

CALL TO ACTION:

Blueprint

for our

Region's Future

A report facilitated by Senator Michael F. Nozzolio
with a Focus Group of Twenty Three Community Leaders

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Current focus group members

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Areas of focus

Cultural Development

Infrastructure Technology

Health Care

Riverfront Development

Stardust Institute for Innovation & Entrepreneurship

Watershed Protection

Job Development

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Cultural Development is
Critical to Revitalize Auburn
and the Region

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What we know:

- Auburn's population, infrastructure and potential market size are comparable to both Niagara-on-the-Lake and Stratford, ON
- Existing venues have expressed an eagerness to participate, some with renovations already underway
- Merry-Go-Round Playhouse staff is on board to help operate and manage the festival

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Update:

- Musical Theatre Festival Inc. (501c3) formed
- Funding for planning phase from: Allyn, Emerson, Schwartz and Stardust Foundations as well as City of Auburn and Cayuga County
- Study and Plan in development with consultants from the Institute of Outdoor Drama at UNC, Chapel Hill

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Looking ahead:

- Proposed Plan is expected by the end of May 2008
- Next steps will be determined by the recommendations of the consultants

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Infrastructure Technology

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What we know:

- The importance of technology in economic and social development
- We have a need for implementation of a municipal-wide broadband wireless network

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Update:

- The committee in cooperation with City and County Planning are investigating WiFi providers and products
- Needs assessment has been conducted by City and County departments
- WiFi will be a component of the City's Master Plan
- State and federal grants have been identified
- Team for Economic Growth included WiFi in a State grant proposal

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Looking ahead:

- Streamlined interaction between health care, government, education and social services
- Improved public safety via delivery of vital data to first responders
- Improved marketability for new business and the tourism industry

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Health Care

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What we know:

- Physician Recruitment is Critical to Auburn Memorial Hospital Success
- New Physicians are needed to fill voids in Clinical service lines
- Recruiting new Doctors to our area is an investment in the future.

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Update:

- Physician Recruitment is attaining good results
- 11 new physicians credentialed during 1st quarter
- In-patient admissions are up due to recruiting efforts.
- OB will remain open and new Physician staffing being arranged.
- Senator Nozzolio \$100,000 Grant will be used to help recruitment efforts.

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Looking forward:

- Continued recruitment efforts implementing innovative Hospital/Physician business partnerships
- Gaining back lost market share will fuel the continuing turnaround success story at Auburn Memorial.

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Owasco Riverfront
Development

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What we know:

- Auburn and Cayuga County are fortunate to have the Owasco River, a unique waterway with much potential.
- Nationwide, cities have experienced cultural and economic revivals by successfully developing their Riverfronts

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Update:

- State and Federal grants have been secured for revitalization project in the Market Street area.
- Potential development sites are Wadsworth & Osborne Streets Area.
- The City of Auburn has started clean up efforts along the River from Market Street Park to State Street bridge.
- Riverfront development is one of the focal points of the City's pending 2008 Comprehensive Plan.

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Looking ahead:

- Support City and County efforts in Riverfront Development
- Explore alternative energy source along river
- Solicit support from local organizations, businesses and most importantly, the public.

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Stardust Institute for Innovation
and Entrepreneurship

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What we know:

- With funds from the Fred L. Emerson Foundation and the Stardust Foundation of Central New York, Cayuga Community College has started to implement the vision for the Institute.
- The Stardust Foundation of Central New York has made the first \$200,000 installment of a \$1 million five year pledge to fund the Stardust Entrepreneurial Institute
- In addition, a Kauffman Grant was secured for \$3,000,000. In this endeavor, CCC partnered with other universities, agencies and colleges in the Region.

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Update:

- The Institute has named a Board of Directors and completed its IRS filings for 501 (c) 3 status. An Academic Advisory Board was appointed to review educational programming and details pertaining to the Kauffman Grants.
- Creation of a Student Enterprise Competition and a CNY Entrepreneurship Wall of Fame are near completion.
- Through Senator Nozzolio, State funds to create an incubator system have been secured and possible sites are being considered. Services will be available to CCC students and the community.
- CCC became the first US community college to have an Endowed Chair in Entrepreneurship, due to a \$500,000 gift from the Emerson Foundation. Professor Thomas Paczkowski has been appointed to this post.

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Looking forward:

- The Institute and other partners have acquired property in the “Creative Corridor” of downtown Auburn on State Street. The Stardust Foundation, with the Downtown Auburn BID as a tenant, is now operating out of 2 State Street. It will also soon house offices for the Fred L. Emerson Chair and an assistant.
- The Institute is working to secure funds for a Smart Classroom and Conference Room for the home of the Institute, Downtown BID, Economic First Stop, Stardust Foundation and other not for profit entities.
- Over the coming years, the Institute will work towards credit courses, non-credit courses and a degree program in place at the College and within the Creative Corridor.

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Watershed Protection

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What we know:

We must . . .

- Protect our water quality
- Support our Owasco Lake steward (inspector)
- Have municipal cooperation
- Secure funding to preserve & protect Owasco Lake

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Update:

- Inter-municipal agreement to hire full-time Watershed Inspector
- State funding for lake research by Finger Lakes Institute
- Village of Groton's discharge permit under review

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Looking ahead:

- Additional resources to expand and enhance Watershed Inspector Program
- Train local decision makers in use of IAGT's "Owasco Watershed Viewer"
- Decision by DEC to limit Groton's phosphorus pollution
- Expand dialogue among all stakeholders within Watershed
- Strategy to restore Owasco Flats to provide maximum protection

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Job Development

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What we know:

- Retaining and recruiting jobs to our area is paramount
 - Streamlining County economic development efforts has faced reluctance by several office holders, both elected and appointed
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Update:

- Joint economic development models were reviewed
- Linda Hartsock was consulted about the successful Cortland County “Economic Development One Stop”
- Multi-year “sinking fund” was discussed with a local foundation to cover start-up costs
- An Economic Development White Paper was drafted and reviewed

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Looking forward:

- Discussion continues to decide how to bring both operations to the table to work together
- Plans are in the works for an Economic Summit and official presentation of the White Paper
- Secure a sinking fund with agreement from the City and County for creation of a “First Stop” with long-term operational funding

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Thank You



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The Focus Group recommendations represent a call to action for local and regional leaders in government, education, business and industry. The challenges also require all members of our community to work together in partnership to achieve the important objectives of making the City of Auburn, Cayuga County and the entire region a more attractive and viable place for future generations to call home.