

# Regional Engagement Revitalization Strategy Report

*This report was prepared for the Genesee/Finger Lakes Regional Planning Council and the New York State Department of State with state funds provided through the Brownfield Opportunity Area Program*

## Community Context and Project Description

The Regional Engagement project is a regional approach to advancing community development and economic development within the Genesee-Finger Lakes Region. The Region consists of 4,692 square miles and includes nine-counties and 190 municipalities. Historically, the Region successfully leveraged its land, people, and infrastructure to establish and expand an economy based upon agriculture; entrepreneurship and innovation; and transportation systems, such as waterways and canals, railroads, and highways. These assets led to a robust agricultural industry; development of manufacturing industries utilizing the competitive transportation advantage of the Erie Canal; and the establishment of technology companies such as Kodak, Xerox and Bausch & Lomb.

## Identified Regional Challenges

- Aging population
- Aging and inadequate infrastructure
- Brownfield properties
- Declining employment/manufacturing employment

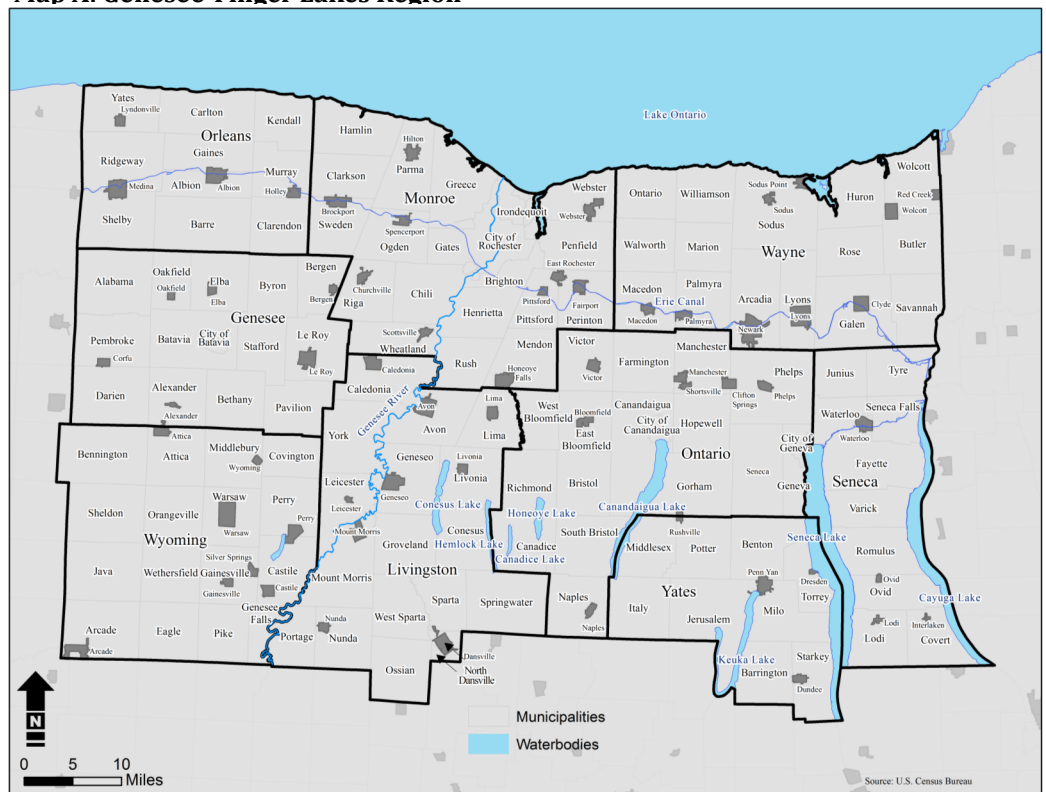
## Key Project Objectives

- Regional approach to economic and community development planning
- Strategy for each of the nine counties in the region that identifies priorities, projects, and action items
- An assessment and profile of existing conditions, opportunities for economic development; and a prioritization of future revitalization efforts within the region
- Conducted on a level that identifies specific municipalities and specific projects in those municipalities

## Leveraged Existing Regional Plans



Map A: Genesee-Finger Lakes Region



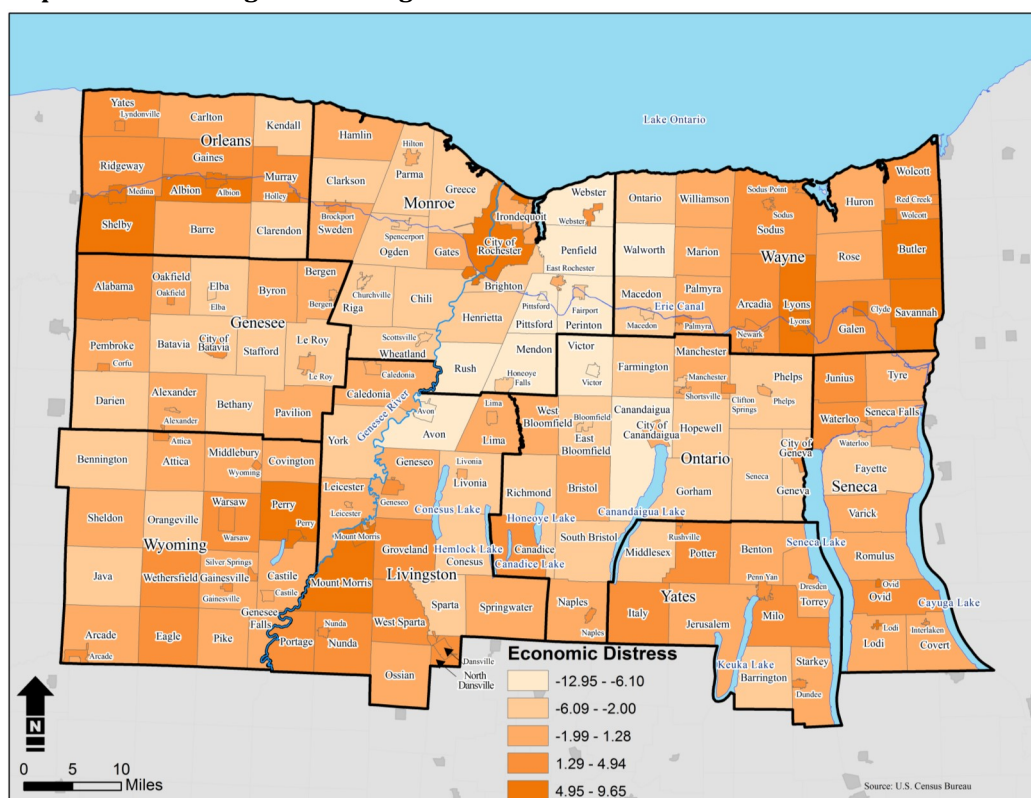
## Identified Regional Development Objectives

- Advancing the industry clusters of optics, photonics, and imaging; agriculture and food production; and next generation manufacturing and technology
- Improving the foundation of the regional economy through investments in workforce development; entrepreneurship and development; and higher education and research
- Accelerate job creation
- Strengthen the quality of life of the Region
- Development of a brown-field inventory and assessment
- Completion of an infrastructure inventory and assessment
- Advancement of a comprehensive regional food system assessment
- Improving internet/broadband through last mile connections.

## Next Steps

- Pursue Brownfield Opportunity Area Step-2 Designation
- Identification of funding opportunities
- Advance projects in targeted economic distress communities (Map B)
- Assisting regional stakeholders in advancing priority project applications
- Grant applications to advance regional priority projects
  - ◊ Infrastructure Inventory and Assessment
  - ◊ Regional Food Systems
  - ◊ Brownfield Inventory and Assessment

Map B: Genesee-Finger Lakes Region Economic Distress Index



## Funding Awards to Advance Key Projects

- FLREDC Investment of \$425 million to 506 regional projects
- 15 CGC Implementation Grants totaling over \$8 million
- Upstate Revitalization Initiative Best Plan designation
- EDA Investment of over \$6.5 million to 7 projects since 2011

## Selected Projects Advanced by Funding Awards

- Growing the Agriculture Industry Now! Revolving Loan Fund
- WNY STAMP
- Crossroads Commerce Park
- Midtown Tower
- Port of Rochester redevelopment
- Fishers Ridge
- Canandaigua Lakefront Development
- Route 318 Sewer Extension

## Additional Information

For additional information visit the project website at: <http://www.gflrpc.org/regional-engagement.html> or contact:

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