
ECONOMIC GROWTH & DEVELOPMENT
03/24/11

MEETING AGENDA

- I. ORGANIZATIONAL**
- Presidential Search
 - Sub-Committees
- II. COMMUNICATION/EVENTS**
- 2nd Economic Forum Debriefing
MOU
 - Annual Luncheon
 - Other Events
 - *The Insider*
- III. MARKETING**
- Queensbury Business Park
Options
Flex Building Design and Approval
 - Outreach
Towns
Businesses
Retention
 - Marketing Plan
Website Updates/Redesign
 - Warren County Airport Study
 - College of Nanoscale Visit
Strategic Partnership/CNSE
- IV. INFRASTRUCTURE**
- Connector Road/Fire Training Center
 - Broadband

RESERVE NOW!



Friday, May 6, 2011

EDC ANNUAL LUNCHEON

Sponsor Exhibits & Registration at 11:30 a.m. -- Luncheon 12:00 to 1:30 p.m.
Great Escape Lodge, 89 Six Flags Drive, Queensbury, New York

Keynote Speaker

U.S. Congressman Chris Gibson



Congressman Gibson will speak about critical issues in our region, such as the economy and job creation, energy, agriculture, defense and national security, fiscal responsibility, and healthcare.

Sponsor Benefits

A Platinum (\$2500), Gold (\$1000), or Silver (\$500) sponsorship provides many benefits, including a combination of:

- Reserved table of 10 (Platinum) or 5 tickets (Gold)
- Option to set up a table display (Platinum and Gold sponsors)
- Silver EDC membership (Platinum and Gold sponsors)
- Logo included in luncheon program
- Recognition in event materials, signs and media releases
- Recognition in e-newsletter
- List of all attendees including addresses
- Tax-deductible donation

Interested in being a sponsor? E-mail ebehlmer@edcwc.org by April 15.

Reserve Now!

Advance paid reservations required ([click here for reservation form](#))

Please note: reserved seating is only available for sponsors

Check-in begins at 11:30

Cost: \$45 current EDC members; \$65 future EDC members



234 Glen Street • Glens Falls, New York 12801 • 518.761.6007 • www.edcwc.org

REGISTRATION



EDC ANNUAL LUNCHEON

Friday, May 6, 2011

Great Escape Lodge, Queensbury, 11:30 a.m. - 1:30 p.m.

Please reply by April 29, 2011

ORGANIZATION:

EDC Members at \$45

General Public at \$65

Note: Reserved seating is only available for sponsors or full tables of 10.

NAMES(if known):

CONTACT NAME:

ADDRESS:

E-MAIL:

PHONE:

PRINT

Print and mail this form along with proper payment to:
EDC · 234 Glen Street · Glens Falls, NY 12801



EDC 2011 Internet Marketing Planning Summary

Objective

Position EDC to reach its target audiences effectively through Internet-based marketing, including website, social media, and e-mail communications.

Overview of Planning

Guide EDC through a complete planning process:

1. ***Research best practices*** in the economic development field of website/social media/email activities (as specified below);
2. ***Identify the specific audiences*** that EDC needs to reach, with an understanding of the corresponding messaging and most effective delivery platforms for each audience segment (local businesses/funders/site selectors);
3. ***Summary Report on 1, 2*** with recommendations for EDC
4. ***Develop an RFP***, where needed, to solicit specialized assistance for the desired projects

Research Best Practices – Specific Items to Cover

1. For these organizations:
 - a. Local Business & Economic Development Agencies
 - i. CEG
 - ii. TechValley.org
 - iii. Saratoga County: SEDC, Chamber, Luther Forest
 - iv. Warren County: ARCC
 - v. Washington County: LDC
 - vi. Albany County: CNSE, Albany Chamber
 - b. Select national economic development organizations – IEDC website and/or marketing awards winners
2. Research these marketing approaches:
 - a. Website
 - i. Overall design and branding
 - ii. Interface elements and navigation (including readability, audience identification, organization of information)
 - iii. Basic organizational information

- iv. Representation of print materials (brochures, annual report)
- v. Membership info – how to join
- vi. Member info or directory
- vii. Stats and data about the area represented
- viii. Site selection tools
- ix. Mapping
- x. Calculators
- xi. Video, photos
- xii. E-newsletter
- xiii. Mobile compatibility
- xiv. Language options (multilingual?)
- xv. Other noteworthy features and content

b. Social media usage

- i. Facebook
- ii. Twitter
- iii. LinkedIn
- iv. YouTube
- v. Flickr
- vi. Blogs



**Economic Development Corporation, Warren County
Business Attraction Marketing Plan Outline
September, 2010**

Market Research

The following industry sectors have been identified by EDC as potential strategic targets for business attraction and investment into Warren County:

Semiconductor & Suppliers – The current development of the \$4.2 billion dollar GLOBALFOUNDRIES Fab 8 in Malta, NY will impact Warren County significantly, specifically:

- Secondary suppliers will locate within a 30 to 50 mile radius of Fab 8.
- Semiconductor industry is on the rebound - revenue expected to exceed \$310 billion this year.
- Intel Corporation projects double digit growth for the next several years.
- Driving global revenues: smart phones, flat panel TV's and other consumer electronics.
- The industry tends to cluster multiple fab development and investments in an area/region.

Microelectromechanical systems (MEMS) – MEMS are a subset of the semiconductor industry and is one of the fastest growing segments of the market.

- In 2010 the industry is \$8 billion and expected to grow to \$18 billion by 2015
- MEMS used in automotive, defense, consumer electronics, and healthcare-medical devices.
- MEMS related medical device include motor controllers, EKG pulsometer, pulse oximeters, image sensors, X-ray, imaging, endoscopy, defibrillators, blood pressure monitors, digital hearing aids, electrocardiogram (ECG), MRIs, blood gas analyzers and ultrasound systems.
- MEMS production can be incorporated within an existing fab or can be a free standing "foundry" fab.
- A typical MEMS fab can be small to mid-sized facilities i.e. 30,000 SF to 60,000 SF.

Medical Devices – Medical device industry is one of the most rapidly growing industry sectors in healthcare due to demographics, technology advancements.

- In 2006, total medical device industry was \$86 billion in the U.S. and \$220 billion worldwide.
- Integration of nanotechnology into medical devices is growing.
- Research at Rensselaer Polytechnic Institute (Troy), GE Global Research (Schenectady) and the College of Nanoscale Science and Engineering at UAlbany have all targeted nanobioscience.
- Glens Falls MSA features an established cluster of companies and highest location quotient in U.S.

Target Markets

Semiconductor

- Suppliers, contractors and support services firms affiliated with GLOBALFOUNDRIES Fab 8.
- Ancillary/related companies i.e. photovoltaic, LED, MEMS, specialty chip design, lithography
- Companies seeking proximity to R & D in Capital Region utilizing nanotechnology.

MEMS – microelectromechanical systems

- Potential MEMS uses in medical devices particularly of interest to Warren County.
- MEMS uses in homeland security/defense growing and a potential niche for the region.

Medical Devices

- Additional companies, service providers, suppliers to existing medical device cluster
- Potential crossover technologies between medical device and nanotechnology.

Products

Warren County has shovel ready sites, available buildings and spaces capable of housing technology based light industrial uses i.e. R & D, office, assembly, manufacturing and distribution including:

Certified Shovel Ready Parks

- Queensbury Business Park
- Tech Meadows at Glens Falls

Private Business Parks

- Carey Business Park
- Quaker Ridge
- Chester Industrial Park

Major Existing Buildings

- Manufacturing facility/site, Exit 18 - Queensbury

Mission Statement

EDC will seek to attract technology based companies in areas of semiconductor, medical device and microelectromechanical systems (MEMS) to Warren County. EDC will accomplish this through the use of market strategies including but not limited to networking, trade shows, and personal sales calls.

Market Strategies

Networking

EDC has built and expanded networks that will provide entry points for potential new business customers for Warren County. Organizational networks utilized by EDC that generate leads for new business recruitment include:

- New York State Empire State Development (ESD)
- New York State Economic Development Council (NYSEDC)*
- Center For Economic Growth (CEG)*
- Saratoga Economic Development Corporation (SEDC)
- College of Nanoscale Science and Engineering (CNSE)
- Local and Regional Developers
- Commercial and Industrial Real Estate Brokers* (CIRESB)

**Denotes EDC is affiliated with as a member organization*

Industry Contacts/Organizations/Trade Groups –

Sematech - Non-profit consortium that performs basic research into semiconductor manufacturing.

MEMS Industry Group – Industry association for the MEMS and microstructures industry.

MedTech - Association of pharma/biotech and medical technology companies, suppliers, and research universities.

Collateral

Flash drive –Enhanced presentation featuring sites and buildings plus Warren County quality of life.

Airport Corridor Development Map – Aerial plan outlining areas/sites/projects completed, in progress and future opportunity zones to be used to recruit developers, site locators, investors, and prospective incoming companies.

In Person Sales Calls/Outreach Missions

EDC will focus on strategic connections/contacts in targeted industries i.e. medical device, microelectronics that result from meetings arranged by industry consultants, CEG, SEDC, and others.

Trade Shows/Events/Meetings

In 2011, EDC will be attending or represented at the following trade shows, conferences and events:

- Industrial Asset Management Council, Albuquerque – April 2011 (Corporate Real Estate)
- MDM East, NYC – June 2011 (Medical Device)
- Bio International, Washington D.C. – June 2011 (Biotech/Biomed)
- Semicon West, San Francisco – July 2011 (Microelectronics)
- Semicon Europa, Dresden – October 2011 (Microelectronics)
- SIA Annual Awards Dinner – November 2011 (Microelectronics)

Web Site

EDC's website projects will include:

- Search engine optimization
- Updating property database, facts, graphics

Social Media

EDC uses Linked In as its primary social media outlet. EDC will expand the number of members in the EDC Warren County group in 2010-2011. EDC is continuing to evaluate the use of Facebook and Twitter.

Positioning and Branding

Warren County has a unique identity as an entrepreneurial business hub situated within unparalleled four season recreation and lifestyle environment that features safe, livable communities. EDC plans to position Warren County as a centrally accessible region to major markets with affordable shovel ready sites, skilled workforce, and a thriving medical device cluster just 30 minutes from GLOBALFOUNDRIES \$4.2 billion Fab 8.

Marketing Goals

- Obtain a medium to large sized technology based company with 50 or more jobs into Warren County by 2013.
- Increase Warren County's awareness and brand especially in targeted sectors
- Design and approve a flex style building in QBP by 2 Qtr 2011
- Increase traffic to EDC website by 25% in 2011
- Increase EDC Warren County's Linked In group members to 250 by 2012
- Develop separate database of tech based contacts