

# Auburn Industrial Development Authority

## Measurement Report FY 2023

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This document is being presented as the Measurement Report for the Auburn Industrial Development Authority (“AIDA” or the “Authority”) Fiscal Year ending 12/31/2023 in 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: <https://www.takerootinauburn.org/about-us/#documents>. 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 to assist businesses and developers in economic development efforts. Furthermore, AIDA’s 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. AIDA also continued the development of a place-based brand furthering this effort and business attraction efforts in future years.

### 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: Recession fears, rising interest rates, and state-level regulatory issues significantly depressed optimism at firms considering projects in 2023. AIDA had no new projects in 2023

Increased capacity to assist businesses. AIDA has had an administrative services contract with the Cayuga Economic Development Agency (CEDA), a private-sector non-profit acting as a one-stop shop for economic development services in Auburn and Cayuga County, since 2014. By contracting with 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. CEDA staff also consider these sites when discussing projects with new and existing businesses. Additionally, Bergmann Associates was contracted in 2016 to conduct a series of environmental studies and master planning in an effort to make the parcels more shovel ready and attractive to perspective buyers and developers. The studies and final reports were received in 2018 and were distributed to interested parties. In 2020, AIDA also initiated the creation of a Place-Based Brand for the City of Auburn by contracting with Marketing Firm TGW. In 2023, AIDA ended its contract with TGW, moved responsibility for website hosting to GoDaddy and responsibility for marketing efforts to CEDA staff.