

REDC PROJECT PRIORITIES



Based on the:
2015 Upstate Revitalization Initiative
& 2021 Annual Update

State Priorities

- Childcare Needs
- Environmental Justice and Strategy
- Placemaking and Downtown Revitalization
- Workforce Development



Regional Priorities

- STEM-Intensive Industries
- Regional Cyber Cluster
- Agribusiness and Food Systems
- Tourism
- Advanced Manufacturing
- Environmental Justice
- Downtown Revitalization
- Vibrant Communities
- Resiliency



Guiding Principles of the

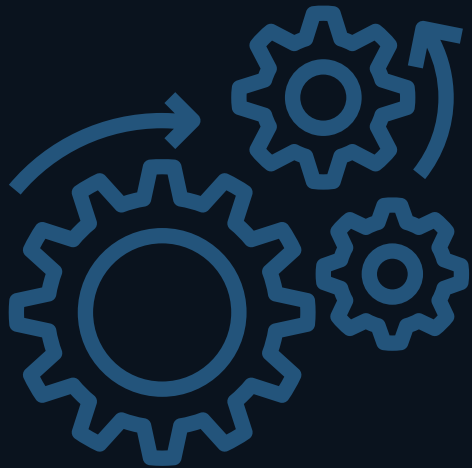
Upstate Revitalization Initiative (URI) Plan

- Strengthening regional industry concentrations to grow more jobs
- Aligning educational and training programs to meet the needs of strategically vital employers, with an emphasis on hard-to-place workers
- Creating a regional culture of innovation and entrepreneurship
- Emphasizing smart growth and sustainability in all development
- Encouraging and, where possible, rewarding civic and governmental efficiency
- Growing exports and participation in the global economy



For more information visit
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STEM PROJECT PRIORITIES



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Recent Challenges

- Availability of Childcare providers.
- New housing construction/options with robust internet connectivity.
- The automotive downturn and near-collapse of the aerospace industry has dealt a crushing blow to many of our advanced manufacturers, primary metals, machine shops, and niche aerospace supply chain companies.
- Although construction has been steady, the spike in building materials has caused significant budget overruns on essential cybersecurity, housing, and logistics construction projects.

Strategic Investments

- Increase STEM Intensive Industry growth
- Generate more global exports
- Establish a comprehensive education and workforce development ecosystem
- Invest in maximizing the potential of its entire population
- Focuses on apprenticeship programs to align people with jobs
- Reclaims the region's urban centers and historic main street corridors to create vibrant communities that can attract and retain population in support of the region's STEM intensive industries
- Leverages the region's key assets and forges cross regional partnerships to exploit economic opportunities to grow and attract private investment in key strategic economic sectors



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AGRI BUSINESS PROJECT PRIORITIES



Addressing Challenges

- Increase economic development efforts to attract and incentivize investment in regional meat, food, and beverage processing facilities.
- Technical assistance to growers and processors to accelerate the shift to e-commerce, especially in the farm to doorstep infrastructure required to complete transactions.
- Marketing support and creative incentives to help producers pivot – or enhance – offerings to include outdoor agritourism.
- Access to flexible capital to develop/enforce new food safety protocols.

Strategic Investments

- Maximize production and increase market share by modernizing the marketing and distribution infrastructure
- Invest in next-generation farmers and close the skills gap between hard-to-place workers and agricultural, craft brewing, and food processing opportunities.
- Create an environment for innovation and entrepreneurship in agribusiness and agrisciences by increasing the percent of food manufacturing firms

Key Finding #1: The Region's Climate And Natural Resources Are Conducive To Expansion Of The Agriculture Industry, Particularly Dairy Production.

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TOURISM PROJECT PRIORITIES



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Addressing Challenges

- Access to inexpensive working capital
- Complete trail and canal construction projects currently underway; and assist regions in marketing their outdoor/adventure tourism destinations.
- Improved, enlarged public spaces to accommodate increased social distancing
- Flexible zoning and streamlined vendor permitting for outdoor commerce
- Technical assistance with adopting e-commerce platforms.
- Transportation improvements to facilitate pick-up and drop-off business models
- Improved access to local childcare in order to win back employees – especially one-person startups and service economy workers.

Strategic Investments

- Invest in craft food & beverage expansion and tourism promotion initiatives to strengthen these industry concentrations and create new job opportunities by increasing growth in visitor spending
- Create a path to prosperity for hard-to-place workers by increasing employment growth
- Expand year-round attractions, capture greater numbers of international visitors, and increase the mohawk valley's exposure to global markets by increasing tourism as a percent of global exports by 5% by 2030.

Key Finding #1: The Region Is Rich In Tourism Assets – Natural And Man-Made – With An Abundance Of Variety



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