



Adirondack Park Agency

LEILANI CRAFTS ULRICH
Chairwoman

TERRY MARTINO
Executive Director

MEMORANDUM

TO: Terry Martino, Executive Director

FROM: Dan Kelleher, Special Assistant for Economic Affairs

DATE: May 4, 2016

RE: Economic Services Unit Activities for March and April, 2016.

Unit activities were as follows:

Regional Economic Development Council Support

Staff continues to assist several North Country Regional Economic Development Council (NCREDC) workgroups in advance of the 2016 REDC initiative. On February 8, staff attended a meeting of the Council's Priority Project and Plan Implementation Committee. Additionally, staff attended a meeting of the NCREDC on February 19 in Potsdam. There are anticipated to be several new competition elements in 2016 with the final announcements pending budget approval.

Adirondack Park Smart Growth Grant Program

Staff reviewed submissions for the Adirondack Park Smart Growth Grant program. This year's awardees were announced at Local Government Day; over \$400,000 in grants were awarded to advance economic and community development while adhering to the principals of smart growth. Funded projects included the Essex County Fish Hatchery, stormwater improvements on Mirror Lake in Lake Placid, sidewalk improvements in Lake George, the Adirondack Public Observatory in Tupper Lake, a local food marketing campaign administered by Adirondack Harvest, and a plan for "Trail Towns" across the Park.

Hamlet Economic Planning and Assistance Initiative - Lake George

The Town and Village of Lake George have both signed on to participate in the Agency's HEPA Initiative. Staff met several times in March and April with staff and leaders from the two municipalities. The team expects to begin an extensive public outreach process in late May that will continue through the early summer period. Following the conclusion of the public outreach components, Agency staff will work with the Lake George stakeholder workgroup to draft an economic development plan for the communities.

Hamlet Economic Planning and Assistance Initiative – Crown Point

The Town of Crown Point has chosen to participate in the Agency's HEPA initiative. Staff met with the Town Supervisor in March and will be meeting with a local stakeholder workgroup in May. Staff will work with the stakeholder workgroup to pursue a public outreach process. Subsequent to public input, staff will assist the workgroup in developing and economic development plan for the Town.

Adirondack Park IDA Outreach

Staff met with representatives from the North Country Regional Chamber of Commerce and the Franklin County, Essex County, and Hamilton County Industrial Development Agencies at the Agency's offices in Ray Brook on March 18 to discuss business recruitment strategies for the Adirondack Park. The original group chose to expand to include more Park economic development leaders including the Warren County Economic Development Corporation, the Development Corporation (Clinton County), the Regional Office of Sustainable Tourism, the Ticonderoga Area Chamber of Commerce, the Fulton County Center for Regional Growth, St. Lawrence County IDA, Oneida County IDA, and National Grid. A follow-up meeting was held at the Agency's office in April to pursue various economic development strategies. The group hopes to host several business recruitment events across the Park as well as participate in coordinated marketing efforts.

Lake Placid Main Street Improvement Committee

Staff is assisting a committee in Lake Placid tasked by the Village Board with reviewing policies regarding sanitation/cleanliness, parking, and signage. The purpose of the initiative is to increase the vitality of Main Street and encourage more visitation. Staff attended several meetings of the committee in March and April.

Community Outreach

On March 3, staff attended the Tourism Destination Marketing Summit put on by the Regional Office of Sustainable Tourism and held in Lake Placid, Essex County. The theme of the Summit centered on driving a clear message about the Adirondack Park to potential visitors. Speakers articulated that too often the Park is regionalized thus diminishing the overall brand recognition of the Adirondacks.

On March 24, staff attended a hospitality legislative roundtable organized by the Regional Office of Sustainable Tourism and the New York State Hospitality & Tourism Association. The roundtable focused on issues pertinent to the hospitality industry including competition from short term rentals and occupancy taxes.

J&L Site Redevelopment

On March 29, staff attended a meeting with local officials, NYS DEC, and the St. Lawrence County IDA to discuss redevelopment of the J&L property in the Town of Clifton. The group is pursuing strategies to finalize site remediation including the

removal of existing buildings, development of infrastructure on the property, and to find new uses for the site. The Development Authority of the North Country (DANC) is currently writing and facilitating grants to remove existing buildings that are structurally deficient and pose dangers to public health. In February, the Agency approved a permit for the first new use on the site, a boat washing station and public information center.

EatADK Restaurant Week Development

Staff attended a workgroup meeting regarding a restaurant week event in Lake Placid. The event will be used to spur economic activity in the “off season” with the first event taking place from May 13 through May 22. The workgroup has been formed to take a leadership role in the event’s development and Economic staff will provide assistance and expertise to the workgroup as needed. It is anticipated that the event will be enlarged to include other Adirondack communities in subsequent years.

Regulatory Programs Support

Economic Services staff is supporting the Regulatory Programs Division on several projects including a subdivision in Essex County, an industrial project in Clinton County, an energy project in Saint Lawrence County, and a marina project in Franklin County.

Planning Division Support

Staff assisted the Planning Division in the development of the 2016 Local Government Day conference in Lake Placid, Essex County.