



# SUNY Cobleskill | INSTITUTE FOR RURAL VITALITY

Engaging the substantial resources of SUNY Cobleskill in collaboration with regional partners to enhance community and economic vitality in rural New York

# Why the Mohawk Valley?

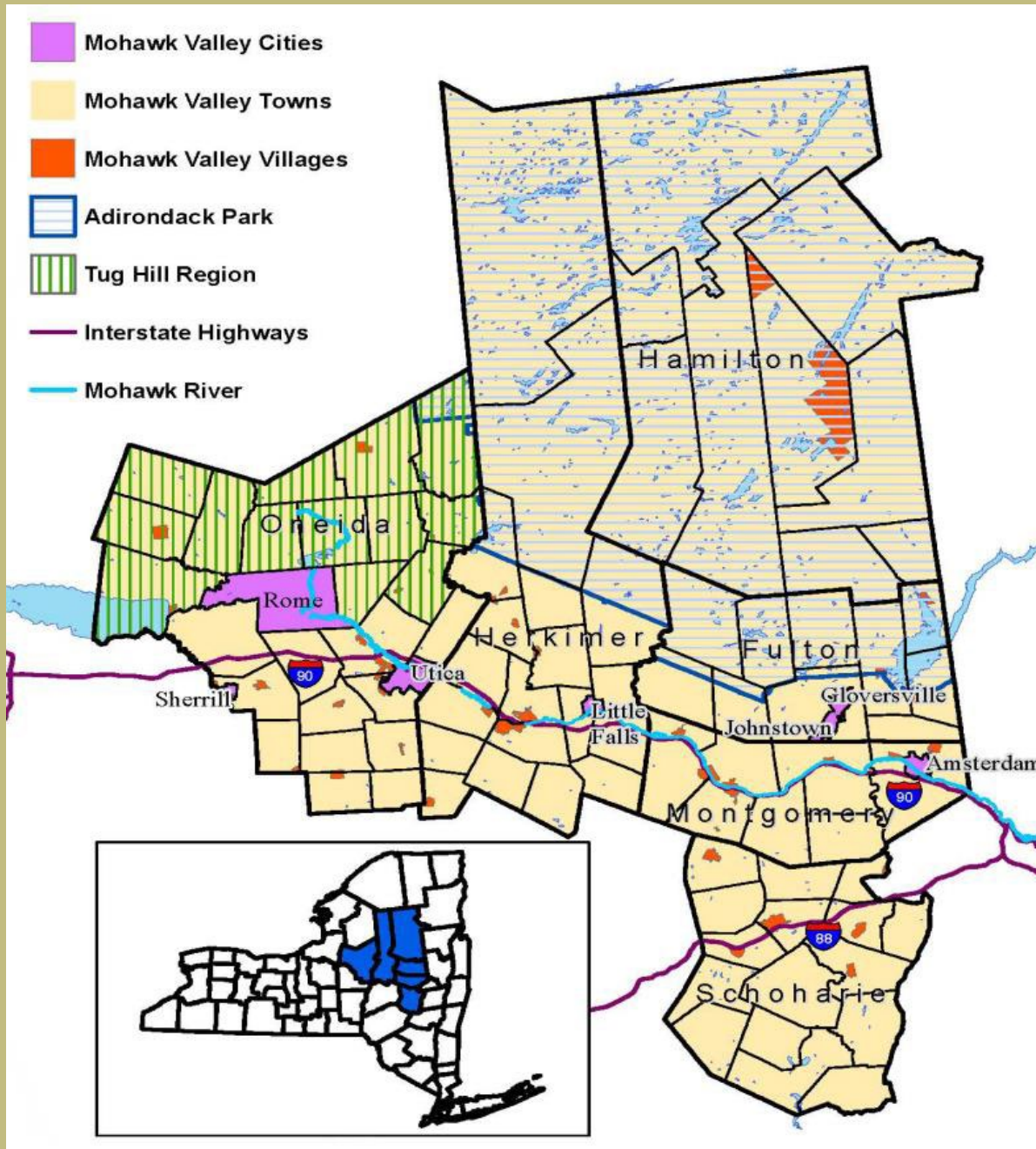
- Location
- Abundance of Educational Institutions Partners for Collaboration
- Resources to assist businesses
- Breadth of expertise available for collaboration/consultation
- Quality of Life
- Ability to Engage and Impact

# LOCATION

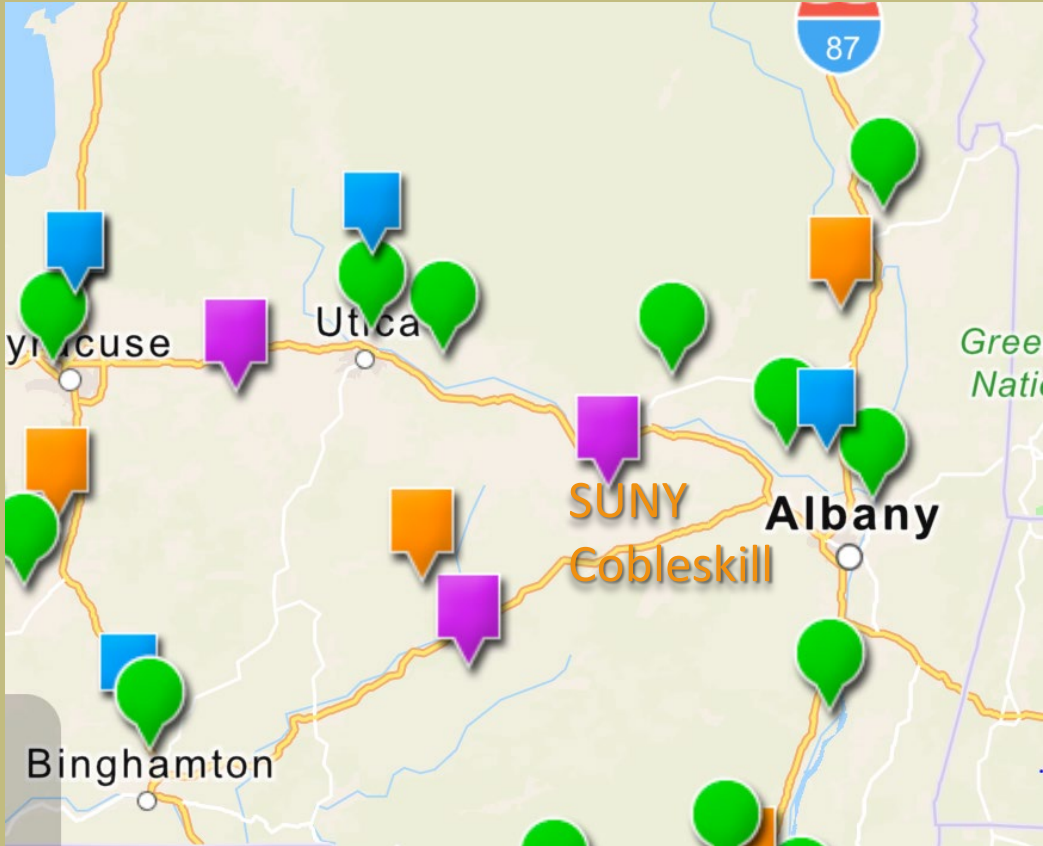
- Within 500 miles of 13 of the top 50 U.S. markets
- Within a one-day drive from nearly half the population, personal income, business and sales in the United States and Canada.
- Transportation Infrastructure

Additional stats here:

<https://www.mvedge.org/#why-mv>







# Higher Ed Institutions

## Collaboration for:

- Workforce Development
- Economic Development
- Academic Program Development
- Recruitment to fill employment needs

## Resources Available to Businesses:

- Grants
- Education and training
- Incubators
- Accelerators
- Shared-use facilities
- IDAs
- Chambers
- Professional networks

Mohawk cost of living is 83.4

| COST OF LIVING                | Mohawk | New York | USA |
|-------------------------------|--------|----------|-----|
| <a href="#">Miscellaneous</a> | 95.7   | 101.6    | 100 |

# Depth of Expertise

Needed business experts, consultants, advisers are available

## Quality of Life

- Wide variety of living environments available
- Reasonable cost of living
- Natural beauty
- Good schools
- Farm to Table food supply chain available



# Ability to Engage and Impact

- Opportunities for businesses to engage in economic development and shape the region
- Membership on Advisory Boards of colleges, economic development initiatives/committees/task forces, Chamber of Commerce boards and committees, etc.
- Partnerships and Sponsorships of social causes, events, etc.
- Establishing apprenticeships, internships







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Back-up Slides

SUNY Cobleskill  
GROW • SUSTAIN • RENEW



## Services provided:

Business, financial, and marketing planning

Commercialization assistance

Food and beverage product development

Branding, advertising, and packaging assistance

Access to academic resources and facilities

Access to other NYS resources



578 farm and food businesses served



21 beginning farmers entered local/regional food production



46 unique business plans and 60 unique marketing plans developed



25 entrepreneurs piloted at least 2 new unique products



35 jobs were maintained or created, and 4 new careers were created.



Entrepreneurs self reported behavioral changes