

# TOWN OF CHESTER ECONOMIC DEVELOPMENT INITIATIVE



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## The Purpose of the Economic Development Initiative

To provide momentum and direction in the effort to:

- ❖ Promote the area
- ❖ Retain existing businesses
- ❖ Recruit new businesses
- ❖ Support local entrepreneurs
- ❖ Leverage small successes into larger ones

# ECONOMIC DEVELOPMENT INITIATIVE FOLLOW UP MEETING

Wednesday May 17<sup>th</sup> 2017 @ 6:30 PM

## AGENDA

- Welcome / Pledge
- Introductions & Acknowledgements
- Goals for the Meeting
- Summary from Kick-off meeting
- What do we do?
- What do we produce?
- Rate Economic Development Sectors
- Needs discussion & assessment
- Next Steps
- Conclusion

## GOALS OF THIS MEETING

- Refresh our memory of what we did last time
- Refine our concept of who we are, what we do, and what we produce
- Prioritize our needs
- Identify possible short-term projects
- Set next steps

# KICK-OFF MEETING SUMMARY

- *Welcome, Pledge of Allegiance, Opening Remarks and Housekeeping items*
- *Intent of the Kick off Meeting: Focus on 1) Who we are, 2) What we do, 3) Where do we want to be in 100 years / Review of the Agenda*
- *Introduction of Special Guests: Ed Bartholomew, President, Warren Co. Economic Development Council / Dan Kelleher, Specialist, APA Economic Development HEPA Program / Marc Migliore, Regional Permit Administrator, DEC Region 5*
- *Intro into Resource Assessment Exercise & Audio/Visual Presentation*
- *Interactive Resource Assessment Exercise: Financial Resources Human/Social Resources Natural Resources*
- *Intro Quality of Life Assessment Exercise: "Who are we & What do we value?": video of the "Golden Circle" concept*
- *Break-out Groups for SWOT Assessment exercise: Group #1 Ed Bartholomew Group #2 Dan Kelleher*
- *Break-out Groups Feedback & Summary*
- *Set up Next Meeting to identify Short term / Long term projects*

# NATURAL RESOURCE ASSESSMENT

## NATURAL RESOURCES

- Rivers
- Lakes
- Mountains
- Forests
- Clean air
- Clean water
- Wildlife
- Ice
- Largest Marble Cave in NE
- Sand & Gravel & Hard rock

## NATURAL-BASED RESOURCES

- Chester Challenge
- Dynamite Hill
- Public Beach
- Bicycling & Skiing
- Golf Course
- Access to easy Trails
- Snowmobile trails
- Gore Mountain
- Forest product resource (sawmills, etc)
- Historic landmark resources
- Farming

# NATURAL RESOURCE ASSESSMENT

## GEO-ENVIRONMENTAL RESOURCES

- Geographic location
- Access to I87
- We live in a Park
- Frontier Town location connections
- Close to Lake George Region
- Neighboring communities
- Town/Hamlet Environment
- Location of public departments

# SOCIAL-HUMAN RESOURCE ASSESSMENT

## CULTURAL RESOURCES

- Town Center Library(ies)
- Municipal Center
- Farmers Market
- Health Center
- Campgrounds
- Great School
- History Museum
- Restaurants
- Pharmacy Dance
- Studio
- Sugarhouse(s)
- Potential development sites

## CULTURAL RESOURCES

- Grocery store
- Affordable housing
- Technology
- Strong zoning
- Rich history
- Small town feel
- Solar & Biomass boiler

# SOCIAL-HUMAN RESOURCE ASSESSMENT

## SOCIAL- HUMAN RESOURCES

- Great Historical events
- Tri Lakes Business Alliance
- Chamber of Commerce
- Boy Scouts / Girl Scouts
- Multi-generational seasonal residents
- Great People
- Veteran
- Educated Senior Citizens
- Volunteers (Citizens & Businesses)
- Generous Civic organizations

## SOCIAL- HUMAN RESOURCES

- Church groups
- Youth Commission's efforts
- Bank
- Volunteer Fire & Ambulance organizations
- Entertainment
- YMCA Outreach Center
- Etain
- Word of
- Life Large location for venues (Jimpos)
- Recent momentum

# SOCIAL-HUMAN RESOURCE ASSESSMENT

## SOCIAL- HUMAN RESOURCES

- Organic farm
- Planes, trains, buses, taxis
- Transfer Station
- Parks & Rec
- Local DOT (Town Highway Dept)
- The Arts
- Academic accomplishments (NWS)
- Strong athletic programs

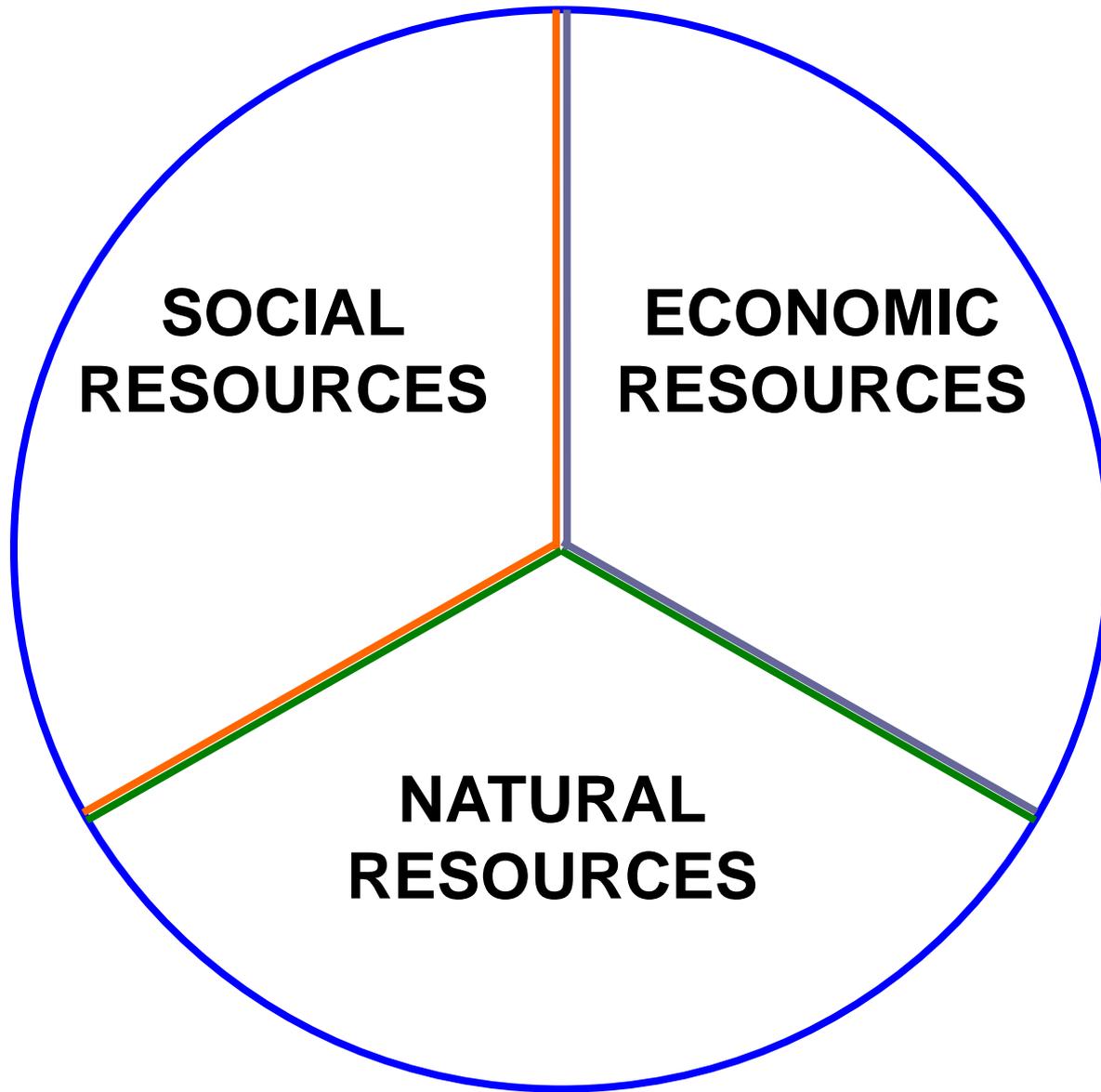
## SOCIAL- HUMAN RESOURCES

# FINANCIAL RESOURCE ASSESSMENT

## FINANCIAL RESOURCES

- Community Support \$ for post-secondary students
- Business support
- Strong assessed land values
- Large base of research (documents)
- Sustainable community entities
- Taxes
- Donations
- Grant accessibility

## FINANCIAL RESOURCES



DEFINES WHAT WE HAVE TO WORK WITH – DELINEATES WHAT WE MANAGE

# QUALITY OF LIFE ASSESSMENT

## WHAT WE VALUE

- Pace of Life
- Beauty
- Purity
- Safe
- Peaceful
- Quiet
- Dark skies / starry nights
- Nature
- Pristine / Unspoiled
- Gets in your bones
- Entrepreneurial spirit
- People are awesome
- People taking care of each other
- Familiarity among citizens / interaction

## WHAT WE VALUE

- For children and grandchildren
- Desire to live Adk/Chestertown lifestyle
- Desire for our children to stay and succeed
- Raising kids without drugs
- Live in a National Historic Landmark
- Willingness to share Adk with visitors
- Access to Adk's small town feel
- Share the wealth
- Water Tub
- Stone Bridge & Caves

# START

## WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

Few People or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

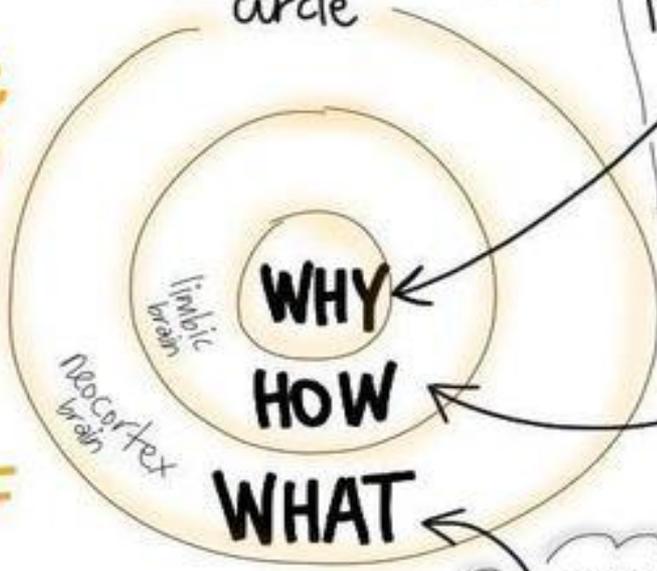
We KNOW How we do it

I BELIEVE

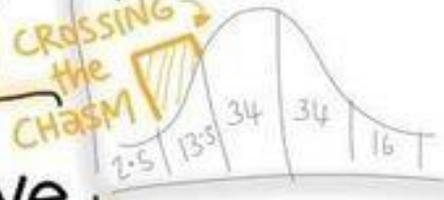
We KNOW WHAT we do...

MARTIN LUTHER KING

by www.lynnecazaly.com



LAW of DIFFUSION of INNOVATION



All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea

YOUR PURPOSE (not PROFIT)

YOUR CAUSE

YOUR BELIEF

Why should anyone CARE?

# SWOT ANALYSIS

## STRENGTHS

- Progressive thinking
- Open mindedness
- Volunteers
- Retirees
- Gifted people: carvers, artists, musicians
- Support of Governor
- Locals support Town Businesses
- Tourism industry
- Beautiful place to live
- Desirable location
- Proximity to markets

## STRENGTHS

- Industrial park Exit 25-26-27 & Routes 8 & 9
- Lake & retirement place
- Farms / hop farm
- Smaller school = more potential growth
- School
- Pizza & ice cream businesses
- Taxi service
- Free Thrift shop
- Brewery businesses

# SWOT ANALYSIS

## WEAKNESSES

- Decreasing population
- Small labor force
- Work opportunities
- Lack of career opportunities for young people
- Lack of consistent broadband
- Lack of cell service
- Housing - affordable
- Lack of infrastructure to bring businesses (sewer)
- Short season for Businesses
- No sewer
- Quality of water (in system)
- Distance to markets & supplies

## WEAKNESSES

- Lack of skilled nursing homes
- Socio-economic inequality
- Pay youth a decent wage
- Senior center & services
- Events for teens & young adults
- Beautification of infrastructure
- Ugly Town entrance
- Safety biking - walking along Rt 9
- Lack of parking
- No breakfast diner
- Grocery store
- Logistics for supplies & shipping
- Dependent on Tourist money

# SWOT ANALYSIS

## OPPORTUNITIES

- Attracting younger folks
- Stabilize the population
- Townwide WiFi
- Senior Center & Senior services
- Extend tourism season
- Expanding year round employment
- Engaging in Tri Lake Business Alliance & CoC
- Utilizing winter more
- Brand ourselves
- Develop exit 25 & 26 (& 27)
- Work at home
- Directory of resources (internet based)
- Craft & industry expansion

## OPPORTUNITIES

- Exchange services
- Regional Cooperative
- Engage Veterans more for events (welcoming home)
- Volunteers - "all ages"
- Makers movement
- "Communication" plan (share info w/ school, arts...)
- Use School for various activities
- Town Community Center
- Entertainment
- Movies
- Basic infrastructure needs

# SWOT ANALYSIS

## OPPORTUNITIES

- More community input
- Town think tank
- Community kitchen (commercial/certified)
- Bakery
- Economic development
- Going to more Town meetings
- Form based code (land use - zoning)

## OPPORTUNITIES

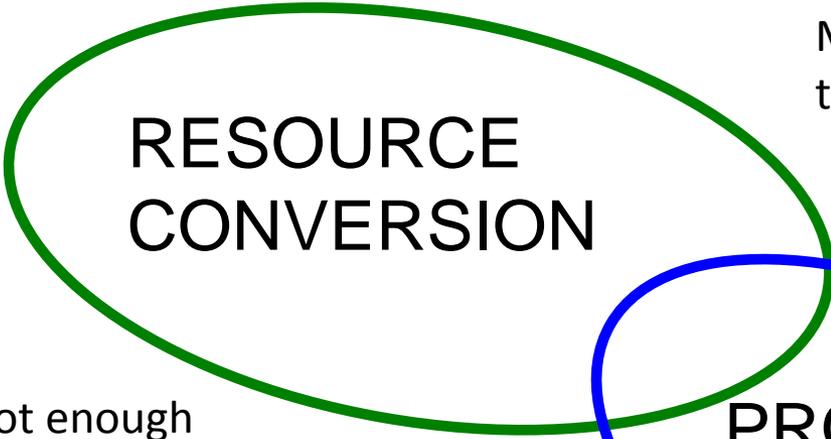
# SWOT ANALYSIS

## THREATS

- Aging population
- Loss of identity
- Development of exit 25 & 26 (uncharacteristic dev.)
- Too much development
- Businesses that are large (e.g. "big box")
- APA regulations
- Aesthetic appearance of downtown
- Activities that are too seasonal
- Urbanization of cities through Nation

## THREATS

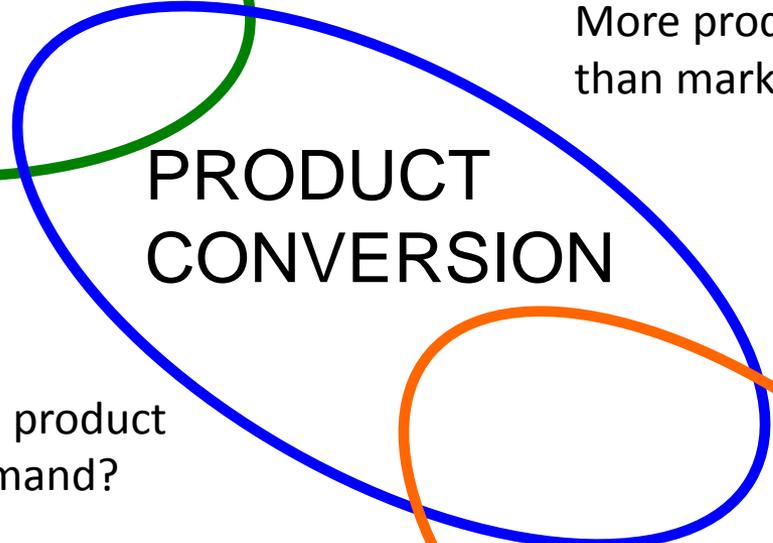
**CHAIN OF PRODUCTION**



**RESOURCE  
CONVERSION**

More resource  
than product?

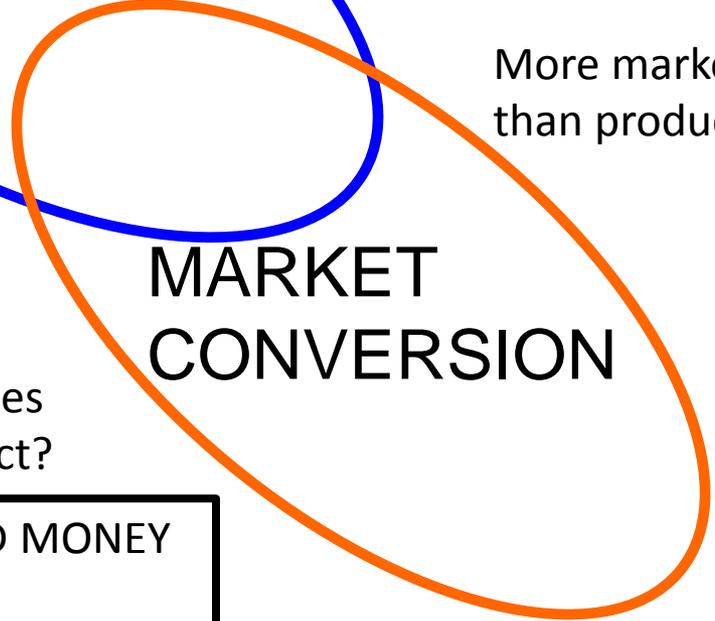
Not enough  
resource to  
produce product?



**PRODUCT  
CONVERSION**

More product  
than market?

Not enough product  
to meet demand?



**MARKET  
CONVERSION**

More market  
than product?

Not enough sales  
to move product?

- FOR GREATEST EFFICIENCY: ALLOCATE TIME AND MONEY TO ADDRESS THE WEAK LINK
- USE THE **SWOT ANALYSIS** TO DETERMINE WHERE IT IS

# WHAT DO WE DO?

➤ In general terms, list:

❖ Occupations

❖ Vocations

❖ Professions

❖ Services

❖ Businesses

❖ ETC.

# WHAT WE DO

## WHAT WE DO

- Logger
- Bank teller
- Guide
- Government
- Summer camp worker
- Building contractor
- Teacher
- Tetiree
- Police officer
- IT
- Mining/quarry
- Mechanic
- Marina tech
- Lawyer
- Child day care

## WHAT WE DO

- Landscape
- Insurance
- Museum director
- Photographer
- Farmer
- Clerical
- Housekeeper
- Bus driver
- Small business owner
- Rancher
- Hair stylist
- Engineer

# WHAT DO WE PRODUCE?

➤ In general terms, list:

❖ Goods / Products

❖ Services

❖ Benefits

# WHAT WE PRODUCE

## WHAT WE PRODUCE

- Good food
- Medical marijuana
- Logs
- Christmas trees
- Stone/gravel/sand
- Experiences
- Vacations
- Peace of mind
- ADK items
- Education
- Info/tech services
- Media,
- Comfort
- Recreational opportunities

## WHAT WE PRODUCE

- Health,
- Entertainment
- Events
- Kid camp experiences
- Boats
- Homes
- Camping
- Second home opportunities
- Solar power

## RATE THE ECONOMIC DEVELOPMENT AREAS

➤ On the Flip Charts:

- ❖ Choose FIVE (5) areas that you feel are the most important areas for us to focus on
- ❖ Rate your choices with #1 being the most important and #5 being the least important.

## ECONOMIC DEVELOPMENT AREAS RATED

### TOP FIVE AREAS

1. Communications-Broadband Services
2. Infrastructure-Sewer
3. Housing-Entry Level
4. Aesthetics-Look of Buildings
5. Communications-Cell Phone Service

**ASSESSING PROJECT ACTIONS**

**CAUSE  
&  
EFFECT**

**WEAK  
LINK(S)**

**SUSTAIN-  
ABILITY**

**MARGINAL  
REACTION**

**GROSS  
PROFIT  
ANALYSIS**



**ENERGY  
SOURCE  
& USE**

**SOCIETY  
&  
CULTURE**

**MONEY  
SOURCE  
& USE**

## IDENTIFY TOP SHORT-TERM NEEDS

➤ From the Ratings on the Flip Charts:

❖ What items are applicable for CFA Grants?

❖ What other items should be pursued at this time?

SET NEXT STEPS  
&  
CONCLUSION

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