



NATURALLY
LEWIS
LEWIS COUNTY, NY

ANNUAL REPORT 2017

A YEAR OF ACCOMPLISHMENT

**LEWIS COUNTY
ECONOMIC
DEVELOPMENT**

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ABOUT LEWIS COUNTY ECONOMIC DEVELOPMENT

Lewis County Economic Development is the central office to provide business assistance and new business development in Lewis County, NY. Our office manages the operations of the County of Lewis Industrial Development Agency (IDA), Lewis County Development Corporation and Lewis County Economic Development. We work regionally with our neighboring counties and with the North Country Regional Economic Development Council, North Country Alliance, Drum Country Business, Development Authority of the North Country, and many other supporting organizations to foster economic growth in the North Country.

MISSION STATEMENT

Our mission is to attract and enhance industrial and economic development, help create jobs and maintain economic stability within Lewis County. We work to promote and enhance the economic conditions, business opportunities, reduce unemployment and economic deterioration and to ensure the prosperity of the businesses, industries, communities and citizens, leading to an overall better quality of life.



...the natural choice.



NATURALLY
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LEWIS COUNTY, NY



IDA BOARD OF DIRECTORS

CHAIRMAN

Roscoe “Rocky” Fawcett

Retired Publishing Co. Executive, Lewis County Legislator

Member 3/22/2011—12/31/2017

VICE CHAIRMAN

Craig Brennan

Retired NYS Trooper, Current Lewis County Legislator

Member since 4/4/2014

SECRETARY/TREASURER

Christina Schneider

Vice President, Purcell Constriction Corp.

Member since 12/19/2014

MEMBERS

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Assistant Vice President, Morgan Stanley

Member since 2/4/2015

Joseph Lawrence

NYS Forage System Specialist, Cornell University

Member since 9/2/2015

Gary Herzig

Retired Small Business Owner

Member since 9/2/2015

Jared Thisse

Manager, Lowville Sport & Farm

Member since 2/6/2016

LEGAL COUNSEL

Tom Company

Company, McArdle & Randall, PLLC

LEWIS COUNTY ECONOMIC DEVELOPMENT STAFF

Eric Virkler | Director of Economic Development

Tim Petersen | Business Specialist

Brittany Davis | Marketing & Communications

Vanessa Schulz | Administrative Assistant

COUNTY MANAGER

Ryan Piche

LEWIS COUNTY BOARD OF LEGISLATORS

LEGISLATIVE DISTRICT 1

Philip C. Hathway

LEGISLATIVE DISTRICT 2 (Chairman)

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LEGISLATIVE DISTRICT 3

Craig P. Brennan

LEGISLATIVE DISTRICT 4

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LEGISLATIVE DISTRICT 5

Richard Chartrand

LEGISLATIVE DISTRICT 6

Andrea Moroughan

LEGISLATIVE DISTRICT 7

Greg Kulzer

LEGISLATIVE DISTRICT 8 (Vice Chairman)

Lawrence Dolhof

LEGISLATIVE DISTRICT 9

Roscoe “Rocky” Fawcett

LEGISLATIVE DISTRICT 10

Jerry H. King

A MESSAGE FROM THE EXECUTIVE DIRECTOR...



2017 was another active year for Lewis County Economic Development. Our team is focused on assisting our existing businesses: manufacturing companies, small businesses, agricultural producers and tourism based businesses. Many of these organizations are growing and have increased employment over the last twelve to eighteen months. Our manufacturing businesses are adding staff and the Lewis County unemployment rate is the lowest in many years.

The Naturally Lewis brand, website, and social media campaign is reaching hundreds of people on a daily and weekly basis. We view Naturally Lewis as a method to bring awareness to the benefits of doing business in our County. It is important for our current businesses to know that Lewis County Economic Development is here to serve them, and the brand is also focused on attracting outside interest to work with us in creating new opportunities here.

We continue to make progress on larger infrastructure projects. The Lewis County Commerce Park is moving forward with an application that has been submitted to NYS for *ShovelReady* status. We expect to close on acquisition of the land during 2018. The adjacent Climax Manufacturing building is being utilized for warehousing and distribution for local businesses and we have interest in purchasing the building to fill the remainder of the space with other prospects. The Lyons Falls Mill Redevelopment Project was approved for three different funding awards during 2017 and we will continue to identify additional sources to bring this project to completion, potentially this upcoming year. We also have been actively engaged with an entrepreneur regarding a dairy processing operation in Lewis County. The potential to increase the value-added processing of local dairy production in the County could be a great benefit to our many small farms.

Every year brings change and 2017 was no different. We look forward to working with new legislators in 2018 and those who serve on the Lewis County Economic Development Committee. On January 1, 2018, we lost our Industrial Development Agency Chairman, Rocky Fawcett, to cancer. Rocky had been an incredible champion of our community and economic development in Lewis County. He will be greatly missed and we intend to continue to strive to reach goals that Rocky has supported for our organization.

Eric Virkler
Director of Economic Development

2017 PROJECTS



Lewis County Economic Development recognizes the need for identifying spaces for businesses to locate, and creating available land with full infrastructure for businesses to expand. LCIDA staff and its partners have worked diligently to create opportunity for our local businesses, as well as outside businesses looking to relocate to the North Country. With our strategic location within a days drive from many of the major U.S. cities, we understand the assets and infrastructure needed to give Lewis County its competitive edge against others. LCIDA staff, board members, and partners will continue to work to establish these opportunities for Lewis County.

LEWIS COUNTY COMMERCE PARK | The LCIDA has worked continuously on obtaining the future Commerce Park land to create *Shovel/Ready* sites to foster economic growth and investment.

- The LCIDA and property owner have a signed option for the purchase of the property. The *Shovel/Ready* application has been submitted to Empire State Development for review, and the LCIDA should close on the property in early 2018.
- There will be approximately five *Shovel/Ready* pads on site.

CLIMAX MANUFACTURING BUILDING | The LCIDA proposed purchase of the Climax Building will allow for incubator and business space and give way to opportunity for business growth and expansion.

- The LCIDA ended 2017 in negotiations with the current building owner on purchase of the building. In 2018, the LCIDA hopes to purchase the building and lease the space to multiple businesses.

LYONS FALLS MILL REVITALIZATION | Approaching its fourth and final phase, the final demolition will begin in mid-2018.

- Phase 4 of the demolition project includes hazardous materials abatement and the demolition of three buildings and multiple ancillary structures.
- Received \$850,000 in grant funding out of the \$1.8million needed to finish the project.
- Applied/assisted for five grants for Lyons Falls Mill in 2017.
- Continue to work with Village of Lyons Falls, LCDC, DANC & Lyons Falls BOA to complete project.

COPENHAGEN WIND FARM | A 40-tower wind farm will start turbine construction in summer of 2018.

- Project Investment: Approximately \$170 million
- Jobs Created: Current—45-50, Construction—200+, Permanent—5-10
- Location: Town of Denmark

WIND FARM PROJECTS | There are currently four wind projects in planning and development stages in Lewis County, NY.

- Roaring Brook—Martinsburg, NY
- Deer River Wind—Town of Pickney, Harrisburg & Montague, NY
- Number 3 Wind—Town of Lowville & Harrisburg, NY
- EWT—Town of Martinsburg & Harrisburg, NY



21 MAJOR EMPLOYERS

EITHER INCREASED OR MAINTAINED EMPLOYMENT NUMBERS

Lewis County Economic Development strives to assist local businesses grow, and new entrepreneurs establish. Our business services include business planning, funding assistance, grant assistance, creating relationships, establishing a large list of business contacts and referrals, offering various informational seminars and workshops, hosting Business Leaders Breakfasts to support business networking and general business consulting. In 2017, we helped existing small businesses expand, new businesses get started, and offered seminars to help businesses better understand what steps they can take to grow. We will continue to focus on business growth and fostering entrepreneurship in Lewis County in 2018.

JOHNSON LUMBER | A \$3 million investment to expand their Pre-Finished Pine product line.

- Location: Town of Denmark
- Incentives: PILOT, Sales & Use Tax, and Mortgage Tax Exemption through LCIDA
- Jobs Created: 5 New Immediate Jobs with potential for more growth in future



SKEWED BREWING | Watertown brewery expands and relocates all brewing production into the IDA-owned brewery facility in Lowville, NY.

- 10-Year Lease-to-Own agreement for building and brewery equipment
- Small Business Revolving Loan: \$29,500 for equipment and working capital
- Production will include craft beer & kombucha
- Jobs Created: 3



ARBORCARE TREE SERVICE | Business start-up located in Harrisville, NY.

- Small Business Revolving Loan: \$25,300 for equipment and working capital
- Services Offered: Tree removal, full tree care, tree diagnoses, pruning, cabling, bracing, full removal, stump grinding, snow removal & firewood.
- Jobs Created: 4



\$850,000

IN SUCCESSFUL GRANT AWARDS FOR THE LYONS FALLS MILL REVITALIZATION

VALUE ADDED DAIRY PROJECT | The Lewis County Economic Development team has been working with entrepreneurs on the creation of value-added dairy operations in Lewis County.

- Established partnerships with an established dairy advisory board, Cornell Cooperative Extension, Clarkson University Shipley Center for Innovation, and motivated entrepreneurs.
- Work continues on establishing a commercial kitchen and/or dairy incubator to foster the growth of agribusiness in Lewis County.

GRANT ASSISTANCE



MET WITH
50+
SMALL BUSINESSES &
ENTREPRENEURS IN
LEWIS COUNTY

11,000+
WEBSITE
VIEWS IN
2017

55
AVERAGE NUMBER OF
ATTENDEES AT
BUSINESS LEADERS
BREAKFASTS

- **RESTORE NY ROUND 4** | The Village of Lyons Falls, with the assistance of the LCIDA, was awarded \$500,000 in February 2017. The grant was submitted in December of 2016 by the LCIDA for the completion of the fourth and final phase of the Lyons Falls Mill Revitalization.
- **NORTHERN BORDER REGIONAL COMMISSION** | The LCIDA applied for \$500,000 for the Lyons Falls Mill Revitalization Project in June 2017. This grant was not awarded.
- **NYS EMPIRE STATE DEVELOPMENT CFA** | The LCIDA Applied for \$320,000 under the 2017 CFA grant program in July 2017 for Phase 4 of the Lyons Falls Mill Revitalization. In December, the LCIDA was awarded \$350,000 towards the finalization of the demolition and clean-up at the site.
- **US EPA BROWNFIELDS CLEANUP GRANT** | The Lewis County Development Corporation, with the assistance from the LCIDA, applied for \$200,000 in grant funding for the hazardous materials abatement of the Steam Plant building at the Lyons Falls Mill Site, a critical step in finishing the demolition. The award will be announced in late-spring of 2018.
- **RESTORE NY ROUND 5** | The Village of Lyons Falls, with the assistance of the LCIDA, requested \$425,000 for the final funding needed to finish Phase 4 of the Lyons Falls Mill Revitalization. Award announcement will take place in Spring 2018.
- **NATIONAL GRID** | The LCIDA submitted a grant application to National Grid in December 2017 for \$300,000 for the final phase of the Lyons Falls Mill project. It is expected that this grant will be awarded in 2018.

SNOW RIDGE CFA | The LCIDA assisted Snow Ridge with a CFA grant that requested \$40,000 in grant funding for the addition of a tubing hill and ice skating rink. The grant was awarded in December 2017.

NORTHERN REGIONAL CENTER FOR INDEPENDENT LIVING | The LCIDA assisted NRCIL in a CFA CDBG grant that would help to renovate a historic train station in Lowville, NY to house all employees and services under one roof. The grant was not awarded.



MARKETING & OUTREACH

In 2017, Lewis County Economic Development (LCED) expanded its marketing through its increased website presence, social media outlets, numerous informational and networking events, seminars and various sponsorships. The “Naturally Lewis” brand, which was launched in 2016, is the tag-line for Lewis County and has been recognized across regional and state levels. The LCED will continue to market the value of Lewis County and its communities, and build relationships on the regional and state level to increase awareness, vision and economic growth within our County.

PUBLICATIONS & ADVERTISING

- Business in Focus*: December 2017—January 2018 Edition
- Progress Edition*: Journal & Republican—March 2017
- NNY Business Magazine*— Tourism Trails, Regional Agriculture & Family Business Editions—June, July, November 2017
- Coughlin Printing Placemat Ads—Tug Hill

SOCIAL MEDIA



FACEBOOK PAGE LIKES

560 LIKES

TOP PERFORMING POST IN 2017

Organic Reach—3,500 People

Lewis County Economic Development: Naturally Lewis added 3 new photos.

Published by Brittany Bernus-Davis (?) · April 19, 2017 ·

Carlowden Country Club is under new ownership and is the newest sight to see in Lewis County! New renovations, new look, new vision - it is beautiful! Play a round of golf and see this "revamped" Lewis County gem! #naturallylewis

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GREEN FORESTRY, GREEN ENERGY

When we last interviewed Lewis in February of 2017, the resource-rich county in upstate New York was preparing for several economic development projects. Lewis County with the slogan "Naturally Lewis," known for its lakes, energy, and robust agriculture, deep tourism, green energy, and manufacturing sectors.

Written by Samantha Barker

In a particular project of interest in the county of 2000 is the Lyons Falls Mill Revitalization Project. Located in the town of Lyons, the mill is in the process of applying for and obtaining grants to complete the fourth and final phase, maintaining open communication with the village of Lyons and other community groups, and working with consultants to find the best way to restore the property for its light industries, which could be agriculture or tourism based.

The property will be a mix of residential and commercial. The mill is adjacent to a hydroelectric facility with renewable energy potential available to new business as a "water market," she declares.

Through the population of Lewis County is steadily and steadily rising. In fact, 547 percent of Lewis County's land is wild or forested—the area has a large potential base to develop and is a good location for businesses that need to ship or receive products. It is just a 40-minute drive from the Canadian border.

In particular, the county's Lyons Falls Mill property is in an excellent location for tourism due to its proximity to the best of the Adirondack Park. The western part of Lewis County is in the park itself, while the eastern part is also connected to natural recreation. The Tug Hill Plateau, a region of Upstate New York known for its heavy woods, scenic lakes, hiking, and camping, and other recreational activities available for Lewis County residents to enjoy.

The Adirondack Park is a beautiful 41 million-acre park in Upstate New York that has a year-round population of 152,000. It brings in another 200,000 seasonal residents who long to escape to the mountains, lakes and trees or hike in the diverse old-growth, forest and alpine forests. Residents of Lewis County are blessed to be located near such pristine beauty, while also enjoying the comforts of a county with housing rates that are very reasonable in the traditionally expensive state of New York.

Residents of Lewis County are blessed to be located near such pristine beauty while also enjoying the comforts of a county with housing rates that are very reasonable.

WEBSITE REDESIGN—OCTOBER 2017

Over 11,000+ website views in 2017!

NATURALLY LEWIS
LEWIS COUNTY, NY

WHY LEWIS? GOOD COMPANY BUSINESS SUPPORT PROPERTIES LEWIS LIFE ABOUT CONTACT

LEWIS COUNTY

THE NATURAL CHOICE

Why is Lewis County the natural location for business success? Lewis County, located in northern upstate New York, brings to the ideal balance of people, prosperity and the planet. In a place where play inspires work, Lewis County brings together thriving industries, natural resources, and an engaged workforce. Lewis County is the natural choice to plant the seeds of business growth and expansion.

NNY Business AD #3

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LEWIS COUNTY, NY

Business Friendly. Family Friendly.
Take care of both in Lewis County, NY

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BUSINESS LEADERS BREAKFASTS

Hosted five Business Leaders Breakfasts in 2017:
February—Maple Month
April—Fort Drum Update
June—CFA Grant Process
September—Newly Appointed Officials
November—Thriving Winter Businesses

EDUCATIONAL OUTREACH

CAREER DAY | Presented on entrepreneurship to three 7th grade classes and participated in mock interviews at Lowville Academy & Central School

CAREER FAIR | Participated in career fair with senior students and general public to discuss entrepreneurship, advanced manufacturing and technical careers

MANUFACTURING DAY | Participated in organizing school tours at local manufacturers to discuss local jobs in manufacturing.

OTHER OUTREACH

MANUFACTURERS MEETINGS | Held individual meetings with major manufacturers in 2017.

NORTH COUNTRY REGIONAL ECONOMIC DEVELOPMENT COUNCIL | Participated in regular meetings to further develop strategic plans for the North Country.

Business Leaders Breakfast Attendance

CARLOWDEN COUNTRY CLUB
55 ATTENDEES

THE MAPLES
50 ATTENDEES

THE BOONDOCKS
48 ATTENDEES

AMERICAN MAPLE MUSEUM
58 ATTENDEES

LOWVILLE ELKS
62 ATTENDEES

SEMINARS HOSTED

STARTING & GROWING YOUR BUSINESS | May 4, 12 participants

INTRO TO SOCIAL MEDIA | June 14, 20 participants

SMALL BUSINESS SPOTLIGHTS

DRAGONFLY SALON | Copenhagen, NY

THE BRICK OVEN INN | Beaver Falls, NY

LOWVILLE SPORT & FARM | Lowville, NY

GOOD OL WISHY'S | Croghan, NY

MAG'S CREATIONS | Lyons Falls, NY

OPEN SKY WELLNESS | Lowville, NY

AWARDS

NYS Economic Development Council May 2017 Conference | Certificate of Excellence for Naturally Lewis website



Tug Hill Advertising





IN LOVING MEMORY OF
ROSCOE "ROCKY" FAWCETT
LEWIS COUNTY IDA CHAIRMAN OF THE BOARD
TO WHOM WE DEDICATE OUR SUCCESSES, GROWTH AND
PERSEVERANCE

