
Authorities Budget Office Policy Guidance



Authority Mission Statement and Performance Measurements

Name of Public Authority:

Wyoming County Business Center
2011 Measurements

Public Authority's Mission Statement:

Wyoming County Business Center – Mission Statement

The Business Center provides opportunities for business growth by promoting and assisting economic development projects that result in capital investments and job creation and retention in Wyoming County

Wyoming County Business Center - 2011 Measurements

1. Entrepreneurship Development
 - a. Continue to be the main intake for individuals that are interested in starting a business
 - b. Administer two cycles of the FastTrac Entrepreneurship Training Program (Kauffman Foundation)
 - Program marketing and application processing
 - Assess Entrepreneur's skills
 - Remediation if needed (ATTAIN Lab, GCC, Community Action)
 - Entrepreneur training (w/FastTrac education materials and coaching, mentors)
 - SBDC enrollment and consultation
 - Complete business plan
 - Acquire funding and incentives (WCBC, IDA, micro loan or other sources)
 - Coordinate low cost start up locations
 - c. Market Potential Research Study
 - Work with community members to identify viable business opportunities in the four major market areas in Wyoming County.
 - Develop concept plans with supporting data for targeted businesses
 - Market concept plans to potential entrepreneurs/investors
2. Micro Lending

- a. Manage existing micro loan portfolio
 - b. Market the availability of micro loan funds and process new applications for start up and small businesses with less 5 employees
3. Site Inventory
 - a. Identify, maintain and market an inventory of viable vacant spaces (on the website)
 4. Business Retention and Expansion
 - a. Business visitations (primarily to manufacturers)
 - b. Business (mfgrs) outreach, email updates (staying in touch)
 - c. Work with expanding businesses in coordinating and economic development incentives, site locations and other assistance.
 - d. Follow up on a survey conducted with manufacturers in indentifying and assessing opportunities related to by products.
 5. Business Attraction Marketing
 - a. Website (continuous updates). Will be working with the BNE to assist the WCBC with updating data on the website
 - b. Develop marketing materials to steer business prospects/site selectors to the website
 - c. Collaboration with the Greater Rochester Enterprise and the Buffalo Niagara Enterprise in their marketing efforts and by submitting sites for business leads that are provided)
 - d. Join trade associations for targeted industries
 - e. Through email stay in communication with a database of site selectors , commercial realtors and commercial loan officers from the region to send marketing messages. (info on buildings sites, etc.)
 6. Business Site Development and/or Redevelopment Projects
 - a. A & A Metals Site, Perry – Redevelopment Project, work through the requirements for the Brownfield Cleanup Program and identify developers or businesses for reuse of the site that can take advantage of the attractive tax credits for remediation, demolition and reuse of the site
 - b. Village of Silver Springs Business Park (continue to market the availability of the site)
 7. Communication
 - A Press Releases (touting successes, and to market WCBC services)

Authority Stakeholders: Wyoming County Board of Supervisors

Authority Beneficiaries: All Municipality in Wyoming County

Authority Customers: Job Seekers and Business

Authority Self-evaluation of prior year performance (based upon established measures): To be provided March 31, 2012 and related to 2011 performance.

Governance Certification:

Additional questions:

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

Yes

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

Wyoming County Board of Supervisors

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

No

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

Management with guidance and support from Board carries out the measurements

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

Yes