



FULTON COUNTY CENTER FOR REGIONAL GROWTH

2022 Annual Report

CRG Where We Are Today



BOARD OF DIRECTORS

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Travis Mitchell, Vice-Chair
Kent Kirch, Secretary
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Bryan Taylor (resigned 10/31/22)

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President & CEO



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Economic
Development
Coordinator



Desirée Perham
Executive Assistant



Paul Davis
Accounting
Assistant



Jennifer Donavan
Gloversville
Downtown
Development
Specialist

COMMITTEES

Executive & Governance Committee

Timothy Beckett
Travis Mitchell
Kent Kirch
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Audit Committee & Finance Committee

Timothy Beckett
Grant Preston
Bryan Taylor (resigned 10/31/22)

Microenterprise Grant Committee

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EDC Board/Countywide & JDA Loan Fund Committee

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Geoffrey Peck
Grant Preston
Denis Wilson
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Gloversville Loan Committee

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

CONTACT DETAILS

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Gloversville, NY 12078

518.725.7700
www.fcrg.org



A MESSAGE FROM OUR LEADERSHIP



Dear Members, Supporters, & Fulton County Community,

Please enjoy the Fulton County Center for Regional Growth's (CRG) 2022 Annual Report. It was another amazing year of accomplishments throughout our beloved county. Our strong team really outdid themselves once again. They helped bring real growth to our local economy while setting up future plans for our communities to continue to prosper.

This was another incredibly busy year for the CRG. It was led by a record year of dispersing grants to local businesses. These grants were real dollars put back into the economy which helped spur job growth. Our team was able to balance all of these grants while still conducting marketing, economic development, workforce development, site selecting, administering loans, and working with our homegrown business partners on their daily and long-term needs.

We, as a rural county, continue to get our due from the State and Federal government. These long-term grants and programs are achieved through partnerships with our counterparts here in the county as well as around the State. The CRG looks forward to a strong 2023 from all the seeds we planted this year and to the continued success of our County.

Sincerely,

Ronald Peters,
President & CEO

Timothy Beckett,
Chairman of the Board

2022 CRG “Top 10” Accomplishments

1. CRG Acquired the Downtown Gloversville “Leader Herald” & 2 lots:

CRG worked tirelessly to work with the previous owners to gain these critical downtown assets to find the right type of development to fit the City of Gloversville vision plan within the DRI and the future for this downtown historic district. There are already prospective businesses for one of the properties

2. Gloversville \$10M Downtown Revitalization Initiative: CRG and the Gloversville Downtown Development Specialist worked diligently to finally attain this major accomplishment after five years of trying. The final awardees have been released on November 30th, 2022, and now the real work begins!

3. \$300,000 EPA Grant: CRG was instrumental in packaging a proposal to garner a Countywide EPA Multi-Purpose Grant during 2021. In 2022 the Roll-out has gone incredibly well. The Federal EPA regulations are being met and site assessments throughout the County are moving forward. The program is currently EPA compliant.

4. \$1,000,000 Microenterprise CARES ACT Grant Awarded: CRG was awarded this CARES ACT grant to help businesses affected by the pandemic. The grant is similar to the current Micro grant in that it is for job creation but is also for job retention. The grant was awarded to micro & small businesses that have been impacted by the pandemic. CRG & Fulton County have requested another \$500,000 in funding and should know by December 31st, 2022.

5. Microenterprise Grant Program: CRG successfully packaged fourteen Microenterprise Grants to Fulton County Businesses. They in total awarded the entire \$300,000 grant. CRG will be processing the applications in early 2023 as it was awarded in November 2022. The big news is CRG has enough qualified applications to immediately request more funding to help small businesses once all applications are completed. Tentative completion date is March 2023.

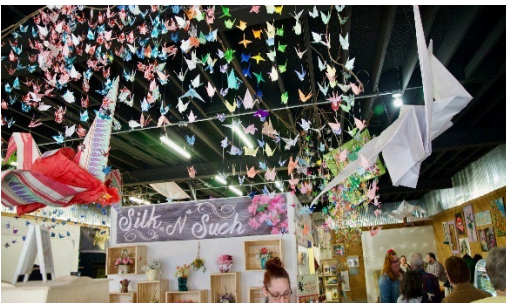
6. Workforce Development: CRG is now on the FMS Workforce Business Services Committee and has been working with FMCC, HFM BOCES, and School Districts to create a better workforce pipeline for job development. CRG has also partnered with Expertise Project to create a virtual catalog of videos.

7. Loan Pool Growth Skyrocketed: Three loans were paid off this year. Two-GLF loans, six-County Wide loans and one-JDA Agri-Loan were administered in 2022.

8. Six-County MV Brownfields Developer Summit: CRG lead a six-County Mohawk Valley regional summit to build collaboration throughout the region and to bring developers into Fulton County. It is now an annual event so look to attend in April 2023

9. County Site Assessment: With the potential sale of Tryon imminent, CRG garnered two grants through MVEDD and National Grid to complete a new site assessment for Fulton County in 2021. Currently, the results are being worked in collaboration between County, FCCRG, IDA, & Planning Department.

10. Marketing Efforts: CRG again produced the *2023 Initiatives Guide*, completed multiple regional, national, and international advertising campaigns, and used PAMAL digital, of which results will be shown later in this report. CRG also garnered and used Gazelle A.I. to find future business leads and lists.

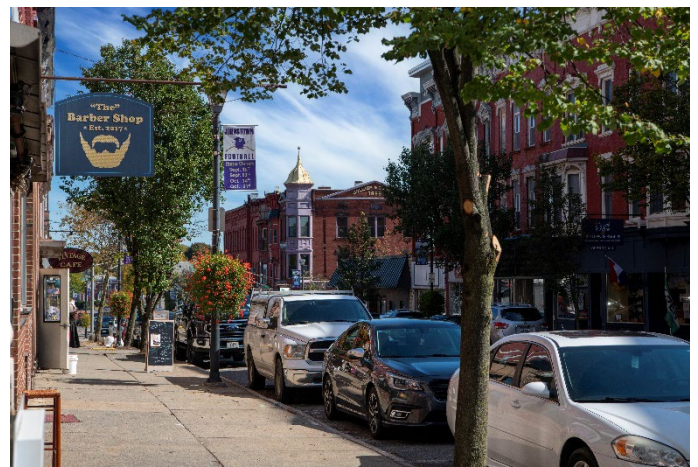


2022 COUNTY CONTRACT SUMMARY

In 2022, 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 unable to be used. 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	\$206,000
Business Marketing & Website / Internet Promotion	\$43,000
Market Shovel-Ready Sites	\$25,000
Business Recruitment	\$15,000
Business Retention and Assistance	\$16,000
Grant Initiatives	\$4,000.00
Total Budget	\$309,000



2022 COUNTY CONTRACT SUMMARY

Professional Staff

In 2022, 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 welcomed Jennifer Donovan, the new Downtown Development Specialist, to a role paid for through a public-private partnership of stakeholders directly connected to Downtown Gloversville.

Website Marketing

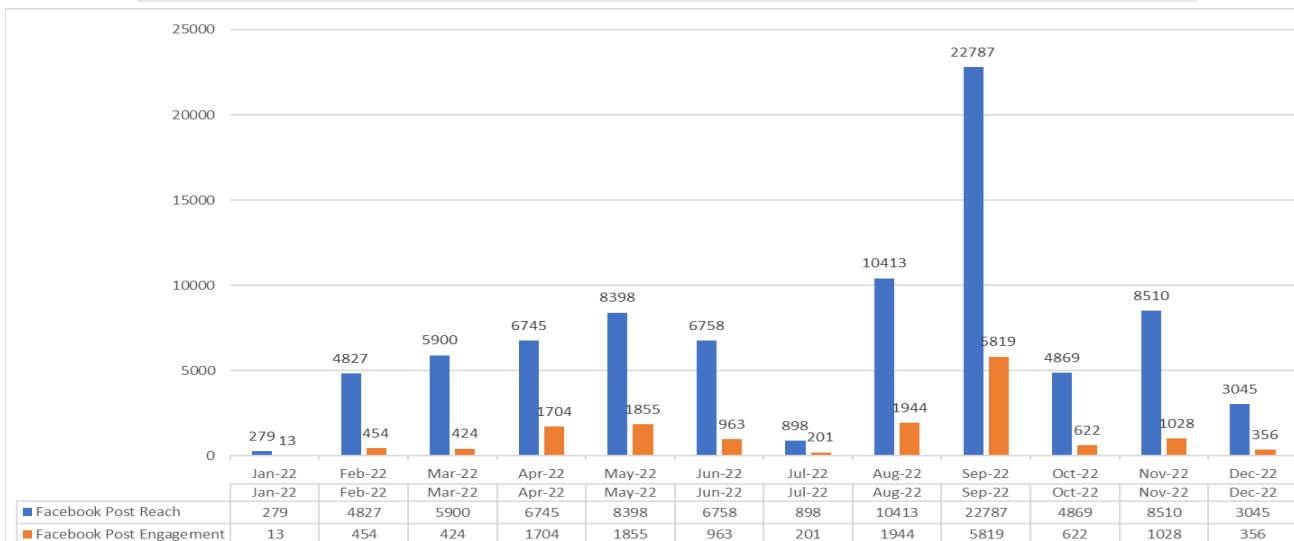
2022 saw many new breakthroughs as CRG's website, designed by Emery Design, received more of a facelift along with being ABO compliant. The website provides important information about the organization and its partners including Fulton County, local Chamber of Commerce, IDA, and the municipalities within Fulton County along with our affiliates in economic development across the Mohawk Valley and New York State. CRG started a more robust Google Analytics tracking system and added Google Blogs to our Google Business Site enhancing the search engine possibilities.

1 Jan 2022—9 Dec 2022

CRG Web Success: **New Site Visitors = 329 / Google Post Views= 1297 / Google Searched CRG = 4759**

CRG Facebook Followers: 1105 to 1410 Followers — **Increase of 28%**

Total Page Followers: 1,410



2022 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, WFNY and 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 & WFNY: (Going/Staying Local)

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. WFNY runs advertising for CRG with the training programs and County initiatives on both radio and their television channels. These local stations provided us the flexibility to offer a more focused, and time sensitive approach to the marketing effort.



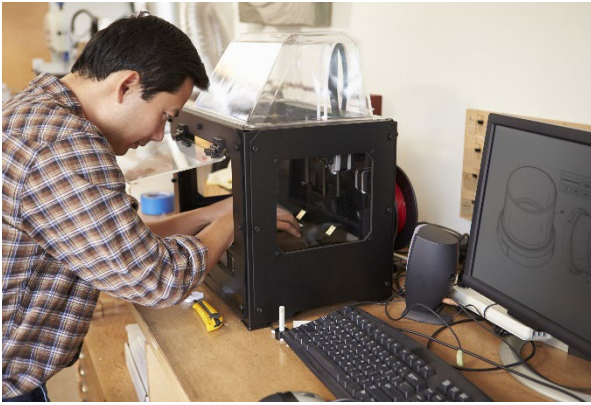
B-95.5 FM & PAMAL Digital:

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 used a three-tiered approach to drive attention and leads to the CRG website, Facebook page and LinkedIn accounts. The primary focus is to drive more traffic to the CRG and County Economic Development initiatives.

Three-Tier Program Format: Targeted three national areas (Boston MA., Austin TX., Raleigh/Durham NC, Miami FL, Atlanta GA, San Francisco CA, & San Jose CA) and two targeted business clusters (IT/Nano & Food Processing)

1. LinkedIn Campaign used a 60-second adapted County video, which had the pre-covid Positive logo/message removed, to business executives in all three regions and clusters.
2. Digital Campaign—implementing strategically targeted Email Blasts to business executives in all seven regions and two business clusters set forth in the County Marketing Plan.
3. Targeted Rebranding logos—this program creates digital advertising content that rebrands on any computer that clicked on any portion of the email blast content, LinkedIn video, or CRG webpage. That user would have a cookie attached to their system that then sends CRG/County ads to their Facebook and Google searches. The campaign is set up to drive more viewers to the CRG page and to provide analytics for future marketing possibilities.

*****A Pamal Digital report is attached at the end of this Annual Report as a reference of success rates.***



2022 COUNTY CONTRACT SUMMARY

Market Shovel-Ready Sites

1. CRG attended several national conferences during 2022 (most in person and some 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 advertised in the ***Business Facilities Magazine*** in the "New York" edition to help drive business toward Tryon Technology Park, Crossroads Industrial Park, and Johnstown Industrial Park. There was a full-page advertisement about Tryon Technology Park and an article on Benjamin Moore's expansion. This program was in the March/April edition. Total distribution: 40k verified print & digital, 60k website, and emailed to 20k newsletters. There was also a county video on their site during the campaign duration.
3. CRG also completed the first edition of the ***2022 Fulton County Initiatives Guide***. The magazine was mailed to over 150 members of the Site Selectors Guild and was distributed by CRG staff at all in-person conferences to site selectors and business decision makers.

Business Recruitment

During 2022, 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: (not a full list)

1. Project Plus 30-Johnstown (working)
2. Project Crow's Nest--Gloversville (accepted)
3. Project Hollow--Mayfield (working)
5. Project Sew Strong--Gloversville (working)
6. Project Turkish Delight- Gloversville (working)
7. Project Windmill – Broadalbin (working)
8. Project ReUse – Broadalbin (working)

2022 COUNTY CONTRACT SUMMARY

Fulton County Business Retention and Assistance

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

1. **SWANY USA/ Performance Gloves** Swany USA was created here in Johnstown in 1980 and has been here creating high-end ski/winter gloves ever since. They have 15 employees and sell products worldwide. Recently they needed to expand and could not find a location within Fulton County. CRG stepped in and found them a location, keeping a great business local as well as the workforce. This was a two-for-one business victory. The space they were leasing was from Lippert/Taylor Made company. Both organizations needed to expand, and this move facilitated more space and production for each.
2. **Sacandaga Outdoor Equipment** This local family-owned Northampton power equipment and repair shop had been in operation for over 30 years. The owners decided to retire which left a huge gap in services in the county. CRG assisted another local business to expand and purchase the retirees' site and business. CRG worked together with Pursuit Lending and the owners and now the transition/purchase is complete. The business and local jobs have been retained and they have even hired more employees.
3. **FMS Workforce Board Collaboration** Workforce and Economic Development have become more critically attached since the pandemic. The workforce has shrunk and is now the first question asked to EDO offices by businesses. "Can you provide us the workforce?" is the number one concern and then what funding is available. CRG's Economic Development Specialist was appointed to the Three-County FMS Workforce Business Services Committee to assist in building and retaining our workforce.
4. **Expertise Project** this team collaboration is a workforce feeder program. Expertise Project is a career discovery video platform built to shrink the Awareness Gap that exists between students and the world of local work opportunities by showing them pathways between them. CRG partnered with EP and Northville Central School for the kickoff project where local students went out to seven local business and created video content for the site. The students used a project-based learning theory to gather information, audio and 360° video content highlighting the businesses and the people that work there. Since the project, Northville, Mayfield, Gloversville, & Johnstown are on board and there is interest from Broadalbin Perth.
5. **\$1,500,000 Microenterprise CARE ACT Grant Awarded:** CRG, through Fulton County, was awarded two amendments to the original CARES ACT grant from December 2021. To date, we have awarded the original \$500,000, and an additional \$500,000 to twenty-one businesses. On December 15th, 2022, Fulton County was awarded another \$500,000 for disbursement. The grant is similar to the current Micro grant in that it is for job creation but is also for job retention.
6. **Mohawk Valley Economic Development District (MVEDD) Cares Act Loans** CRG has partnered with MVEDD to use their six-County loan pool to help local business in Fulton County. To date MVEDD has provided \$1,200,000 to business through their daily loan pool and their CARES ACT loan fund. This



2022 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 2022, CRG assisted several Fulton County businesses, municipalities, and non-profit organizations with grants to facilitate growth and streamline business practices. All that work garnered a CFA being awarded to Woods Hollow RV Park, Upstate Coffee received a CFA grant to help fund their business expansion project, and finally FCCRG garnered a CFA for site work. CRG also continued to administer the Countywide Microenterprise Grant program (*described later in this report*).

In addition, CRG continues to work on the successful processing and development of an Empire State Development (ESD) Downtown Revitalization Initiative grant for Downtown Gloversville. An ESD DRI is investing \$10 million for public and private projects in Downtown Gloversville.



2022 COUNTY CONTRACT SUMMARY

Loan Pool Summary:

CRG is contracted to administer three revolving loan pools on behalf of Fulton County and the cities of Gloversville and Johnstown. CRG is also pleased to announce the official selection as a NYS JDA Agri-Loan Lender.

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 Gloversville Loan Fund is overseen by its own committee, consisting of four members appointed by the City of Gloversville and three members appointed by CRG.
3. The City of Johnstown Loan Fund currently maintains one active loan, but is coming back in 2023
4. NYS JDA Agri-Loan Fund is overseen by the same loan committee as the County Wide Loan Fund made up of the Fulton County Economic Development Corporation board members

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 2022, CRG staff worked with local businesses on loan applications for projects. The closed and approved loans were:

Austin's Glass Shop (GLF)

\$66,500

Closed January 2022
(Gloversville)

Center for Marriage & Family Therapy (GLF)

\$35,000

Closed September 2022
(Gloversville)

Uncle Bud's Grow Shop (CWLF)

\$20,000

Closed February 2022
(Johnstown)

CityBuzz Connects LLC (CWLF)

\$50,000

Closed October 2022
(Johnstown)

Tribe Fitness (CWLF)

\$5,600

Closed March 2022
(Perth)

Fulton County Auto (CWLF)

\$50,000

Closed October 2022
(Gloversville)

Austin's Glass Shop (CWLF)

\$6,000

Closed April 2022
(Gloversville)

VICE Rest & Bar (CWLF)

\$40,000

Closed October 2022
(Johnstown)

Rejuvenate Skin & Body (CWLF)

\$15,000

Closed August 2022
(Northville)

CMK & Cox LLC (CWLF)

\$100,000

Closed October 2022
(Northville)

2022 County Contract Summary

Loan Pool Summary (data/breakdown)

The amount next to the borrower's name represents the original loan amount, not the principal owed.

			Original Loan Amount
City of Gloversville Loan Fund			
Fulton Co. IDA Bus Prk	1		150,000
43 - 47 N.Main St.	2		32,000
True Value	3		150,000
Upstate Coffee	4		30,000
Austin'Glass Shop	5		66,500
Center for Marriage Therapy	6		35,000
OUTSTANDING PRINCIPAL			
CASH & EQUIVALENTS			
TOTAL FUND			463,500
CWLF LOAN POOL			
3 Girls & 2 Saints-(Nick Stoner)	1		155,000
CityBuzz Connects	2		50,000
CMK & Cox LLC.	3		100,000
Evolution Recycling Phase I	4		80,000
Evolution Recycling Phase II	5		60,000
Fulton County Auto	6		50,000
Goderie Brothers Enterprises	7		39,600
Grass Roots Lawn Specialists	8		32,000
Great Sacandaga Brewing	9		110,000
Henck's Restaurant	10		157,754
Crest Enterprises / Holiday Inn	11		175,000
Rejuvenate Skin & Body	12		15,000
Stump City Brewing	13		95,000
SW Skin Care	14		32,000
Think Tank Media	15		75,000
Uncle Buds Grow Shop	16		20,000
VICE	17		
Austin Glass - Bridge Gap Loan	18		6,000
OUTSTANDING CDBG (RELOAN) PRINCIPAL			
CWLF CASH & EQUIVALENTS			
TOTAL CWLF (RELOAN and ORIG) FUND			1,252,354
JUDAG LOAN POOL			
Crest Enterprises/Holiday Inn	1		75,000
OUTSTANDING JUDAG PRINCIPAL			
JUDAG CASH & EQUIVALENTS			
TOTAL JUDAG FUND			75,000
JDA LOAN POOL (Ag Loans)	1		
Stump City Brewing			83,282
OUTSTANDING JDA LOAN PRINCIPLE			
JDA CASH & EQUIVALENTS			83,282
TOTAL JDA FUND			
GRAND TOTALS - ALL FUNDS			
Number of loans	24		
Original Loan Amounts			1,874,136

2023 INITIATIVES GUIDE TO FULTON COUNTY

In 2021, the pandemic hit everyone hard, and it dramatically effected the way economic developers had to do their jobs. Limited and virtual meet-and-greet with site selectors and business decision makers became more prevalent. That slowed growth nationally, but it also stimulated more 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.

This magazine remains a major marketing tool to showcase local businesses large and small but also to market to bring new businesses and jobs into the region. 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!



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. In 2021 that hard work produced the fruits of the labor. 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. This will make Fulton County a geographic economic agri-stimulus organization. This allows 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.

Currently CRG has administered one loan to Stump City Brewing Company and has two other working applications in Fulton County.



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, 2021-2023, 2022-2024 totaling \$1,200,000 in available funding to area businesses.

Microenterprise Grants Approved 2022

1. Timeline Diesel (Gloversville)
2. ADK Stove (Caroga Lake)
3. Adirondack Massage Therapist (Gloversville)
4. Sacandaga Outdoor Equipment (Northampton)
5. VICE (Johnstown)
6. TM Squared (Gloversville)
7. Dig It Dogs (Gloversville)
8. Mainly House Stuff (Gloversville)
9. Fulton County Auto (Gloversville)
10. Olan & Sons Property Care (Gloversville)
11. DeJong Bros Company (Broadalbin)
12. CityBuzz Connects LLC (Johnstown)
13. The Meat Locker BBQ & Burgers LLC (Johnstown)
14. Marissa Mae's Confections (Johnstown)

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 2022. These seminars have created a list of 130 businesses ready to apply for grants since August 2019.

The 2022 Microenterprise Grant was awarded by NYS OCR office on November 3rd, 2022, and the local committee met on November 30th and allocated all of the \$300,000 in funding. CRG plans to complete this grant drawdown by March of 2023.

MICROENTERPRISE CARES ACT GRANT PROGRAM

CRG has administered Microenterprise Cares Act Grants on behalf of Fulton County during 2022. The CDBG Microenterprise Cares Act Grant Program assists micro & small businesses with grants of up to \$75,000 to assist businesses that were impacted by the pandemic with the goal of creating jobs.

These grants were awarded to the County through successful CFA applications during 2021 & 2022. Fulton County was initially awarded \$500,000 in funding. The money was spent quickly and the State was happy to award a second \$500,000. Currently, all those funds have been spent and the County has completed a second amendment requesting an additional \$500,000. That potential award will be released before the end of December if approved.

CARES ACT Microenterprise	Round #1	
Bright Futures Learning Center	2022	Mayfield
DeGiulio Brothers Flooring	2022	Perth
Jay's Village Pizzeria	2022	Northville
Upstate Coffee	2022	Gloversville
Perth Ultimate Fitness	2022	Perth
Royal Mountain Inn	2022	Johnstown
Tribe Fitness	2022	Perth
Vic's Tavern	2022	Northampton
Brass Monkey	2022	Gloversville
Peck's Flowers	2022	Gloversville
Vintage Café	2022	Johnstown
CARES ACT Microenterprise	Round #2	
DeGiulio Brothers Flooring	2022	Perth
Brass Monkey	2022	Gloversville
Go For It Fitness	2022	Gloversville
DreamRoad Jerseys	2022	Johnstown
518 Entertainment/High rollers	2022	Perth
Thnk Tank Media/WENT	2022	Gloversville
Mohawk Harvest	2022	Gloversville
Royal Mountain Ski Area	2022	Johnstown
Second Wind Coffee	2022	Johnstown
Clear Image	2022	Northampton
Y Not Dog Cookies	2022	Mayfield

2023 MICROENTERPRISE GRANT PROGRAM TOPICS

TRAINING 1

Introduction and Business Basics

Subjects covered:

- ☐ Business legal issues (Michael Albanese, Esq)
- ☐ Employee issues (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.*



DOWNTOWN DEVELOPMENT SPECIALIST OFFICE



2022 marked the sixth year of the Gloversville Downtown Development Specialist's function in the economic development landscape of FCCRG. During this year, DDS James Hannahs resigned his position leaving CRG and the City of Gloversville to find a replacement. Both CRG and the City of Gloversville are happy to announce and *"Welcome the **"NEW" Downtown Development Specialist, Jennifer Donovan**"*. Jennifer comes to CRG with a wealth of knowledge, experience, and a huge contact list of elected officials and business leaders. Her addition will help local projects and strategies to further develop Downtown Gloversville as Fulton County's premier place to live, work, and play.

Downtown Revitalization Initiative (DRI):

In December of 2021, New York State Department of State awarded the City of Gloversville \$10 million to advance their revitalization strategy. In November of 2022, the State finally released the final list of projects to receive funding.

5 Public Projects:

St Thomas Square
Safe Streets Initiative
Making the Piazza
Downtown Business Improvement Loan Fund
Trail Station Park

7 Private Projects:

Glove Theater Project
City Hall Project
Mixed Use Carriage House Project
Glove City Lofts Project
Schine Memorial Arts Project
Glove City Brewing Project
Daniel Hayes Mill Project

Asset Development:

The DDS office provided input and technical assistance to city-wide planning initiatives including Gloversville's **Local Waterfront Revitalization Plan** and the **Brownfield Opportunity Area** studies. The DDS office, CRG, and the City of Gloversville became more intimately involved with the latter, creating informational and promotional materials on a variety of sites. Throughout the BOA planning process, a total of 47 contaminated sites were identified throughout the City of Gloversville.

Perhaps the most transformational project in Downtown is Operation "Crow's Nest" at 52 Church Street. The project is a proposed infill development by Kearney Realty Group, which will demolish an existing defunct call center and develop a three-story 75-unit artist housing complex just steps away from Main Street.

Gloversville Loan Fund:

Additionally, DDS facilitated the closing of two loans within the Gloversville Loan Fund aimed at property acquisition, and another ensuring retention through investing in capital improvements. In total, DDS facilitated roughly \$101,000 in disbursements to those two applicants.

DOWNTOWN DEVELOPMENT SPECIALIST OFFICE



Marketing Downtown:

DDS continued the success of the Downtown Business Guide produced at the end of 2020. Ensuring the viability of its marketing focus, DDS disbursed the entirety of 1850 copies across Fulton County and the surrounding Mohawk Valley.

In late winter 2021, DDS launched the Downtown Gloversville Hometown Heroes program. The program gives locals a chance to honor their loved service members while helping beautify Downtown Gloversville through purchasing commemorative banners. Desired results of the program include increased awareness and appreciation for local veterans while catalyzing community reinvestment on a direct consumer level.

DDS again teamed up with the Gloversville Recreation Commission for Food Truck Fridays. The foundation of the program's design was to provide consistent programming in a public space in an area of strong critical mass. Castiglione Park has been a great location for the weekly gatherings.



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 starts in January and is focused on current members and finding new members to help support our mission. Our membership coordinator looks to develop relationships that foster two-way growth. CRG looks to support local businesses with their potential and needs while also showing the value of membership. CRG continues to support every business, whether they are members or not, as that is integral to the CRG Vision. By the end of 2022, CRG saw a decrease over past membership levels, both in dollar amount and in member volume. The following is a list of members as of December 1st, 2022:

DIAMOND

City of Gloversville

PLATINUM

Community Bank

Village of Northville

GOLD

Fulton County IDA

Lexington, Chapter of the Arc, NY

Nathan Littauer Hospital and Nursing Home

TD Bank

WEST & COMPANY CPA's, PC

HRP Associates

Key Bank

SILVER

AIM/Mohawk Valley Community College

Benjamin Moore

Brown's Ford of Johnstown

Coldwell Banker

Environmental Design Partnership

FAGE USA Dairy Industry, Inc.

The Family Counseling Center, Inc.

Fulton County Electrical & Electronics

Contractors

National Grid

Steven E. Smith, P.E.

Stewart's Shops

Townsend Leather

Universal Warehousing, Inc.

BRONZE

Adirondack Mechanical Corp.

Alliant Insurance

Bright Futures Learning Center

Canada Lake Computer Services, Inc.

CBRE – Albany

C.T. Male Associates

Epimed International, Inc.

Fulton Montgomery Community College

Fulton Montgomery Chamber of Commerce

Holiday Inn

Intelligent Leather Holdings, LLC

LeChase Construction

Mohawk Cabinet/Frozen Parts

Nolan & Heller, LLP

Orion Management Co.

Philip Beckett CPA, PC

Proforma Shrader & Shrader

Thnk Tank/ WENT Radio

Upstate Coffee

ASSOCIATE

Assemblyman Robert Smullen

The Brass Monkey

Derby Office Equipment

Dr. G. Jeremiah Ryan

Emery Designs

FMS Workforce Development Board, Inc.

Frank's Gun Shop

Great Sacandaga Brewing Company

Lisa Queeney-Vadney

James Esper Landscaping

John H. Blackmon, Gloversville Sup Ward 3

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 2022, CRG maintained memberships with national economic development organizations. Following is a list of memberships that CRG has with other organizations:

- Fulton Montgomery Chamber of Commerce**
- Center for Economic Growth (CEG)**
- Commercial & Industrial Real Estate Brokers, Inc. (CIREB)**
- Grant Station**
- Industrial Asset Management Council (IAMC) - *committee member***
- 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 Farm Bureau**
- New York State Economic Development Council (NYSEDC) - *board member***
- Saratoga County Chamber of Commerce**
- Site Selectors Guild – *partner member***

CRG also works very closely with Fulton County's Board of Supervisors, elected officials and business owners spanning all Fulton County municipalities

2022 CRG BUDGET

Income:		
Membership Income		\$60,000.00
Rental income		\$40,000.00
Contract Income		\$309,000.00
Fulton County Contract		\$409,000.00
Total Governmental Revenue		
Annual Event & Other Programs		
Professional Services Income		\$30,000.00
Grant Income		\$2,000.00
Annual Dinner and other		
		\$441,000.00
TOTAL Program Revenue		
Administrative Fee Income:		
Micro Enterprise Grant		\$6,000.00
CGLF Admin Fees		\$1,000.00
JUDAG Admin Fees		\$16,000.00
CDGB Admin Fees		\$1,000.00
Administrative Other(Training programs		\$10,000.00
Total Administrative Income		\$3,000.00
		\$37,000.00
Contribution, interest & Misc.:		
Interest income		
Miscellaneous Income		\$100.00
Contribution income & Donations		\$0.00
Total Contributions, interest & misc.		\$1,000.00
		\$1,100.00
City of Gloversville Contribution		
Reserve:		\$75,000.00
		\$16,174.00
Total Income		
		\$570,274.00



CRG

FULTON COUNTY
CENTER FOR
REGIONAL GROWTH





2022 CRG BUDGET



<u>Expenses:</u>		
<u>Property expenses</u>		
Grant & project expenses		
Commercial Insurance Package		\$20,000.00
Snowplowing & Landscaping		\$6,000.00
Dep Exp Building		\$9,600.00
Security		\$4,100.00
Utilities		\$22,000.00
Cleaning & Maintenance		\$5,500.00
Repairs Building		\$5,000.00
Property Insurance		\$12,000.00
Total Property		\$84,200.00
<u>Professional Fees:</u>		
Payroll Service Fees		\$1,950.00
Accounting and Audit		\$20,000.00
Legal Fees		\$9,000.00
Total Professional Fees		\$30,950.00
<u>Salaries:</u>		
CEO		
Econ Dev Specialist		
Administrative Support		
Accounting & Finance		
Admin Asst DDS		
Gloversville Dev Specialist		
DDS Crg Contribution		\$0.00
Total Salaries		
<u>Payroll Taxes & Fringes:</u>		
Health Insurance		\$16,500.00
Workers Comp Ins		\$1,600.00
FICA Tax		\$18,000.00
NYS Disability		\$1,300.00
SEP IRA Benefits		\$10,000.00
NYS Unemployment		\$4,300.00
Payroll Taxes and Fringes		
Total Payroll Taxes & Fringes		\$51,700.00



2022 CRG BUDGET



<u>Marketing & Advertising Expenses</u>		
Dues & Memberships		\$6,000.00
Marketing & Advertising DDS		\$10,000.00
Auto, Gas, and Mileage		\$1,000.00
Professional Fees Marketing		\$1,000.00
Grant Expense		\$4,000.00
Meeting, Conferences, seminars		\$35,000.00
Radio & TV		\$5,000.00
Print		\$3,000.00
Bulk Mailings		\$500.00
Website		\$11,000.00
Event Sponsorship		\$5,000.00
Total Marketing & Advertising Expenses		\$81,500.00
<u>Office Expense:</u>		
Computer Expense		\$6,500.00
Telephone & Internet		\$6,800.00
Postage, Delivery & Mailings		\$700.00
Stationary & supplies		\$2,000.00
Copier/printer repairs & maint.		\$3,000.00
Other office Expense		\$200.00
Total Office Expense		\$19,200.00
<u>General & Admin Expense:</u>		
Insurance D & O		\$9,000.00
Rent & utilities		\$0.00
Bank Charges & Late Fees		\$200.00
Education & Training		\$700.00
Insurance - BOP & General		\$1,200.00
Licenses, Fees & Permits		\$300.00
Subscriptions		\$350.00
Contributions & donations		\$250.00
Gifs, Awards & promotions		\$200.00
Misc.		\$150.00
Total General & Admin Expense:		\$12,350.00
<u>Depreciation Exp:</u>		
Total Expense		\$279,900.00



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. *(Final year for CIC 2022)*

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.

2022 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 Plans for municipalities and grant/loan programs
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 in constant upgrade to provide a more informed 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	A combined effort with CRG, County and IDA to similarly "Brand" websites and social media sites has been developed in a collaborative manner lead by CRG
B. - 3.	General County promotion data	The Demographics section is currently being revamped as the Statebook contract was cancelled	
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	CRG also created NEW marketing folders selling Fulton County municipalities with a unique folder, brochure, postcards specifically designed to communities and invitations that can be used at trade show, conferences or to mail out to businesses that may have interest in investing in Fulton County	CRG has upgraded our Google CRG footprint to ad blogs and more detailed information when searching for "economic Development Fulton County NY". There are blogs from the Initiatives Guide which is driving more traffic to our site and other Fulton County sites and businesses. Added "Brownsfield Redevelopment Program section that discusses the new \$300,000 EPA grant making CRG complaint to grant requirements
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	CRG has also created brand new flyers selling Fulton County that merges "brands" Fulton County and the IDA started "New Frontiers" pages. This morphing of concepts continues the campaign that was scheduled to end and provides what we at CRG feels need to be the NEW Fulton County marketing BRAND - "New York State's NEW FRONTIER - Fulton County"
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	<p><u>**CRG found a buyer, WinStanley Development to purchase the remainder of the Tryon Technology Park</u></p> <ol style="list-style-type: none"> 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initiatives Guide 2. Placed Tryon Advertisement & Article on Benjamin Moore in Business Facilities magazine. 3. PAMAL Digital Three (3) phase marketing blast (See Attachments at end of Annual Report) 4. Garnered mailing lists from Gazelle A.I 	<ol style="list-style-type: none"> 1. Site Selectors mailout garnered one new Site Selector prospects- Project Sun Devil 2. Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, &60,000 Unique website video hits, & 20,000 eNewsletter subscribers 3. PAMAL Digital was a 3-month advertising campaign targeted three(3) business clusters (IT, & Food Industry) in three (7) target regions (Atlanta, GA, Austin TX, Miami, FL, Boston, MA, San Francisco, CA, San Jose CA & Raleigh/Durham NC) See a full report attached at the end of this Annual Report for information 4. Used mailing list to start sending out extra copies of the Initiatives Guide in County driven business clusters
C. 1 b.	Crossroads Industrial Park	<ol style="list-style-type: none"> 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initiatives Guide 2. Placed Tryon Advertisement & Article on Benjamin Moore in Business Facilities magazine. 3. PAMAL Digital Three (3) phase marketing blast (See Attachments at end of Annual Report) 4. Garnered mailing lists from Gazelle A.I 	<ol style="list-style-type: none"> 1. Site Selectors mailout garnered one new Site Selector prospects- Project Sun Devil 2. Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, &60,000 Unique website video hits, & 20,000 eNewsletter subscribers 3. PAMAL Digital was a 3-month advertising campaign targeted three(3) business clusters (IT, & Food Industry) in three (7) target regions (Atlanta, GA, Austin TX, Miami, FL, Boston, MA, San Francisco, CA, San Jose CA & Raleigh/Durham NC) See a full report attached at the end of this Annual Report for information 4. Used mailing list to start sending out extra copies of the Initiatives Guide in County driven business clusters
C. 1 c.	Crossroads Business Park	<ol style="list-style-type: none"> 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initiatives Guide 2. Placed Tryon Advertisement & Article on Benjamin Moore in Business Facilities magazine. 3. PAMAL Digital Three (3) phase marketing blast (See Attachments at end of Annual Report) 4. Garnered mailing lists from Gazelle A.I 	<ol style="list-style-type: none"> 1. Site Selectors mailout garnered one new Site Selector prospects- Project Sun Devil 2. Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, &60,000 Unique website video hits, & 20,000 eNewsletter subscribers 3. PAMAL Digital was a 3-month advertising campaign targeted three(3) business clusters (IT, & Food Industry) in three (7) target regions (Atlanta, GA, Austin TX, Miami, FL, Boston, MA, San Francisco, CA, San Jose CA & Raleigh/Durham NC) See a full report attached at the end of this Annual Report for information 4. Used mailing list to start sending out extra copies of the Initiatives Guide in County driven business clusters
C. 1 d.	Johnstown Industrial Park	<ol style="list-style-type: none"> 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initiatives Guide 2. Placed Tryon Advertisement & Article on Benjamin Moore in Business Facilities magazine. 3. PAMAL Digital Three (3) phase marketing blast (See Attachments at end of Annual Report) 4. Garnered mailing lists from Gazelle A.I 	<ol style="list-style-type: none"> 1. Site Selectors mailout garnered one new Site Selector prospects- Project Sun Devil 2. Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, &60,000 Unique website video hits, & 20,000 eNewsletter subscribers 3. PAMAL Digital was a 3-month advertising campaign targeted three(3) business clusters (IT, & Food Industry) in three (7) target regions (Atlanta, GA, Austin TX, Miami, FL, Boston, MA, San Francisco, CA, San Jose CA & Raleigh/Durham NC) See a full report attached at the end of this Annual Report for information 4. Used mailing list to start sending out extra copies of the Initiatives Guide in County driven business clusters

C. 1 e.	Other Shovel-ready sites within the County	<ol style="list-style-type: none"> 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initiatives Guide 2. Placed Tryon Advertisement & Article on Benjamin Moore in Business Facilities magazine. 3. PAMAL Digital Three (3) phase marketing blast (See Attachments at end of Annual Report) 4. Garnered mailing lists from Gazelle A.I 	<ol style="list-style-type: none"> 1. Site Selectors mailout garnered one new Site Selector prospects- Project Sun Devil 2. Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, &60,000 Unique website video hits, & 20,000 eNewsletter subscribers 3. PAMAL Digital was a 3-month advertising campaign targeted three(3) business clusters (IT, & Food Industry) in three (7) target regions (Atlanta, GA, Austin TX, Miami, FL, Boston, MA, San Francisco, CA, San Jose CA & Raleigh/Durham NC) See a full report attached at the end of this Annual Report for information 4. Used mailing list to start sending out extra copies of the Initiatives Guide in County driven business clusters
C. 2	Specific Initiatives to market other sites for business development	Working multiple projects across the County	<p>County - Plus 30 Project Gloversville- Kearney Project Mayfield- Woods Hollow Caroga- Project Stonehendge Gloversville- Project Holy Food Northampton- Sacandaga Equip Johnstown - Project Buzz Gloversville - Turkish Delight County - Project Sun Devil Gloversville - Sew Strong Johnstown - Project VICE Broadalbin - Project ReUse Broadalbin - Project Windmill **12 Public & Private Gloversville DRI Projects</p>
C. 3.	Specific initiatives to market vacant buildings for business development	Multiple projects across the county	See Ron for list. CRG received 12 RFP's this year that were not fits for County due to infrastructure issues and site development
D. Business Recruitment	Specific initiatives to market residential & retail Development Areas constructed by government, including, but not limited to Hale's Mills Primary Developmet 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>	These sites have been advertised and marketed as residential and as possible commercial sites throughout the year. The County also moved to change zoning from business to residential sites in the Gloversville area
D. 1 a.	Schedule meetings between Fulton County and builders and or developers to promote interest in investing in Fulton County	Multiple projects across the county	See Ron for list. CRG received 12 RFP's this year that were not fits for County due to infrastructure issues and site development
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	CRG also garnered two grants to create a new Site Assessment for the entire County. The initial assessment has been conducted and is now being worked in collaboration with County, CRG, IDA and Planning Department
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	CRG also garnered two grants to create a new Site Assessment for the entire County. The initial assessment has been conducted and is now being worked in collaboration with County, CRG, IDA and Planning Department
D. 2. b	FCCRG shall prepare & submit to Fulton County, by March 1, 2021, 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 startegy should include:	FCCRG submitted Business Development Marketing Plan to County as directed	CRG also built a 37 page County/CRG Marketing Strategy to County Board of Supervisors during 2021. It has not been accepted by full board of supervisors but has been used in some manners during 2022.

	Advertising Fulton County in trade magazines	Placed Tryon Advertisement & Article in Business Facilities magazine.	Business Facilities magazine was seen by 120,000 corporate executives, 40,000 magazine subscribers, & 60,000 Unique website video hits, & 20,000 eNewsletter subscribers
	Advertising at trade shows for the targeted industries	Ron attended conferences below	Ken attended conferences below
D. 3.	Attendance at targeted conferences and recruiting events to identify & connect with new business/industry leads	1. EDC Developers Conference 2. Site Selectors Guild Sector Summit 3. SelectUSA investment Summit 4. Industrial Asset Management Council 5. NYS Economic Development Council Annual Meeting 6. Site Selectors Guild Fall Forum 7. Consultants Forum 8. NYS Innovation Summit	1. Site Selectors Guild Annual Conf 2. NYS Economic Development Council Annual 3. NYS Innovation Summit 4. NYATP & EDC Workforce Conference 5. SelectUSA Investment Summit
E. Community Development Marketing	Specific initiatives to promote & advertise the benefits of living & doing business in Fulton County & the surrounding region	1. Fulton County Initiatives Guide	Regional/National/International marketing 1. PAMAL Digital 2. Radio 3. Business Facilities Magazine ad & article 4. Constant Contact 5. Gazelle A.I
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	1. Austin's Glass Shop (GLF & CWLF) 2. Uncle Bud's Grow Shop (CWLF) 3. Tribe Fitness (CWLF) 4. Rejuvenate Kin & Body (CWLF) 5. Center for Marriage & Family Therapy (CWLF) 6. CityBuzz Connects LLC (CWLF) 7. Fulton County Auto (CWLF) 8. CMK & Cox LLC (CWLF)	SBA Pandemic Loans/ EIDL Loans / NY Forward Loans / MORECO Cares Act / National Grid / MVEDD Cares Act & Assistance 2nd Loans/ Pursuit Loans/ JDA Loans
	Loan pool management activities shall be funded by administrative & service fees in accordance with state & federal guidelines & shall be considered a self-sustaining program	All management & activities are managed and supervised by committee, local CRG accounting specialist & audited by Phil Beckett CPA & West & Company	
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		Completed and added JDA Loan Fund in 2021
G. 1.	Mohawk Valley Regional Economic Development Council of NYS	Applied for Multiple CFA's	Awarded CFA's 1. Upstate Coffee - Gloversville 2. FCCRG - Site Work 3. Woods Hollow- Tourism Project
G. 2	NYS Community Development Block grant	Paid out 3 Microenterprise Grants this year from 2021 Round awarded mid-August with the last 3 routed between County & State and will be paid out by end of January 2022 last years CFA round. The 2022 Microenterprise Grant has been approved for \$300,000 in November and all funds have been "Allocated" in Nov and CRG is currently processing applications for pay out in early 2023	Paid out 22 Microenterprise/Small Business Cares Act Grants for a total of \$1million and have another ammendment at NYS OCR for an additional \$500,000.00
G. 3	New York Main Street Program		Downtown Revitaization Initiative \$10M for Downtown Gloversville Projects have been selected and awarded in Nov 2022
G. 4	Rural Area Revitalization Program		None this year
G. 5	NYSERDA		None this year
G. 6	USDA's Rural Development Program		None this year
G. 7	Economic Development Administration		Applied in collaboration with MVEDD & EDC but they were approved
G. 8	National Grid	Some for CRG	Marketing & Lighting
G. 9	Other Federal, State & private grant programs		PPP Grants and other Cares Act grants & Loans



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



HIGHLIGHTS PAGE

236,472

Total Impressions served
for this campaign

13,560

Times your video played on
LinkedIn

0.42%

CTR for this campaign

2,080

Clicks to your website from
these campaigns

LinkedIn Video Results - June

Impressions	Clicks	Click Through Rate	Video Views	Video View Rate	Video Completions
23084	96	0.42%	18420	79.80%	3721
23220	93	0.40%	18649	80.31%	4317
46304	189	0.41%	37069	80.06%	8038



LINKEDIN DATA - JUNE

46,304 - Impressions (The number of times your ads were on screen)

189 - Clicks (The number of clicks on your ads)

0.41% - CTR (The percentage of times people saw your ad and performed a click (all))

37,069 - Views (The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people)

8,038 - Video Plays (The number of times your video played)



LinkedIn Video Results - July

Impressions	Clicks	Click Through Rate	Video Views	Video View Rate	Video Completions
17887	76	0.43%	14676	82.05%	2827
14667	61	0.42%	12006	81.86%	2695
32554	137	0.42%	26682	81.95%	5522



LINKEDIN DATA - JULY

32,554 - Impressions (The number of times your ads were on screen)

137 - Clicks (The number of clicks on your ads)

0.42% - CTR (The percentage of times people saw your ad and performed a click (all))

26,682 - Views (The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people)

5,522 - Video Plays (The number of times your video played)



Email Blast Results 6/7 – Food Industry Execs





NEW YORK STATE'S

NEW FRONTIER

FULTON COUNTY






4 GACNEL READY SITES
 Thru Technology Park
 Comprehensive Industrial Park
 Information-Technical Park
 Comprehensive Business Park



REACH IN RESOURCES
 Full service supply
 Significant inventory & equipment
 capabilities
 Infrastructure not ready
 Community located
 1.7 mi. from I-85 Exit 200
 40 mi. to I-85 Exit 47 North
 40 mi. to I-85 Exit 47 South



FULTON COUNTY, NV
GAME CHANGER





SOMETIMES THE COST OF INACTION IS MUCH GREATER THAN THE COST OF



CHANGE OF FORTUNE



MAKING CHANGE!

While staying put offers security, consider this: Fulton County's Economic Development's financial incentives feature commercial and industrial lease rates that are less than half of the New York State average, and include project financing, loans, and grants. Plus, our commercial space offers architectural gems that simply don't exist in most communities!







MEET THE PEOPLE WHO ARE HERE TO HELP YOU. AND ASK WHAT FULTON COUNTY CAN DO FOR YOU.



RON PETERS
 CONTACT OUR BUSINESS DEVELOPMENT SPECIALIST to walk you through the process and get you started.
KENNETH ADAMCZYK



Visit FCCR.org for more information or call today to find out more details


518-725-7700



Campaign Name	Broadcast Date	Delivered	Opens	Percent Opens	Clicks	Percent Click	Clicks To Opens
Fulton County Center for Regional Growth - Food Industry - Email - 2P	06/07/2022	7614	1752	23.01	174	2.29	9.93

Id	Links	Clicks
2	https://www.fccrg.org/sites/shove-l-ready-sites/?utm_source=Pamal...	61
1	https://www.fccrg.org/2022-initiatives-guide/?utm_source=Pamal&...	48
3	https://www.fccrg.org/sites/ask-a-site-selector/?utm_source=Pam...	38
4	https://www.fccrg.org/fulton-county-works-2/?utm_source=Pamal&u...	17
5	https://www.fccrg.org/financing/?utm_source=Pamal&utm_medium=fo...	6
6	https://www.fccrg.org/about-us/our-team/?utm_source=Pamal&utm_m...	3
7	https://www.fccrg.org/?utm_source=Pamal&utm_medium=phone%20food...	1


Email Blast Results 6/7 – IT Professionals

NEW YORK STATE'S

NEW FRONTIER

FULTON COUNTY






1. **3.6 MILLION SHELVED SITES**
 Three Technology Park
 International Industrial Park
 International Business Park



2. **READY TO REDEVELOP**
 Park-wide roads
 Sufficient sewage treatment
 Sewerage, water
 Gas, electric, telephone
 Community located
 1/2 mile from I-90
 10 miles from I-87
 40 miles to Albany, NY, Boston



CHANGE AGENTS

3. **WE'RE HERE TO MAKE YOUR NEW JOURNEY**

4. **LESS STRESSFUL!**

We understand that change can be scary, but Fulton County Economic Development Planners are experts at pairing Fulton County's advantages with YOUR needs - whether you are starting a nascent venture or looking to expand an existing business. We offer shovel-ready sites, expedited permitting and siting, strategic transportation networks the most desirable markets, a community college sensitive to offering the skill training your business needs.



CHANGE OF SCENE



5. **MEET THE PEOPLE WHO ARE HERE TO HELP YOU**
AND ASK WHAT FULTON COUNTY CAN DO FOR YOU.



6. **MEET THE PEOPLE WHO ARE HERE TO HELP YOU**
AND ASK WHAT FULTON COUNTY CAN DO FOR YOU.

Contact our **PRESIDENT & CEO and FINANCE SPECIALIST** for assistance with financing, grants and the site selection process.

RON PETERS

Contact our **BUSINESS DEVELOPMENT SPECIALIST** to walk you through the process and get you started.

KENNETH ADAMCZYK

Visit **FCRGO.org** for more information or call today to find out more details

518-725-7700



Campaign Name	Broadcast Date	Delivered	Opens	Percent Opens	Clicks	Percent Click	Clicks To Opens
Fulton County Center for Regional Growth - IT- Email - 2P	06/09/2022	50000	12726	25.45	1385	2.77	10.88

Id	Links	Clicks
2	https://www.fccrg.org/sites/shovel-ready-sites/?utm_source=Pama...	592
1	https://www.fccrg.org/2022-initiatives-guide/?utm_source=Pamal&...	321
5	https://www.fccrg.org/county-assets/fulton-county-profile/?utm_...	213
3	https://www.fccrg.org/sites/ask-a-site-selector/?utm_source=Pam...	155
4	https://www.fccrg.org/about-us/history/?utm_source=Pamal&utm_me...	46
7	https://www.fccrg.org/?utm_source=Pamal&utm_medium=phone+IT+ema...	43
6	https://www.fccrg.org/about-us/our-team/?utm_source=Pamal&utm_m...	15

Display Ad Results – Food Industry Execs

Invoice #	Campaign Name	Impression	Clicks
90795	90795 Fulton County Center for Regional Growth - Food	50,000	167

Impression VS Click Ratio

0.33%



30 Top Domains			
Landing domain	Device type	Top level domain	Impressions
fccrg.org	Phone	fyber.com	407
fccrg.org	Phone	play.google.com	252
fccrg.org	PC	content.overwolf.com	219
fccrg.org	PC	drudgereport.com	212
fccrg.org	Phone	touristdigest.com	205
fccrg.org	Phone	westernjournal.com	175
fccrg.org	Phone	reddit.com	169
fccrg.org	Phone	outherecolorado.com	158
fccrg.org	Phone	canoncitydailyrecord.com	149
fccrg.org	Phone	eightieskids.com	149
fccrg.org	PC	mediacomtoday.com	144
fccrg.org	Phone	wordscapes.uservoice.com	135
fccrg.org	Phone	daily-choices.com	131
fccrg.org	PC	my.xfinity.com	127
fccrg.org	PC	gazette.com	126
fccrg.org	PC	biblegateway.com	113
fccrg.org	Phone	picsart.com	107
fccrg.org	Phone	shareably.net	104
fccrg.org	Phone	drudgereport.com	103
fccrg.org	Phone	factinate.com	102
fccrg.org	Phone	mediatakeout.com	99
fccrg.org	Phone	gazette.com	86
fccrg.org	PC	atermos.org	82
fccrg.org	PC	centurylink.net	82
fccrg.org	Phone	onelouder.com	80
fccrg.org	Phone	imgur.io	78
fccrg.org	Phone	moneyawaits.com	75
fccrg.org	Phone	cheezburger.com	73
fccrg.org	Phone	easybrain.com	73
fccrg.org	Phone	historycollection.com	72

Display Ad Results – IT Professionals

Invoice #	Campaign Name	Impression	Clicks
90796	90796 - Fulton County Center for Regional Growth - IT	50,000	188

Impression VS Click Ratio

0.38%



30 Top Domains			
Landing domain	Device type	Top level domain	Impressions
fccrg.org	PC	drudgereport.com	953
fccrg.org	PC	content.overwolf.com	610
fccrg.org	Phone	weather.com	501
fccrg.org	PC	reddit.com	245
fccrg.org	Phone	play.google.com	240
fccrg.org	Phone	touristdigest.com	236
fccrg.org	PC	msn.com	230
fccrg.org	Phone	itunes.apple.com	208
fccrg.org	Phone	wordscapes.uservoice.com	194
fccrg.org	Phone	moneyawaits.com	188
fccrg.org	PC	flightaware.com	184
fccrg.org	Phone	factinate.com	180
fccrg.org	Phone	quizzescape.com	180
fccrg.org	Phone	royalroad.com	175
fccrg.org	Phone	x-flow.app	162
fccrg.org	Phone	chiloe.com	161
fccrg.org	PC	arkadium.com	160
fccrg.org	Phone	daily-choices.com	153
fccrg.org	PC	yahoo.com	144
fccrg.org	Phone	bleacherbreaker.com	143
fccrg.org	Phone	eightieskids.com	138
fccrg.org	Phone	westernjournal.com	137
fccrg.org	Phone	readm.org	129
fccrg.org	PC	biblegateway.com	128
fccrg.org	Phone	dailytimewaste.com	118
fccrg.org	PC	nexusmods.com	116
fccrg.org	Phone	bustednewspaper.com	112
fccrg.org	Phone	moneymade.com	112
fccrg.org	Phone	kik.com	110
fccrg.org	Phone	pandapama.com	90

Display Ad Results – Food Industry Execs

Invoice #	Campaign Name	Impression	Clicks
92704 - 08	92704 - 08 Guarantee Digital Fulton County Cente	50,000	134

Impression VS Click Ratio	0.27%
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30 Top Domains			
Landing domain	Device type	Top level domain	Impressions
fcorg.org	Phone	lightnovelpub.com	1,831
fcorg.org	Phone	mediatakeout.com	999
fcorg.org	PC	yahoo.com	768
fcorg.org	Phone	insanelygoodrecipes.com	279
fcorg.org	PC	mediatakeout.com	236
fcorg.org	PC	mail.yahoo.com	232
fcorg.org	Phone	factinate.com	211
fcorg.org	PC	msn.com	193
fcorg.org	Phone	mlb.com	180
fcorg.org	Phone	wral.com	162
fcorg.org	Phone	yahoo.com	160
fcorg.org	PC	finance.yahoo.com	146
fcorg.org	PC	integral-calculator.com	146
fcorg.org	Phone	lectortmo.com	139
fcorg.org	PC	sparknotes.com	137
fcorg.org	PC	washingtontimes.com	126
fcorg.org	PC	wral.com	125
fcorg.org	Phone	busytourist.com	119
fcorg.org	Phone	geekytravel.com	109
fcorg.org	Phone	forum.3ptechies.com	106
fcorg.org	Phone	touristdigest.com	97
fcorg.org	PC	thesaurus.com	94
fcorg.org	Phone	allfreenovel.com	94
fcorg.org	PC	email.vowway.com	93
fcorg.org	Phone	lightnovelreader.org	93
fcorg.org	PC	westernjournal.com	90
fcorg.org	Phone	motorsearches.com	90
fcorg.org	Phone	iq.opensooq.com	82
fcorg.org	PC	tutorialspoint.com	81
fcorg.org	Phone	inquisitr.com	79



Display Ad Results – IT Professionals

Invoice #	Campaign Name	Impression	Clicks
92704 - 09	92704 - 09 Guarantee Digma Fulton County Cente	50,000	112

Impression VS Click Ratio	0.22%
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30 Top Domains			
Landing domain	Device type	Top level domain	Impressions
fcorg.org	Phone	lightnovelpub.com	2,062
fcorg.org	Phone	mediatakeout.com	1,085
fcorg.org	PC	yahoo.com	857
fcorg.org	Phone	insanelygoodrecipes.com	410
fcorg.org	PC	mail.yahoo.com	225
fcorg.org	Phone	yahoo.com	221
fcorg.org	Phone	factinate.com	193
fcorg.org	PC	email.vowway.com	179
fcorg.org	Phone	forum.3ptechies.com	163
fcorg.org	PC	mediatakeout.com	166
fcorg.org	PC	washingtontimes.com	161
fcorg.org	Phone	busytourist.com	160
fcorg.org	Phone	geekytravel.com	135
fcorg.org	Phone	allfreenovel.com	119
fcorg.org	Phone	lightnovelreader.org	114
fcorg.org	Phone	sslmag.com	109
fcorg.org	PC	westernjournal.com	108
fcorg.org	Phone	inquisitr.com	108
fcorg.org	Phone	motorsearches.com	108
fcorg.org	PC	finance.yahoo.com	99
fcorg.org	Phone	foxnews.com	96
fcorg.org	Phone	touristdigest.com	94
fcorg.org	Phone	royalroad.com	88
fcorg.org	Phone	westernjournal.com	85
fcorg.org	PC	thesaurus.com	82
fcorg.org	Phone	loot.tv	80
fcorg.org	Phone	mlb.com	76
fcorg.org	Phone	imgur.io	70
fcorg.org	Phone	lectortmo.com	70
fcorg.org	PC	nypost.com	68



Email Blast Results 7/5 – IT Professionals



Campaign Name	Broadcast Date	Delivered	Opens	Percent Opens	Clicks	Percent Click	Clicks To Opens
Fulton County Center for Regional Growth - IT- Email - 2P	07/05/2022	50000	11538	23.08	1226	2.45	10.63

Id	Links	Clicks
2	https://www.fccrg.org/sites/shovel-ready-sites/?utm_source=Pama...	335
1	https://www.fccrg.org/2022-initiatives-guide/?utm_source=Pamal&...	329
4	https://www.fccrg.org/about-us/history/?utm_source=Pamal&utm_me...	211
3	https://www.fccrg.org/sites/ask-a-site-selector/?utm_source=Pam...	185
5	https://www.fccrg.org/county-asset/fulton-county-profile/?utm_...	96
6	https://www.fccrg.org/about-us/our-team/?utm_source=Pamal&utm_m...	47
7	https://www.fccrg.org/?utm_source=Pamal&utm_medium=phone+IT+ema...	23



Email Blast Results 7/5 – Food Industry Execs



Campaign Name	Broadcast Date	Delivered	Opens	Percent Opens	Clicks	Percent Click	Clicks To Opens
Fulton County Center for Regional Growth - Food Industry - Email - 2P	07/05/2022	7614	1638	21.51	173	2.27	10.56

Id	Links	Clicks
1	https://www.fccrg.org/2022-initiatives-guide/?utm_source=Pamal&...	54
2	https://www.fccrg.org/sites/shovel-ready-sites/?utm_source=Pama...	51
3	https://www.fccrg.org/sites/ask-a-site-selector/?utm_source=Pam...	36
4	https://www.fccrg.org/fulton-county-works-2/?utm_source=Pamal&u...	18
5	https://www.fccrg.org/financing/?utm_source=Pamal&utm_medium=fo...	10
6	https://www.fccrg.org/about-us/our-team/?utm_source=Pamal&utm_m...	3
7	https://www.fccrg.org/?utm_source=Pamal&utm_medium=phone+food+e...	1

