



MEETING NOTICE

TO: AIDA Marketing Committee Members
 FROM: Tracy Verrier, Staff
 DATE: August 31, 2026

Greetings AIDA Marketing Committee Members,

The Auburn Industrial Development Authority (AIDA) Marketing Committee will September 8, 2026 from 4:00-5:00pm in the 3rd floor conference room at Memorial City Hall (24 South Street, Auburn, NY). The meeting agenda is attached for your review.

The public can view this meeting live via the following Zoom link:

<https://us02web.zoom.us/j/81416541413?pwd=P7qo2onVw4ZL207PmpsOLh043aThN6.1>

Dial in: (929) 205-6099

Meeting ID: 814 1654 1413

Passcode: 667057

Please confirm your attendance, and don't hesitate to reach out should you have questions or need additional information.

CC: Auburn Citizen, Rob Poyer, Jennifer Haines, Chuck Mason, AIDA Board Members

Mission Statement

"To advance the job opportunities, general prosperity, sustainability and economic welfare of the people of Auburn, NY."

Strategic Priorities

- Market the benefits of doing business in Auburn and the incentives available through AIDA to eligible projects that will generate jobs and revenue for the community.
- Assist at least two (2) projects per year with AIDA benefits and/or guidance on other benefits available in the community.
- Market parcels owned by AIDA.
- Diversify deal flow.



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Auburn Industrial Development Authority
 24 South Street, 3rd floor conference room, Auburn, NY
 Tuesday, September 8, 2026 4:00 pm – 5:00 pm

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Item	Time	Presenter	Outcomes
Welcome, Roll Call & Minutes	4:00	Melody Smith-Johnson, Committee Chair	Establish Quorum Review minutes from the prior meeting
Unfinished Business: - Finalize Asset Inventory - Define Audiences & Outreach	4:00 – 4:25		Finalize asset list form and structure Build out audience/outreach matrix
New Business: - Current Marketing & Info Resources - Shared CRM & landing page - Referral Network - Public Hearing Promotion	4:25 - 4:45		Review current resources Discuss proposed shared CRM and landing page Review referral network Discuss meeting/hearing promotion
Next Steps See 90-Day Plan Days 31-60	4:45 - 5:00	Tracy Verrier	Review next steps and tasks
Adjournment	5:00	Melody Smith-Johnson	Vote to adjourn meeting

Next Committee Meeting: October 13, 2026 @ 4pm



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Marketing Committee Meeting Minutes
Auburn Industrial Development Authority
Tuesday August 11, 2026
Memorial City Hall, 24 South Street, Auburn, NY 13021

Members Present: Gwen Webber-McLeod
 Matthew DelFavero
 Ed Sayles

Excused: Melody Smith-Johnson

Staff & Guests: Tracy Verrier, Director

MARKETING COMMITTEE MEETING

The meeting was called to order at 4:04pm with the presence of a quorum.

UNFINISHED BUSINESS

Committee Charge & Process Document

The Committee reviewed the charge documents. Ms. Verrier explained some minor content changes that she had made, and also reformatted the documents to match AIDA's brand guidelines. The committee members were happy with the documents as presented.

Asset List

The board discussed the draft Asset List. Ms. Verrier noted that she had taken the information from the prior version and Mr. Sayles' updates and reformatted and condensed information to make it more consistent with other AIDA documents. The committee members noted the following missing elements:

- Proximity to Skaneateles
- Auburn-specific data about labor stability
- Additional information about natural resources and recreation, similar to what is done in the bullet about arts
- Emerson Park as a recreational resource
- Fun Facts section to give ambassadors interesting tidbits that catch attention
- Auburn legacy (e.g. chosen home of Harriet Tubman, birthplace of Seward, birthplace of sound on film, first insanity plea, etc.)

It was also noted that there are a number of resources available around Micron, like the supplier portal. We need to make sure businesses are aware of these opportunities.

This will ultimately be the foundation of efforts to build community self-esteem. Ms. Webber-McLeod asked Ms. Verrier to consider what that might look like and what mechanisms might help to increase awareness of the good parts of Auburn that residents might not think about or realize.

AIDA Overview



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Ms. Verrier presented the updated AIDA overview document with project examples added. The committee was agreeable to the document in its current form.

NEW BUSINESS

Presentation to Board

The committee discussed making a presentation to the AIDA board at its meeting the following week. The purpose of the presentation is to describe the committee's proposed charge and 90 day plan and get their feedback and/or buy-in. They planned for the presentation to be structured as follows:

- Ms. Smith-Johnson – Set the stage, walk through the visualization of the committee charge
- Mr. Sayles – Discuss the importance of the asset list in aligning with AIDA's strategic priority about marketing the benefits of doing business in Auburn
- Ms. Webber-McLeod and Mr. DeFavero provide additional context as needed since they are board members.

NEXT STEPS

The committee agreed to focus on the board presentation and to communicate about content and timing over the following week.

ADJOURMENT

Motion to adjourn by Mr. Sayles, second by Ms. Webber-McLeod. Motion passed unanimously. Meeting adjourned at 5:03pm.





Auburn, New York: Where Possibility Takes Root

Doing Business in Auburn: Small City, Huge Reach

Auburn boasts a lower cost of doing business compared to major metros, a centralized location, and excellent environmental conditions.

Market Access:

- Centrally located within New York State
- Within a day's drive of 50% of the combined United States and Canadian population
- Conveniently positioned in the heart of the Boston-to-Washington, D.C. trade corridor
- Access to markets via NYS Thruway I-90 (10 miles via State Rt 34) and I-81 (36 miles via State Rt 34 and I-90)

Transportation Access:

- Finger Lakes Railway: ~5 mins / 1 mile
- NYS Thruway I-90: 14 mins / 10 miles
- I-81: 41 mins / 36 miles
- Syracuse Hancock International Airport: 40 mins / 35 miles
- Port of Oswego: 53 mins / 40 miles
- Frederick Douglass Greater Rochester International Airport: 1 hr. 11 mins / 69 miles
- Port of NY & NJ: 4 hrs. 14 mins / 251 miles
- Access to 14 international airports within a 300-mile radius
 - >50 miles: Syracuse Hancock International Airport (SYR), Ithaca Tompkins International Airport (ITH)
 - 50-100 miles: Frederick Douglas Greater Rochester International Airport (ROC)
 - 100 – 200 miles: Buffalo Niagara International Airport (BUF), Albany International Airport (ALB), Toronto Pearson International Airport (YYZ), Ottawa International Airport (YOW)
 - 200-300 miles: NYC airports, Boston, Philadelphia, Washington DC airports, Pittsburgh, Cleveland, Montreal

Workforce, Education & Training

- Central New York (CNY) has stable population (~792,000) and labor force (~400,000)
 - Cayuga County has a working-age population (16+) of over 62,000, with over 36,000 participating in the labor force
- Annual wage costs in the area are competitive with national levels and significantly below major metropolitan areas in the northeast
- Over 190,000 college and university students are enrolled in CNY
- There are over 80 colleges and universities within a 100-mile radius of Auburn varying in size and programming, including Cornell University, Rochester Institute of Technology, Syracuse University, SUNY Morrisville, and SUNY Oswego
- Cayuga Community College and Cayuga Onondaga BOCES offer career and workforce training locally, including programing that can be customized to specific companies and industries





Incentives

- Auburn IDA tax abatements to offset construction, renovation, and equipping costs:
 - Sales and use tax exemption (8% of taxable expenses)
 - Mortgage recording tax abatement (.75% of the mortgage amount)
 - Property tax abatement on the added value to a facility
 - Tax exempt bonding, particularly for manufacturing
- Federal Opportunity Zones – 1 current, 2 additional proposed to begin in 2027
- Cayuga Works and NYS DOL offer various workforce development funding programs, including:
 - On-the-Job Training grants
 - Youth employment programming
 - Work Opportunity Tax Credits
- New York State offers a variety of grants, tax exemptions, and technical assistance, including, but not limited to:
 - Empire State Development economic development grants and tax credits
 - Restore NY for revitalization and redevelopment of underutilized sites
 - Fast NY for site readiness investments
 - NYSERDA for renewable energy and energy efficiency activities
 - Recharge NY for low-cost power

Environment:

- Easy access to 25% of the world's freshwater resources (Finger Lakes, Great Lakes)
- Less prone to natural disasters, such as tornados, wildfires, earthquakes, and extreme heat

Living in Auburn: Higher quality of life, lower cost of living

As a small city, Auburn offers a unique blend of community, affordability, and accessibility.

Cost of Living:

- 18% lower than the National Average, 32% lower than the NYS average
- Typical home cost is \$170,000, which is 50% below the national average and 60% below the NYS average
- Housing rental costs are 30% lower than the National Average and 90% lower than the NYS average

Out & About:

- Extensive arts and cultural offerings – theater, music, gallery, movies, public art, community choir and orchestra, art/performance classes, youth programs
- Amazing history – Harriet Tubman's chosen hometown and gravesite, the laboratory where Theodore Case invented "sound on film" technology, birthplace of Secretary of State William Seward, and so much more
- Access to varied natural resources and active recreation – lakes with public access, waterfalls, hiking trails, biking routes, pickle ball courts, playgrounds, community ice rink, community swimming pool, community sports leagues for all ages
- Dining venues in all price ranges and varied cuisines
- A vibrant, walkable, and safe downtown district featuring:
 - Restaurants and bars





- Live music
- Locally owned shops
- Equal Rights Heritage Center
- Auburn Public Theater
- YMCA
- Public parking is abundant and inexpensive compared to other cities
- No traffic jams and every necessity is within a 15-minute drive. Spend your life living, not driving!!
- The beautiful and bustling Village of Skaneateles is located just 12 miles west of Auburn with abundant retail, restaurants, and lake front park area.

Family Matters:

- Auburn is home to many multi-generational families
- Local parents are supported by Child Care Solutions CNY, which has an office in Auburn offering provider referrals, placement guidance, and family assistance
- New York State registered home-based providers and licensed daycare centers in Auburn are governed by the NYS Office of Children and Family Services, requiring background checks, health/safety inspections, and continuous staff training
- The local schools in Auburn, public and private, offer students of all ages (3PK through community college) quality and diverse educational experiences
- There are a variety of extracurricular activities across sports, arts, music, and technology, to name a few
- Specialized and career-preparation courses are offered across schools, including the following selection of CTE programs offered at Cayuga-Onondaga BOCES:
 - Construction & Building Trades
 - Computer Systems & Networking Administration
 - Criminal Justice
 - Culinary Arts
 - Graphic Design & New Media
 - Heavy Equipment Repair & Operation
 - Manufacturing
 - Medical Professions
 - Welding
- Auburn Enlarged City School District by the numbers (2024/25 school year):
 - Grades: Kindergarten through 12th grade,
 - 3PK and UPK also offered, designed to prepare young children socially, emotionally, and academically for primary school
 - Average class size: 13-20 depending on grade and class, with smaller class sizes in earlier grades
 - Student-teacher ratio: 11/1

Health:

- Auburn is home to Auburn Community Hospital, which includes
 - an array of medical specialties
 - an emergency room
 - a new, state-of-the-art cardiac catheterization lab
 - a new, modern cancer center
 - operation of two, off-site urgent care facilities
- Upstate Medical Center, Upstate Community Hospital, Golisano Children's Hospital, Crouse Hospital, and St. Joseph's Health are all located in Syracuse, within a 30-45 minute drive of Auburn



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- A variety of medical services are also available in Rochester, just over an hour from Auburn
- Individuals with Special Needs have access to a comprehensive slate of supports and services provided by Mozaic, Unity House, Arise, and the E. John Gavras Center

Fun Facts!

Harriet Tubman lived in Auburn for over 50 years.

Willard Memorial Chapel is the only complete and unaltered Tiffany glass interior chapel in existence.

Willard Bundy invented the first mechanical employee time clock in Auburn in 1888. This invention is the origin of IBM.

Heavy metal band Manowar has its roots in Auburn and Owasco.

Annie Edison Taylor, the first person to survive going over Niagara Falls in a barrel, was born in Auburn in 1838. She went over the falls on her 63rd birthday and became known as Queen of the Mist and Queen of the Falls.

Auburn is a popular roosting spot for crows in the fall and winter, with the crow population far outnumbering the human population of the city during those months. It is commonly estimated that 50,000-70,000 crows roost in Auburn each year.





MEMO: AIDA Marketing & Informational Resources

By: Tracy Verrier, Director

Date: 8/31/2026

Physical Marketing

- Rack Cards

Digital Marketing

- Website <https://takerootinauburn.org/>
- Facebook* <https://www.facebook.com/takerootinauburn>
- Linked In* <https://www.linkedin.com/company/takerootinauburn/posts/?feedView=all>
- YouTube <https://www.youtube.com/@AuburnIDA>

** indicates lack of access to accounts*

Forthcoming Marketing

- Shared CRM and landing page

Studies & Plans

- Supply Chain Analysis (2021, MRB Group)
- Organizational Assessment of the Cayuga Economic Development Agency (2023, Camoin Associates)
- City Brownfield Opportunity Area Strategy (2017?)
- City DRI Strategy (2019)
- Ongoing partner planning efforts:
 - City Comprehensive Plan
 - Countywide Strategic Plan
 - Brownfield Opportunity Area Assessment
 - Countywide Economic Development Strategy
 - Countywide Housing Study
 - Chamber Strategic Plan

Data & Trend Sources

- Historic PARIS reports (data about AIDA projects)
- Partner organizations
 - NYS Empire State Development
 - CenterState CEO
 - CNYTDO
 - CNY Regional Planning & Development Board
 - Cayuga County Tourism Office
 - SBDC Research Team
 - Cayuga County GIS and PROS (data about sites)
 - CCIDA (project details)



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- Cayuga County Chamber (membership trends)
 - Cayuga Works
 - Cornell Cooperative Extension
- Public data sources
 - Census/American Community Survey
 - US Bureau of Labor Statistics
 - US Bureau of Economic Analysis
 - NYS Dept of Labor
 - NYS Dept of Environmental Conservation (info about sites)

Pre-qualified Technical Assistance Firms

The following firms are pre-qualified to provide project assessment and data analysis services for AIDA.

- BJH Advisors (New York, NY)
- Camoin Associates
- Econsult Solutions, Inc (ESI) (Philadelphia, PA)
- MRB Group (Rochester, NY)
- Storrs Associates (Albany-area, NY)
- Urbanomics (New York, NY)





Dear Michael,

Thank you for the opportunity to submit this proposal to support the Cayuga County Industrial Development Agency with the launch of Collaborate Cayuga, a shared economic development platform for Cayuga County, and the ProspectEngage® CRM behind it. A new front door changes what a prospect sees; the CRM tells you who they are and makes sure the right agency gets the inquiry.

Cayuga County is not short of substance to market. The county leads New York State in agricultural production, Cayuga Milk Ingredients opened a \$270 million expansion in Aurelius in June 2025, and Nucor Steel Auburn, Currier Plastics, O-I Glass, Tessy Medical Products and Xylem all operate in the same labor shed, twenty-six miles from Syracuse and directly on Interstate 90. The current website (a Squarespace template with a logo file dating to 2015) communicates almost none of it, and there is nowhere online that presents the county's agencies together.

Collaborate Cayuga is a shared front door, not a replacement for any one agency's site. CCIDA, the Auburn IDA, the North Central SBDC and the Cayuga County Development Corporation would each be represented, with every inquiry routed to the agency that handles it and logged in one shared CRM. That gives the county a working one-stop experience now, and a platform that becomes the single landing page when the formal consolidation happens.

So that this proposal is concrete rather than theoretical, we built a working concept site before sending it. It is presented as Collaborate Cayuga, and shows the structure, the agency routing module and the AI site assistant we would build on the real thing:

<https://dillabee.github.io/cayuga-county-ida-concept/>

It is a demonstration, clearly marked as one; the property records are samples and the partner agency descriptions are illustrative, pending review by the other three agencies.

At the core of our digital redevelopment work are four principles:

- **Economic development expertise in design and messaging.** We build around how site selectors, expanding companies and brokers actually evaluate communities, presenting sites, workforce and incentives in their terms.
- **Integrated marketing and technology.** Design, development, SEO and analytics are built to work as one system, with ProspectEngage® identifying the target-industry companies arriving on the new site.
- **A US-based team.** Our project team and engagement center are based entirely in the United States, in Virginia, New York and Montana. We do not outsource development overseas.
- **Accessibility and performance.** We build to WCAG 2.1 AA and optimize for load performance across devices.

Since Camoin Associates was founded in 1999, our intent has not wavered: to support organizations like CCIDA in creating economic opportunities that let individuals, families and communities prosper. We have completed over 2,000 projects in 46 states, and we work with New York clients including Empire State Development, Nassau County IDA and Ithaca IDA.

Pricing is presented in two parts: one-time setup and ongoing annual cost, so your board can see both the year one investment and the cost to keep it running. We remain open to modifying the scope and fee to best meet your needs and budget. I can be reached at rcamoin@camoinassociates.com or 518-487-9587.

Yours respectfully,

Robert Camoin, CEcD

President & CEO, Camoin Associates & ProspectEngage®



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PROJECT UNDERSTANDING

BACKGROUND

The Cayuga County Industrial Development Agency (CCIDA) is a public-benefit corporation that helps businesses locate, grow and expand in Cayuga County. Operating from 188 Genesee Street in Auburn, the Agency offers the statutory IDA toolkit: payment in lieu of taxes agreements, sales and use tax exemptions, mortgage recording tax exemptions and tax-exempt bond financing, alongside technical assistance and shovel-ready development sites.

CCIDA is one of several organizations serving businesses in Cayuga County. The Auburn IDA handles projects inside the City of Auburn. The North Central SBDC provides no-cost, confidential advising to small businesses and startups. The Cayuga County Development Corporation provides loan capital and gap financing. Each is a separate organization with its own mandate and, from the outside, its own front door — which means a company that approaches the wrong one is either handed off or gives up. The Agency and its partners are working toward a formal one-stop model that would bring these functions together.

Cayuga County holds a stronger industrial position than its size suggests. In a county of roughly 74,000 people, the workforce exceeds 40,000, concentrated in agriculture, manufacturing and services. The county is the leading agricultural producer in New York State. That farm base has pulled processing capacity in behind it: Cayuga Milk Ingredients, owned by 22 farm families across 32 Finger Lakes farms, processes approximately 1.5 billion pounds of milk annually and completed a \$270 million two-phase expansion at its Eagle Drive site in the Town of Aurelius, formally opened by Governor Hochul in June 2025. The new 235,000-square-foot consumer goods plant carries UHT and aseptic low-acid packaging systems and adds up to 150 jobs to an existing workforce of about 100.

The industrial base extends well beyond dairy. Nucor Steel Auburn anchors a regional metals supply chain. Carrier Plastics, founded in 1982, runs blow molding and injection molding for medical, health and beauty, food, beverage and electronics markets. O-I Glass, Tessy Medical Products, Xylem, D&W Diesel, Bo-Mer Plastics and AAI Power-Flo Technologies round out a manufacturing cluster served by Cayuga Community College. Auburn Community Hospital is the county's largest single employer. The northwest quadrant of the City of Auburn is a Qualified Opportunity Zone with parcels of up to roughly 15 acres zoned for warehousing, distribution, food processing, precision manufacturing, assembly and packaging.

Interstate 90 (the New York State Thruway) runs east to west through the county. Syracuse is approximately 26 miles away, Rochester 65, Buffalo 140 and Albany 150, with Syracuse Hancock International Airport about a half-hour drive. Auburn sits inside the Syracuse labor market, which means employers recruit past the county line while paying Central New York wages and land costs.

The current CCIDA website does not carry any of this. Built on a Squarespace template whose primary logo asset dates to 2015, the site consists of six pages: Home, Who We Are, Financing & Benefits, Documents & Policies, Partners & Links and Contact Us. There is no sites and buildings inventory, no target industry content, no staff directory, no data on workforce or logistics, and no lead-capture mechanism beyond a contact page. Nor is there anywhere online that presents the county's economic development agencies together and points a visitor at the right one. For an agency competing against peer communities whose first impression is made online, this is the single largest gap between what Cayuga County offers and what a prospect can find out about it.

THE OPPORTUNITY: COLLABORATE CAYUGA

CCIDA has the opportunity to move from a static informational page to a business attraction platform — and, in the same step, to give the county's economic development agencies a shared front door. Collaborate Cayuga is that

platform: a site organized around what corporate decision-makers and local businesses actually need to know, carrying all four participating agencies, capable of capturing and identifying the companies that visit it, and simple enough for Agency staff to maintain without a developer.

This engagement is built around four goals:

- **Build Collaborate Cayuga** as a mobile-first, accessible, conversion-focused platform with modern design standards, clear navigation and content Agency staff can update themselves.
- **Add business attraction functionality:** a sites and buildings section, target industry pages, incentive explanations written for a corporate audience, inquiry forms routed to the responsible agency, and Google Analytics 4 configured to show what is actually working.
- Route every inquiry to the right agency. A partner directory and routing module will present the Cayuga County IDA, the Auburn IDA, the North Central SBDC and the Cayuga County Development Corporation, direct each inquiry to the organization that handles it, and log all of them in one shared CRM so nothing is lost in a handoff.
- **Identify and convert the traffic** using ProspectEngage®, so CCIDA sees which target-industry companies are researching Cayuga County and can act on that intelligence rather than waiting for a form submission.

Camoin Associates deliberately targets realistic, 50-to-200-job investment opportunities for counties of Cayuga's scale rather than pursuing low-probability megaprojects. The site inventory, the workforce and the existing supply chain support that kind of project well, and the website and prospecting program are scoped accordingly.

BUILT FOR THE ONE-STOP MODEL

Collaborate Cayuga is deliberately structured so that consolidation later is a content change rather than a rebuild. In its first phase it presents four agencies and routes between them. If and when the county formalizes a one-stop organization, the same site becomes that organization's single landing page: the routing module is simplified or retired, and the shared CRM already holds the full inquiry, prospect and BR&E history across all four agencies, so there is no migration and no lost record. Nothing in this scope has to be undone to get there.

OUR APPROACH

1. DESIGN FOR INVESTMENT AUDIENCES

Economic development websites are not general-purpose government platforms; they are marketing tools aimed at corporate decision-makers. Visual storytelling will carry Cayuga County's available sites, agricultural and manufacturing assets, Thruway access and cost position. Landing pages will support prospecting outreach and campaigns. Lead-capture tools will be built in so high-intent visitors can be tracked and followed up on.

2. CROSS-PLATFORM CONSISTENCY

The new site will present consistent branding, typography and tone across every page, use a page architecture organized around Cayuga County's competitive advantages and target industries, integrate downloadable property flyers and media assets cleanly, and deliver a mobile-optimized experience on all devices.

3. EXECUTION-READY DELIVERY

This is a turnkey engagement. We design the site, build it, populate it, test it and train your team on it. The finished site is deployed on the CMS platform CCIDA prefers — WordPress or Squarespace — with all requested features

functional, page-level SEO metadata applied, Google Analytics 4 configured, and staff trained to manage content going forward.

We use a proprietary 200-point website audit and planning framework that evaluates economic development websites through user behavior, competitive benchmarking, technical SEO performance and conversion capability. That framework guides content strategy, feature structure and prioritization throughout the build.

TARGET INDUSTRY FOCUS

Website content, ProspectEngage® industry targeting and outreach messaging will all be organized around the sub-sectors already operating in Cayuga County, where the supply chain, permitting history and trained workforce are established rather than aspirational:

Sub-Sector	Target Company Profile
Dairy & Food Processing	Ingredient processors, beverage and functional-drink co-packers, and extended-shelf-life manufacturers requiring aseptic capability, secured milk supply and cold chain. 75–250 employees.
Advanced Plastics & Packaging	Injection and blow molders serving medical and food-contact markets; tooling, mold-maintenance and automation suppliers; rigid and flexible packaging converters. 50–200 employees.
Metals & Steel Supply Chain	Steel service centers, metal fabricators, precision machining and CNC operations, and industrial or agricultural equipment manufacturers drawing on Nucor Steel Auburn. 50–150 employees.
Medical Device & Life Sciences	Device sub-assembly and contract manufacturers, cleanroom molding, diagnostics and lab consumables, sterilization and validation services. 50–200 employees.
Ag Technology & Logistics	Controlled-environment agriculture, precision agriculture equipment and sensing, food-grade distribution and warehousing, and anaerobic digestion tied to the county's farm base. 40–150 employees.

OUR CAPABILITIES

Camoin Associates has completed targeted industry studies and prospect identification projects across a wide range of sectors and understands the trends shaping sector development nationwide, including infrastructure, workforce, training, sub-sector dynamics and financing needs. As a full-service economic development firm, we provide start-to-finish services, from analyzing and identifying target clusters through designing and implementing specific business marketing tactics.

In addition to data-driven business attraction and lead generation, we deliver full-spectrum marketing and creative services for economic development organizations: websites that serve as digital front doors, marketing strategies and messaging platforms built around regional target industries, digital campaigns, print and digital collateral, graphic design, and lead-generating content. Our website work includes the State of New Hampshire's NHEconomy and ChooseNH sites, Virginia Coalfield Economic Development Authority, Ohio Southeast Economic Development, Myrtle Beach Regional EDC, Ithaca IDA, Nassau County IDA, Scarborough Maine Economic Development, Lake County CA and Amherst IDA.

PROVEN OUTCOMES



PROJECT SCOPE

KICKOFF MEETING

We begin with a virtual kickoff meeting between the Camoin Associates team and CCIDA representatives to align on goals, review the current website and establish a clear plan. During this meeting we will:

- Confirm project goals and agree on what success looks like for CCIDA.
- Review the current website in detail, identifying what works, what is missing and what must change.
- Discuss consultant and client roles, responsibilities and communication protocols.
- Establish a project schedule with milestones and review dates.
- Identify branding materials, photography, property data and content assets to incorporate.
- Confirm the target industry list and the ProspectEngage® industry filters that follow from it.
- Convene the participating agencies — CCIDA, the Auburn IDA, the North Central SBDC and the Cayuga County Development Corporation — to confirm participation, agree how each type of inquiry is routed and who responds, and set expectations for shared CRM access.

PHASE 1: WEBSITE AUDIT & STRATEGY

Using our proprietary 200-point website audit framework, we conduct a thorough review of the current CCIDA site, assessing usability, content quality, navigation, SEO performance, mobile responsiveness, accessibility and lead generation capability. The goal is a clear baseline and a strategic direction for the redesign.

ACTIVITIES

- 200-point website audit covering usability, content, SEO, accessibility and design.
- Review of existing analytics (Google Analytics and Search Console, if available) to assess traffic and performance.
- Competitive scan of three peer economic development websites, including Central New York and Finger Lakes comparables, for benchmarking.
- Content inventory and gap analysis identifying pages to keep, update or remove.
- Proposed sitemap outlining the structure of Collaborate Cayuga.
- Review of each participating agency's current web presence and inquiry handling, and a routing map matching common inquiry types to the agency that owns them.

DELIVERABLE | Website Audit & Strategy

- Scored website audit report with prioritized recommendations
- Proposed sitemap and page structure; content inventory and strategy brief
- Partner agency routing map and recommended governance for shared inquiries

PHASE 2: DESIGN, CONTENT & DEVELOPMENT

This is the core phase. With the audit and strategy approved, we design, build and populate Collaborate Cayuga: a clean, professional, mobile-first platform that positions Cayuga County for site selectors and companies evaluating expansion, serves local businesses looking for help, and presents all four participating agencies in one place.

ACTIVITIES

- UX design and page layout development aligned to CCIDA's brand identity.
- Full website build on the preferred CMS platform (WordPress or Squarespace), including all core pages per the approved sitemap.
- Content refresh – updating and rewriting copy for all key pages, including Home, Why Cayuga County, Our Agencies, Available Sites & Buildings, Target Industries, Incentives & Financing, Workforce, and Contact.
- Sites and buildings section with property descriptions, specifications and downloadable resources.
- Partner agency directory and routing module – an agency section presenting each participating organization, what it does and who it serves, with routing logic and outbound links so visitors reach the right desk instead of guessing.
- Mobile-responsive design and ADA accessibility compliance to WCAG 2.1 AA standards.
- Contact and inquiry forms configured to route each lead to the responsible agency and to log it in the shared CRM, with CCIDA staff copied on everything.
- Google Analytics 4 installation and event tracking configuration.
- On-page SEO optimization — page titles, meta descriptions, header tags, image alt text and internal linking.
- ProspectEngage® tracking script installed at build time rather than retrofitted.

DELIVERABLE | Design, Content & Development

- Fully designed and developed Collaborate Cayuga platform of 8–12 core pages on the approved CMS platform
- Updated content for all key pages
- Sites and buildings section
- Partner agency directory and inquiry routing module
- Google Analytics 4 configured and live
- On-page SEO implemented across all key pages

PHASE 3: LAUNCH, TRAINING & POST-LAUNCH SUPPORT

In the final phase we complete quality assurance testing, prepare the site for launch and train CCIDA and partner agency staff to manage it and to work the shared CRM. We test all forms, links, routing paths, page loads and mobile rendering. A 30-day post-launch support window is included for minor adjustments.

ACTIVITIES

- Full QA testing across all pages, forms and links on desktop and mobile.
- Staging review session with the CCIDA team prior to launch.
- DNS configuration and site launch coordination.
- Live virtual training session for CCIDA staff on CMS management, content updates and analytics review.
- Training extended to partner agency staff who will receive routed inquiries and use the shared CRM.
- Recorded training video and quick reference guide.
- 30-day post-launch support window for minor adjustments and bug fixes.

DELIVERABLE | Launch, Training & Support

- Fully launched, live Collaborate Cayuga platform
- CMS training recording and quick reference guide
- 30-day post-launch support

PROSPECTENGAGE® CRM: PROSPECTING & BR&E PLATFORM

Collaborate Cayuga changes what prospects see. ProspectEngage® tells CCIDA who they are. Most companies researching a community never fill out a form; they read, leave and continue their search elsewhere. ProspectEngage® identifies the companies behind that traffic, scores them against the county's target industries, and turns anonymous visits into a working prospect pipeline that all participating agencies can see.

The Prospecting & BR&E plan carries both halves of the Agency's job: attraction modules for identifying and pursuing new investment, and business retention and expansion modules for tracking the companies already in Cayuga County.

EXPANSION SIGNAL IDENTIFICATION

The platform monitors capital investment announcements, facility activity, hiring surges, mergers and acquisitions, supply chain shifts and leadership changes across the target sub-sectors, combined with real-time visitation data from Collaborate Cayuga.

AI-ASSISTED PROSPECT SCORING AND PRIORITIZATION

Prospects are scored on industry fit, size and growth, geographic context, evidence of expansion activity and near-term likelihood of a location decision. Scoring is refined with CCIDA feedback so the pipeline reflects the Agency's own judgment about what constitutes a good fit.

BUSINESS RETENTION AND EXPANSION

BR&E modules track existing Cayuga County companies, structured surveys and visit records, so that retention work and attraction work share one system rather than living in separate spreadsheets.

LIVING PROSPECT PIPELINE AND COLLABORATION

Rather than producing a one-time list of potential targets, ProspectEngage® creates a living pipeline. Each record carries a company overview, contacts, outreach history, stage, talking points and an assessment of expansion likelihood. Pipeline reviews are held on a regular schedule with the CCIDA team.

ONE SHARED SYSTEM ACROSS THE PARTICIPATING AGENCIES

Because Collaborate Cayuga is a shared front door, the CRM behind it is a shared system. Inquiries submitted on the site, transcripts from the site assistant, and companies identified through website visitation all land in one place, are routed to the agency that owns them, and stay visible to the others. That removes the handoff problem the one-stop model is meant to solve, and it means that when consolidation does happen, the county already has a single unified record of every company it has talked to.

OPTIONAL ECONOMIC IMPACT MODULE

ProspectEngage CRM now also includes an Economic Impact Module as an optional add-on. The module will allow CCIDA staff to model project impacts within the County using inputs such as direct jobs, wages, and capital investment. Outputs can include supported jobs, labor income, economic output, and tax revenue for use in application review, grant support, and board reporting.

The module serves a different purpose from a public-facing Economic Impact Dashboard. The dashboard reports results across the County's portfolio; the module helps staff evaluate an individual proposed project, compare scenarios, and retain the analysis with the project record in ProspectEngage®. Camoin Associates' economic and fiscal impact team will configure the methodology, assumptions, and report format with the County before launch.

DELIVERABLE | ProspectEngage® Prospecting & BR&E

- Shared platform access for CCIDA and participating partner agency staff, with no per-seat charges
- Website visitation and signal data for CCIDA target industries
- Inquiry routing to the responsible agency, with shared visibility across partners
- Living prospect pipeline with standardized prospect records

- Prospect scoring and prioritization
- BR&E company tracking and surveys
- AI tools, dashboards and Outlook email integration
- Guided migration and US-based onboarding
- Comprehensive reporting
- Optional Economic Impact Module

OPTIONAL — AI SITE ASSISTANT AND INBOUND VOICE AGENT

Two capabilities are available as an optional add-on to the engagement. The chatbot is demonstrated in the working concept site at <https://dillabee.github.io/cayuga-county-ida-concept/> and we have other examples for other clients you can call to test out the inbound voice agents here: <https://rowan.nextexpansion.site.com/> or here: <https://myrtle-beach.nextexpansion.site.com/>

AI SITE ASSISTANT

An AI assistant embedded in Collaborate Cayuga, grounded in a knowledge base built from the participating agencies' own material: incentives, sites, workforce, target industries, financing and logistics. It answers questions in plain language at the moment a prospect has them, and when a question belongs to another agency it says so and points the visitor there, rather than routing every question to a contact form. The assistant is prohibited from inventing figures: anything outside its knowledge base is directed to Agency staff. Every conversation is emailed to the responsible agency with contact details highlighted, so a real person can follow up while the interest is live.

INBOUND AI VOICE AGENT

A dedicated phone line answered by an AI agent trained on the same knowledge base, available outside business hours and when staff are travelling. The agent identifies caller type, answers factual questions about the county, works through a structured qualification flow, captures contact details and routes the call summary to CCIDA. It discloses that it is an AI agent, does not quote incentive or lease terms, and is inbound only.

VISITOR INTELLIGENCE

Company-level identification of website visitors, reported alongside the assistant transcripts, so that the conversations and the anonymous traffic are read together.

DELIVERABLE | AI Site Assistant & Voice Agent

- Knowledge base built and maintained from CCIDA source material; AI site assistant embedded in the website with transcript capture and email routing; dedicated inbound phone number and AI voice agent with structured qualification and post-call reporting
- Company-level visitor identification
- Monthly performance reporting

BUDGET

Pricing is presented in two parts so the board can see both what it costs to stand the platform up and what it costs to keep it running: a one-time setup investment, and an ongoing annual subscription. Year one is \$10,000 in professional fees: that single figure covers the full Collaborate Cayuga buildout and the first 12 months of the ProspectEngage® CRM. From month 13 forward, the only recurring professional fee for the core program is the CRM subscription at \$650 per month. Website hosting is a third-party cost rather than a fee to Camoin Associates, but it is carried through the tables below so that the totals reflect the full annual cost of running the platform. The AI site assistant, economic impact module, and inbound voice agent are quoted separately as optional add-ons.

SETUP AND ONGOING COSTS AT A GLANCE

Component	One-Time Setup	Ongoing (Annual)
Collaborate Cayuga platform: design, content, build, launch and staff training	\$10,000	None. The site is owned by CCIDA.
ProspectEngage® CRM (Prospecting & BR&E), shared across the participating agencies	\$0 – configuration, migration and onboarding included	\$0 for Year 1. After Year 1, it would be \$650 per month (\$7,800 per year). <i>The first 12 months are included with the website setup fee.</i>
Optional: Economic Impact Module	\$1,000/12 months	\$1,000/12 months
Optional: AI site assistant & inbound voice agent	\$0 – no build or setup fee	\$4,500 per 12 months
Website hosting, CMS subscription, domain renewal and plugin licensing	Paid directly by CCIDA	\$650 per year (estimate). Billed by the host, or arranged by Camoin at cost.

Year One: \$10,000 (Collaborate Cayuga buildout + 12 months of the ProspectEngage® CRM)

This fee includes all labor, research, graphic design, content creation, development, project management and coordination required to complete the full scope described above. All materials are delivered as client-owned assets, including full CMS access, editable content files and Google Analytics access. The fee also includes a 12-month subscription to the ProspectEngage® Prospecting & BR&E platform at the tier matched to Cayuga County, with up to 9 user accounts shared across CCIDA and the participating partner agencies and no per-seat charges, guided migration from existing records, US-based onboarding and support from the Camoin Engagement Team, and monthly record downloads, at no additional cost.

MILESTONE PAYMENTS FOR KEY DELIVERABLES

Milestone	Description	Amount
Contract Execution & Kickoff	Kickoff meeting, current website review, identification of project goals, branding assets and content inventory. Confirms participating agencies and routing expectations, and establishes project timeline and communication protocols.	\$1,500
Phase 1: Website Audit & Strategy	200-point website audit report, scored recommendations, proposed sitemap and page structure, content inventory and strategy brief.	\$2,000

Milestone	Description	Amount
Phase 2: Design, Content & Development	Full Collaborate Cayuga design and build on the approved CMS platform, updated content for all key pages, partner agency directory and routing module, sites and buildings section, contact forms, Google Analytics 4 setup and on-page SEO.	\$5,500
Phase 3: Launch, Training & Support	QA testing, staging review, DNS configuration, site launch, virtual CMS training, training recording and quick reference guide, and 30-day post-launch support.	\$1,000

- Qualified prospect outreach conducted by our engagement professionals is available on top of the included ProspectEngage® subscription at \$1,350 per qualified lead, with a cap on total leads set by CCIDA. This is optional and is not included in the fee above.

Deliverable: Fully built and launched Collaborate Cayuga platform with partner agency routing, plus 12 months of the ProspectEngage® CRM (living prospect pipeline, website visitor intelligence for target industries, prospect scoring, BR&E company tracking and surveys, dashboards and reporting).

ONGOING COST AFTER YEAR ONE

Year Two Onward: \$7,800 per year (ProspectEngage® CRM)

There is no second buildout fee and no renewal fee on the website: once Collaborate Cayuga is launched, CCIDA owns it. The only recurring professional fee for the core program is the ProspectEngage® CRM subscription, which continues at \$650 per month, or \$7,800 annually, beginning in month 13. That figure covers the platform for CCIDA and the participating partner agencies together, not per agency. Adding website hosting at an estimated \$650 per year, the all-in cost of running the core program from year two is approximately \$8,450 annually.

- The subscription may be invoiced annually in advance or monthly, at CCIDA's preference.
- It renews annually. CCIDA may elect not to renew at the end of any 12-month term.
- The rate is held at \$650 per month for the initial term and the first renewal term.
- Website hosting, the CMS subscription and domain renewals are a third-party cost, estimated at \$650 per year. CCIDA may contract with the host directly, or Camoin Associates can arrange it and bill it through at cost: the figure is the same either way.

OPTIONAL AI SITE ASSISTANT & INBOUND VOICE AGENT

Total Fee: \$4,500 per 12 months (Optional Add-On)

The AI site assistant, inbound voice agent and visitor intelligence are offered as a single managed service rather than as separable components, because they share one knowledge base and one reporting pipeline. There is no setup or build fee. The service is priced at \$4,500 for a 12-month term.

FEE BREAKDOWN

- \$4,500 per 12 months, covering the knowledge base build and maintenance, the embedded site assistant, the dedicated inbound phone number and voice agent, company-level visitor identification, and monthly reporting.

- Unlimited calls. No metered minutes.
- 12-month term. No build or setup fee, which is why the term is firm.
- This add-on is priced independently of the combined website and ProspectEngage® fee and can be added at any time during the engagement.

Deliverable: AI site assistant with transcript capture, inbound AI voice agent with structured qualification, visitor identification, monthly performance report.

SUMMARY

Component	Structure	Amount
YEAR ONE		
Collaborate Cayuga buildout	One-time, milestone-billed	\$10,000
ProspectEngage® CRM – first 12 months	Included in the buildout fee	\$0
Website hosting, domain and plugin licensing	Third-party cost, estimated	\$650
Year one total	Core program plus hosting	\$10,650
Optional: AI site assistant & voice agent	\$4,500 / 12 months	\$4,500
Year one total with optional add-on		\$15,150
YEAR TWO ONWARD (each year)		
ProspectEngage® CRM (Prospecting & BR&E)	\$650 / month, annual subscription	\$7,800
Website hosting, domain and plugin licensing	Third-party cost, estimated	\$650
Year two total	Core program plus hosting	\$8,450
Optional: AI site assistant & voice agent	\$4,500 / 12 months	\$4,500
Year two total with optional add-on		\$12,950

NOTES ON PAYMENT AND FLEXIBILITY

- **Invoicing.** Camoin Associates submits an invoice at the completion of each website milestone. If CCIDA prefers, the website fee may alternatively be invoiced in equal monthly payments across the project duration, anticipated at three to four months. The CRM subscription is invoiced separately beginning in month 13.
- **Scope flexibility.** The work can be completed in phases or structured differently depending on the needs of the team, and CCIDA can enroll in the services separately. Should CCIDA wish to expand scope, ongoing SEO monitoring, additional landing pages, paid campaign management or professional site photography, we will provide a revised scope and fee before work begins.
- **Hosting and platform.** Website hosting, the CMS subscription, domain renewals and any third-party plugin licensing are a third-party cost rather than a professional fee. For a site of this size we would budget approximately \$650 per year on WordPress: roughly \$300 to \$500 for managed hosting, about \$20 for the domain, and \$100 to \$200 for plugin licences. CCIDA may contract with the host directly, or Camoin Associates can arrange it and bill it through at cost; the figure is the same either way, and it is shown in the tables above so the annual totals are complete. When comparing hosts, compare renewal rates rather than introductory rates, which are often a third of what the plan costs in year two.

- **Ownership.** Upon final payment, all deliverables, creative assets and content developed under this engagement become the exclusive property of the Cayuga County Industrial Development Agency.

ABOUT CAMOIN ASSOCIATES



A meaningful job has the power to change people's lives forever. It improves self-esteem and strengthens families. I founded Camoin in 1999 to multiply that dynamic and, in the process, change communities for the better.

ROB CAMOIN, PRESIDENT & CEO, CAMOIN ASSOCIATES



OUR PURPOSE

At Camoin Associates, we believe a meaningful job that provides purpose, hope, and a good income is what it is all about. It takes hard work to achieve that goal for entire communities, so everyone can have a chance to prosper. That's where we come in. We work with public officials to target resources to improve communities' business climate and help business leaders and not-for-profit executives resolve tough management issues.



OUR PEOPLE

We live where we work and love it. With staff in several regional offices across the nation, from New England and Virginia to Montana and the Pacific Northwest, we know what makes life interesting: exceptional people and places. We are professionals without pretense. We enjoy helping our clients make good things happen.



OUR COMMITMENT

We want you to succeed. The work we do for you will be integrated, pragmatic, forward-leaning, intelligent, and actionable.



AWARD-WINNING FIRM

Our Prospecting and Data Services team was awarded the Demandbase SMART Impact award in 2023 for the use of their software services and the integration with our database and ProspectEngage™ service. [Award Press Release](#)





MEMO: Referral Resources

By: Tracy Verrier

Date: 8/31/2026

Below is a list of partners listed in the County's RFP for an economic development strategy, which generally reflects the local economic development partners we might refer projects to:

- Cayuga County Department of Planning & Economic Development
- City of Auburn Department of Planning & Economic Development,
- Auburn Industrial Development Authority (AIDA)
- Cayuga County Industrial Development Agency (CCIDA)
- Cayuga County Development Corporation (CCDC)
- Cayuga County Public Utility Service Agency (CCPUSA)
- Cayuga County Water & Sewer Authority (CCWSA)
- Cornell Cooperative Extension of Cayuga County (CCE)
- North Central Small Business Development Center (SBDC)
- Cayuga County Chamber of Commerce
- Cayuga County Employment and Training
- Cayuga-Cortland Workforce Development Board

Other partners include:

- Auburn Downtown Business Improvement District
- Cayuga County Convention & Visitors Bureau (tourism office)
- Cayuga Community College
- Cayuga-Onondaga BOCES
- CenterState CEO
- CNY TDO
- CNY Regional Planning & Development Board
- NYS Empire State Development / CNY Regional Economic Development Council
- Workforce Development Institute
- Inspyre
- WISE Women's Business Center
- Other state agencies (NYSERDA, NYPA, DOL, etc.)
- Federal programs (USDA-RD primarily)
- Local businesses – B2B connections

This list may not be comprehensive of all potential referral partners.



24 South Street, Auburn, NY 13021
www.auburnida.org
 Where possibility takes root.



AIDA Marketing Committee Charge ~ 90 Day Work Plan

Approved by AIDA Board 8/19/2026

Days 1–30: Understand and organize

- Complete the AIDA asset inventory.
- Identify existing marketing materials, data, contracts, accounts, audiences, and partner resources.
- Finalize an internal and external audience matrix.
- Identify where businesses are currently referred when they are not eligible for AIDA assistance.

Days 31–60: Clarify the message

- Develop a plain-language explanation of what AIDA does and does not do.
- Define Auburn's core economic-development value proposition.
- Identify three to five initial target-industry categories.
- Develop approved talking points for Board and committee members.
- Complete a website and communications gap review.
- Determine what information is missing from AIDA's property and development-site profiles.

Days 61–90: Build the first plan

- Submit a 12-month, resource-conscious marketing and outreach plan.
- Recommend an initial AIDA Ambassador structure.
- Develop an Auburn-specific Micron supply-chain positioning brief.
- Establish a partner and referral protocol.
- Recommend a small set of meaningful performance measures.
- Identify which activities can be implemented through existing staff and partnerships and which would require Board-approved funding or contracted expertise.

