

Geneva Industrial Development Agency

Measurement Report

October 1, 2021 – September 30, 2022 (FY 2021-22)



Introduction

This document is being presented as the Measurement Report for the Geneva IDA Fiscal Year ending 9/30/2022 in compliance with the New York State Public Authorities Law (“PAL”) Section 2824-a and the NYS Public Authorities Accountability Act. The goal is to provide a written assessment of GIDA’s efforts to accomplish its goals and objectives outlined in the adopted GIDA Mission Statement. A full copy of the GIDA Mission Statement is available online at: <https://cityofgenevany.com/295/Industrial-Development-Agency-IDA>.

Goals and Objectives

The Geneva IDA will:

- 1) Act as the City’s lead economic development agency
 - a. GIDA continued to field inquiries from businesses, assisting where possible and making referrals to other agencies/entities as needed.
- 2) Work to create new and retain existing employment opportunities in the City, improving quality of life
 - a. The Trinity Church project was approved, but has not yet closed. This project would restore a vacant, historic church and adapt it to be used as an event venue and inn. This is anticipated to create 34 direct construction jobs and 30 direct permanent jobs, as well as generating additional sales and occupancy tax revenue for the community.
- 3) Work to increase and diversify the City’s tax base
 - a. The Trinity Church project is being developed on a parcel that has been tax exempt for many years. In addition to the parcel transitioning to revenue generating, the resulting facility will generate additional local and state taxes via sales and occupancy tax.
 - b. GIDA sold two parcels of land at the industrial park to American Tower, which had been previously leasing the parcels.
- 4) Actively support and further the interests of City-based businesses
 - a. The KitGen space at the Geneva Enterprise Development Center (GEDC) – a partnership between GIDA and the City of Geneva - has transitioned over the last year. The former tenant, Real Eats, outgrew this incubation space and moved into their own facility nearby. FLX Hospitality, a local fast growing food service business, has now moved into the KitGen to better manage and accelerate their growth.
 - b. GIDA advocated for the City of Geneva to budget for dedicated economic development staffing. The City is currently in the process of hiring a Planning and Economic Development Director, and then will consider next steps for economic development staffing.
 - c. GIDA provided feedback on the proposed zoning code update to identify/anticipate opportunities for future business development.
- 5) Meet regularly with City businesses to mitigate obstacles to growth and to assist in ways that will facilitate development and expansion
- 6) Increase awareness of federal, state, and local business assistance programs
 - a. See number 1 above.

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- 7) Implement marketing efforts that target the expansion, retention, and attraction of existing and new businesses and promote investment in the City
 - a. GIDA held a number of meetings of a Joint Marketing Committee with the Geneva LDC. There is some interest in supporting additional marketing efforts once the City's Planning and Economic Development Director is in place. Specifically, the committee has reviewed a proposal for additional implementation of the "Geneva Made" brand.
- 8) Represent the interests of the City and maintain the relationships with federal, state, and regional elected officials and economic development allies to further the City's development objectives