

# ***St. Lawrence County Industrial Development Agency***

Human Services Center  
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## **BENCHMARK**

**Project:** Honey Dew Acres, LLC d/b/a Red Shed Tack Shop  
**Address:** 169 Post Road, Canton, NY  
**Start Date:** April 4, 2011

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**Overview:** Honey Dew Acres LLC is a full-service equestrian facility offering lessons, boarding and training. It is owned and operated by Mark Cambridge and Peggy McAdam. The Cambridge family has envisioned opening a tack shop for a number of years to accommodate requests of their growing clientele who would rather buy locally than order from a catalog. The on-farm store will allow beginning riders to easily acquire basic apparel and accessories needed to get them started in the sport without the hassle of shipping and returns. Competitive riders can shop for top name brands and those hard to find and fun items not currently available in the local marketplace. Products will include English tack, riding apparel and accessories, helmets and boots, stable and grooming supplies, supplements and treats, saddles and horse blankets. They are requesting financial assistance for the purchase of inventory and equipment, and for working capital.

**Actions Taken:** St. Lawrence County Local Development Corporation  
Microenterprise Grant Program .....\$19,845

**Economic Indicators:**

- Jobs Maintained and Generated – This project will assist in generating 1 FTE job over the next three years.
- Targeted Employment Opportunity – The purpose of the Microenterprise Grant Program is to create employment opportunities for persons of low-moderate income (LMI). This project will create 2 part time jobs (1 FTE) for persons who meet the LMI guidelines.
- Other Financing Leveraged:  
Private Equity .....\$2,205
- Improve Corporate Performance – This project will allow Honey Dew Acres to expand its services to their clientele by offering the opportunity to buy tack and riding apparel at Red Shed Tack Shop located on site. When hosting shows they will be able to tap into a new market by offering products for sale to visiting riders. The shop will also benefit Honey Dew Acres by allowing them to buy tack at wholesale prices.
- Targeted Business – This project is in line with the Microenterprise Grant Program objective to target assistance to businesses that provide specialty goods or services in a community in the County where they are not currently found.