CRG

FULTON COUNTY CENTER FOR REGIONAL GROWTH

2023 Annual Report
CRG Where We Are Today

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A MESSAGE FROM OUR LEADERSHIP

Dear Members, Supporters, & Fulton County Community,

On behalf of the Fulton County Center for Regional Growth's Board of Directors, I am happy to share the 2023 Annual Report. Building on the hard work of previous years, the CRG staff have delivered another outstanding year of economic growth for our area.

The team has worked tirelessly to promote our County and the richness of resources this area provides to all types of businesses. Advocating for our County by working with various trade organizations, governmental departments, and economic development groups has yielded significant results and bolstered our local economy.

The CRG staff has helped administer numerous grants and loan programs for local businesses helping to start or expand existing businesses across the County. This represents real jobs being created and keeps existing jobs firmly in Fulton County.

As always, we look to the future with great enthusiasm and will continue to deliver for the County, its residents, and its businesses.

Sincerely,

Ronald Peters
President & CEO

Grant Preston
Chair of the Board

2023 CRG "Top 10" Accomplishments

1. Johnstown Commerce Park: CRG successfully packaged a grant to acquire this site to be developed into Fulton County's first Advanced Manufacturing Industrial Park. Additionally, CRG successfully received grant funding to cover the majority of funds needed to begin the engineering studies required for the site.

2. $300,000 EPA Grant: CRG utilized the grant funds to complete 10 Phase 1 Environmental Reports and 2 Phase 2 Environmental Reports while completing the "EPA Rollout" with this grant. CRG applied for an additional $500,000 EPA Site Assessment Grant. The Federal EPA regulations are being met and site assessments throughout the County are moving forward. The program is currently EPA compliant.

3. Former Leader Herald Buildings & 3 lots: CRG conveyed these properties to a manufacturing company who plans to create jobs on the sites which will add to the growing Downtown Gloversville Workforce.

4. Glove City Loft Apartments - Gloversville: CRG & the DDS office worked with the developer on capital stacking that led to the project breaking ground in 2023. Upon completion, the project will be a 75-apartment development.

5. Loan Pool Growth Skyrocketed: This year was a productive year for the loan pools as there were eighteen loans distributed. Three loans were paid off this year. Six new GLF loans, seven Countywide loans, three JLF loans, and two JDA Agriculture loans were administered in 2023.

6. Gloversville $10M Downtown Revitalization Initiative: CRG and the Gloversville Downtown Development Specialist have worked diligently with all successful awardees. Currently, several successful awardees have broken ground on their projects. The state has recognized the speed at which the Gloversville Downtown Revitalization Initiative has been moving forward.

7. Microenterprise Grant & Microenterprise CARES Act Programs: CRG successfully awarded sixteen Microenterprise Grants to Fulton County Businesses. In total, they were awarded the entire $281,000 grant. CRG also awarded thirty-one CARES Act Grants to Fulton County businesses totaling $778,114 during 2023. That was a grand total of $1,059,114 in 2023. Over the past two years CRG awarded $1,750,000 of CARES Act funds throughout the county.

8. Workforce Development: CRG was certified by the Federal Department of Labor as an Apprenticeship Ambassador, one of only 303 nationwide. CRG spearheaded a three-county National Apprenticeship Week event with numerous workforce partners. CRG has also partnered with Expertise Project to create a virtual catalog of videos.

9. Six-County MV Brownfields Developer Summit: CRG again led a six-County Mohawk Valley regional summit to build collaboration throughout the region and to bring developers into Fulton County. This year's event had 210 registered attendees with 30 walk-ins.

10. Marketing Efforts: CRG again produced the *2024 Initiatives Guide*, completed multiple regional, national, and international advertising campaigns, and used PAMAL digital, of which results will be shown later in this report.

2023 County Contract Summary

In 2023, 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 increased workload and projects caused CRG to become creative with the budget. 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	$236,000
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	**$339,000**

2023 County Contract Summary

Professional Staff

In 2023, 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 employee Jennifer Donovan, the Downtown Development Specialist, held a role paid for through a public-private partnership of stakeholders directly connected to Downtown Gloversville.

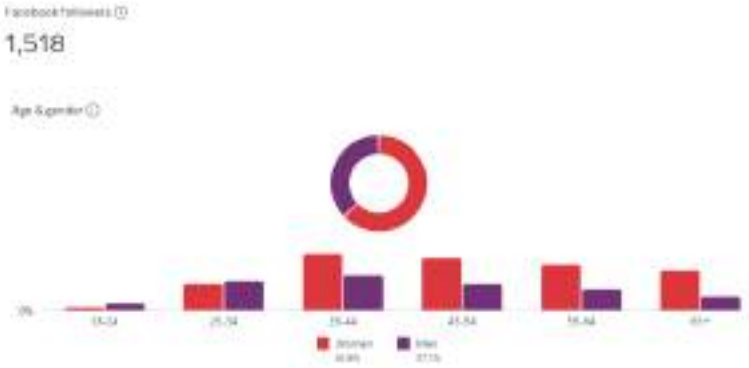
Website Marketing

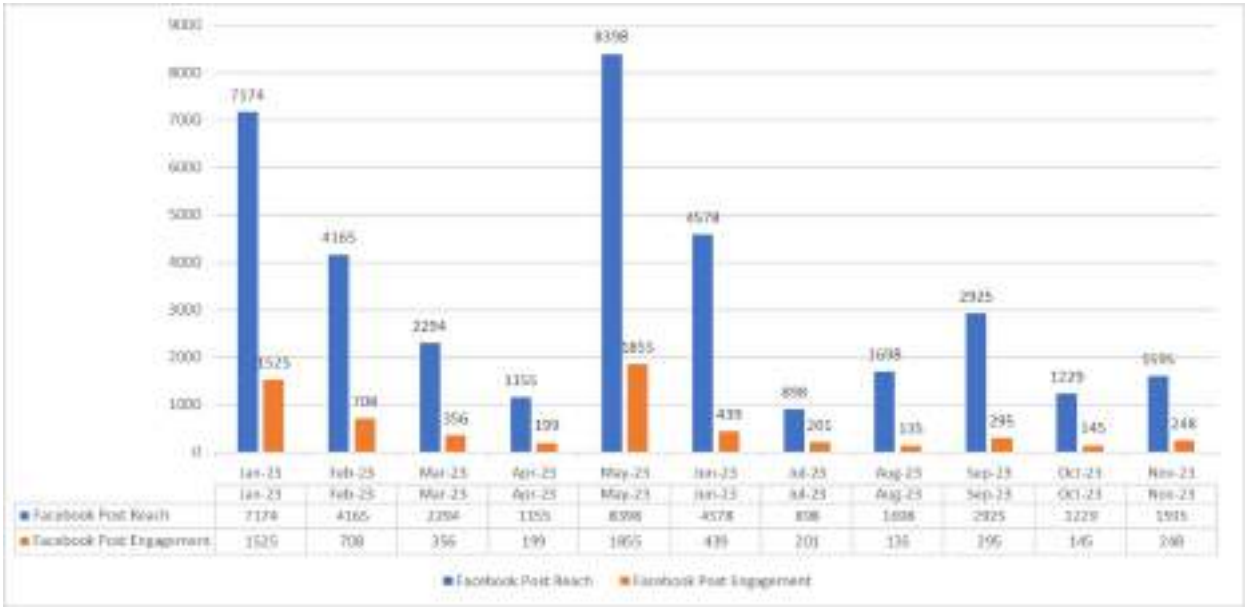
2023 saw many new breakthroughs as CRG's website, designed by Emery Design, received updates to include Brownfield content along with being ABO compliant. The website provides important information about the organization and its partners including Fulton County, local Chamber of Commerce, IDA, and the 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 2023—1 Dec 2023

CRG Web Success: ***New Site Visitors = 300*** / ***Google Searched CRG = 2746***

CRG Facebook Followers: 1410 to 1518 Followers — **Increase of 7%**





2023 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, Leader Herald, Daily Gazette and B95.5 FM to enhance and illuminate Fulton County's marketing message to the greater Capital District listening area. All 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.

WENT: (Going/Staying Local)

CRG has a contract with WENT radio to provide monthly advertisements that drive CRG as an economic developer for Fulton County as well as using their *Talk of the Town* program for live interaction with the community. The spots are changed year-round to focus on programs and advantages that are current. This local station provided us the flexibility to offer a more focused and time sensitive approach to the marketing effort.

PAMAL Digital:

CRG again completed a multi-faceted national advertising campaign with Albany Broadcasting & PAMAL Digital. 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, sent 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.*

2023 County Contract Summary

Market Shovel-Ready Sites

1. CRG attended several national conferences during 2023, 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 ***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 Fulton County and an article on Tryon Technology Park. This program was in the March/April edition. Total distribution: 40k verified print & digital, 40k website, and emailed to 20k newsletters. There was also a county video on their site during the campaign duration.
3. CRG also completed the latest edition of the ***2023 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.
4. This year CRG partnered with **Area Development** (Due North Media Group) to complete another multi-media campaign including Audience Extension, a half-page advertisement in their New York edition, digital directory listing, resource guide listing, and an editorial interview article focused on Tryon Technology Park.

Business Recruitment

During 2023, CRG continued to market Fulton County to advance the sites listed above and to link opportunities for growth with communities across the County.

** There have been 18 RFPs received at CRG for review and possible business recruitment. Many of these are protected requests and individual business information has been redacted until the official notifications have been made.

2023 County Contract Summary

Fulton County Business Retention and Assistance

The main area where significant assistance was provided was to the local small businesses through training, business mentoring, loans, grants, and development. This was accomplished through mentoring, filing assistance, and collaborative follow-up with:

1. **FCCRG as a DOL Apprenticeship Ambassador:** The initiative brings together industry, labor, education, equity, and workforce leaders to partner with the Office of Apprenticeship. Ambassadors communicate the value of Registered Apprenticeships as a workforce strategy in high-demand industries and develop and expand opportunities for people who have been underserved historically. FCCRG is one of only 303 cohorts nationwide.

2. **Six-County MV Brownfields Developer Summit:** CRG again spearheaded a six-county Mohawk Valley regional summit to build collaboration throughout the region and to bring developers into Fulton County. This year's event had 210 registered attendees with 30 walk-ins. This summit is an ideal mechanism to promote available brownfield sites to a targeted audience. It also provides easy access to select state and federal resources which are critical for the initial stages of environmental site assessment through to clean-up. Repurposing brownfield sites will allow businesses to grow and draw new ones to the county.

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. 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 initial project, Northville, Mayfield, Gloversville, and Johnstown are on board. CRG has applied for a grant of $600,000.00 to help expand the program across Fulton, Montgomery, and Schoharie counties.

5. **$1,750,000 Microenterprise CARE ACT Grant Awarded:** CRG, through Fulton County, was awarded three amendments to the original CARES ACT grant from December 2021. To date, CRG has awarded all the funds, incorporating thirty-eight grants and another fourteen amendments, to local businesses. 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 relationship has helped many businesses stay open and retain local workforce.

2023 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 2023, CRG assisted several Fulton County businesses, municipalities, and non-profit organizations with grants that would facilitate growth and streamline business practices. All that work garnered a CFA being awarded to SAMCO sewing company to help fund their business expansion project, and finally FCCRG garnered a National Grid grant for site work at the Johnstown Commerce Project. CRG also continued to administer the Countywide Microenterprise Grant program (*described later in this report*). CRG has also worked the current EPA Brownfield Assessment grant and has used 90% of that funding. CRG has applied for another EPA grant to further the work needed to redevelop sites throughout the County.

In addition, CRG continues to work on the successful processing and implementation 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.

2023 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 an official NYS JDA Agri-Loan Lender.

1. Fulton County's Countywide 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 reactivated its loan pool and has approved three new loans this year.
4. NYS JDA Agri-Loan Fund is overseen by the same loan committee as the Countywide 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 2023, CRG staff worked with local businesses on loan applications for projects. The closed and approved loans were:

The Eccentric Club (CGLF)
$100,000
Closed June 2023

Sage & Cedar (CGLF)
$29,500
Closed July 2023

Mountain Mama's (CGLF)
$32,000
Closed August 2023

Nibbles & Bites (CGLF)
$14,000
Closed October 2023

Parkhurst Field (CGLF)
$125,000
Closed October 2023

Timeline Diesel (CGLF)
$60,000
Closed November 2023

Giddy Grow Shop (CWLF)
$24,719
Closed February 2023

Giddy Grow Shop (CWLF)
$71,000
Closed October 2023

Sacandaga Outdoor Equip. (CWLF)
$25,000
Closed March 2023

The Meat Locker BBQ (CWLF)
$16,000
Closed September 2023

Adirondack Massage Therapy (CWLF)
$8000
Closed March 2023

Olan & Sons Property Mgt (CWLF)
$15,000
Closed April 2023

CMK Development (CWLF)
$100,000
Closed November 2023

PHJ Holdings (CJLF)
$100,000
Closed April 2023

The Meat Locker BBQ (CJLF)
$30,000
Closed June 2023

Marissa Mae's Confections (CJLF)
$25,000
Closed November 2023

Buel Timber (JDA Ag Loan)
$200,000
Closed March 2023

Riehl Lumber (JDA Ag Loan)
$100,000
Closed November 2023

2023 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
	The Eccentric Club	7	100,000
	Sage & Cedar	8	29,500
	Mountain Mamas	9	57,500
	Nibbles & Bites	10	14,000
	Parkhurst Field	11	125,000
OUTSTANDING PRINCIPAL			
CASH & EQUIVALENTS			
TOTAL FUND			**789,500**
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
	Giddy Grow Shop	8	24,719
	Grass Roots Lawn Specialists	9	32,000
	Great Sacandaga Brewing	10	110,000
	Henck's Restaurant	11	157,754
	Crest Enterprises / Holiday Inn	12	175,000
	Rejuvenate Skin & Body	13	15,000
	Sacandaga Outdoor Equipment	14	25,000
	Stump City Brewing	15	95,000
	SW Skin Care	16	32,000
	Think Tank Media	17	75,000
	VICE	18	40,000
	Austin Glass - Bridge Gap Loan	19	6,000
	The Meat Locker BBQ	20	16,000
OUTSTANDING CWLF PRINCIPAL			
CWLF CASH & EQUIVALENTS			
TOTAL CWLF (RELOAN and ORIG) FUND			**1,338,073**
CJLF LOAN POOL			
	Crest Enterprises/Holiday Inn	1	75,000
	PHJ Holdings	2	100,000
	The Meat Locker BBQ & Burgers	3	30,000
	Marissa Mae's Confections LLC	4	25,000
OUTSTANDING CJLF PRINCIPAL			
CJLF CASH & EQUIVALENTS			
TOTAL CJLF FUND			**230,000**
JDA LOAN POOL (Ag Loans)			
	Stump City Brewing	1	83,282
	Buel Timber LLC	2	200,000
OUTSTANDING JDA LOAN PRINCIPLE			
JDA CASH & EQUIVALENTS			**283,282**
TOTAL JDA FUND			
GRAND TOTALS - ALL FUNDS			
	Number of loans	**36**	
	Original Loan Amounts		**2,640,855**

2024 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. Additionally, this 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 three loans, Stump City Brewing Company in Fulton County, and Buel Timber and Riehl Lumber in Montgomery 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 Completed 2023

1. Slate A Rustic Tavern (Caroga Lake)
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)
15. Trailside Deli (Stratford)

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 2023. These seminars have created a list of 150 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 completed this grant drawdown during 2023.

MICROENTERPRISE CARES ACT GRANT PROGRAM

CRG has administered Microenterprise Cares Act Grants on behalf of Fulton County during 2023. 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, and then a third award of $500,000 and finally a fourth award of $250,000 for a program grand total of $1,750,000.

CARES ACT Microenterprise	Round #3	
Lara's Bakery/Cravings	2023	Gloversville
Good Guys Fencing	2023	Gloversville
3 Girls & Two Saints	2023	Caroga Lake
JM Berry Enterprises/Derby	2023	Gloversville
Y-Not Dog Cookies - Amendment	2023	Mayfield
Royal Mountain Ski Area - Amendment	2023	Johnstown
Mohawk Harvest - Amendment	2023	Gloversville
Great Sacandaga Brewing	2023	Mayfield
New York Lunch	2023	Gloversville
Stump City Brewing	2023	Gloversville
Beyond Your Garden	2023	Broadalbin
ADK Express Lube	2023	Perth
Fulton County barbershop	2023	Gloversville
CARES ACT Microenterprise	**Round #4**	
First Credit Corporation of New York	2023	Gloversville
TW Services	2023	St. Johnsville
Better Berry Farm LLC	2023	St. Johnsville
Zippy's Ice Cream	2023	Mayfield
Oakridge View Farm	2023	Johnstown
SSPVMF/Peaceful Valley Maple Farm	2023	Johnstown
Grassroots Lawn Specialists	2023	Northampton
Broadalbin hotel	2023	Broadalbin
MCG Program Delivery Fund Transfer	**Round 1-4**	
Thnk Tank - Amendment	2023	Gloversville
Go For It Fitness - Amendment	2023	Gloversville
Jay's Village Pizza - Amendment	2023	Northville
Y-Not Dog Cookies - Amendment	2023	Mayfield
Clear Image - Amendment	2023	Northampton
Kokoas/Vics Tavern - Amendment	2023	Northampton
Good Guys Fencing - Amendment	2023	Gloversville
Mohawk Harvest - Amendment	2023	Gloversville
Beyond Your Garden - Amendment	2023	Broadalbin

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

2023 marked the seventh year of the Gloversville Downtown Development Specialist's function in the economic development landscape of FCCRG. This was the first year under Jennifer Donovan's guidance. During this year, she created online and in person promotional material for the city, helped Downtown businesses with grand openings and events, updated the Downtown Gloversville website, and guided DRI projects through the grant process.

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. In September, the developer of Glove City Brewing informed DDS the project was terminated. Current projects in the DRI:

5 Public Projects:

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

6 Private Projects:

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

Two of the projects have seen visible progress. The Glove City Lofts project is well underway, breaking ground in late September. It is estimated to be completed in the summer of 2025. Trail Station Park project is almost completed, using the previously awarded NYS Parks, Recreation & Historic Preservation grant to create the splash pad and picnic area. In the spring, the storage building with showers and bathrooms will be completed. The state is pleased with Gloversville's progress, specifically stating the GRIP program is ahead of the timeline they anticipated. The state expected the city to take all year to create a committee and guidelines and find applicants. To date, eight GRIP projects have been selected and are working on their paperwork with expected construction for most to be in the spring/summer of 2024.

Asset Development:

The DDS office continued to provide input and technical assistance to citywide planning initiatives including Gloversville's **Brownfield Opportunity Area** studies. The DDS office, CRG, and the City of Gloversville held a meeting for the **Crescent** area homeowners, explaining the vision for that portion of the city and what opportunities are available.

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 guide across Fulton County and the surrounding Mohawk Valley, made it available at tabling events, and provided the guide to developers as part of a promotional packet. In addition to the business guide, a historic walk, community walk, historic attractions and park brochures were created that are also available online. DDS participated in several conferences to promote the City of Gloversville and project opportunities including the Mohawk Valley Brownfield Summit and the MWBE Forum in Syracuse.

In 2021, DDS launched the Downtown Gloversville Hometown Heroes program, giving locals a chance to honor their loved service members while helping beautify Downtown Gloversville through purchasing commemorative banners. Over twenty new banners were created and hung in 2023 with a total of ninety-three banners to date. Copies of the banners can be found online at www.downtowngloversville.org along with a description of where each one is located. Approximately thirty-five testimonials were given since 2021. They were compiled and put online at www.downtowngloversville.org in a PDF file that families can download.

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 gatherings that took place during the first and third Fridays in June, July and August. Sponsors this year were the Blackmons, Cricket Wireless, and Price Chopper. Fulton County Regional SPCA, Gloversville Public Library, and Glove City Coalition were invited to host informational tables at the events.

Mini events were also held to promote Gloversville and give the city positive media coverage. This included an online Downtown Gloversville Photo Contest in March, an Earth Day Clean-Up event in April, participating in National Historic Marker Day in April, participating in I love My Park Day in May, and a Community Walk highlighting the DRI projects on NYS History Weekend in June.

The DDS office also conducted ribbon cutting ceremonies for new businesses or assisted in celebration events.They included:

Cravings Bakery Re-Opening – March

Infinity Nails (Chamber event that we participated in) – April

Glove Theatre's Historical Marker Unveiling (assisted in inviting and organizing speakers) - June

Kay's Beautique – June

Splash Pad Opening – July

Color Coven Ink & Beauty Lounge - August

Gloversville Palace Diner 100th Anniversary - August

44 Lakes Customized Gifts & Décor - November

EmpowHERing Designs - December

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. CRG is looking at revamping our program to make it more affordable for businesses to support our mission and the economic development of Fulton County. The following is a list of members as of December 1st, 2023:

DIAMOND
City of Gloversville

PLATINUM
Community Bank
Town of Northampton

GOLD
Fulton County IDA
Lexington, Chapter of the Arc, NY
TD Bank
HRP Associates
Key Bank

SILVER
Brown's Ford of Johnstown
Environmental Design Partnership
FAGE USA Diary Industry, Inc.
The Family Counseling Center, Inc.
First Credit Corporation of New York, Inc.
Fulton County Electrical & Electronics Contractors
National Grid
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
CMK Development
Coldwell Banker
Epimed International, Inc.
Fulton Montgomery Community College
Fulton Montgomery Chamber of Commerce
Holiday Inn
Nolan & Heller, LLP
Orion Management Co.
Philip Beckett CPA, PC
Y-NOT Dog Cookies

ASSOCIATE
Assemblyman Robert Smullen
Dr. G. Jeremiah Ryan
Emery Designs
FMS Workforce Development Board, Inc.
Great Sacandaga Brewing Company
Higher Ground Distilling Company
Lisa Queeney-Vadney
James Esper Landscaping
Mohawk Harvest Cooperative Market
Stump City Brewing Company
SWANY America Corp.
Village of Northville

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 2023, 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.

2023
CRG Budget

Income:		
Membership Income		$60,000.00
Rental income		$40,000.00
Contract Income		
Fulton County Contract		$391,000.00
Total Governmental Revenue		**$491,000.00**
Annual Event & Other Programs		
Professional Services Income		
Grant Income		$30,000.00
Annual Dinner and other		$2,000.00
TOTAL Program Revenue		**$523,000.00**
Administrative Fee Income:		
Micro Enterprise Grant		$2,500.00
CGLF Admin Fees		$6,000.00
JUDAG Admin Fees		$1,200.00
CDGB Admin Fees		$18,000.00
JDA Admin Fees		$1,000.00
Cares Act		$10,000.00
Administrative Other(Training programs)		$1,000.00
Total Administrative Income		**$39,700.00**
Contribution, interest & Misc.:		
Interest income		$750.00
Miscellaneous Income		$0.00
Contribution income & Donations		$1,000.00
Total Contributions, interest & misc.		**$1,750.00**
City of Gloversville Contribution		**$75,000.00**
Reserve:		$59,850.00
Total Income		**$699,300.00**

2023 CRG BUDGET

Expenses:	
Property expenses	
Grant & project expenses	
Commercial Insurance Package (Umbrella,Auto,Crin	$60,000.00
Snowplowing & Landscaping	$13,000.00
Dep Exp Building	$9,600.00
Security	$5,500.00
Utilities	$28,000.00
Cleaning & Maintenance	$6,000.00
Repairs Building	$5,000.00
Total Property	**$127,100.00**
Insurance:	
Insurance BOP & General	$7,000.00
Insurance D&O	$2,000.00
Total Insurance	**$9,000.00**
Professional Fees:	
Payroll Service Fees	$2,000.00
Accounting and Audit	$20,000.00
Legal Fees	$12,000.00
Total Professional Fees	**$34,000.00**
Salaries:	
CEO	
Econ Dev Specialist	
Administrative Support	
Accounting & Finance	
Marketing Asst.	
Gloversville Dev Specialist	
Total Salaries	**$337,900.00**
Payroll Taxes & Fringes:	
Health Insurance	$25,000.00
Health Insurance Buyout	
Workers Comp Ins	$2,000.00
FICA Tax	$22,000.00
NYS Disability	$1,300.00
SEP IRA Benefits	$10,000.00
NYS Unemployment	$4,500.00
Payroll Taxes and Fringes	
Total Payroll Taxes & Fringes	**$64,800.00**

2023 CRG BUDGET

CRG
FULTON COUNTY CENTER FOR REGIONAL GROWTH

Marketing & Advertising Expenses	
Dues & Memberships	$7,000.00
Marketing & Advertising DDS	$10,000.00
Auto, Gas, and Mileage	$1,000.00
Professional Fees Marketing	$1,000.00
Grant Expense	$12,000.00
Meeting, Conferences, seminars	$35,000.00
Radio & TV	$5,000.00
Print	$5,000.00
Bulk Mailings	$500.00
Website	$8,000.00
Event Sponsorship	$4,000.00
Gazelle AI	$16,000.00
Total Marketing & Advertising Expenses	**$104,500.00**
Office Expense:	
Computer Expense	$9,500.00
Telephone & Internet	$7,000.00
Postage, Delivery & Mailings	$1,000.00
Stationary & supplies	$2,000.00
Copier/printer repairs & maint.	$3,000.00
Other office Expense	$500.00
Bank Charges & Late Fees	$500.00
Education & Training	$700.00
Total Office Expense	**$24,200.00**
General & Admin Expense:	
Rent & utilities	$1,500.00
Licenses, Fees & Permits	$700.00
Subscriptions	$500.00
Contributions & donations	$250.00
Gifs, Awards & promotions	$300.00
Misc.	$150.00
Total General & Admin Expense:	**$3,400.00**
Depreciation Exp:	$9,600.00
Total Expense	**$695,300.00**

AFFILIATE & SUBSIDIARY REPORTS

Currently, Fulton County Center for Regional Growth, Inc. has one affiliate, Fulton County Economic Development Corporation, and one subsidiary, FCCRG Projects, LLC

Fulton County Economic Development Corporation

The Fulton County Economic Development Corporation is the holding corporation for 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.

2023 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, adminsiter & 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. Emery design also does IDA website which ensures data on each match accordingly	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 still being revamped after 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 marketing package 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 created the Fulton County Initiatives Guide magazine and it is in the fourth edition. This magazine is a unique branding tool/opportunity for the county marketing plan.
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		

Page 1

C. 1. a.	Tryon Technology Park & Incubator Center	****CRG found a buyer, Win Stanley Development to purchase and continues to collaboatively market the remainder of the Tryon Technology Park** 1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initatives Guide 2. Placed Tryon Advertisment & Article 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 5. Area Development (Site Selectors) 3 month audience extension digital campaign, 1/2 page advertisement, digital directory and print & digital editorial interview	1. Site Selctors mailout garnered five new Site Selector prospects & fourteen RFP opportunities 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 5. Area Development digital campaign garnered 122,916 total impressions, 96,143 META impressions, 26,774 Google impressionsto include the actual print media advertisements
C. 1 b.	Crossroads Industrial Park	1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initatives Guide 2. Placed Tryon Advertisment & Article 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 5. Area Development (Site Selectors) 3 month audience extension digital campaign, 1/2 page advertisement, digital directory and print & digital editorial interview	1. Site Selctors mailout garnered five new Site Selector prospects & fourteen RFP opportunities 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 5. Area Development digital campaign garnered 122,916 total impressions, 96,143 META impressions, 26,774 Google impressionsto include the actual print media advertisements
C. 1 c.	Crossroads Business Park	1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initatives Guide 2. Placed Tryon Advertisment & Article 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 5. Area Development (Site Selectors) 3 month audience extension digital campaign, 1/2 page advertisement, digital directory and print & digital editorial interview	1. Site Selctors mailout garnered five new Site Selector prospects & fourteen RFP opportunities 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 5. Area Development digital campaign garnered 122,916 total impressions, 96,143 META impressions, 26,774 Google impressionsto include the actual print media advertisements

Page 2

Page 3

C. 1 d.	Johnstown Industrial Park	1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initatives Guide 2. Placed Tryon Advertisment & Article 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 5. Area Development (Site Selectors) 3 month audience extension digital campaign, 1/2 page advertisement, digital directory and print & digital editorial interview	1. Site Selctors mailout garnered five new Site Selector prospects & fourteen RFP opportunities 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 5. Area Development digital campaign garnered 122,916 total impressions, 96,143 META impressions, 26,774 Google impressionsto include the actual print media advertisements
C. 1 e.	Other Shovel-ready sites within the County	1. Mailed out Initiatives Guide to All Site Selectors Guild Members (150) Article in Initatives Guide 2. Placed Tryon Advertisment & Article 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 5. Area Development (Site Selectors) 3 month audience extension digital campaign, 1/2 page advertisement, digital directory and print & digital editorial interview	1. Site Selctors mailout garnered five new Site Selector prospects & fourteen RFP opportunities 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 5. Area Development digital campaign garnered 122,916 total impressions, 96,143 META impressions, 26,774 Google impressionsto include the actual print media advertisements
C. 2	Specific Initiatives to market other sites for business development	Working multiple projects across the County	County - Fashion Tanning Gloversville- Kearney Project Mayfield- Woods Hollow Caroga- Nick Stoner Gloversville- 7 Elm St Northampton- CMK Development Johnstown - Meat locker Gloversville - SAMCO County - Johnstown Commerce Park Johnstown - Easy Bake Broadalbin - Korkay Broadalbin - Paw Place **12 Public & Private Gloversville DRI Projects
C. 3.	Specific intiatives to market vacant buildings for business development	Multiple projects across the county	See Ron for list. CRG received 14 RFP's this year that were not fits for County due to infrastructure issues and site development

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D. 1 b.	Prepare & submit to Fulton County, by March 15, 2023, 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. CRG has also garnered four development grants to purchase and complete engineering for the County #1 site Johnstown Commerce Park
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. CRG has also garnered four development grants to purchase and complete engineering for the County #1 site Johnstown Commerce Park
D. 2. b	FCCRG shall prepare & submit to Fulton County, by March 1, 2023, 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 2023.
	Advertising Fulton County in trade magazines	Placed Tryon Advertisment & 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/indutry 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 9. NYATP & EDC Workforce Conference	1. Site Selectors Guild Annual Conf 2. NYS Economic Development Council Annual 3. NYS Innovation Summit 4. NYATP & EDC Workforce Conference 5. Consultants Forum
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 AI 6. Area Development 3 Tier marketing

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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. Eccentric Club (CGLF) 2. Sage & Cedar (CGLF) 3.Mountain Mama's (CGLF) 4. Nibbles & Bites (CGLF) 5. Parkhurst Field (CGLF) 6. Timeline Diesel (CGLF) 7. Giddy Grow Shop (CWLF) *paid off* 8. Giddy Grow Shop X2 (CWLF) 9. Sacandaga Outdoor Equipment (CWLF) 10. Meat Locker BBQ (CWLF) 11. Adirondack Massage Therapy (CWLF) 12. Olan & Sons Property Mgt (CWLF) 13. CMK Storage (CWLF) 14. PHJ Holdings (CJLF) 15. Meat Locker BBQ (CJLF) 16. Marissa Mae Confections (CJLF) 17. Buel Timber (JDA) 18. Riehl Lumber (JDA)	NY Forward Loans / National Grid / MVEDD Assistance 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. SAMCO- Gloversville 2. FCCRG - Site Work
G. 2	NYS Community Development Block grant	Paid out 15 Microenterprise Grants this year. Paid Out 22 Microenterprise CARES Act grants with another 9 businesses getting an amendment to garner more needed funds. Making the grand total of Micro Cares grants 31 total grants. The paperwork for another round of Microenterprise Grant funding has been processed and the County should be approved for further funding in early 2024 for another $300,000	16 - Micro grants = $281,000 31 - CARES Act grants = $778,114 2023 Total = $1,059,114
G. 3	New York Main Street Program		Downtown Revitaization Initiative $10M for Downtown Gloversville Projects have been selected and awarded in Nov 2022 and is working and seeing great project advancement
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	CRG & two other businesses	Marketing business Main Street grants
G. 9	Other Federal, State & private grant programs	EPA, FAST NY & SBA SEED Grants	1. CRG applied for another round of EPA grant funds (2024 notification) 2. CRG applied for FAST NY for Johnstown Commerce Park 3. Three businesses received SBA SEED grants with assistance from CRG

CRG

FULTON COUNTY CENTER FOR REGIONAL GROWTH

Mission

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

Vision

To drive economic development that positions Fulton County as the premiere location to do business and enjoy life.

Values

1. Be a Catalyst:

Lead collaborative efforts for economic development for Fulton County

2. Partnership:

Leverage synergies with other key entities to support economic growth.

3. Strategic Investments:

Make strategic investments to attract, retain, and grow local businesses.

4. Job Creation & Retention:

Work with start-ups and businesses to create great jobs.

5. Leadership Development:

Encourage leadership development and learning for our business leaders.

6. Workforce Development:

Advocate for a workforce pipeline to support sustainable business growth.

7. High Quality of Life:

Promote the excellent quality of life in Fulton County.

8. Transparency:

Provide transparency in our operations with all stakeholders.

CRG

Summary

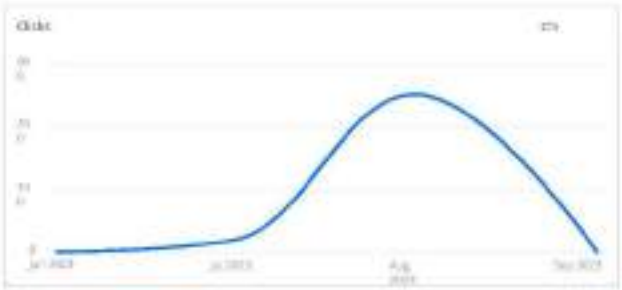
Google + LinkedIn Video: Delivered 125,302 Ad Impression with 460 user engagements = .37% CTR Very good Viewability paired with very good ad interactions

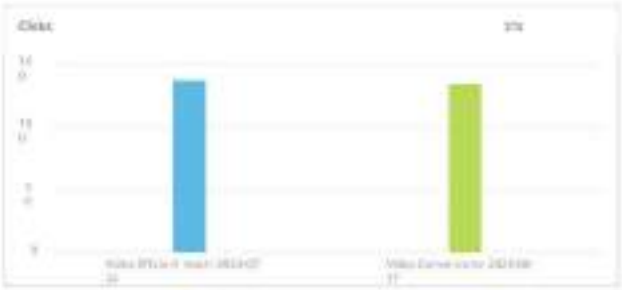
Email + Display Ads: Delivered 343,870 Ad Impressions with 3,200 user engagements = .93% CTR – Great viewability with great user engagements

Fulton County Growth Reporting

June 21st, 2023 - September 3rd, 2023

Google Ads - Campaigns

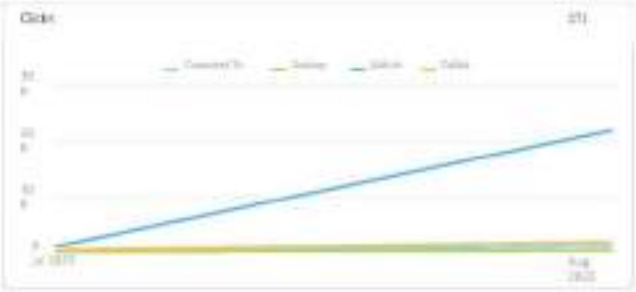




Clicks	Impressions	CTR
271	92,162	0.29%

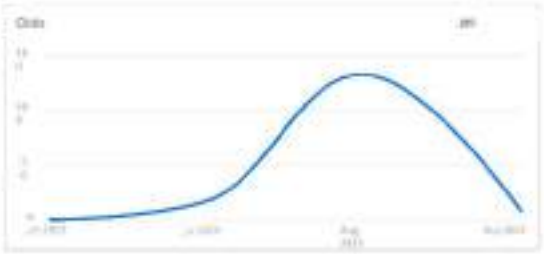
Fulton County Growth
June 21st, 2023 - September 3rd, 2023

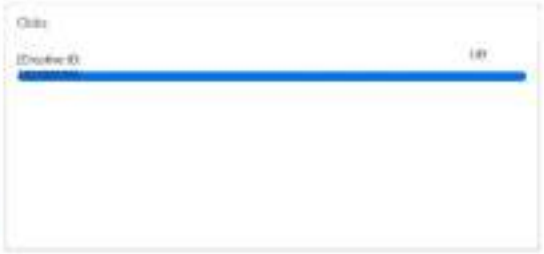
Google Video Ads - Devices



Device	Clicks	Impressions	CTR
Connected Tv	14	32,943	0.04%
Desktop	4	3,704	0.11%
Mobile	236	46,732	0.49%
Tablet	23	8,783	0.26%

LinkedIn Video Ads - Campaigns





Clicks	Impressions	CTR
189	33,078	0.57%

Fulton County IT Email 1

CAMPAIGN REPORT

Campaign Summary

Name: Fulton County Growth IT Professionals

From/Brand:	Fulton County Regional Growth		
Headline:	Relocate Your Business		
Broadcast Date:	07/25/2023		
Audience:	25,000	**ID:**	1856197
Views:	4,336	**Clicks:**	720
View %:	17.34%	**Click %:**	2.88%

Campaign Creative

CAMPAIGN STATS

Views | 17.34 % *Total Views 4,336*

Clicks | 2.88 % *Total Clicks 720*

CTVR | 16.61 %

Clicks by Device

Desktop	50.28%	362
Mobile	49.72%	358

CLICKS BY WEB BROWSER

252	Chrome	46	Edge	35	Firefox	333	Safari	54	Other

Fulton County IT Email Link Summary

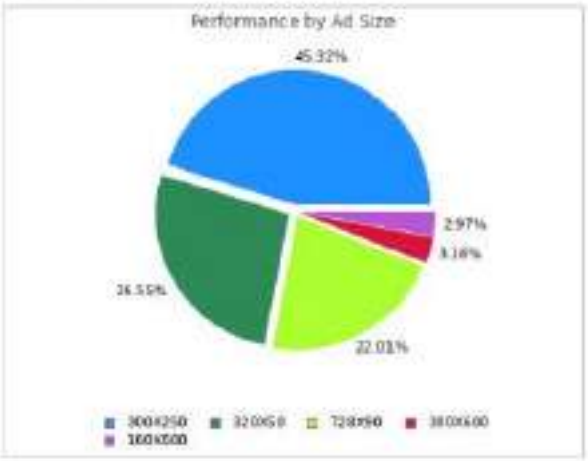
LINK SUMMARY

Index	Link URL	Clicks	%
1	https://www.fccrg.org/2022-initiatives-guide/	97	13.47%
2	https://www.fccrg.org/sites/shovel-ready-sites/	65	9.03%
3	https://www.fccrg.org/sites/ask-a-site-selector/	63	8.75%
4	https://www.fccrg.org/county-assets/fulton-county-profile/	105	14.58%
5	https://www.fccrg.org/county-assets/fulton-county-profile/	177	24.58%
6	https://www.fccrg.org/about-us/our-team/	134	18.61%
7	https://www.fccrg.org/	79	10.97%
		720	

Fulton County IT Display Ads from IT Email 1

07/31/23 - 08/11/23

Performance by Ad Size	Impression Share
300x250	45.32%
320x50	26.55%
728x90	22.01%
300x600	3.16%
160x600	2.97%



83,541
IMPRESSIONS

128
CLICKS

0.15%
CTR

Fulton County IT Email 2

CAMPAIGN REPORT

Campaign Summary

Name: Fulton County Growth IT Professionals

From/Brand:	Fulton County Regional Growth		
Headline:	Relocate Your Business		
Broadcast Date:	08/18/2023		
Audience:	25,000	**ID:**	1871747
Views:	4,738	**Clicks:**	681
View %:	18.95%	**Click %:**	2.72%

Campaign Creative

CAMPAIGN STATS

Views | 18.95 % Total Views 4,738

Clicks | 2.72 % Total Clicks 681

CTVR | 14.37 %

Clicks by Device

Desktop	38.91%	265
Mobile	61.09%	416

CLICKS BY WEB BROWSER

345	Chrome	41	Edge	25	Firefox	226	Safari	43	Other

Fulton County IT Emails Link Summary

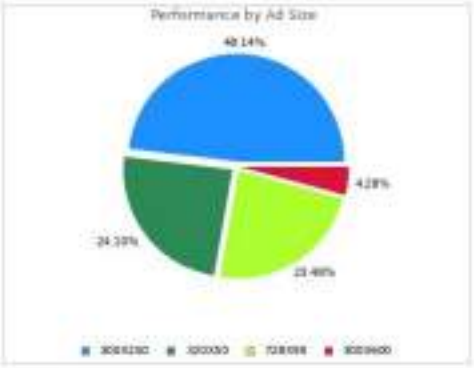
LINK SUMMARY

Index	Link URL	Clicks	%
1	https://www.focrg.org/2022-initiatives-guide/	112	16.45%
2	https://www.focrg.org/sites/shovel-ready-sites/	69	10.13%
3	https://www.focrg.org/sites/ask-a-site-selector/	73	10.72%
4	https://www.focrg.org/county-assets/fulton-county-profile/	98	14.39%
5	https://www.focrg.org/county-assets/fulton-county-profile/	176	25.84%
6	https://www.focrg.org/about-us/our-team/	94	13.80%
7	https://www.focrg.org/	59	8.66%
		681	

Fulton County IT Display Ads from IT Email 2

08/25/23 - 09/02/23

Performance by Ad Size	Impression Share
300x250	48.14%
320x50	24.1%
728x90	23.48%
300x600	4.28%



38,542
IMPRESSIONS

75
CLICKS

0.19%
CTR

Fulton County Food Email 1

CAMPAIGN REPORT

Campaign Summary

Name: Fulton County Growth Food Executives

From/Brand:	Fulton County Regional Growth		
Headline:	Relocate Your Business		
Broadcast Date:	08/09/2023		
Audience:	25,000	**ID:**	1864195
Views:	4,739	**Clicks:**	686
View %:	18.96%	**Click %:**	2.74%

Campaign Creative

CAMPAIGN STATS

Views | 18.96 % *Total Views 4,739*

Clicks | 2.74 % *Total Clicks 686*

CTVR | 14.48 %

Clicks by Device

Desktop	54.37%	373
Mobile	45.63%	313

CLICKS BY WEB BROWSER

369	Chrome	48	Edge	48	Firefox	284	Safari	25	Other

Fulton County Food Link Summary

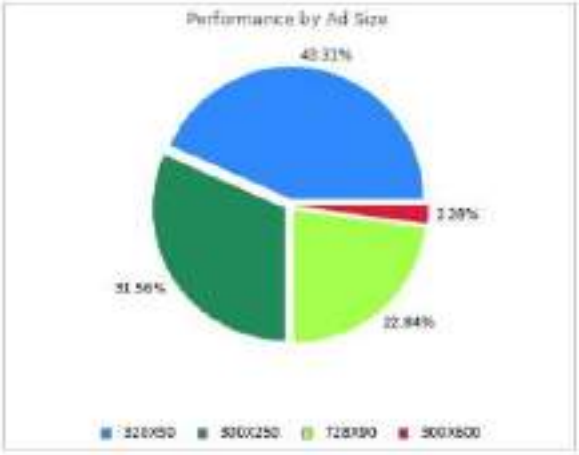
LINK SUMMARY

Index	Link URL	Clicks	%
1	https://www.fcorg.org/2022-initiatives-guide/	53	7.73%
2	https://www.fcorg.org/sites/shovel-ready-sites/	63	9.18%
3	https://www.fcorg.org/sites/ask-a-site-selector/	56	8.16%
4	https://www.fcorg.org/county-assets/fulton-county-profile/	154	22.45%
5	https://www.fcorg.org/county-assets/fulton-county-profile/	264	38.48%
6	https://www.fcorg.org/about-us/our-team/	92	13.41%
7	https://www.fcorg.org/	4	0.58%
		686	

Fulton County Food Display Ads From Food Email 1

08/14/23 - 08/25/23

Performance by Ad Size	Impression Share
320x50	43.31%
300x250	31.56%
728x90	22.84%
300x600	2.28%



83,340
IMPRESSIONS

157
CLICKS

0.19%
CTR

CAMPAIGN REPORT

Campaign Summary

Name: Fulton County Growth Food Executives

From/Brand:	Fulton County Regional Growth		
Headline:	Relocate Your Business		
Broadcast Date:	08/22/2023		
Audience:	25,000	**ID:**	1873459
Views:	3,522	**Clicks:**	704
View %:	14.09%	**Click %:**	2.82%

Campaign Creative

CAMPAIGN STATS

Views | 14.09 % Total Views 3,522

Clicks | 2.82 % Total Clicks 704

CTVR | 19.99 %

Clicks by Device

Desktop	47.44%	334
Mobile	52.56%	370

CLICKS BY WEB BROWSER

358 Chrome	47 Edge	31 Firefox	235 Safari	33 Other
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Fulton County Food Link Summary

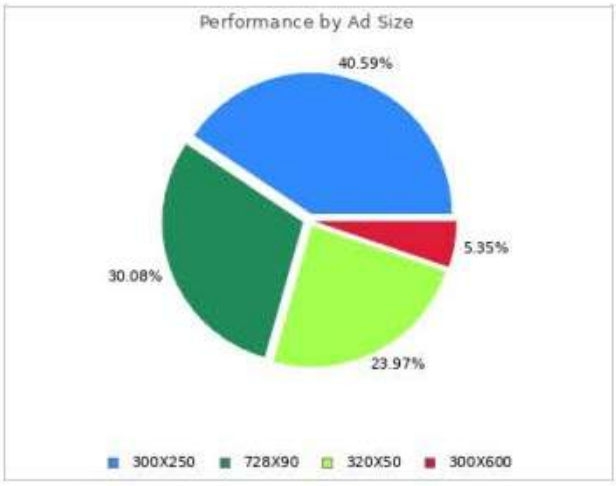
LINK SUMMARY

Index	Link URL	Clicks	%
1	https://www.fccrg.org/2022-initiatives-guide/	126	17.90%
2	https://www.fccrg.org/sites/shovel-ready-sites/	62	8.81%
3	https://www.fccrg.org/sites/ask-a-site-selector/	64	9.09%
4	https://www.fccrg.org/county-assets/fulton-county-profile/	108	15.34%
5	https://www.fccrg.org/county-assets/fulton-county-profile/	242	34.38%
6	https://www.fccrg.org/about-us/our-team/	89	12.64%
7	https://www.fccrg.org/	13	1.85%
		704	

Fulton County Food Display Ads From Food Email 2

08/28/23 - 09/07/23

Performance by Ad Size	Impression Share
300x250	40.59%
728x90	30.08%
320x50	23.97%
300x600	5.35%



38,595
IMPRESSIONS

62
CLICKS

0.16%
CTR