



2012 ANNUAL REPORT



Great opportunities grow here. 

ONTARIO COUNTY ECONOMY OUTPACES REGION, STATE AND NATION

When it comes to growing the economy, Ontario County continues to outpace the region, state and the nation.

A September 2012 story in the Democrat and Chronicle, titled "Ontario County is thriving," reported the county's population grew to 108,000 residents in 2010, the most recent year available, amounting to an 8 percent increase over the previous decade and outpacing the region and the state.

In addition, the story noted, Ontario County's median household income of \$56,500 is the highest in the region and higher than the state and national levels.

Home values also increased in Ontario County. The county's median home value of \$129,600 in 2010 was a 12 percent increase from a decade earlier.

With this, the Ontario County administration and the Ontario County Office of Economic Development decided to adopt a new series of best practices in 2012, a major component of which is a quarterly dashboard.

The dashboard tracks GDP growth, labor-force figures, the unemployment rate, employment in key sectors, output in key sectors, sales tax revenue, and various social well-being measures, including median home price, home sales and the population living in poverty.

For the fourth quarter of 2012, the most recent dashboard available, the county's labor force was approximately 57,000, up 0.4 percent from November to December. By comparison, the Rochester metropolitan statistical area (MSA) labor force was 526,000 in December, a 0 percent change from the previous

month. New York State's labor force was approximately 9,563,000, a 0.3 percent increase from November to December, and the nation showed a 0.1 percent increase in its labor force during the same time period.

Tracking the unemployment rate, another key economic indicator, shows that Ontario County continues to outperform the region, the state and the country as a whole. Another key economic indicator is median house price. In the fourth quarter of 2012, the median house price in Ontario County was \$149,000, the highest in the seven-county region and a 2.8 percent increase from the previous year. Ontario County also has the fewest people living in poverty. In 2012, 9 percent of the county's population lived in poverty, the lowest level in the seven-county region.

Ontario County Economic Developer Mike Manikowski credits county leaders, including members of the Board of Supervisors, board members of the Ontario County Industrial Development Agency and Ontario County Economic Development Corp., as well as a long-term culture of cooperation and strategic planning.

"It boils down to leadership in a county where political disputes are rare and cooperation and collaboration reign," Manikowski said.

Ontario County Administrator John Garvey agreed.

"This has been a long-term success of over 30 years of trying to get this right," he said. □

OntarioCounty – 2012 Scorecard

Project	Funding Source	Estimated Jobs Created or Retained	Estimated Amount of Private Sector Investment	Estimated Amount of Public Sector Investment	Total Investment (Private & Public)
B-R Carts & Kiosks	Local	16 retained, 8 created	\$2,212,250	\$82,017	\$2,294,267
Fishers Landing	Local	96 created	\$11,510,000	\$1,087,667	\$12,597,667
Canandaigua Airport Runway Expansion	FAA, State, Local	18 retained		\$7,018,334	\$7,018,334
Lehigh Crossing (FLTG)	Local	31 retained, 20 created	\$2,600,000	\$284,906	\$2,884,906
Mercy Flight Central	Local	27 retained	\$1,424,881	\$1,782,119	\$3,207,000
Moser Baer Technologies	Local/Federal	10.5 retained, 13 created	\$5,773,329	\$3,149,015	\$8,922,344
CAR Engineering	Local	48 retained, 2 created		\$40,000	\$40,000
Naples Sewer Project	Local	6 created	\$10,000	\$30,000	\$40,000
CADC Lakefront Redevelopment	Local		\$45,000	\$75,000	\$120,000
NY Wine & Culinary Center	Local	15 created	\$800,000	\$703,240	\$1,503,240
New Scale Technologies	Local	20 retained, 7 created	\$232,329	\$461,881	\$694,210
Ewing Graphics	Local	22 retained, 7 created	\$1,090,755	\$123,389	\$1,214,144
MCA Group, LLC	Local	25 created	\$4,420,000	\$431,104	\$4,851,104
Total		192.5 retained, 199 created	\$31,118,544	\$15,268,672	\$45,387,216

HELPING LOCAL COMPANIES **GROW**

Hazlitt's Red Cat Cellars and Cy Plastics are two Ontario County-based firms that are among 20 companies selected to participate in New York State's first-ever economic gardening program.

Announced in August 2012, the program is a pilot project that supports second-stage companies in their efforts to grow and create jobs. The economic gardening initiative is supported by a \$200,000 grant from Empire State Development and matching funds provided by the region's numerous economic development partners, including the Ontario County Industrial Development Agency.

Hazlitt's Red Cat Cellars acquired the historic Widmer Winery in Naples in 2010 with assistance from the Ontario County Office of Economic Development. Hazlitt celebrated the grand opening of its Naples facility's tasting room last fall, coinciding with the village's annual grape festival. In the span of one year, Hazlitt had created 40 jobs, including 30 full-time positions.

Based in Honeoye, Cy Plastics is an injection-molding and blow-molding manufacturer that's been in operation for more than 25 years.

The economic gardening program provided Cy Plastics with resources to support the company's growth initiatives. In particular, the program's team was expert in gleaning information from the Web and advising Cy Plastics on how best to promote the company to potential Web customers. The program's team also helped the company with demographic information related to the sales of its fire, safety and rescue products. In addition, the program provided valuable feedback on the company's use of Google Advertising so that Cy Plastics could get more bang for its advertising dollar.

"They also helped us understand the requirements for participating in some advanced markets, such as medical devices, hopefully setting the stage for growth in that arena at a later date," Cy Plastics President Andy Molodetz said.

The economic gardening program, as a companion to the county's Business Retention & Expansion (BR&E) program,



is just the most recent example of the county's efforts to support local businesses.

The BR&E program continues to build a strong business base within Ontario County. The program has been led by Jim Armstrong since 2005 and assists local businesses through company site visits and building valuable relationships over time. These relationships are critical in retaining businesses and in providing them opportunities for future growth.

Over the past eight years, Armstrong has made more than 1,200 company site visits, which have resulted in 400 referrals for additional follow-up services. A majority of the referrals involve workforce-related programs, while other needs include facility space, fiber optic ring information, energy incentives, county economic development assistance and business-to-business opportunities, among many others.

"Keeping our county supervisors up to speed is a top priority," Armstrong said.

When asked to identify Ontario County-based companies that would benefit from the state's new economic gardening initiative, Armstrong readily identified Hazlitt and Cy Plastics as candidates for the program.

In addition to the economic gardening initiative and ongoing BR&E program, the Office of Economic Development's website features an online business-to-business directory, encouraging companies to do work with one another and help grow the local economy. To learn more and visit the directory, go to www.ontariocountydev.org/ontario-county-business-to-business. □

AIRPORT CELEBRATES WITH TAKE-OFF EVENT

Local leaders celebrated the groundbreaking of the Canandaigua Airport's multimillion-dollar runway expansion project in the fall of 2012, marking a major economic development milestone for the county.

The runway is in the process of being expanded from 3,200 feet to 5,500 feet, enabling corporate jets and an expanded range of private aircraft to land at the airport, increasing air access and fueling economic growth.

The airport is owned by the Ontario County Industrial Development Agency and the runway expansion project is the culmination of more than 20 years of hard work. The runway

expansion project is fully funded by a \$7 million grant from the Federal Aviation Administration. Construction is expected to be completed in the fall of 2013.

Officials also announced that the Pilot's Lounge at the Canandaigua Airport would be named in honor of the late James "Jim" Doran, who played a key role in the development of the airport.

For more information on the project, follow the Canandaigua Airport on Twitter at @CanandaiguaAir or on Facebook at www.facebook.com/CanandaiguaAirportD38. □

ECONOMIC OUTLOOK FOR 2013 IS BRIGHT

As key indicators show, Ontario County's economy not only held its own in 2012, but is continuing to outpace other counties in the region, as well as the state and the country as a whole.

Fortunately, we expect this economic growth to continue in 2013 and beyond.

As noted earlier, the Canandaigua Airport's runway expansion project is slated for completion later this year, opening up all kinds of economic opportunities for local businesses and residents.

In addition, our economic development team's longstanding support of Eastview Mall as a significant destination retail project will come to fruition later this year. Von Maur, a family-owned, high-end department store based in the Midwest, is planning to open its first Northeast location this fall. The store specializes in upscale fashion, customer service, an inviting atmosphere and multiple shopper amenities. It has been observed that Von Maur is to fashion shopping what Wegmans is to grocery shopping.

The Von Maur project is expected to create approximately 200 new jobs and 144 full-time-equivalent construction jobs.

Our economic development team is also working hand-in-hand with the College of Nanoscale Science and Engineering's Smart System Technology and Commercialization Center (STC). The center recently received site plan approval to expand up to 900,000 square feet on its 57-acre site off Route 332 in Canandaigua.

With this, we are now looking to partner with the NY Loves Nanotech team to more proactively market the site to key industries, including the semiconductor, MEMS, optics, smart sensor, solid-state lighting and organic light-emitting diode (OLED) industries. Participation in industry trade shows, including Semicon WEST and others, will be a key part of this aggressive marketing strategy.

STC is a highly appealing location for companies in these industries. Those companies include Dynamax Imaging, Carestream and Moser Baer Technologies. Dynamax, a developer of high-performance image sensors, recently announced plans to move to STC, creating 100 new jobs, including 30 to 50 cleanroom operators.

The Dynamax announcement means that STC's existing 120,000-square-foot building is now completely full, hence the need to expand.

The county's economic development effort also continues to support Axxess Ontario, the public-benefit corporation that oversees and manages Ontario County's 200-plus-mile fiber-optic ring.

Axxess Ontario is in the midst of completing a significant extension of its open-access, dark fiber-optic cable in Geneva. The extension will benefit Finger Lakes Health, Finger Lakes Community College's campus in Geneva, Hobart and William Smith Colleges, the Cornell Tech Farm and companies in the Geneva Industrial Park off Route 14, among many other Geneva-area businesses and institutions.

In addition, residents throughout Ontario County will eventually benefit from the Axxess Ontario fiber ring as local leaders continue efforts to lure a fiber-to-the-home provider to our community.

Ontario County is already off to a great start in 2013, and with continuing support from our Board of Supervisors and county administration, we have every reason to look forward to an exciting year to come.

Mike Manikowski

Mike Manikowski
Economic Developer,
Ontario County Office of Economic Development

Ontario County Economic Development Team

Pictured left to right:

Charlotte Chapin, *Part-time Administrative Assistant*

Suzanne Vary, *Economic Development Specialist*

Mike Manikowski, *Economic Developer (seated)*

Michael Wojcik, *Senior Fiscal Manager*

Melissa Doyle, *Finance Clerk II*

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