

## **Geneva Local Development Corporation Mission, Goals, and Objectives**

### **Mission**

The Geneva Local Development Corporation will drive positive change in the Geneva real estate market through the thoughtful execution of catalyst projects in the commercial, residential, and not-for-profit communities.

### **Goals and Objectives**

#### GOAL 1:

Facilitate sustainable, aesthetically pleasing, and environmentally appropriate development in key areas.

#### *Objectives:*

1. Identify potential catalyst projects in the downtown, lakefront, and neighborhoods of Geneva.
2. Develop project plans for key projects and assemble public, private, and not-for-profit partners to execute.

#### GOAL 2:

Ameliorate conditions contributing to, or threatening neighborhood decline.

#### *Objectives:*

1. Analyze market trends to identify areas of distress in Geneva's neighborhoods.
2. Identify "ground level" conditions contributing to market erosion.
3. Develop project plans for key projects to eradicate conditions contributing to neighborhood decline.
4. Assemble public, private, and not-for-profit partners to execute project plans.

#### GOAL 3:

Identify and support key projects in the not-for-profit community.

#### *Objectives:*

1. Identify potential development projects through review of strategic plans for Hobart and William Smith Colleges, Finger Lakes Health, Cornell AgriTech and other key not-for-profit partners.
2. Contact not-for-profit partners to pursue development projects that would benefit from LDC support.

#### GOAL 4:

Play an active role in the recruitment and retention of businesses and their employees.

#### *Objectives:*

1. Better understand the available economic development properties and opportunities.
2. Collaborate with the City, Ontario County Economic Development Board and other public and private entities to market and support businesses and their employees.
3. Attract, recruit and focus on businesses looking to locate regionally or expanding City businesses.
4. Work to analyze joint economic opportunities with key partners such as the City's Revolving Loan Fund, Technology Farm Board and the City of Geneva Industrial Development Agency.

#### GOAL 5:

Contribute to the financial stability of businesses during a catastrophic event.

#### *Objectives:*

1. Provide support and programs to businesses through partnerships with other financial institutions that address short term needs.
2. Develop a business database to be able to communicate with businesses on the services, programs and assistance available.

*Updates Approved 12/2/2020*