

Auburn Industrial Development Authority

Measurement Report FY 2015

This document is being presented as the Measurement Report for the Auburn Industrial Development Authority (“AIDA” or the “Authority”) Fiscal Year ending 12/31/2015 in compliance with the New York State Public Authorities Law (“PAL”) Section 2824-a and the NYS Public Authorities Accountability Act (“PAAA”). The goal is to provide a written assessment of AIDA’s efforts to accomplish the Authority’s goals and objectives outlined in the adopted AIDA Mission Statement and to identify proactive positive actions for continuous improvement in areas where these goals and objectives have not been fully realized. A full copy of the AIDA Mission Statement is available online at: <http://www.auburnida.org/policies>. The adopted goals and objectives to be measured against are as follows:

Performance Goal #1:

Market the benefits available through AIDA to eligible projects that will generate jobs and revenue to the community.

Performance Measurement: AIDA has continued to pursue opportunities to assist businesses and developers in economic development efforts. Furthermore, AIDA’s administrative services contract with the Cayuga Economic Development Agency (CEDA) provides additional capacity and opportunity to market AIDA’s benefits through business visitations and entrepreneur services provided by CEDA as an organization. The City of Auburn’s Office of Planning and Economic Development, whose staff previously provided administrative services to AIDA, also continues to provide some marketing capacity through its communications with City businesses and potential businesses.

Performance Goal #2:

Assist at least two (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.

Performance Measurement: AIDA did not successfully meet this performance goal in FY2015 as it assisted only one new project: VG Rentals is renovating an old downtown building for mixed use, requiring a \$4.5m investment, and was assisted with sales and use tax and mortgage recording tax exemptions.

However, AIDA did also participate in a mortgage with JBJ related to an existing project and did initiate a lease for a potential communications tower pending site plan approval.

Increased capacity to assist businesses. AIDA has had an administrative services contract with the Cayuga Economic Development Agency (CEDA), a private-sector non-profit attempting to act as a one-stop shop for economic development services in Auburn and Cayuga County, since 2014. By contracting CEDA to provide staff services, AIDA is able to better reach out to existing businesses, work on attracting new businesses, and advise all businesses on the array of programs and benefits that are available within the community and beyond. CEDA staff, including and in addition to those contracted to provide staffing to AIDA, actively reach out to and meet with businesses and entrepreneurs as part of their daily operation.

Performance Goal #3:

Market parcels owned by AIDA.

Performance Measurement: AIDA continued its efforts to market the parcels it owns in the Auburn Technology Park by continuing to list the parcels for sale in various outlets, including on a list of available properties on CEDA's website. CEDA staff also consider these sites when discussing projects with new and existing businesses.