Cornell Economic Development Administration (EDA) University Center
Milestone Report
2006-2007

Cornell’s EDA University Center is an innovative partnership between Cornell’s Community and Rural Development Institute (CaRDI), which supports community and economic development programs for the Cornell Cooperative Extension (CCE) system, and the Office of Economic Development within the Cornell Center for Technology, Enterprise and Commercialization (CCTEC), which directs the university’s technology-based venture creation. This partnership links technical innovation and business creation with entrepreneurs and businesses in economically distressed areas of New York State to launch new companies, help existing companies to become more competitive, and create new higher-paying jobs.
EDA University Request for Proposals for Year II funding

Business outreach, economic development and entrepreneurial support

Biofuel Industry Education and Development  
Broome County Rural Entrepreneurship Development Program  
Bullthistle Products: Access to Markets Program  
Cornell Link Project  
Establishment of an upstate NY Regional Network for Angel Funds

Workforce support and training

Agroforestry Workforce Development Training  
Bridging the Gap: Training Needs of Immigrant Workers in Onondaga County  
Workforce Child Care Needs: A Study in Watertown  
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Workforce Intelligence for Multi-State Labor Market

Support for agriculture-related businesses

Finger Lakes Beverage Consortium  
Leveraging Opportunities in and around the Wine Industry for Schuyler County  
“Marketscape”: A Food Systems Map  
Agricultural organization mapping, farm to institution programs

Local government capacity building

New York Planning and Zoning Survey  
Sustainable Tioga  
Higher Education and Community Development in the North Country  
Community Energy  
Forming Hypotheses on Rural Gentrification in Ulster County
Cornell EDA University Center Request for Proposals

Overview
Cornell University has been selected as the U.S. Department of Commerce Economic Development Administration (EDA) University Center in New York state for a second year (or second time, since it’s a three-year designation?). The key aspect of this three year designation is project funding to assist communities in fostering higher-skill, higher-wage jobs and attracting private capital investment to the economic regions of New York state. The mission of the EDA is to help partners across the nation create wealth and minimize poverty by promoting a favorable business involvement (is this really supposed to be involvement? Seems like a weird word here.)

The University EDA Center is soliciting Requests for Proposals from economically distressed communities and regions within New York State.

The selection of EDA University Center projects will be based on the following premise: 
Research + Technology Transfer + Relationships + Resources = Regional Economic Development

Project Focus: The EDA University Center seeks proposals that will address applied research and/or technical assistance projects in the following topic areas:

- The role of institutions of higher education in economic development
- Socio-economic and demographic trends analyses for communities
- Economic impact of new immigrant groups in communities
- Innovative workforce development
- The role of young professionals in community and economic development
- The role of entrepreneurship and community support for tech-led economic development
- Building community capacity for enhanced regional coordination
- Land use leadership alliance/capacity building

Funding Requests: Project budgets should range from $4,000 - $12,000

Eligibility: Applied research and technical assistance projects must have a specific community/region economic development implementation strategy to be considered. Proposals may be submitted from municipalities, community and economic development organizations and community college and university-based units.

Submission Guidelines: Interested project participants should submit an application that includes:

1. Description of the applied research and/or technical assistance project
2. Specific goals and objectives for the project
3. Geographic focus of the project, including indicators of economic distress
4. Information on other individuals/organizations that have indicated a willingness to partner or that are targets for future funding
5. Expected outcomes and deliverables
6. A brief budget

**Selection Process & Criteria:** Requests for Assistance applications will be due October 3, 2006. There is the potential for the review team to ask for further information or to seek a conference call to discuss a proposal more fully. The decisions will be made by October 18. The work is to be concluded by June 30, 2007.

The review team will make its selection based on the following criteria:

- The quality of the project
- Demonstrated relationship between Cornell and/or university/college and proposed project within the NYS community/region
- Expectations for wealth creation and potential job impacts from the project
- Demonstration of economic distress for the community/region project area
- Support for the project from partners within the community/region
- Articulation of specific opportunities for program sustainability as indicated by potential for additional funding development
- Preference will be given to projects that include:
  - Support from a NYS Association of Regional Councils member - http://nysarc.com
  - Participation of students
  - Relationship with a Cornell department, center, college and/or Cornell Cooperative Extension Association or Industrial & Labor Relations Extension network
  - Demonstration of partnership(s) with local, regional and state entities

For more information visit: [http://www.oed.cornell.edu/EDA.htm](http://www.oed.cornell.edu/EDA.htm)
Biofuel Industry Education and Development

As rising petroleum-based costs impact New York’s transportation, housing and agricultural sectors, biodiesel (BD) offers clear benefits for the state’s energy users and agricultural producers. Extension’s role in this industrial transformation is to educate and demonstrate the viability of biodiesel to aid in investment, development and adoption of this promising green “niche” fuel in New York and the Northeast.

Main Goals & Objectives

- Provide education and outreach regarding the economic/environmental benefits of BD;
- Report on the expanded use of BD as an input for heating oil in New York City;
- Organize producers and processors as the basis for a viable, growing industry;
- Assist industry participants to develop and site new plants.

Cornell’s role in the development and adoption of BD through demonstration projects and outreach to building management, real estate and other sectors has materially expanded the supply and use of BD throughout the New York metropolitan region. With the advent of NYC Mayor Michael Bloomberg’s “30 by 30 Plan” (to reduce NYC’s carbon footprint 30 percent by 2030), the larger issue is increasingly visible. The four-year extension of state tax credits for biofuel use in residential heating has similarly broadened the arena for use of biofuels in a range of sectors.

Milestones:

- The project was the focus of various media reports, including stories on the Sallan Foundation Web site and in the Gotham Gazette. Staff members were also asked to participate in numerous educational sessions, including testimony before NYC City Council Environment Committee; the EU Conference on Biomass & Bioenergy in Berlin, Germany; and the AACEEE Summer Study Session on “Biofuels in NYC & the Mid-Hudson.”

- Various municipal initiatives include work with NYC Dept. of Central Administrative Services to power oil-heated municipal buildings with biodiesel; work with Mayor’s Office of Sustainability to retrofit NYC Housing Authority buildings and school buildings in five highest asthma health districts for biodiesel use and work with Mayor’s Office of Film, Theater & Broadcasting to change location trailers to biodiesel.

- The program is also collaborating with Cornell Program Work team members on a grant to develop an on-farm BD production prototype and working with Onondaga Cooperative Extension staff to produce and utilize BD in urban and rural settings.

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**Broome County Rural Entrepreneurship Development Program**

**Description**  
The Broome County Rural Entrepreneurship Development Program is focused on helping rural-based and small- and medium-sized urban enterprises and entrepreneurs.

This program, open to any current or aspiring entrepreneur interested in learning about new and promising business sectors, targets “lifestyle, serial and retirement entrepreneurs,” many of whom are purchasing rural properties in Broome County, bringing entrepreneurial experience to the area.

The program also targets outreach to artists (a growing entrepreneurial segment of the community), farm families with diminishing farm profitability prospects and existing rural small business owners.

**Main Goals & Objectives:**  
The main goals of the Broome County Rural Entrepreneurship Development Program are to: retain capital and skills in the region; create new jobs and wealth; create or enhance synergistic relationships with the mainstream business community; have closer connections between Cooperative Extension and greater Binghamton business leaders; run workshops in the various areas of entrepreneurship and distribute a bi-monthly newsletter.

**Participants**  
This past year, 78 participants attended entrepreneurial workshops. Approximately 1/3 did not currently own a business, and of those that were currently operating a business, half were agriculturally-based and most were on a small-scale.

**Milestones**  
As a result of this work, two participants wrote a business plan, one launched a Web site for her photography business and one started a gift basket business. There were also increased collaborations between resource partners in the areas of entrepreneurship and recognition that small-scale and agricultural businesses are similar to more traditional businesses. Agencies now recognize the need for this type of programming and future planning has already begun for a workshop series in 2008.

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Bullthistle Products: Access to Markets Program

The Access to Markets Program at Bullthistle Products made several adjustments to the original work plan this year. Organizers retooled the program when setting up a Micro Enterprise Computer Lab and restructuring the e-commerce and business classes, after receiving recommendations from Rural Opportunities Inc.’s two successful programs.

The proposed launch date for the Thistle And Finch Trading Company Web site was pushed back several times due to delays in site design and the time involved in the bidding process. But the site should be launched soon. (we should check back with them right before you post this to find out when – I couldn’t find anything on 9-17)

At the request of the Steering Committee, students from the Visual and Graphic Design Program at the Delaware-Chenango-Madison-Otsego Board of Cooperative Educational Services created a new logo design for Bullthistle Products.

In April, the program began offering classes in e-commerce and computer software such as Dreamweaver, Photoshop and Microsoft Word, Excel and PowerPoint. Class attendance was lower than the Rural Opportunities Inc. program’s for several reasons -- the program area is smaller geographically than the Adirondack program and have fewer population centers and less density.

But these small class sizes, combined with the in-house Micro Enterprise Computer Lab, allow program staff to provide more personalized student attention, especially if there are literacy or other barriers which need to be addressed. The program also offered partial class scholarships to about 10 percent of students with financial needs.

In March, a Micro Entrepreneur Networking Meeting featured a presentation about “Marketing on a Shoestring Budget” and also offered networking opportunities for participants. Another networking meeting was held in late August.

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Cornell Link Project

Project description:
The Link Project will connect Cornell University research and the EDA University Center with existing businesses in economically depressed communities in Onondaga County.

Year One:
The project offered a Tech Link Workshop, featuring the director of Cornell Center for Technology Enterprise and Commercialization, who spoke about how businesses connect with technology and enterprise at Cornell. We also shared success stories of two local businesses that have used Cornell technology and connected more than 50 Onondaga County businesses with Cornell resources. Another 12 businesses visited Cornell to learn more about commercialization opportunities.

Year Two:
Evaluations indicated a strong desire for assistance with connecting to Cornell purchasing and marketing products, including internet marketing. The project offered a workshop about the Cornell purchasing office, attended by 55 business owners. And the CNY Technology Development Organization provided a workshop on internet marketing.

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Establishment of an Upstate NY Regional Network for Angel Funds

The original purpose of this project was to explore the need for an upstate NY regional network of angel funding groups. Angel funding groups are organized groups of individual investors (angels) who invest primarily in startup companies at the very early stages of business development known as “seed” or “early stage.” The Angel Capital Association, a national organization for individual investors, estimates that angel investors provide 90 percent of the capital for these nascent companies and that the amount invested nationally is $22 billion per year.

The geographic focus of the project was originally proposed as Upstate, but other regions and groups were identified throughout the state, so the decision was made early on to include all New York angel groups. Eight groups were identified: one each in Albany, Buffalo, Orange County, Long Island, Duchess County and New York City and two in Rochester. Additionally, two groups are forming in Syracuse and Binghamton.

Actions to date include:
- Holding a March organizational meeting in Cortland, with 30 attendees from across the state.
- Naming the network the New York Angel Network (NYAN), with a mission to encourage communication, collaboration and education on a statewide basis.
- Setting up a Steering Committee to initially include a representative from each of the eight organized angel groups.
- The New York Angels, the regional angel group in New York City, offered to host a Web site for the New York Angel Network.
- AngelSoft LLC, a NYC based developer of software for the angel investment market, has agreed to provide copies of its software to each of the regional angel groups, in order to help facilitate the communication and collaboration aspects of the NYAN program.

The Steering Committee met in Syracuse in June and decided to collect information from all the angel funding groups to make a composite of organized angel investment. The Committee also decided to concentrate on collaborative co-investment, since this was identified as the area that would provide the most valuable networking opportunities. The committee agreed that the organization of NYAN should be kept “virtual,” with no formal infrastructure and low operating costs to avoid duplicating other statewide efforts.

The long term expected outcome would be a resource that will enable individual investors to use their capital and business experience to develop emerging technology companies. By initiating and supporting dialogue among regional funding groups, the likelihood of finding investors and companies that will develop in New York State is enhanced. Companies could benefit from a more efficient process for accessing angel funds and from a more standardized set of terms. Investors could benefit from expanded investment opportunities and from educational opportunities to improve their decision-making process. The deliverables from this first phase of the project were to determine the need for the network and the direction that will best suit the diverse interests of the communities.

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Agroforestry Workforce Development Training

Overview:
The mission of the Agroforestry Resource Center (ARC) is to sustain the economic, ecological and aesthetic values of forested lands through education and research on a range of topics, including sound woodlot management and market development for forest farming products. Through a concept mapping exercise at the ARC, staff determined that key components to support the development of an agroforestry industry in rural communities included:
- Expanding the availability of products from managed forested lands.
- Marketing these products to potential customers.

Goal:
The primary goal of the Agroforestry Workforce Development Training project was to conduct a training program for people interested in working as “agroforestry practitioners” or “agroforesters,” to help landowners understand how agroforestry opportunities can be a part of their forest management plans.

This training occurred from February-May 2007
Topics included:
- Agroforestry: What is it and What are the Income Opportunities it Provides?
- Wildlife Issues: Attracting Wildlife and Dealing with Nuisance Wildlife
- Maple Syrup Production
- Silvapasture: Raising Livestock in the Forest
- Mushrooms in the Forest
- Ginseng and other Forest Medicinal Products
- Wild Foods and Ornamentals in the Woods

Participants were college students, educators, foresters, landscape designers and private forest owners.

Results:
In evaluations, all participants gave the training either a 4 or 5 (on a scale of 1-5) in areas such as overall program rating, logical presentation, interesting to audience and helpful handouts and reference materials.

Summary:
The project will continue to work with the agroforestry practitioners to help them integrate agroforestry practices into their forest management strategies and document their successes based on visits and outcomes. One participant is pursuing a masters degree related to this topic as a result of this training.

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Bridging the Gap: Training Needs Assessment of the Immigrant Workforce in Onondaga County, New York

Like many older urban areas throughout the U.S., Onondaga County is grappling with the challenges posed by globalization. The decline in its manufacturing base has been accompanied by job losses and out migration. In response, local officials and business leaders have crafted an economic development plan that aims to transform the region into a knowledge-based economy sustained by five sectors – education and health services, leisure and hospitality, professional and business services, engineering and high-tech and environmental services/technology and renewable energy.

But realizing this goal depends, in part, on a ready supply of skilled workers. This report addresses one small facet of the skills dilemma facing Onondaga County -- can the growing immigrant/refugee/migrant population in Syracuse satisfy local employers’ demand for labor?

To research this question, the project conducted interviews with: refugees and immigrants from six countries and migrants from Puerto Rico; 17 employers and service providers, advocates and workforce development specialists.

Through those interviews, it was determined that few of the immigrants or migrants from Puerto Rico or refugees are prepared for the high-skill positions needed to fuel the knowledge-based economy at the heart of the region’s development strategy.

The report lays out a series of recommendations that could be undertaken by stakeholders, alone and in collaboration with others, which would lead to mutually beneficial outcomes and a thriving local economy. Some of those recommendations include:

- Offer workshops for employers on creative and value-added human resource management policies and practices, including “managing a diverse workforce” and “immigration and the new economy.”
- Have area employers offer periodic presentations of best practices (recruiting, training, supervising, and retaining immigrants, refugees and other minorities) for other area employers.
- Encourage collaboration among employers in the same industry to identify common skills, train jointly when feasible and, among physically proximate employers, for joint child care and transportation arrangements.
- Find ways to encourage extended hours for neighborhood centers, especially those offering child care; designate families/homes within ethnic communities as (paid) providers of child care; organize translation referral and/or hotline service for emergency child care facilities and/or child care referral services.
- Encourage and aid development of leadership and institutional infrastructure within immigrant, refugee and Puerto Rican communities, including designation of mentor families.

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Workforce Child Care Needs:  
A Study of the Demands, Gaps and Employment Impact of Child Care in Watertown, NY

Fort Drum’s rapid expansion has tested the delivery of many of the services provided in Jefferson, Lewis and St. Lawrence counties. While market reaction is often fast to fill an expanding service market, we are not seeing a noticeable change in the availability of child care services. Two of the area’s largest around-the-clock employers, Samaritan Medical Center and Stream International, have expressed concern that aside from space available, there are not enough child care providers open during the hours needed to accommodate various work schedules. Both employees have experienced difficulty recruiting and retaining staff.

Community Action Planning Council of Jefferson Co., Inc. partnered with Samaritan Medical Center, Stream International and Jefferson County Job Development Corporation to conduct this study with the Center for Community Studies at Jefferson Community College.

Goals & Objectives:

This study was designed to quantify the current demand for child care, assess potential gaps and identify the economic and employment impact of child care shortages.

Project Findings:

A survey of five major employers in the City of Watertown yielded important information:

- Only 24 percent of parents/caregivers use a licensed child care provider.
- Many parents struggle with child care when children are ill or during school holidays/vacations.
- More than 50 percent experience frequent difficulty in locating childcare.
- Vast majority (72 percent) indicated they would use a new, high-quality childcare facility near their workplace.
- 69 percent reported missing at least one day due to childcare issues.
- At a county level, this totals 25,238-54,366 lost workdays per year (14-30 full-time workers).

Milestones:

Based on the findings of this report, community members are meeting on an ongoing basis to find a solution to the childcare issues families face in the City of Watertown. A request for a letter of interest was generated to identify possible interest in starting a new child care center with an emphasis on offering non-traditional hours of care and care for mildly ill children.

A local center was selected to begin the process of establishing a new site, research grant opportunities and develop a business plan to open a new child care center in the City of Watertown. Two of the businesses involved in initial planning are supporting this effort by signing partnership agreements.

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“Forty Below” groups:
Attracting and Retaining Young Skilled Workers in Upstate New York

The question of how to retain and attract young skilled workers is a high priority for those engaged in revitalizing the Upstate New York economy. To develop policy measures that are effective, however, we have to have the right facts. We need to look closely at demographic data and migration patterns to understand the real nature of the problem. We also need to move beyond perceptions and assumptions to identify the factors that affect the ability of upstate New York communities to attract and retain a young skilled workforce.

Our Approach

The study findings are based on: Demographic, economic, and survey data; in-depth interviews with leaders of groups that have self-identified as representing and organizing young professionals, managers, entrepreneurs and small business owners in nine upstate cities; interviews with organizations that have sponsored projects and research to attract and retain younger workers in regions outside New York State and analysis of research reports and the policy literature on attraction and retention.

Initial Findings

- A major problem facing upstate New York is attracting new young workers.
- Upstate New York faces a “chicken and egg” dilemma. Upstate firms pay lower wages for skilled work so young people are drawn to higher growth regions. At the same time, a shortage of talent inhibits the growth of firms that could compete for talent and raise wages.
- There are two young skilled worker problems: 1) Advanced manufacturing firms in Upstate regions are facing a labor shortage for technically-skilled, experienced workers. Their labor force is aging and young people are not available to replace these skilled workers. 2) College educated young workers are not attracted to the Upstate region in sufficient numbers to replace retirees and build the economy.
- “Forty-below” groups are being formed upstate in response to dissatisfaction with social and economic opportunities available to younger entrepreneurs and professionals and to combat negative stereotypes of Upstate New York.
- “Forty-below” group members want to form their own organizations for social and networking reasons rather than integrate with cross-generational groups, such as Chambers of Commerce and The Rotary Club.
- Access to policy-making processes, community development and cultural organizations is very important to under-40 residents.
- College and family ties are critical to retaining and attracting Upstate’s college graduates.
- “Forty-below” groups in Upstate New York are eager to meet with their cohort groups across upstate and to develop an umbrella organization.

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Pipeline 4 Progress (P4P) is a think tank and public forum dedicated to creating, attracting and retaining talented individuals to the Southern Tier of Upstate New York. This project involved the development of two Web sites, Come Home and P4P Connections, as well as a technology project, Wireless Elmira.

**Come Home (Be Here) Initiative**
[http://comehome.p4pnetwork.com](http://comehome.p4pnetwork.com)

The Come Home site provides a wealth of information covering many aspects of living in the Southern Tier. P4P believes that many talented, creative people who grew up here and have moved away may well be interested in establishing themselves back in their home region. We want them to know that opportunities for a fulfilling personal, professional and social life await them here. This service exists to invite natives and newcomers alike to “come home” and provides the connections they need to make a smooth transition and hit the ground running.

**P4P Connection Initiative**
[http://p4pconnection.com](http://p4pconnection.com)

The P4P Connection Web site includes a membership directory and an organization directory. It works as the portal that connects and matches individuals with area employment, internship and volunteer opportunities. Individual can create a profile that can be shown publicly or kept private. Employers can search resumes of candidates.

These sites are stored in a shared SQL Server database and include a content management system that allows for reduced cost of ownership for the life of the project. The frame for these sites allows for the continued growth of the Web site as future functional areas are identified.

**Wireless Elmira**
Cornell Cooperative Extension of Chemung County hired a graduate student who implemented an idea to make Downtown Elmira wireless.

Wireless Elmira’s mission is to: Foster the transformation of downtown corridors into destinations for entrepreneurs and anyone seeking to work without walls; improve community awareness of and access to the Internet as a way to improve social interaction and tap the Internet as a means to improve networking among the region’s residents and businesses.

Wireless Elmira has not officially launched, but is positioned to do so shortly. Internet access will be available in parks, at the weekly Farmer’s Market and in small coffee shops or stores that would not ordinarily have internet access. A demonstration station was set up and operating during the Pipeline for Progress Summit in February 2007.

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The objective of this project has been to understand the challenges faced by local Workforce Investment Boards (WIB) in New York State’s Southern Tier Region. There are six Workforce Investment Boards in New York State’s Southern Tier Region that provide workforce development services in the region’s 12 counties: Allegany, Broome, Cattaraugus, Chautauqua, Chemung, Chenango, Delaware, Otsego, Schuyler, Steuben, Tioga and Tompkins. Since the labor markets for these counties include a substantial number of workers who commute from Pennsylvania, information about workforce resources is more challenging to collect and analyze, since the data collection and reporting is organized by state. In order to develop comprehensive workforce development strategies, WIB staff and boards need to have better information regarding the regional economy and forces affecting the labor supply and demand in the region and locally. But while WIB staff need information, there is an abundance of data produced by federal, state and private sources that bears on labor market conditions. Based on our conversations with WIB staff, we came up with our theme: “Drowning in Data…Thirsting for Information!

The project team reviewed planning documents prepared by the workforce boards, met with the WIB directors individually and collectively and reviewed data sources on labor market conditions. We concluded that regional planning boards, which serve EDA Economic Development Districts, should partner with Cornell’s EDA University Center to form a regional team for timely and consistent data and analysis regarding workforce and economic development issues. This team could support practitioners in the 12 Southern Tier counties.

To that end, the project seeks funding for a 3-year pilot project, which would address a number of issues, including:

- Identification of industry clusters serving as the economic base of the region and its counties, and the competitive position of clusters.
- Match/mismatch of skills in the workforce
- “Brain drain”
- Aging workforce
- Immigrant workforce
- Disabled persons and the workforce
- Child care
- Commuting patterns and transportation
- Affordable housing
- Creative economy and downtown revitalization

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The Finger Lakes Beverage Consortium (FLBC) continues to evolve as a collaborative network for all beverage and beverage-related businesses in the Finger Lakes Region and beyond. In an effort to meet identified needs of the beverage industry, the FLBC has compiled a database of 242 companies and organizations with an affiliation with the beverage industry. With the new database, users have the ability to search out other businesses according to their products, services, or location. The consortium has also used Google’s Community Walk program to allow users to visually browse the database.

Realizing that the geographic limits needed to be widened, the consortium created a second database/presentation that includes the whole of New York State.

In another collaborative effort, industry leaders, economic developers and university staff have created the Food and Agriculture Collaboration and Technology of New York (FACTNY) to broaden the nature and scope of the beverage consortium. FACTNY serves as a public and private network that shares information through conferences, meetings, seminars and a Web-based resource database to enhance economic opportunities for the food, beverage and agricultural industries in New York State. The organization also facilitates training programs for a variety of businesses in the members’ industries; and assists in regional and organizational marketing activities to highlight network member companies and attract new businesses to New York State.

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Leveraging Opportunities in and Around the Wine Industry  
For Schuyler County, NY

Cornell Cooperative Extension of Schuyler County and Schuyler County Partnership for Economic Development (SCOPED) are focusing this project on ways the county can support a burgeoning wine industry.

The project’s goal this year is to assess Schuyler County’s capacity to support this regional industry, with particular attention to the supply chain of goods and professional services. The overall goal is to identify regional and local opportunities in the wine industry for additional business development.

The partnership contracted with Fairweather Associates and Shepstone Management Company, who will provide project partners with the following products:

1. A review of the current state of the supply and ancillary support industries in the Eastern United States, with a focus on the Finger Lakes region.

2. A preliminary evaluation of current sources of professional and business support for people and businesses related to the wine industry (including but not limited to winemakers, lab technicians, viticulturalists, accountants, lawyers), and an assessment of areas of opportunity for growth in these support areas.

3. Identification of unmet needs and regional business opportunities within the supply chain.

4. Identification of general barriers to the visitor experience at local wineries, and preliminary suggestions for effective retail product mix, display, facilities management and desired amenities.

5. Recommendations for increasing Schuyler County’s ability to capitalize on regional activity in this industry and next steps for implementation.

The overall goal of the year two EDA project is to identify regional and local opportunities in the wine industry for additional business development. Project partners hope that these opportunities can yield greater efficiency and growth potential for the industry, as well as provide much needed skilled and higher-wage employment. Currently, there are barriers to industry growth and the general visitor experience.

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Food Systems Map

CaRDI Summer Internship
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My work for CaRDI during the summer of 2007 centered on working with researcher Duncan Hilchey to develop a food systems map for New York State. Together with Development Sociology Professor Joe Francis, Hilchey has used ArcGIS to create a new food mapping tool, “Marketscape.” This tool is able to produce a map that depicts all food-related businesses, as well as emergency food resources, farmers’ markets and community supported agriculture (CSA) sites, in addition to any number of other food-related institutions and programs in an area.

Marketscape also enables the user to superimpose this food system information onto a demographic map of the state. In this way, we can visually represent the spatial nature of the contemporary NYS food system and its relationship to the demographic makeup of the state. For example, we can represent the relationships between the presence of emergency food resources and populations that live below the poverty line using such a map.

In addition to visual representations, Marketscape can be used to examine whether statistically significant relationships exist between demographic factors and specific food system institutions and programs. In the case above, such a map enables us to quickly identify areas where food insecurity exists in the absence of any food emergency resources such as food banks or soup kitchens. We can also use Marketscape to map out the distribution of ethnic minorities and the presence of ethnic grocery shops. Such a map could help local farmers identify potential niche markets.

This summer, we used Marketscape to produce a state map that includes information on nearly all of the 65,000 food-related businesses in New York, as well as demographic information ranging from the racial make-up of the state to the number and distribution of foreign-born individuals in the state. This map is intended to help local farmers identify potential niche markets and will be available on line. We are also working on securing information on all existing emergency food programs in the state. Once this list is obtained, we can add this data to our map. A map that will depict the presence of emergency food resources superimposed on demographic information will be a useful tool for the newly-formed state food policy council.

Agriculture, Food and Community Development Projects

CaRDI Summer Internship
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My CaRDI internship was composed of two related but distinct projects. First, I developed an Agriculture, Food and Community Development database, which provides researchers, policymakers, community organizers and interested citizens with an interactive, online tool to find sustainable agriculture and food projects throughout New York State. Project leaders will be given administrative access to update their activities on a regular basis. Users will be able to search for projects by region, organization or key word.

Relevant projects include urban gardens, farm-to-school programs, gleaning initiatives,
market development, land use zoning, buy-local campaigns, agri-tourism, public education and professional development. A total of 351 relevant projects have been identified so far. To complement this database, an interactive state map illustrating geo-coded records and regional networks will also be developed. Although the current database is for demonstration purposes only and has not been viewed by project leaders, the next step will be presenting this information to Cooperative Extension agents and project leaders before publishing it on the Web for public access.

The second part of my project involved an in-depth analysis of farm to institution efforts in two regions of New York: the North Country and the Finger Lakes region. The farm-to-institution concept refers to programs that connect large buyers with producers in the same county, surrounding counties, state or region. Institutions have been shown to play an important role in the development of a more sustainable food system largely because of their tremendous economic impact. Although a few farm to college studies have been conducted in New York State, virtually no work has been done on hospitals or prisons, and our current understanding of what infrastructure may be needed to support future developments in this area remains quite weak. This study aims to inform farm to institution campaigns and supporting legislation by assessing the status of related activities in the two regions. Since the concept of eating locally is strongly rooted in place, this study takes a geographic approach to better understand what factors influence development and success of farm to institution efforts.

The study will begin with a sample set of phone interviews of dining directors at colleges and universities, hospitals and prisons in the North Country and the Finger Lakes regions (has this already been completed?).

In addition to the phone interview survey, this study will develop several detailed profiles of selected cases in the two regions. The case studies will highlight how different distribution models may be developed to meet dining directors’ preferences for convenience ordering. The cases will be selected based on existence of a pre-established program or pilot project. Information will be obtained through email, phone, and in-person interviews with “key players,” including producers, processors, distributors, suppliers, purchasing agents and customers.

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New York Planning and Zoning Survey

In light of new legislation requiring training for local board members and other new initiatives at the state level, CaRDI undertook a survey of planning and zoning board leaders throughout New York State.

In collaboration with the New York Planning Federation and the Association of Towns, and with further input and endorsement from the NY Council of Mayors, the NYS Department of State and the Legislative Commission on Rural Resources, the survey involved board chairs in approximately 175 cities, towns and villages, which were selected as a stratified representative panel sample for similar survey work in 2002.

The survey focuses on two primary areas. First, the extent to which local land use boards are aware of and responding to the 2007 legislation implementing mandatory training requirements for planning and zoning board members.

Second, the extent to which local land use boards are aware of and utilize local comprehensive plans in their deliberations and decisions about land use and development. This research will be used by the sponsoring organizations to inform their education, training and policy-making agendas.

The survey is particularly timely as state agencies, local governments, and state associations respond to the Spitzer Administration's nascent initiatives involving smart growth, land use, housing policy, environmental protection and community development, all of which lean upon a renewed emphasis on land use training, local capacity building and comprehensive land use planning.

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Sustainable Tioga

CaRDI Summer Internship
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During the summer of 2007, I worked with Robin Blakely on multiple projects involving social and demographic indicators, collecting data using the U.S. Census Bureau and New York Statistical Information System Data Web sites, among others.

My biggest focus was on the Sustainable Tioga project. This Tioga County project aims to train local leaders in community and economic development so that they in turn can help the local economy to grow in a sustainable manner. An important aspect of this project is having an in-depth knowledge of the social and demographic characteristics of Tioga County, so that the most important factors affecting the county’s economic status can be singled out and better understood.

I compiled data on population, employment, occupation, industry, income, disability, education, housing, race and ethnicity. I then gathered the same data for the entire United States, New York State, six counties surrounding Tioga and five other New York counties with similar characteristics. With the addition of population projections and percent changes between 1990 and 2000, the data set gives a good picture of how Tioga County stands in relation to its neighbors. This information will allow the leaders of the Sustainable Tioga project to assess what factors stand out in their county, why these numbers may be different compared to other counties, how they may affect the local community and economy and what they can do to change these circumstances.

Another project I worked on was collecting data for the Rural Aging Summit at Ithaca College. This conference is held to raise awareness of the challenges and opportunities surrounding the growing elderly population in rural areas. The data I compiled help increase an understanding of the facts surrounding the livelihood of rural elderly people. Examples of the data include population numbers, projections, housing information (including nursing homes), disability, income and poverty. The data was gathered for all rural New York counties, both metropolitan and non-metropolitan. These numbers will provide background to the issues addressed at the conference.
Higher Education and Community Development in the North Country

CaRDI Summer Internship
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Related Links: http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardici.cfm

During the summer of 2007, I completed two assignments for CaRDI. In my first assignment I prepared a socio-demographic profile of New York State’s North Country region, which is comprised of Jefferson, St. Lawrence, Lewis, Franklin, Clinton, Essex and Hamilton counties. The main purpose of this assignment was to analyze various demographic and socioeconomic indicators of this region and then compare the findings with other non-metropolitan counties in the state. My comparative analysis focused primarily on the North Country as a whole, but I also analyzed data for each of its seven counties individually, as well as the region’s micropolitan and non-core subcategories.

In my second assignment, I examined community programs and activities conducted by various higher education institutions in the North Country. The main purpose of this assignment was to assess the level of cooperation between various institutions in areas of program development, information sharing, capacity building and other areas. I prepared a list of local higher education institutions and their respective community development programs, included contact information and prepared a questionnaire that I will use during telephone interviews with selected persons involved in local community development.

The findings from my first assignment can be summarized into several major points:

• The North Country is very diverse.
• The North Country’s least-urban counties have higher indicators of level of living (what does this mean, level of living?) than the more urbanized areas.
• Low density and loss of young adults are the North Country’s defining characteristics.
• Poverty is no higher in the North Country than elsewhere in non-metropolitan New York.
• Except for Lewis County, the North Country does not have particularly high civilian employment in agriculture and/or manufacturing.

For my second assignment, I have gathered information on some earlier activities conducted by North Country colleges and universities that facilitated local development. I’ve discovered that many of these programs are both issue specific and often directed only toward communities in the geographic areas surrounding the corresponding college or university. Furthermore, I found that many of these programs are designed to enhance local economic development. Some of the most prevalent program categories are small business assistance, management training and continuing education, followed by environmental and natural resource management and promotion of tourism.
This summer, I investigated the efforts of municipalities to develop community energy plans, reduce energy use through conservation and increased efficiency and encourage local production of renewable energy. Renewable energy and energy conservation help the local economy by keeping energy money in the community, creating new opportunities for local businesses that lead to new jobs. They help the environment by decreasing greenhouse gas and air pollution emissions.

The ultimate goal of my project is to document the process municipalities have worked through to develop and accomplish their energy initiatives and then use this information to develop a resource to help guide other municipalities who are interested in pursuing community energy planning and local energy production and conservation.

I have researched and developed case studies that document the efforts of the towns of Caroline and Fabius. Caroline is pursuing energy conservation and the development of industrial scale wind turbines to produce enough electricity to meet the needs of the entire town. Fabius is at the beginning stages of developing a community energy plan that will assess the feasibility of various renewable energy options including wind, solar, biomass, biodiesel and biodigestion. It will also examine the potential for energy conservation and efficiency improvements and educational efforts to inform the community of energy issues.

I have compiled the information for the case studies from online research, personal interviews with people involved and by attending the meetings of the energy committees in each town. I have also researched the Maple Ridge Wind Farm in Lewis County and the community anaerobic digester project in Cayuga County to provide additional perspective on community efforts towards local energy production.

The other part of my project is to develop a series of fact sheets on renewable energy options for home use, such as photovoltaics, wind, solar hot water and biomass. The fact sheets answer frequently asked questions about each of the technologies, including cost, site requirements and available incentives. The goal is to create a resource to help homeowners decide if a renewable energy system is right for their home.

The full case studies, renewable energy fact sheets, and the integrated resource for municipalities will be available online.

*Related Links:* [http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardif.cfm](http://devsoc.cals.cornell.edu/cals/devsoc/outreach/cardif.cfm)
As the dust settled from September 11, 2001, its long-term shock waves hit the surrounding counties in upstate New York, New Jersey, Connecticut and even Pennsylvania. New York City residents began leaving for a variety of reasons, among them the desire for safety away from the city and a more “authentic,” rural lifestyle. Ulster County, some 100 miles up the Hudson River from New York City, reversed its trend of population loss from the 1990s to begin yearly growth from 2000 to the present.

Still, that growth has been minimal – at less than one percent each year. Yet planning boards and county and town governments have been talking of a housing crunch and tremendous changes in their rural county’s character. I used the lens of rural gentrification to approach this puzzle of modest overall population growth but major social change and anxiety.

Research began with a concentrated survey of the rural gentrification literature, where I discovered “the neighborhood idea” -- as rural towns come into the regional metropolitan housing market, they become differentiated by economic and social class from each other, while becoming more internally homogeneous. For example, where towns formerly had been complete economic and social units, now one town becomes the upscale housing “neighborhood,” while another becomes the more middle and working class “neighborhood,” and another becomes the artist community.

I used a combination of U.S. Census Bureau data and telephone interviews to determine whether this form of rural gentrification might be occurring in Ulster County. Interview subjects included local librarians and town supervisors who explored the social, political, physical and environmental changes that have occurred in Ulster County since 9-11.

Overall, my weeks of research indicate that Ulster County is changing, though more in its social and political dynamics than in terms of sheer population growth. I was reminded in some of my conversations, however, that it does not take many new people to change a small town, especially to change its character in contrast to other small towns. The neighborhood idea has strong suggestions of validity in Ulster County, especially in some of the towns and villages I examined.