



Introduction and Purpose:

The Town of Glenville is a suburban township located in northern Schenectady County. With a 2010 population of 28,608 persons Glenville is the most populated Town in Schenectady County. The residents reside among 12,685 housing units and their median age is 41.9 years¹. The median household income in the Town for 2008 (est.) was \$67,492.

The Small Business and Economic Development (SBED) Committee was formed for the expressed purpose of assisting local businesses in their expansion and to attract new business to the Town. The Committee is comprised of interested and qualified residents appointed by the Town Board to assist in the achievement of this basic directive.

The purpose of the annual economic development strategy for the Town of Glenville is to set forth in writing the goals and action steps by the Committee and Town officials for the upcoming year relating to planned development in the Town. The fundamental interest rests with expanding the opportunity for quality employment for residents of the Town while expanding the commercial and industrial taxable base in a proactive manner that is also consistent with the adopted municipal plans of the Town (i.e. the Glenville Town Center Plan and the Freeman’s Bridge Road Master Plan).

Strategic Goals:

1. Expand opportunities for employment. It is a fundamental strategy to provide quality jobs for the residents of the community through expanding existing businesses in the Town and recruiting, in a targeted manner, new businesses into the Town.
2. Expand commercial and industrial land uses. The Town has prepared and adopted plans for the further expansion of commercial and industrial land uses including restaurants and dining facilities, retail businesses, lodging facilities, light manufacturing and fabricating particularly relating to businesses and industries affiliated with semi-conductor manufacturing and aviation-related transportation facilities. The basis for expansion of these business sectors is a combination of direct feedback from residents and exploitation of existing physical assets such as the Schenectady County Airport.
3. Improve the marketability of the Town. Fundamental to the achievement of the first two goals is the establishment and execution of rational program for presenting and

¹ 2010 Census – US Census Bureau

explaining the assets and opportunities for the success and profitability of businesses in the Town. The Town will pursue the development and implementation of a marketing plan that explains these opportunities to interested entrepreneurs and developers that share the vision for quality development in the Town.

Action Steps:

Expansion of Employment Opportunities

1. Form a Town-based local development corporation (LDC). This step will facilitate the a means by which a Town-based loan program can be developed with the use of repaid funds from a US Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) – Small Cities Program grant/loan from Solid Surface Craftsman. The corporation will also have the ability to own property for the purposes of furthering economic development opportunities in the Town.

Action: Formation and incorporation of an LDC by the Town Board. The Town Attorney will investigate the appropriate steps that are needed for the incorporation to occur (i.e. development of by-laws, development of loan program guidelines that meet HUD requirements for reuse of CDBG program funds, appointment of board members, etc.).

Timeline: January-March, 2012.

2. Attract a family-style restaurant to the Town. An aggressive, multi-faceted approach will be taken to attract a family-style restaurant to fulfill a need as expressed by many residents of the community. The steps include pro-actively reaching out to known restaurateurs in the Town and wider region to explore the possibilities of developing a restaurant in the Town. By undertaking these not only will a principle need as expressed by the residents be fulfilled, additional job opportunities will be provided.

Action: Reach out to qualified restaurant developers through personal contact (telephone calls, meetings, e-mail, etc.). As interest is expressed, tour suitable sites and facilitate exploration of financing options.

Timeline: January-March, 2012.

Expand Commercial and Industrial Land Uses

1. Support the expansion plans of local businesses and industry. The following steps are planned under this action:
 - Formation of loan program to augment the options offered by Metroplex for businesses looking to come to, or expand in the Town of Glenville. The intent is to not compete with or replace private lending programs of current programs offered by Metroplex. Rather the intent is to supplement and enhance the

capital environment and strengthen the competitive advantage of the Town in keeping local businesses in the community, developing startups, and attracting new businesses;

Action: Develop compliant loan program parameters and guidelines to provide useful financing options to qualified business applicants

Timeline: April-May, 2012.

- Proactively reach out to quality developers in Glenville and the wider capital region by hosting an informational presentation of the opportunities to succeed and prosper in the Town. Invitations would be extended to attend an informational meeting that presents the Town's unified and pro-active approach towards securing quality development through listing and describing available sites and buildings, available assistance for securing financing from private and public lenders and the programmatic assistance available to assist business owners and startups in minimizing risk;

Action: Schedule an informational session with adequate time allowed for proper invitation and maximum attendance.

Timeline: March-April, 2012.

- Streamline the discretionary approval process for key sites in the Town with high levels of development suitability. Execution of the generic environmental assessment process will be undertaken for key sites in the Town as identified in in the Glenville Town Center Plan and the Freeman's Bridge Road Master Plan. Utilization of this assessment option already available in state law will minimize review time and build predictability into the approval process without sacrificing the quality of the assessment conducted;

Action: Work with the Plan and Zoning Commission to begin the generic assessment process according to regulations of the NYS Department of Environmental Conservation.

Timeline: March-July, 2012.

- Utilize the 2012 Revitalization Economic Development Investment (REDI) Fund and the residual funds from the 2011 allocation to:
 - Fund a micro-loan program as an adjunct component to the business loan assistance program described above. The micro-loans (defined as loans up to \$10,000) would be used as capital for small businesses already located in the Town and seeking to expand or a new business or start-up seeking to open their business in the community;

- Retain the services of a marketing consultant to develop a basic marketing brand for the Town (see the more detailed description of the marketing initiative below).

Action: Build the micro-loan program guidelines, lending requirements and application process into the loan program described above. The micro-loan component would be a subset the overall loan program described above and assign program administrative responsibilities to the newly formed LDC.

Timeline: January-May, 2012.

2. Undertake business recruitment program targeting specific strategic business sectors.

- Continue to work with Metroplex and Center for Economic Growth (CEG) to identify businesses within targeted business sectors as listed above that maybe interested in developing in the Town;

Action: Ongoing.

Timeline: Ongoing.

- The Town will continue to maintain the Empty Space Revitalization Plan (ESRP) as a means to supply useful data to prospective companies seeking to expand or come to the Town. Information relating to available sites and buildings is fundamentally useful to this objective and will be shared with our partners at Metroplex and the Center for Economic Growth;

Action: Ongoing.

Timeline: Ongoing.

- The priority action to be taken under this objective is attraction of a family-style restaurant to the Town. An aggressive, multi-faceted approach will be taken to attract a family-style restaurant to fulfill a need as expressed by many residents of the community. The steps include pro-actively reaching out to known restaurateurs in the Town and wider region to explore the possibilities of developing a restaurant in the Town. By undertaking these not only will a principle need as expressed by the residents be fulfilled, expanded commercial tax base will occur;

Action: Reach out to qualified restaurant developers through personal contact (telephone calls, meetings, e-mail, etc.). As interest is expressed, tour suitable sites and facilitate exploration of financing options.

Timeline: January-March, 2012.

- Continue pursue development possibilities in affiliation with the Global Foundries chip fabrication plant in its final stages of development in Malta. Specific actions include attendance and/or provision of descriptive materials at trade shows and regional meetings/conferences;
Action: Ongoing.
Timeline: Ongoing.
- Support the efforts of Metroplex to secure ownership of suitable sites and buildings within the Glenville Business and Technology Park from the US General Services Administration (GSA);
Action: Monitor negotiations and discussions and provide support as appropriate.
Timeline: Ongoing.

Improve the Marketability of the Town

Pursue retention of qualified marketing consultant to develop and marketing brand for the Town. Use the remaining funds from the REDI Fund towards the retention of an in-Town person of firm to develop a brand for the Town to use in the recruitment of targeted businesses and industries. Once complete marketing materials (brochures, informational packages, etc.) would be developed to augment the recruitment effort described above.

Action: Reach out to qualified individuals/firms to discuss specific tasks, products and fees.

Timeline: January- March, 2012