



Auburn Industrial
Development Authority

Authority Mission Statement & Performance Measurements

Name of Public Authority: Auburn Industrial Development Authority

Public Authority's Mission Statement:

"To advance the job opportunities, general prosperity, sustainability and economic welfare of the people of Auburn, NY."

Date Adopted: March 17, 2021

List of Performance Goals:

Leveraging all available economic development incentives, AIDA will:

- Market the benefits of doing business in Auburn and the incentives available through AIDA to eligible projects that will generate jobs and revenue to the community.
 - Launch place-brand marketing strategy in 2021
 - Identify 3 industries/sectors for targeted outreach and attraction
 - Leverage marketing efforts to do proactive outreach to at least 6 companies within the above target industries
- Assist at least two (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.
 - 30 jobs to be created
 - At least half of the jobs to be created pay at least \$15/hour
- Market parcels owned by AIDA.
 - Sell 10 acres by the end of 2023
- Diversify deal flow
 - Review program guidelines, application, and fee structures, and adjust if needed, to provide assistance more readily to small businesses and projects by the end of 2021
 - Leverage marketing efforts and work with community partners to raise awareness of AIDA's incentives among minority and woman business owners through presentations and direct outreach
 - Add 4 minority and woman owned businesses to the local contractor list regardless of state certification

James A. Dacey
Chairman

2 State Street
Auburn, NY 13021

PHONE
(315) 252-3500

FAX
(315) 255-3077