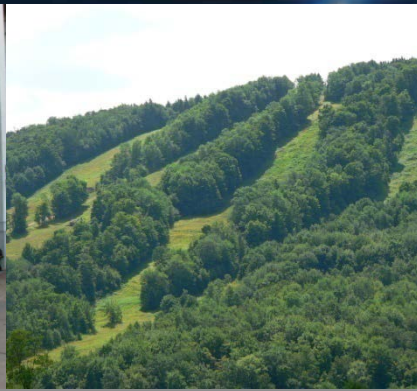




CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY



THE ROLE OF SMART GROWTH PLANNING IN ECONOMIC & BUSINESS DEVELOPMENT

Robert Simpson, President, CenterState CEO





Action Plan:

- Grow Smarter
- Sustainability Pays
- Protect the Environment
- Strengthen the Center
- Fix it First
- Keep Rural Communities Rural
- Lighten Our Footprint
- Plan for People

DRAFT
Summary
Report /

June 2012

An Action Plan for CNY's Future

*Vision: **INNOVATION** and **COLLABORATION** are central to the creation of opportunity for all who live and work in Central New York. By **TAKING OWNERSHIP** of its future, operating in a nimble and efficient manner, and leveraging its many assets—natural, agricultural, geographic, economic, educational, cultural, and human—Central New York is working to create a **DIVERSE, SUSTAINABLE, and GLOBALLY COMPETITIVE** economy while preserving and enhancing the region's treasured quality of life.*



Overarching Goals



Strengthen Targeted Industry Concentrations that Leverage Unique Economic Assets

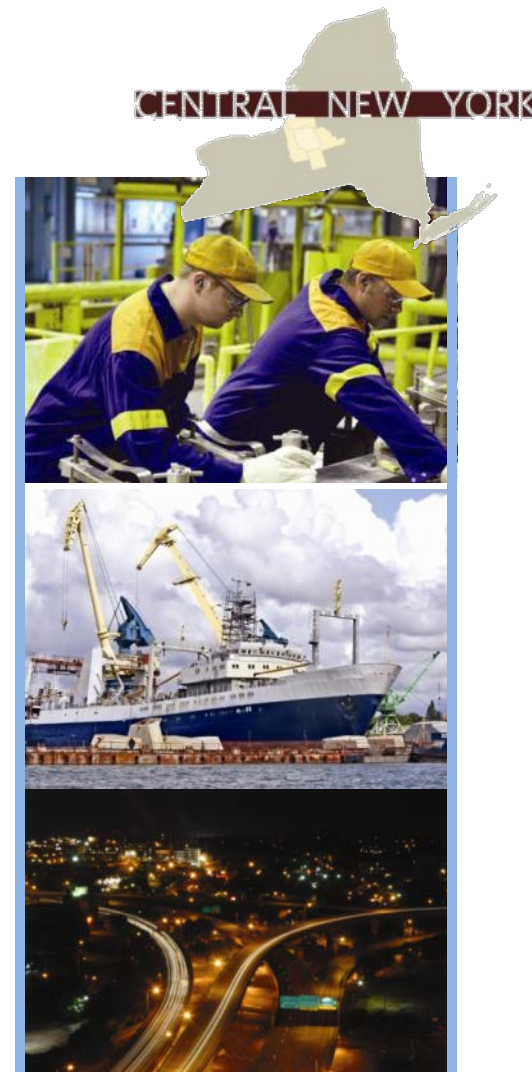


Improve Competitiveness in, and Connections to, the Regional, National, and Global Economies



Revitalize our Region's Urban Cores, Main Streets, and Neighborhoods

CENTRAL NEW YORK





Goal: Revitalize Region's Urban Cores, Main Streets, & Neighborhoods



Strategies:

- Leverage Anchor Institutions in Urban Redevelopment
- **Repurpose Existing Infrastructure to Recreate Density**
- Develop the Workforce of Tomorrow

Transformational initiatives that:



- Capitalize on regional industry clusters
- Connect people, jobs, and housing
- Strengthen workforce alignment
- Enable an innovation infrastructure

- NYE-RIC New York Energy Regional Innovation Cluster

- Food-to-Market Agricultural Programming

- Tourism in the Arts & Culture

- Financial Services Expansion

- **Mixed-Use Investment Program**

- **Broadband Connectivity/Infrastructure**

- **Region-wide Waterfront Revitalization Strategy**

- Say Yes to Education

- Innovate Upstate Fund

Results: CenterState Region Wins Big



- Two Top “Best Plan” Awards
 - CNY REDC region wins **\$103.7** million for **74** projects
 - North Country REDC region wins **\$103.2** million for **70** projects
- 12 County CenterState Region
 - **\$193.8** million for **162** projects

Funding & Projects Awarded within 12-County CenterState Region

REDC Region	Funding in Millions	CenterState Counties	Projects
Central New York	103.7	Cayuga, Cortland, Madison, Onondaga, Oswego	74
Mohawk Valley	39.6	Herkimer, Oneida	34
North Country	36.6	Jefferson, Lewis, St. Lawrence	42
Finger Lakes	8	Seneca	4
Southern Tier	5.9	Tompkins	8
Total	\$193.8		162



CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY

Real Growth Output (1980-2009)

Top 100 Metros = 126%
Syracuse MSA = 85%



Employment Growth (1980-2009)

Top 100 Metros = 44%
Syracuse MSA = 21.8%



CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY

Average Annual Wages (1980-2009)

Top 100 Metros = \$51,163
Syracuse MSA = \$39,990



Population Growth

1990-2000 = -1.6%

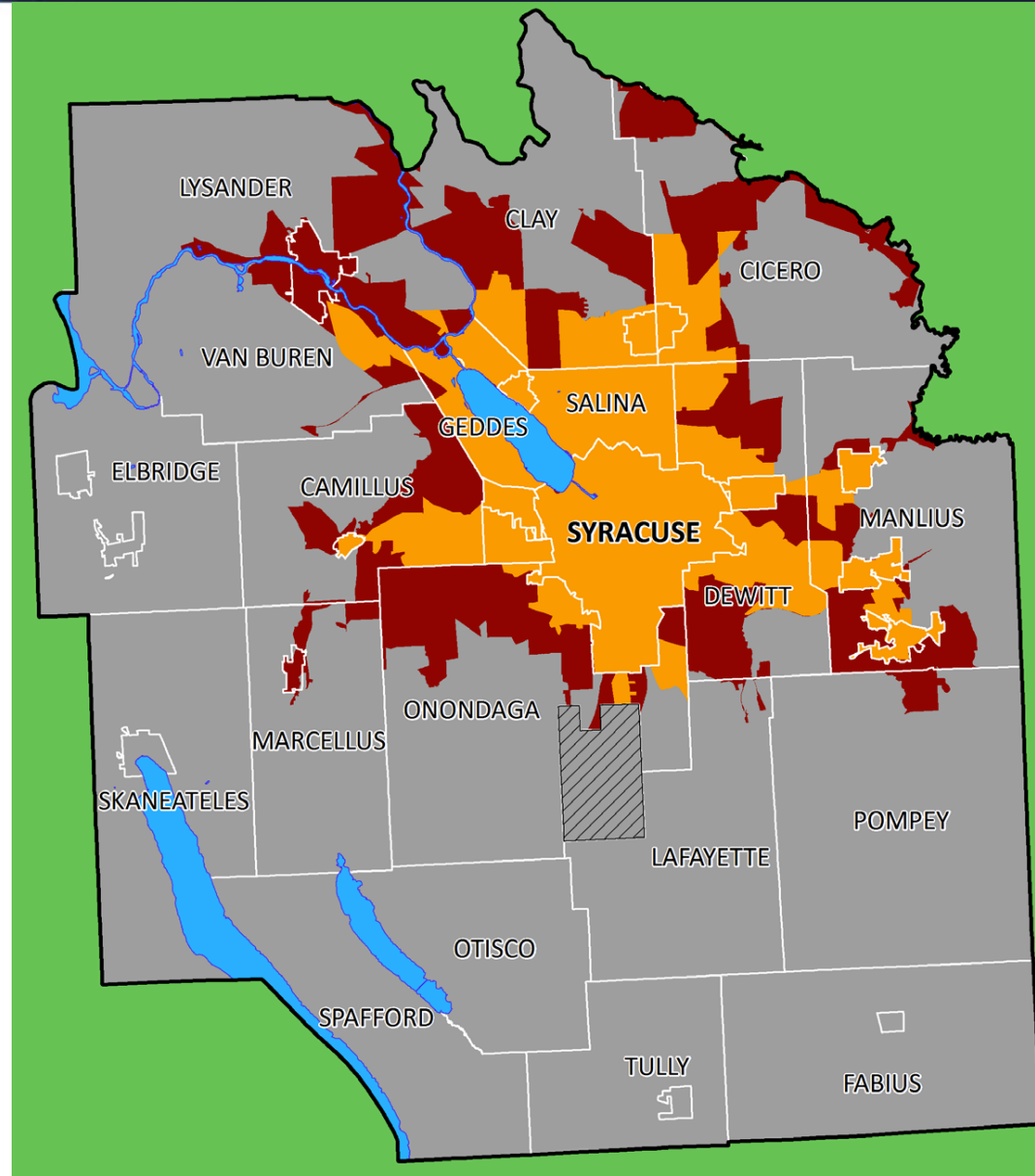
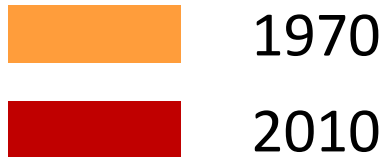
1990-2000 = 1.5%

Trends

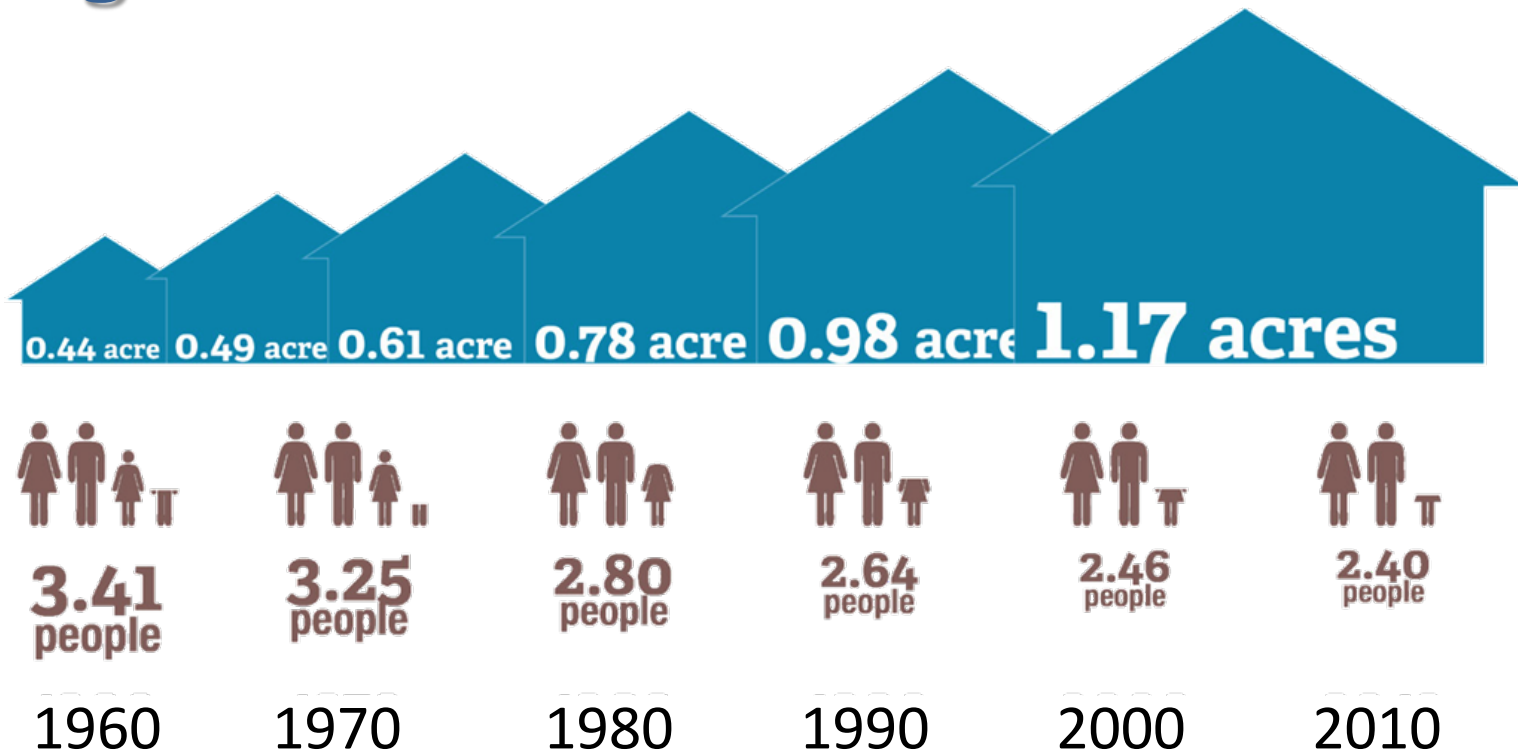


CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY

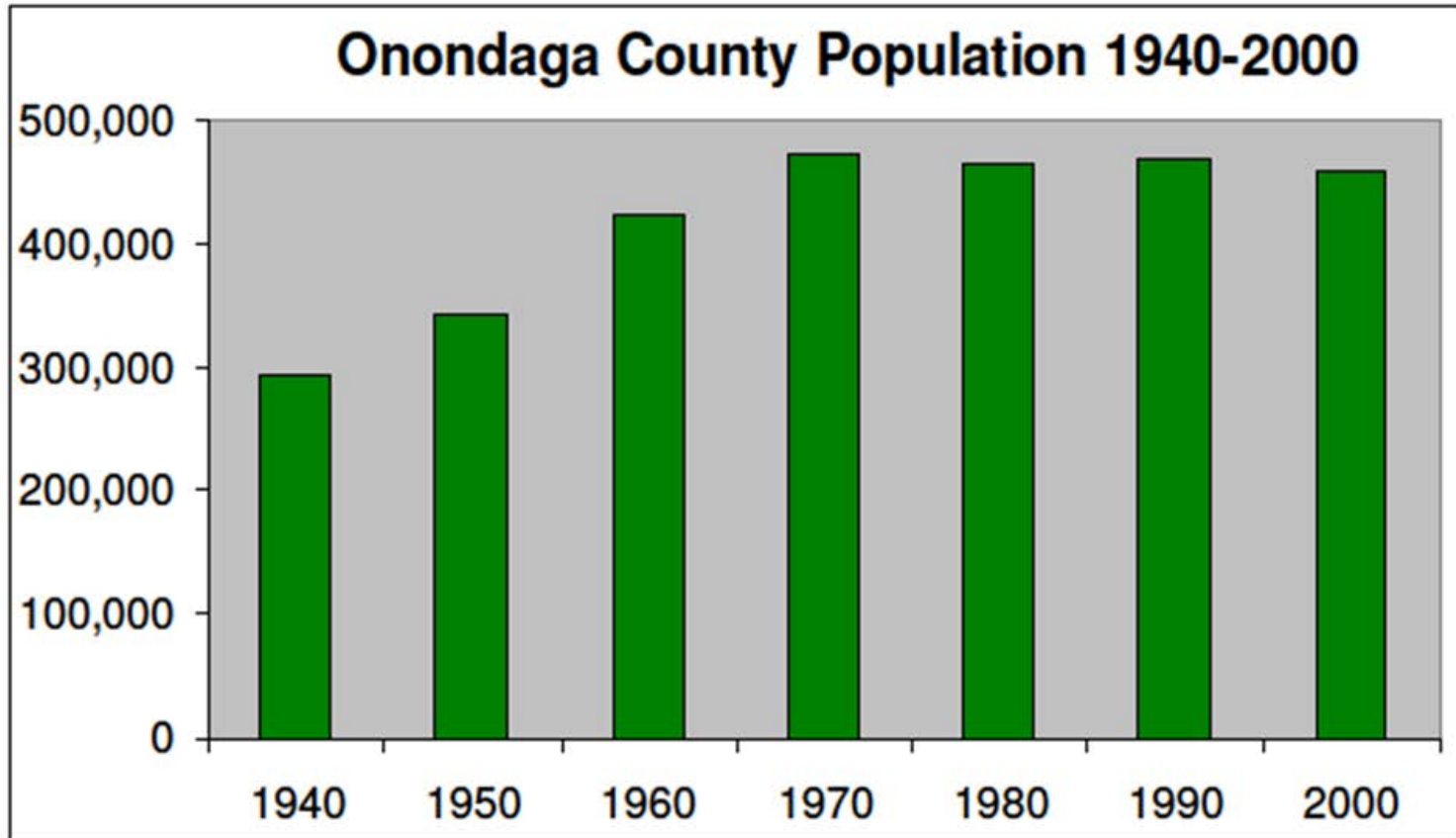
Urbanized Land in Onondaga County



Single-family residential parcel size vs. Average household size



Stagnant Population Growth





Water Infrastructure Expansion 2001-2008

- 144 mi. of new water main
- 1,075 new hydrants
- 3 new storage facilities
- 2 new pumping stations
- **Cost per 1,000 gal up 78%**



Waste and Stormwater Infrastructure

- 57,201 feet of new sewer in 2007
- 12,550 acres added to sanitary district since 1998

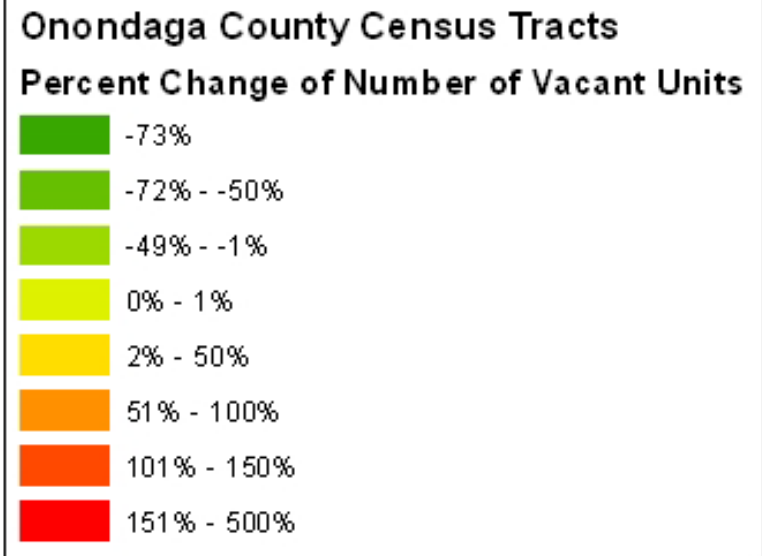
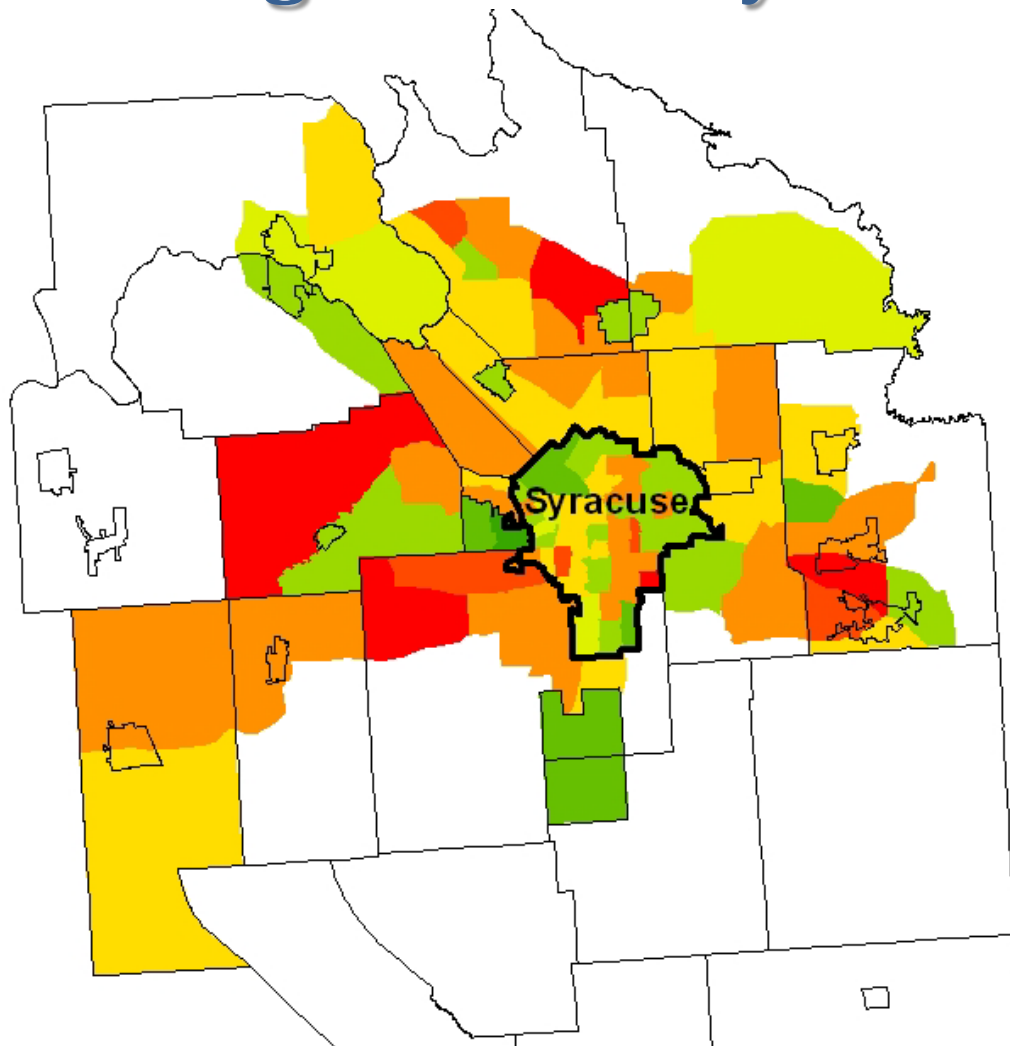


Transportation Infrastructure

- 61 miles of new road added since 2000
- 43% increase in daily Vehicle Miles Traveled (VMT) since 1990
- Average Commute times are up (now 20 Minutes+)



% Change in Vacancy in Onondaga County 2006-2010



Smart Growth Development & Strategies:

- Boost property values
- Attract private investment
- Benefit household budgets
- Offer a good return on public investment
- Keep local dollars in the community
- Preserves the unique character and assets of rural, suburban, and urban areas

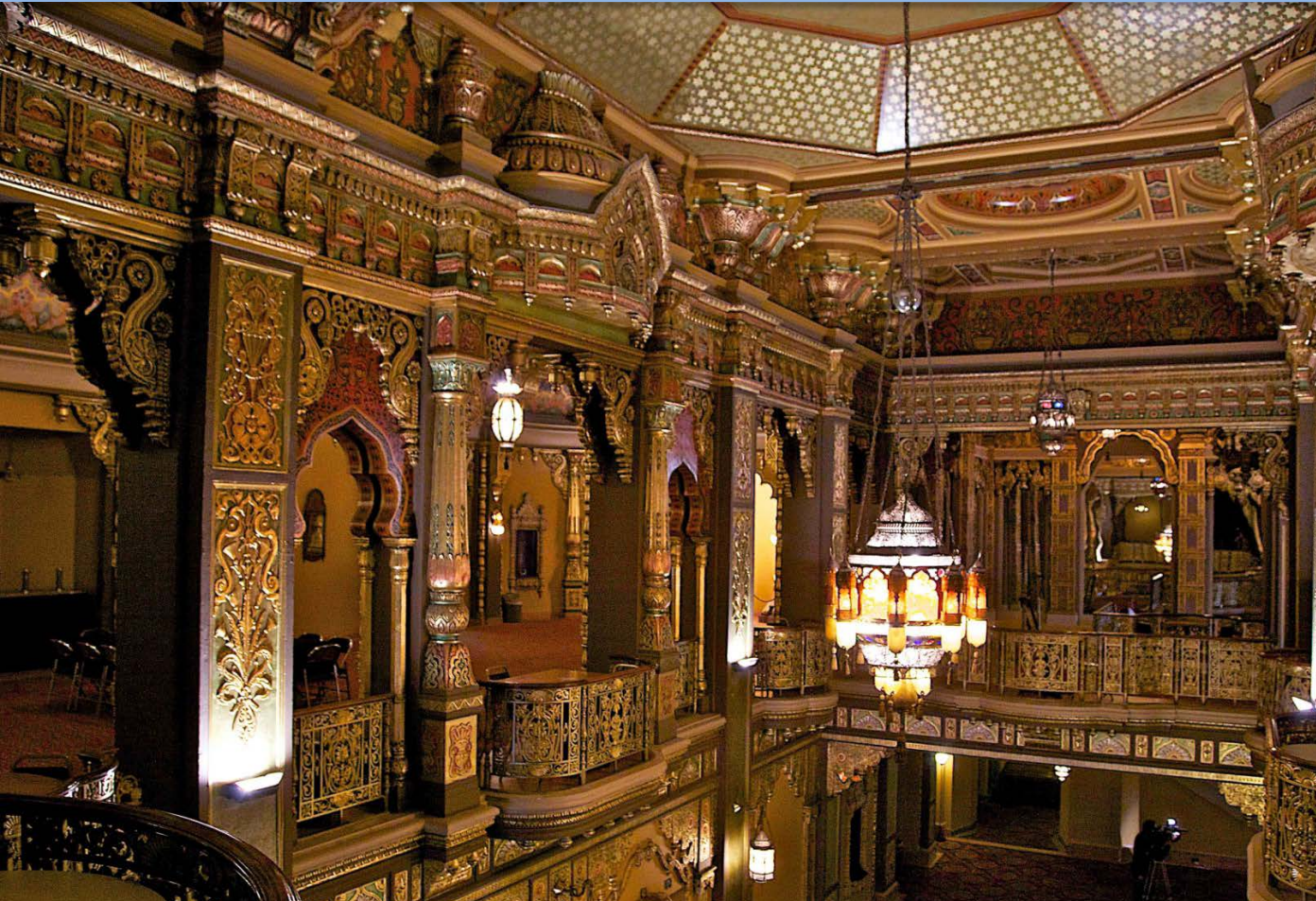
Why it matters to Business

- Sprawl:
 - Increased infrastructure costs → increased taxes = uncompetitive business climate
- Smart growth:
 - Increases access to better jobs and economic vitality in cores
 - Connects businesses, workers and customers
 - Creates community amenities
 - Brings in local tax revenues
 - Attracts residents and businesses
 - Creates employment hubs
 - Strengthens regional economies

Downtown Syracuse



CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY



Attracting Residents and Businesses

University Hill



CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY



Growing Investment and Employment Hubs

Tools and Resources



CENTERSTATE
CORPORATION FOR
ECONOMIC OPPORTUNITY



Regional Councils, Land Bank, Tax Credits,
Sustainable Development Plan

The logo features the letters 'CEO' in a bold, white, sans-serif font. The letters are set against a dark blue circular background that contains glowing, ethereal blue energy trails or particle paths. The background of the entire image is a light blue gradient with a faint, dark blue circuit board pattern.

CEO

**CENTERSTATE
CORPORATION FOR ECONOMIC OPPORTUNITY**

WWW.CENTERSTATECEO.COM