

Auburn Industrial Development Authority

Measurement Report FY 2014

This document is being presented as the Measurement Report for the Auburn Industrial Development Authority (“AIDA” or the “Authority”) Fiscal Year ending 12/31/2014 in full 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://auburnida.org/documents/Auburn_IDA_Mission_Statement.pdf. 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 such as the two projects described briefly under Performance Goal #2 below. These two projects alone have created and attracted over 80 jobs. Furthermore, AIDA’s new 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 has successfully met this performance goal in the following ways:

Two projects assisted directly with AIDA incentives/benefits. As outlined in AIDA’s Operations & Accomplishment Report, AIDA assisted two projects with incentives and benefits in 2014. AIDA assisted Mack Studios with an expansion project by selling the

company land on which to build an additional facility, as well as with sales and use tax, mortgage recording tax, and real property tax abatements. AIDA also continued its support of WST33, LLC and the Plaza of the Arts project through additional mortgage recording tax exemptions in 2014.

Increased capacity to assist businesses. During 2014, AIDA established 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. 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. AIDA experienced some success as 6.44 acres were sold to Mack Studios as part of their expansion project.