

St. Lawrence County Industrial Development Agency Local Development Corporation

2022 Annual Report

Mission Statement

(Reviewed and Reaffirmed in Public Session on March 29, 2022)

The mission of the St. Lawrence County IDA Local Development Corporation is to stimulate the growth of private sector employment in St. Lawrence County by providing financial assistance to new and expanding industries, and to certain retail/market-driven facilities.

The purpose of the Corporation shall be to relieve and reduce unemployment; promote and provide for additional and maximum employment; better and maintain job opportunities; to instruct or train individuals to improve or develop their capabilities for jobs; carry on scientific research for the purpose of aiding the community of St. Lawrence County, New York by attracting industry to the community and by encouraging the development of, or retention of, an industry in the community; lessen the burdens of government and act in the public interest and administer the St. Lawrence County Revolving Loan Fund.



Performance Goals

- To create new employment opportunities for St. Lawrence County citizens through the attraction of or the creation of new businesses
- To create new employment opportunities for St. Lawrence County citizens through the expansion of existing businesses
- To retain existing employment opportunities
- To leverage the greatest level of private investment in St. Lawrence County businesses
- To educate County businesses, elected officials and community representatives regarding available economic development resources
- Act as a liaison with businesses and government to help coordinate economic development services and reduce bureaucracy
- Work cooperatively with area economic development agencies to market County assets and economic development resources to potential new or expanding businesses
- Ensure a transparent and accountable operation with responsibly-managed Agency assets

2022 Performance Review (January 2022 – December 2022)

- **St. Lawrence Suds** has acquired the former McCarthy’s Furniture Barn in the Village of Canton. The company will operate a microbrewery in building under the planned name of “Bent Beam Brewery.” The Village of Canton has submitted a Restore NY application for the restaurant component of the project. IDA incentives and a \$50,000 loan by the IDA Local Development Corporation will assist in the equipping and rehabilitating of the building envelope and brewing section of the facility.



Construction underway at the future home of the Bent Beam Brewery in Canton

- The NYS Department of Transportation (“DOT”) awarded two grants, one to the IDA and one to the IDA Local Development Corporation, through the Passenger and Freight Rail Assistance Program, that will enable upgrades to railroad lines at local manufacturing facilities. The IDA secured \$900,000 in program funds to assist Alcoa to replace ties, timbers, switches, rail anchors and signals at its operation in Massena.

Similarly, the IDA Local Development Corporation received \$1,832,360,000 in DOT grant funds for a proposed railroad improvements for the rail spur in Gouverneur that formerly served the local Dunn Paper facility. This project, for which the IDA-LDC was also awarded \$494,000 in funding from the Northern Border Regional Commission, will repair a railroad spur and trestle that leads to the paper mill and adjoins a site owned by the Town of Gouverneur. The three awards will assist in improving the rail infrastructure at two long-time county manufacturing operations which combined employ over 550 workers.

- Riverside Iron, LLC in Gouverneur was approved for a loan of up to \$250,000 by the St. Lawrence County IDA – Local Development Corporation, of which \$125,000 was approved for issuance by the St. Lawrence River Valley Redevelopment Agency. The loan will allow for the purchase of new equipment that will enable the company to fabricate products internally that it has had to source from suppliers in the past. The acquisition will not only enable Riverside to make its own products, it will also open new market opportunities for the business. With 7.5 full-time equivalent employees, projections indicate the company will hire two additional FTEs over the next three years.

- Potsdam Specialty Paper, Inc. was approved for a loan of up to \$195,000 from the SLCIDA-LDC to buy a new quality control system that will trim waste and enable the paper mill to operate with greater efficiency.



Paper coating machine at Potsdam Specialty Paper

The St. Lawrence River Valley Redevelopment Agency authorized \$97,500 (half of the SLCIDA-LDC loan) as part of the financing package and the North Country Economic Development Fund provided an additional \$158,000 in loan funds for the project.

There are over 80 full-time equivalent workers at the facility, and the company is seeking additional workers.

- **M&M Heating and Air Conditioning of Gouverneur** was provided \$20,000 in loan funds through the IDA-Local Development Corporation Microenterprise Loan Fund (as well as \$20,000 from the Gouverneur Microenterprise Loan Fund) to assist a current employee in his effort to purchase the business from the current owners. The new owner agreed to retain five full-time equivalent jobs as a result of the business transition.
- The IDA-Local Development Corporation led a partnership of the North Country Regional Economic Development Fund (“NCREDF”) administered by the Development Authority of the North Country, the Ogdensburg Growth Fund, and the St. Lawrence River Valley Redevelopment Agency to compile a \$950,000 loan package for **941 ACCO Way Acquisition**, an entity formed to acquire the ACCO Distribution Center in Ogdensburg. The new entity plans to create 13 full-time equivalent jobs at the facility and will lease back a portion of the facility to ACCO. Additionally, one of the partners in the new entity plans to use a section of the building as a distribution center for his business, with the remaining portions of the building remaining available for new business prospects.

This project will preserve ACCO’s presence in Ogdensburg, while allowing for more businesses to occupy vacant space in the 303,000 square foot building. The new owners will prioritize the facility’s border location to try to attract distribution and warehousing business serving the northeast and Canada.

- **GR Brozzo, LLC**, a pallet making facility located in Gouverneur, received \$50,000 in loan financing from the IDA Local Development Corporation for costs associated with acquiring equipment as part of a project that will include moving and expanding the business to a new location in Gouverneur.

- **McLincoln Enterprises, LLC., dba Tri-Town Kids**, a new daycare center located in Brasher Falls, received \$50,000 in loan financing through the IDA-LDC Microenterprise Loan Fund and the Brasher Revolving Loan Fund (also administered by the IDA-LDC) to be used for the renovations and construction needed to establish its facility.
- **The following loans were paid off in 2022:**

Borrower	Location	Fund	Year Issued	Total
Kingston Pharma	Massena	RVRDA	2017	\$ 100,276.49
Russell's Groom & Board	Brasher Falls	BMRLF	2019	\$ 30,000.00
Riverside Iron, LLC	Gouverneur	GMEDF	2014	\$ 100,000.00
Riverside Iron, LLC	Gouverneur	RVRDA	2014	\$ 100,000.00
Oswegatchie Crematory	Oswegatchie	CDC	2018	\$ 120,475.00
SLCIDA (Canton Industrial Building)	Canton	RVRDA	2014	\$ 700,000.00

- The St. Lawrence River Valley Redevelopment Agency's Community Development and Environmental Improvement Program Applications for the 2022 funding year were made available earlier this year, with a submission deadline of April 15th. A total of 12 applications were accepted, requesting \$222,250 in funding, representing \$994,019 in total project costs. The following projects received funding:

Organization	Project Description	Award
Cranberry Lake Mountaineers	Purchase a groomer machine	20,000
Louisville, Town of	Fire station repairs	10,000
Morristown Gateway Museum	Purchase and install a gazebo for covered space	5,000
Norwood Village Green Concert Series	Band Shell: Handicap ramp, railing & new roof	20,000
Potsdam, Town of	Pickle Ball court creation	10,000
Waddington, Town of	Repairs and renovations to Old Town Hall	5,000

- **Eshelman's Home and Lawn Services**, a business based in DeKalb Junction that performs mowing, maintenance, and cleaning services, received a \$6,500 microenterprise loan from the SLCIDA-LDC for working capital and for a trailer to move equipment to and from job sites.
- At the IDA's Annual Meeting, the following officers were elected to a one-year term: Brian W. Staples (Chair); Ernest J. LaBaff (Vice-Chair); Lynn Blevins (Secretary), Patrick J. Kelly (CEO) and Kimberly A. Gilbert (CFO). The firm of Silver and Collins was reappointed as General Counsel.
- Andrew McMahon was appointed to serve another three-year term on the IDA by the St. Lawrence County Board of Legislators.
- Board members approved the 2021 Independent Audit reports in March of 2022. The reports showed no findings. Legislators have been provided the reports electronically. In addition, the reports are available on our website at www.SLCIDA.com.
- As part of our Public Authority Law compliance program, annual policy reviews are conducted by the IDA and its affiliated organizations. In the first quarter the Property Disposition, Whistleblower, Code of Ethics, Defense & Indemnification, and Compensation, Reimbursement & Attendance policies were reviewed. Performance documents for 2021 were also reviewed.
- Board members participated in an Ethics refresher exercise. Continuing training exercises such as this will help to ensure board members are kept informed of Best Practices, regulatory and statutory changes.
- Due to the passing of long-time local businessperson Ed Murphy, a new member was appointed to the St. Lawrence River Valley Redevelopment Agency. In May, Dale Kramer was appointed to the RVRDA to represent the Town and Village of Massena.
- The IDA also continued aggressive marketing efforts to better inform local businesses of our resources, to attract outside businesses and investment to St. Lawrence County, and to seek out alumni and former residents of the area to return to the County. Some of these efforts include:
 - Streaming TV advertisements in Canada using the video created for the IDA website. While reviewing analytical data, response to the commercial appeared strong with a higher percentage than expected of people viewing the commercial in its entirety.
 - Attending the Select USA Investment Summit in Washington D.C., the highest profile event for promoting Foreign Direct Investment. Also, staff attended the Montreal Manufacturing Technology Show.

- Distributing informational flyers with the “Come Back Home and Bring Your Business” theme and attending local alumni events, mega reunions, and festivals this summer to foster attraction efforts.
- The creation and utilization of advertising and media promotion pieces, including placements in North Country This Week and Northern New York Newspapers.
- Maintaining memberships in Canadian trade organizations to facilitate access to events and to maintain key contacts with Canadian companies and multiplier organizations.
- Outreach to numerous businesses in the following industry sectors:
 - Food production
 - Glass manufacturing
 - Plastics and plastic manufacturing, molding, extrusion
 - Fiber, yarn, filament, thread manufacturing
 - Paper/packaging industries
 - Music industry
 - Businesses whose operations would benefit from the graduates, faculty, and facilities at the local universities
- Collaborating with NYPA to enhance the value of the IDA’s website and social media presence. We continue to promote business resources in St. Lawrence County and to position the County as a location for new investment and a destination from outside the area.

Since the start of the new year, there has been an increase in activity utilizing the website and social media platforms. Postings offer information pieces as well as general updates and promotional messaging.

Notable highlights to the website and related social media platforms include:

- Developing a campaign “Come Home to St Lawrence County” to encourage alumni and previous residents to come back to the county;
- Utilizing paid and organic posts for the alumni events and mega reunions;
- Continuing to develop social content highlighting prominent community events that benefit workforce development;
- Social posts have highlighted important stories from community members;

Weekly posts have included information about key sectors in the local Website and social media analytics include:

- On average, there are about 900 people visiting the site per month and about 13% of them are returning visitors
- Highest number of users per month in this period was in April, May and August 2022, which demonstrates that our social media efforts are working
- Users spent an average of 2 minutes on the site

The following Business Spotlight videos were created in 2022. *We look forward to featuring more local businesses through video and other media platforms in 2023.*

- Atlantic Testing Labs
- Russell Groomers
- Five Mile Farm

Social Media Analytics Key Takeaways in 2022:

Over the course of the year, we saw performance levels grow significantly across all platforms:

- There was a large increase in page and profile visits for Facebook at 55.3% for the year. This means more viewers are seeking the information that the page provides. We posted a minimum of 2 times per week on the SLC IDA Facebook page throughout the year
- A major change in followers on Instagram with a 450% increase
- The Engagement Rate on Twitter increased in 2022 with a high of 3.5%. This is the highest engagement we've seen on the platform to date
- economy.



St. Lawrence County IDA
Local Development Corp

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Additional Questions

1. Have the board members acknowledged that they have read and understood the mission of the public authority?

ANS: Yes – the Board members reviewed and approved (by formal resolution) the mission statement and performance measures of the board.

2. Who has the power to appoint the management of the public authority?

ANS: Management is appointed by the Board members of the authority.

3. If the board appoints management, do you have a policy you follow when appointing the management of the public authority?

ANS: The Board of the St. Lawrence County Industrial Development Agency Local Development Corporation appoints its Chief Executive Officer and Chief Financial Officer. The Chief Executive Officer appoints management and staff.

4. Briefly describe the role of the Board and the role of management in the implementation of the mission.

ANS: The Board, with assistance of management, works to develop the authority's mission, and evaluate the authority's goals and performance.

Management ensures that the board's mission and goals are carried out in a manner which achieves the intended public purpose - a process involving program evaluation, reporting, feedback and recommendation.

5. Has the board acknowledged that they have read and understood the responses to each of these questions?

ANS: The Board acknowledges its understanding of this document by formally approving the document in public session.