

Wyoming County Business Center
Performance Goals 2011

1. Entrepreneurship Development
 - a. Market Potential Research Study
 - i. Identify viable business opportunities in targeted communities
 - b. Administer a FastTrac Entrepreneurship Training Program (with supporting roles provided by Wyoming County Entrepreneur Task Force)
 - i. Application for assistance
 - ii. Assess Entrepreneur's skills
 - iii. Remediation if needed (ATTAIN Lab, GCC, Community Action)
 - iv. Entrepreneur training (w/FastTrac education materials and coaching, mentors)
 - v. SBDC enrollment and consultation
 - vi. Complete business plan
 - vii. Acquire funding and incentives (WCBC, IDA, micro loan or other sources)
 - viii. Coordinate low cost start up locations (w/local municipalities)
2. Site Location Assistance
 - a. Identify and maintain an inventory of viable vacant spaces (on the website)
 - b. Decentralized business incubators
 - i. Acquire and revitalize targeted buildings, subsidized through tax exemptions
 - ii. Place viable entrepreneurs in incubator space
 - iii. Provide administrative support for identified needs
 - iv. Municipal subsidy (water, wastewater, tax concessions)
3. Business Retention and Expansion
 - a. Business visitations
 - b. Business (mfgs) outreach, email updates (staying in touch)
 - c. Identify, coordinate and involve economic development partners and provide incentives for proposed expansion projects.
 - d. Commission a study on new manufacturing that can be started by spinning off opportunities from existing manufacturers. (assess what is made here and then look at what opportunities exist, waste or by products may be something to look at)
4. Business Attraction Marketing
 - a. Website
 - b. Collaboration with the Greater Rochester Enterprise and the Buffalo Niagara Enterprise (regional business attraction marketing entities)
 - c. Join trade associations for targeted industries
 - d. Develop an email database of site selectors, commercial realtors and commercial loan officers from the region to send marketing messages. (info on buildings sites, etc.)

5. Business Site Development and/or Redevelopment Projects
 - a. A & A Metals Site, Perry – Redevelopment Project
 - b. Village of Silver Springs Business Park
 - c. Robeson Appliance Site
 - d. Broeders Machine Building

6. Communication
 - a. Press Releases (touting successes, and to market WCBC services)

3/5/2010