businesses*
5. **Empire State Development (ESD) NY Forward Loans (NYFLF)** targets the state's small businesses with 20 or fewer full time equivalent (FTE) employees (90% of all businesses), nonprofits, and small residential landlords that have seen a loss of rental income. *CRG provided assistance and/or direction on this program to 13 Fulton County businesses. CRG did multiple email blasts to over 600 Fulton County Businesses*
6. **Mohawk Valley Economic Development District (MVEDD) Cares Act Loans** will receive a \$3 million EDA CARES Act Recovery Assistance grant to capitalize and administer a Revolving Loan Fund to provide low interest loans to coronavirus-impacted small businesses in Montgomery, Fulton, Oneida, Herkimer, Otsego, and Schoharie counties. Loan amounts are up to \$200,000 with 0% interest rates for year-one and 2.44% interest rate for months 13-60. *CRG provided assistance and/or direction on this program to 12 Fulton County businesses. CRG did multiple email blasts to over 600 Fulton County Businesses*

Total Businesses Assisted = 117 Fulton County businesses/nonprofits.



2020 COUNTY CONTRACT SUMMARY

Grant Initiatives

Each year, CRG looks for ways to encourage Fulton County businesses to apply for New York State's Consolidated Funding Application (CFA) grant funding. To that end, CRG provides businesses and municipalities with assistance throughout the application process. In 2020, CRG assisted several Fulton County businesses and non-profit organizations with grants to facilitate growth and streamline business practices. Unfortunately, all that work was dropped as the CFA program was suspended from Dec 15, 2020 through Jan 15, 2021. The program is incredibly low on funds available to businesses. At the writing of this report, CRG was working to try to assist some local businesses that may be eligible. CRG also continued to administer the Countywide Microenterprise Grant program (*described later in this report*).

In addition, CRG assisted in the successful submission of an Empire State Development (ESD) Workforce Development Initiative (WDI) grant application for a local business. An ESD WDI is investing \$175 million for job training projects. Awarded projects under the new WDI CFA will support strategic regional efforts that meet businesses' short-term workforce needs, long-term industry needs, improve regional talent pipeline, enhance the flexibility and adaptability of local workforce entities, and expand workplace-learning opportunities. Not name the Fulton County business, asked until the official release of funding from ESD, received a grant for \$100,000 to assist in workforce training at their facilities.

2020 COUNTY CONTRACT SUMMARY

Loan pool summary

CRG is contracted to administer three revolving loan pools on behalf of Fulton County and the cities of Groversville and Johnstown.

1. Fulton County's County Wide Loan Fund is overseen by a loan committee made up of Fulton County Economic Development Corporation board members.
2. The City of Groversville Loan Fund is overseen by its own committee, consisting of four members appointed by the City of Groversville and three members appointed by CRG.
3. The City of Johnstown Loan Fund currently maintains one active loan

These loan pools have assisted start-up businesses as well as aided in the creation of jobs, expanded facilities, rehabbed buildings and enhanced business ownership in Fulton County.

During 2020, CRG staff worked with local businesses on loan applications for projects. The closed and approved loans were:

Great Sacandaga Brewing Company

\$110,000

Closed March 2020

Nick Stoner Inn

\$155,000

Closed August 2020

Austin's Glass Shop

\$58,500

Approved December 2020

47 Marketplace

\$32,000

Approved December 2020

2020 COUNTY CONTRACT SUMMARY

Loan pool summary (data/breakdown)

Following is an overview of the active loans in each loan pool as of December 16, 2020. The amount next to the borrower's name represents the original loan amount, not the principal amount owing.

City of Gloversville Loan Fund			
Fulton Co. IDA Bus Prk	1	\$150,000	
391 South Main Street - Carol Mattioni	2	\$100,000	
True Value	3	\$150,000	
OUTSTANDING PRINCIPAL		\$283,801	
CASH & EQUIVALENTS		\$715,100	
TOTAL GLOVERSVILLE LOAN FUND		\$998,901	
CDBG LOAN POOL			
3 Girls & 2 Saints -(Nick Stoner)	1	\$155,000	
ALNICO, Inc.	2	\$82,500	
Caroga Lake Marina LLC	3	\$52,135	
Evolution Recycling Phase I	4	\$80,000	
Evolution Recycling Phase II	5	\$60,000	
Goderie Brothers Enterprises	6	\$39,600	
Great Sacandaga Brewing	7	\$110,000	
Henck's Restaurant	8	\$157,754	
Crest Enterprises / Holiday Inn	9	\$175,000	
Mohawk Cabinet	10	\$100,000	
Northville 5 & 10	11	\$75,000	
Royal Mountain Inn	12	\$75,000	
Stump City Brewing	13	\$95,000	
SW Skin Care	14	\$32,000	
Think Tank Media	15	\$75,000	
OUTSTANDING PRINCIPAL		\$1,108,514	
CASH & EQUIVALENTS		\$89,351	
TOTAL CDBG FUND		\$1,197,864	
JUDAG LOAN POOL			
Crest Enterprises/Holiday Inn	1	\$75,000	
OUTSTANDING JUDAG PRINCIPAL		\$46,533	
CASH & EQUIVALENTS		\$160,573	
TOTAL JUDAG FUND		\$207,105	
GRAND TOTALS - ALL FUNDS			
Number of loans	19		
Original Loan Amounts		\$1,838,060	
Outstanding Principal Balances		\$1,493,123	
Money Available to Lend		\$977,659	

An aerial photograph of a large, paved parking lot with white parking lines. In the foreground, a black SUV and a blue sedan are parked. A yellow caution tape is strung across the lot. In the background, there are stacks of materials, a blue pickup truck, and an orange forklift. Beyond the parking lot is a brown fence and a grassy area. In the far background, there are commercial buildings, including one with a 'FAMILY DOLLAR' sign and another with a 'Rent-A-Center' sign. A large brick building is visible on the right side of the image.

34 WEST FULTON STREET

Throughout 2020, CRG worked with State agencies to finalize grant funding that was used to renovate the 34 West Fulton Street, Gloversville property with the goal of making the facility into a county-wide business incubator and training center. During 2020 the building had renovations to the Business Incubator, installed a new roof, repaired the front building facade and tore down the dilapidated garage in the back of the facility. A new green area has been installed by the CRG staff with fencing. CRG staff also repainted the parking lot for safety with assistance from Gloversville DPW (guidance on spacing and handicap rules) and Northville DPW for donating striping equipment. CRG Staff also procured a National Grid Energy Grant that transitioned lighting throughout the building to Green Energy Efficient LED lighting systems. This will help CRG reduce utility expenses and also provides a better system for current and future tenants.

**THE FOLLOWING IS A LIST OF TENANTS AT
34 WEST FULTON STREET IN 2020:**

Avanti Control Systems

España

Intelligent Leather

I Can Breathe and I Will Speak INC.

The Family Counseling Center

(moved out mid-year for new facility & virtual)

2020/2021 INITIATIVES GUIDE TO FULTON COUNTY

CRG is the economic development organization for Fulton County. In 2020, the pandemic hit everyone hard and it dramatically effected the way economic developers had to do their jobs. No more could we meet and greet with site selectors and business decision makers at conferences or travel to see them in person. That slowed growth nationally, but it also stimulated creativity at CRG. We decided, if we could not go to sell Fulton County to these business leaders, we would need to bring Fulton County to them. That is how the concept of the *Initiatives Guide* came to fruition. The *Initiatives Guide* is a business publication that will be sent out to help attract businesses locally, throughout NYS, nationally, and internationally [to site selectors, and business decision makers] to come and settle in Fulton County. The magazine is a premium-produced magazine in quality with a business focus. We highlighted large and small local businesses, the arts, education (as employee feeders), and Live/Work/Play as well as including stats, maps and statistics. We have brought on a writer that has experience writing for the Albany Business Review and a well-known local artist and photographer to make every picture worth those thousand words. The plan is for this to be an annual magazine with quarterly email updates.

This magazine is a first step at an even bigger push to bring businesses to Fulton County. More businesses mean more people and more opportunities for all businesses. With many businesses and people now wanting to leave overpopulated urban areas, we feel this is a perfect time for a larger and more focused push for our GREAT County!





**** HUGE NEWS-COMING 2021 ****

CRG & JDA AGRIBUSINESS TEAM UP LOAN FUND ADMINISTRATORS

In 2020, CRG worked diligently to find another financial support avenue for local businesses and this time it will help the Fulton County Agribusiness. The team collaborated with NYS Empire State Development (ESD) and the Job Development Authority (JDA) to administer a revolving loan fund in Fulton County. Another amazing part of the collaboration is that CRG will not only support Fulton County but also Essex, Hamilton, Saratoga, Warren and Washington counties respectively. This will make Fulton County a geographic economic agri-stimulus organization. This will allow us to not only support Fulton County, but also make more connections that could help advance economic growth locally. This also helps NYS ESD as they do not currently have another agency willing to support those areas. It shows that CRG & Fulton County are team players with NYS ESD moving forward.

THE PROGRAM:

To address and help alleviate the economic barriers faced by small NYS Agribusiness owners, the JDA has approved the establishment of a \$10 Million **Loan to Lenders Program**, which would be capitalized with existing available JDA funds. **The Fund will promote, develop, and advance NYS agribusiness firms throughout the state.**

The \$10 Million in JDA capital would be utilized to make low interest loans to a selected third party lender (CRG). **The loan capital would help expand the selected lenders' capital base and increase access to capital for NYS agribusiness owners.** The Fund would make loans available to small-scale agribusiness firms that are looking to expand, but face steep economies of scale.

The proposed JDA Loans to Lenders Fund (the "Fund") will attempt to address the financing needs of NYS agribusiness firms by providing access to capital within the \$50,000-\$200,000 range.

MICROENTERPRISE GRANT PROGRAM

CRG has administered Microenterprise Grants on behalf of Fulton County for the last several years. The CDBG Microenterprise Grant Program assists small businesses with grants of up to \$25,000 to assist with startup or expansion costs that create jobs.

These two-year grants were awarded to the County through successful CFA applications in 2013-2015, 2015-2018, 2018-2020 totaling \$600,000 in available funding to area businesses.



Microenterprise Grants Approved 2020

1. Peck's Flowers (Gloversville) - 1 job created
2. Great Sacandaga Brewing Company (Mayfield) - 9 jobs created
3. Royal Mountain Inn (Johnstown) - 1 job created
4. Frank's Gun Shop (Mayfield) - 1 job created
5. Broadalbin Hotel (Broadalbin) - 3 jobs created
6. MamaBe's (Broadalbin) - still closed due to pandemic
7. Austin's Glass Shop (Gloversville) - 2 jobs created
8. Upstate Coffee (Gloversville) - 1 job created

Total jobs created = 18

**** There are still Twenty Six (26) businesses that have completed training over the last three sessions and are ready to submit applications if, and when the program reopens.**

A required component of the grant process is for applicants to undergo a four-week business basics seminar, which was held in January and again in June 2020. These seminars have created a list of businesses ready to apply for grants when the program reopens. The CFA program for applying is currently postponed due to the pandemic.

As of December 2020, 8 grant applications have been approved and paid-out to the businesses locally.

2020 MICROENTERPRISE GRANT PROGRAM TOPICS

TRAINING 1

Introduction and Business Basics

Subjects covered:

- ☐ Business legal issues (Michael Albanese, Esq)
- ☐ Employee issues (John Tully NYS DOL)
- ☐ Perspective from a past grant recipient
- ☐ Details on the application process

TRAINING 2

Marketing, Advertising and Social Media

Subjects covered:

- ☐ Marketing and branding
- ☐ Advertising and market strategy
- ☐ E-commerce and social media

TRAINING 3

Business Accounting, Finance and Taxes

Subjects covered: (Phillip Beckett, CPA)

- ☐ Business recordkeeping and finance
- ☐ Business grants, loans and other financial information
- ☐ Taxes

TRAINING 4

Developing a Business Plan and How to Be Successful

Subjects covered:

- ☐ Sam Russo, SCORE Utica
- ☐ Matt Hosek, University of Albany
- ☐ Certificate presentation to attendees

**Dates and times subject to change. Please follow FCCRG on Facebook to keep up-to-date with training schedule.*

2021 BUSINESS TRAINING SCHEDULE

SECOND TUESDAY BUSINESS TRAINING

General topics for better business

Planning & Time Management

July 13, 2021

Finances & Accounting

February 9, 2021

August 10, 2021

Marketing Basics

March 9, 2021

September 14, 2021

Social Media 101

April 13, 2021

October 12, 2021

Customer Relationship Management

May 11, 2021

November 9, 2021

Legal & Human Resources

June 8, 2021

December 14, 2021

QUARTERLY THIRD WEDNESDAY SMALL BUSINESS NETWORKING

Locations to be announced / All sessions to be held at 6 p.m.

January 20, 2021

April 21, 2021

July 21, 2021

October 20, 2021

2021 Microenterprise Grant Training

Monday nights 6 p.m. to 9 p.m.

** Businesses must attend all sessions to be eligible for grant*

February 1, 2021

February 8, 2021

February 15, 2021

February 22, 2021

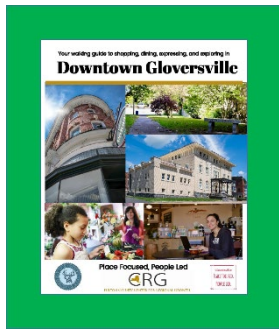
June 7, 2021

June 14, 2021

June 21, 2021

June 28, 2021

**Dates and times subject to change. Please follow FCCRG on Facebook to keep up-to-date with training schedule.*



DOWNTOWN DEVELOPMENT SPECIALIST OFFICE



The Downtown Development Specialist (DDS) position began work in January 2017 on a three-year contract with the sole directive of working with community members and business owners to revitalize the downtown business district and feeder neighborhoods of Groversville. The DDS created and managed a three-year Placemaking plan meant to encourage and build community involvement and trust in the process of revitalization in downtown Groversville. That program was renewed for another three-year contract starting in 2020.

2020 ushered in a new era for development in Downtown Groversville with an internal change of guard. Ms. Jennifer Jennings yielded her post at the conclusion of 2019 and her successor, James Hannahs, transitioned into the DDS role as of January 1, 2020.

Through the transition, Hannahs produced a four-pronged work plan that focused on:

1. Developing strategies to identify & alleviate the concerns of existing businesses, ultimately prioritizing their retention
2. Launching a multi-modal marketing plan highlighting Groversville as opportunistic for businesses & families to relocate, especially in response to global urban exodus movements due to Covid-19
3. Increasing downtown representation by collaborating with organizations, funding pools, businesses, councils, & agencies on local, regional, statewide and national levels
4. Maintaining & strengthening Groversville's reputation for being Place Focused, People Led by developing implementation plans that embody creative Placemaking strategies through LQC (Lighter Quicker Cheaper) models, groundbreaking events, and lively artistic programs, with a specific focus on safety & accessibility for all.

This **four-pronged work plan** implemented strategies that were conducted through the most cost effective means possible with respect to responsible budget building techniques.

Business Retention & Expansion:

1. During quarantine, DDS priorities quickly shifted to ensuring the wellbeing and feasibility of existing businesses in downtown and were adjusted accordingly. The usual education process of gaining insight on funding sources had to be expedited dramatically as SBA relief funding needed to be linked to Groversville businesses more quickly than ever. After tracking down updated contact information for downtown business owners, the DDS solicited requests for assistance to facilitate SBA relief funding. In total, the DDS played a significant role in determining the level of need for relief funding and facilitating said applications with eight (8) organizations.



DOWNTOWN DEVELOPMENT SPECIALIST OFFICE



2. Funding pools utilized throughout 2020 range from local to federal sources across both public and private industries. While many applications were processed through funds with traditional qualifications, the Citizens Minority-Owned Small Business Grant specialized in providing \$15,000 capital injections to businesses run by African American, Asian, Hispanic, and Native American entrepreneurs. Thanks to the expeditious nature of the DDS office, five total applications were streamlined to Citizens Bank, allowing our area to boast \$75,000 of grant structured funds to minority-owned entrepreneurs.

Marketing Downtown:

1. In Q2 of 2020, CRG contracted with Osama Mustafa for videography and digital marketing services through a private public hybrid structure that would achieve the mission of the Downtown Gloversville Digital Marketing Campaign: To emphasize the existing and upcoming opportunities, resources, and attributes, that make Gloversville the ultimate setting for your business and family.
2. In Q3 of 2020, the DDS launched a rebranding effort on the office's landing page, www.downtowngloversville.org. Previously, the website embodied a platform that was entrenched in blogs and basic programming information; it was missing the interactive resource characteristics that existing and perspective businesses find valuable.
3. In Q4 of 2020 the 2020-2021 Downtown Walking Guide was created with the four characteristics in mind: to be attractive, legible, resourceful and convenient. The Guide was created as a bound 5.5x4.25 (or a quartered 8.5x11) booklet that featured every business, municipal office, greenspace, annual events, ATM locations, and other useful information, along with their geographic locations on corresponding maps. While the booklet provides clear promotional value for downtown businesses, the metrics of the booklet provide an indirect value to the DDS office.

Increased Representation through Collaboration:

The DDS represented Downtown Gloversville through multiple training sessions, expositions, leadership meetings, and regional council meetings.

1. The DDS collaborated with numerous local and regional bodies of development activity such as the Local Waterfront Revitalization Plan (LWRP) steering committee, Brownfield Opportunity Area committees (both locally and regionally), regional downtown manager meetings, and numerous local Boards of Directors.



DOWNTOWN DEVELOPMENT SPECIALIST OFFICE



Place Focused, People Led:

1. In July 2020, the DDS formed, coordinated, and hosted its first Groversville Merchants meeting, which evolved into a Town Hall meeting between both Johnstown and Groversville. The latter meeting brought elected officials and merchants from both cities, further advancing issues, especially parking restrictions on Main St. and city mandated requirements. Since this meeting, Groversville has wiped any parking requirement for commercial businesses while reducing residences from 1.5 per residence to only a single spot. While this public policy change may seem mundane and unimportant, it acts as a large incentive for commercial developers in general, while allowing downtown public spaces to prioritize pedestrians.
2. Throughout 2020, the DDS focused mainly on business retention and expansion, multi-modal marketing for Downtown Groversville, increased representation and collaboration, and maintaining a sense of placemaking through grassroots community development. Through those development efforts, the DDS effectively held 140 business meetings; facilitated funding applications to 21 businesses; launched three major marketing efforts; reached over 10,000 people on social media; collaborated with 15 committees, groups, and organizations on all levels from local to federal; and empowered dozens of business owners to shape public policy for the future of their communities.



This is how Groversville continues to be place focused, and people led.

Mr. Hannahs has compiled a full report on the work completed over the past year and the accomplishments downtown Groversville has seen. The full report is available at www.downtowngroversville.org or by contacting Downtown Development Specialist, James Hannahs at 518.725.7700 ext. 1004.

CRG MEMBERSHIP

CRG continued to develop its Membership program. The goal of CRG membership is to help make CRG a more self-sufficient organization that can independently accelerate economic growth throughout Fulton County. Our membership campaign started in January as normal, but then the pandemic hit. Our membership coordinator made the recommendation to halt all requests for membership as many businesses were temporarily closed or struggling in the unprecedented time. The CRG held off requests until businesses started to reopen in July. We continued to support every business, whether they were members or not as that is the CRG way. By the end of 2020, CRG saw an increase over past membership levels, both in dollar amount and in member volume. The following is a list of members as of December 2020:

CRG MEMBERS

DIAMOND

City of Gloversville
Micropolis Development LLC

PLATINUM

CG Roxanne
Community Bank
Town of Northampton
Village of Northville

GOLD

Century Linen
Fulton County IDA
Lexington, Chapter of the Arc, NY
Nathan Littauer Hospital and Nursing Home
TD Bank
WEST & COMPANY CPA's, PC

SILVER

AMP Energy Services
Benjamin Moore
Brown's Ford of Johnstown
Coldwell Banker
Environmental Design Partnership
FAGE USA Dairy Industry, Inc.
The Family Counseling Center, Inc.
Intelligent Leather Holdings, LLC
National Grid
Stewart's Shops
Townsend Leather
Universal Warehousing, Inc.

BRONZE

Adirondack Mechanical Corp.
Bright Futures Learning Center
C.T. Male Associates.
Canada Lake Computer Services, Inc.
CBRE – Albany
Epimed International, Inc.
Espuna LLC
Holiday Inn
Kucel Contractors, Inc.
LeChase Construction
Local Five & Dine
Mohawk Cabinet/Frozen Parts
Nolan & Heller, LLP
Northville 5 & 10
Orion Management Co.
Philip Beckett CPA, PC
Ricmar Design & Print, LLC
Upstate Coffee

ASSOCIATE

Derby Office Equipment
Dr. G Jeremiah Ryan
Emery Designs
FMS Workforce Development Board, Inc.
Frank's Gun Shop
Great Sacandaga Brewing Company
James Esper Landscaping
John H. Blackmon, Gloversville Supervisor
Ward 3
Mohawk Harvest Cooperative Market
Safety First Training
Silent Jane Salvage
SWANY America Corp.



ORGANIZATIONAL MEMBERSHIPS

CRG recognizes the importance of partnering with other businesses and organizations in order to further economic development in Fulton County. This was accomplished through paid memberships with other like-minded organizations, as well as coordinated efforts on local projects and events with regional groups, both civic and corporate.

During 2020, CRG maintained memberships with national economic development organizations. Following is a list of memberships that CRG has with other organizations:

Center for Economic Growth (CEG)

Commercial & Industrial Real Estate Brokers, Inc. (CIREB)

CoreNet Global

Industrial Asset Management Council (IAMC) - *committee member*

International Council of Shopping Centers (ICSC)

International Economic Development Council (IEDC)

Keep Mohawk Valley Beautiful

Mohawk Valley Economic Development District (MVEDD) - *board member*

New York Business Council

New York Council of Non-Profits, Inc. (NYCON)

New York State Economic Development Council (NYSEDC) - *board member*

Saratoga County Chamber of Commerce

StateBook International

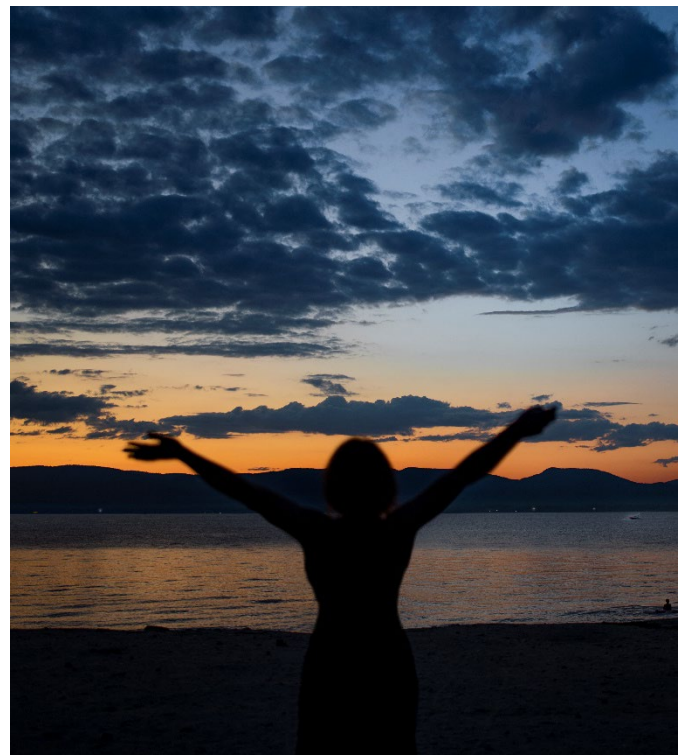
CRG also works very closely with Fulton County's Board of Supervisors, elected officials and business owners from the Cities of Gloversville, Johnstown, Northville and Caroga Lake.

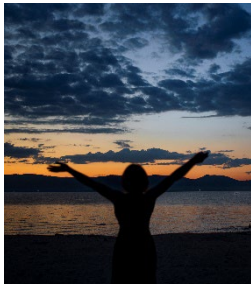
2020 CRG BUDGET

Income:	
Membership Income	\$55,000.00
Rental income	\$24,000.00
Contract Income	
Fulton County Contract	\$275,000.00
Total Governmental Revenue	\$275,000.00
Annual Event & Other Programs	
Professional Services Income	\$3,000.00
Grant Income	\$10,000.00
Annual Dinner and other	\$5,000.00
TOTAL Program Revenue	\$293,000.00
Administrative Fee Income	
Micro Enterprise Grant	\$0.00
CGLF Admin Fees	\$5,500.00
JUDAG Admin Fees	\$1,500.00
CDGB Admin Fees	\$15,000.00
Administrative Other(Training programs)	\$3,000.00
Total Administrative Income	\$25,000.00
Contribution, interest & Misc.	
Interest income	\$4,000.00
Miscellaneous Income	
Contribution income & Donations	\$30,000.00
Total Contributions, interest & misc.	\$34,000.00
City of Gloversville Contribution	\$50,000.00
Reserve	\$20,400.00
Total Income	\$501,400.00



FULTON COUNTY
CENTER FOR
REGIONAL GROWTH





2020 CRG BUDGET



Expenses:		Marketing & Advertising Expenses	
Property expenses		Dues & Memberships	\$12,000.00
Grant & project expenses	\$0.00	Marketing & Advertising DDS	\$5,000.00
Commercial Insurance	\$0.00	Auto, Gas, and Mileage	\$3,000.00
Snowplowing & Landscaping	\$7,000.00	Professional Fees Marketing	\$1,000.00
Dep Exp Building	\$7,500.00	Grant Expense	\$4,000.00
Security	\$4,000.00	Meeting, Conferences, seminars	\$35,000.00
Utilities	\$18,000.00	Radio & TV	\$7,000.00
Cleaning & Maintenance	\$5,000.00	Print	\$3,000.00
Repairs Building	\$5,000.00	Bulk Mailings	\$100.00
Property Insurance	\$7,000.00	Website	\$8,000.00
Total Property	\$53,500.00	Event Sponsorship	\$1,500.00
		Total Marketing & Advertising Expenses	\$79,600.00
Professional Fees		Office Expense	
Payroll Service Fees	\$1,300.00	Computer Expense	\$4,500.00
Accounting and Audit	\$18,000.00	Telephone & Internet	\$6,000.00
Legal Fees	\$9,000.00	Postage, Delivery & Mailings	\$2,000.00
Total Professional Fees	\$28,300.00	Stationary & supplies	\$1,500.00
		Copier/printer repairs & maint.	\$3,000.00
		Other office Expense	\$200.00
		Total Office Expense	\$17,200.00
Salaries		General & Admin Expense	
CEO	\$110,000.00	Insurance D & O	\$7,800.00
Econ Dev Specialist	\$47,000.00	Rent & utilities	\$0.00
Administrative Support	\$41,000.00	Bank Charges & Late Fees	\$50.00
Accounting & Finance	\$21,000.00	Education & Training	\$1,000.00
Admin Asst DDS	\$0.00	Insurance - BOP & General	\$4,500.00
Gloversville Dev Specialist	\$40,000.00	Licenses, Fees & Permits	\$300.00
DDS Crg Contribution	\$0.00	Subscriptions	\$200.00
Total Salaries	\$259,000.00	Contributions & donations	\$250.00
		Gifs, Awards & promotions	\$200.00
		Misc.	\$0.00
		Total General & Admin Expense	\$14,300.00
Payroll Taxes & Fringes		Depreciation Exp	
Health Insurance	\$18,000.00		\$900.00
Workers Comp Ins	\$800.00		
FICA Tax	\$16,000.00		
NYS Disability	\$200.00		
SEP IRA Benefits	\$10,000.00		
NYS Unemployment	\$3,400.00		
Payroll Taxes and Fringes	\$200.00		
Total Payroll Taxes & Fringes	\$48,600.00	Total Expense	\$501,400.00



SUBSIDIARY REPORTS

Currently, Fulton County Center for Regional Growth, Inc. has three subsidiaries: Fulton County Economic Development Corporation, FCCRG Projects, LLC and Crossroads Incubator Corporation.

Fulton County Economic Development Corporation

The Fulton County Economic Development Corporation is the holding corporation for the administration of the loan pools administered by Fulton County Center for Regional Growth.

FCCRG Projects, LLC

This subsidiary was formed in 2019 as a single member limited liability corporation to lessen the burden on local government. It is intended for this LLC to take on projects that are vital to promote economic development within Fulton County.

Crossroads Incubator Corporation

The Crossroads Incubator Corporation went through bankruptcy and is currently inactive. All assets have been disposed of under the supervision of the New York State Attorney's General's Office.

Services Provided by CRG



Article 1 Topic:	Description:	Completed Answer:	Further Follow-Up:
A. Marketing Professional	CRG shall employ a marketing professional dedicated to, at a minimum, implementing Fulton County's comprehensive Business Development Marketing Plan	Hired Economic Development Specialist, Kenneth Adamczyk June 2019	He has been working multiple levels of the Business Development Marketing Plan
B. Website/Internet Promotion	A plan & schedule to hire a professional website developer to design, administer & maintain a joint County/CRG website dedicated to business development within Fulton County	CRG has under contract Emery Design for building and maintenance of the CRG website as per contract.	The site is currently ABO compliant and is going through a facelift to provide a cleaner and more streamlined site for users
B. - 1.	Shovel ready site available in Fulton County	The CRG page has an entire section for shovel ready sites to include: 1. Tryon Technology Park 2. Crossroads Business Park 3. Crossroads Industrial Park 4. Johnstown Industrial Park	There are links, videos, maps and the flyers provided by the County & IDA
B. - 2.	Data & a map for each shovel-ready site	There are links, videos, maps and the flyers provided by the County & IDA	
B. - 3.	General County promotion data	General County Information is linked and attached to Statebook as per request from County and the local IDA	
B. - 4.	Site development financing options	CRG has a drop down menu that covers: 1. Financial Partners 2. Revolving Loan Funds 3. Grants 4. Tools & Resources	
B. - 5.	Other pertinent marketing information	There is a news and blog section that targets updated marketing information and there are links to the CRG Social media pages.	We are also in development of linking the CRG page with the County ad campaign program "New Frontiers" site and social media pages
B. - 6.	Contact information	CRG Contact Information is on the site with links to contact us. There is also our Board Information, staff directory section, and links to other local County agencies	
C. Shovel-Ready Site marketing	Specific initiatives to market existing shovel-ready sites at the following locations		
C. 1 a.	Tryon Technology Park & Incubator Center	Completed three (3) Constant contact emails to 600 recipients (May, June & August)	Just got lists from Shannon Rose for 450 builders (commercial & residential) & a list of 1470 businesses that had been a target of the New Frontiers ad campaign. We will be doing mail outs to these lists. Also the "Initiatives Guide Magazine targets these sites and will go our to Site Selectors, IAMC, NYS EDO's & business decision makers in the 7 targeted areas
C. 1 b.	Crossroads Industrial Park	Completed three (3) Constant contact emails to 600 recipients (May, June & August)	Just got lists from Shannon Rose for 450 builders (commercial & residential) & a list of 1470 businesses that had been a target of the New Frontiers ad campaign. We will be doing mail outs to these lists. Also the "Initiatives Guide Magazine targets these sites and will go our to Site Selectors, IAMC, NYS EDO's & business decision makers in the 7 targeted areas
C. 1 c.	Crossroads Business Park	Completed three (3) Constant contact emails to 600 recipients (May, June & August)	Just got lists from Shannon Rose for 450 builders (commercial & residential) & a list of 1470 businesses that had been a target of the New Frontiers ad campaign. We will be doing mail outs to these lists. Also the "Initiatives Guide Magazine targets these sites and will go our to Site Selectors, IAMC, NYS EDO's & business decision makers in the 7 targeted areas

C. 1 d.	Johnstown Industrial Park	Completed three (3) Constant contact emails to 600 recipients (May, June & August)	Just got lists from Shannon Rose for 450 builders (commercial & residential) & a list of 1470 businesses that had been a target of the New Frontiers ad campaign. We will be doing mail outs to these lists. Also the "Initiatives Guide Magazine targets these sites and will go out to Site Selectors, IAMC, NYS EDO's & business decision makers in the 7 targeted areas
C. 1 e.	Other Shovel-ready sites within the County	Hales Mills & Vails Mills residential sites	Sent out Constant Contact email to 2800 MLS Brokers & Real Estate agents
C. 2	Specific Initiatives to market other sites for business development	Working multiple projects across the County	Northampton- Golf Course Mayfield- Woods Hollow Gloversville- Crows Nest Johnstown- Project Bluebird Gloversville- Project Navy Gloversville- Project Solent Green
C. 3.	Specific initiatives to market vacant buildings for business development	Multiple projects across the county	See Ron for list
D. Business Recruitment	Specific initiatives to market residential & retail Development Areas constructed by government, including, but not limited to Hale's Mills Primary Development Area, Vail Mills Primary Development Area, Tryon Primary Development Area, Mayfield Micro-Development Area	Tryon, Hales Mills & Vails Mills residential sites. <i>We have not worked the Mayfield Micro-Site as there has been no movement from County on water or septic which would be essential for development of this area</i>	Sent out Constant Contact email to 2800 MLS Brokers & Real Estate agents
D. 1 a.	Schedule meetings between Fulton County and builders and or developers to promote interest in investing in Fulton County	Ken went in March 2020 to the NY Build Conference in NYC to develop relationships with builders across NYS. Made contacts and handed out flyers to developers and contractors during conference	
D. 1 b.	Prepare & submit to Fulton County, by March 15, 2020, a detailed strategy for marketing these Primary Development Areas. Fulton County shall review and approve strategy	FCCRG submitted Business Development Marketing Plan to County as directed	
D. 2 Targeted Industries			
D. 2. a	As recommended by Site Selectors who participated in the 2017 Site Selector Advisory Forum, FCCRG shall work with Fulton County in selecting two industry clusters to target marketing efforts towards	FCCRG submitted Business Development Marketing Plan to County as directed	
D. 2. b	FCCRG shall prepare & submit to Fulton County, by March 1, 2020, a detailed strategy for marketing Fulton County to the two (2) selected industry clusters. Fulton County shall review & approve the Strategy. At a minimum this strategy should include:	FCCRG submitted Business Development Marketing Plan to County as directed	
	Advertising Fulton County in trade magazines		
	Advertising at trade shows for the targeted industries	All trade shows cancelled due to COVID-19	
D. 3.	Attendance at targeted conferences and recruiting events to identify & connect with new business/industry leads	Ken has attended NY Build in NYC for Primary Development Sites & Sites Selectors Guild conference in person in March Prior to pandemic	Ron has attended EDC meeting, IEDC, Internationals Site Selectors Guild in person prior to pandemic. He has also been attending some conferences virtually when the situation comes up.
E. Community Development Marketing	Specific initiatives to promote & advertise the benefits of living & doing business in Fulton County & the surrounding region		
F. County Wide Loan Pool Administration	Management of the County loan pool, including, and among other things, the preparation of periodic status reports, servicing the loan portfolio, (invoicing, collection, monitoring, etc.) and management of cash accounts	Great Sacandaga Brewing / Nick Stoner Inn	SBA Pandemic Loans/ EIDL Loans / NY Forward Loans / MORECO Cares Act / National Grid \$50M

	Loan pool management activities shall be funded by administrative & service fees in accordance with state & federal guidelines & shall be considered a self-sustaining program		
G. Grant Initiatives	A plan to apply for funds from the following sources to augment and/or underwrite business/community development activities within Fulton County & region		
G. 1.	Mohawk Valley Regional Economic Development Council of NYS	Cancelled/Postponed due to pandemic	
G. 2	NYS Community Development Block grant	Cancelled/Postponed due to pandemic	Paid out 8 Microenterprise Grants this year from last years CFA round
G. 3	New York Main Street Program	Cancelled/Postponed due to pandemic	Opened program from 1 Dec 2020 to 15 Jan 2021 with very limited funds available
G. 4	Rural Area Revitalization Program	Cancelled/Postponed due to pandemic	
G. 5	NYSERDA	Cancelled/Postponed due to pandemic	
G. 6	USDA's Rural Development Program	Cancelled/Postponed due to pandemic	
G. 7	Economic Development Administration	Cancelled/Postponed due to pandemic	
G. 8	National Grid	Some for CRG	Travel, Marketing & Lighting
G. 9	Other Federal, State & private grant programs	\$100K to Mountain Valley Hospice/ NYS Workforce Development Fund	PPP Grants



FULTON COUNTY CENTER FOR REGIONAL GROWTH

Mission

To build Fulton County's economy one business at a time.

Vision

To be recognized as the organization that positions Fulton County as a premier location to do business, live and relax.

Values

Growing social and economic capital through:

- Showcasing Fulton County
- Collaboration
- Leadership Development
- Economic Growth
- Job Creation and Retention
- High Quality of Life
- Leveraging Synergies
- Strategic Investment
- Accountability
- Transparency