

The Jefferson County Comprehensive Economic Development Strategy (CEDS) Committee was formed by Jefferson County as a prerequisite to access development infrastructure funding from the Economic Development Administration (EDA) of the US Department of Commerce. It is comprised of a cross section of business and community representatives appointed by the Chair of the Board of Legislators.

The CEDS Committee periodically refines local priority economic development goals and strategies to comply with EDA operating guidelines and to help direct economic development programs and initiatives.

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Goal 6

Capitalize on the economic opportunities for all sectors impacted by Fort Drum's operations and the off-post activity of its personnel and their dependents.

Strategies

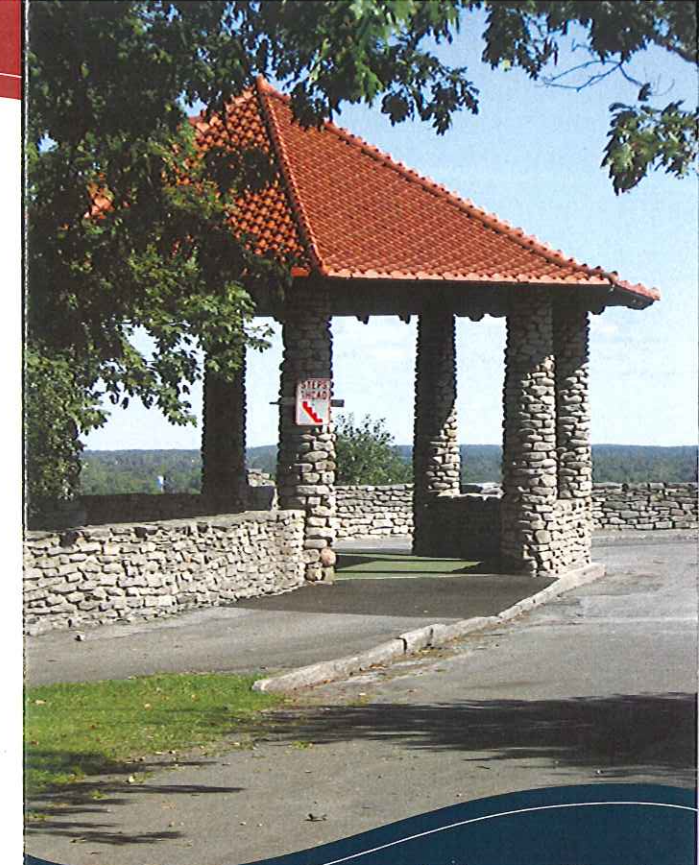
- A. Promote brand recognition of "Drum Country Business" among site selectors in an effort to attract new business investment to the tri-county Drum Country region.
- B. Increase the percentage of supply and service contracts awarded to Jefferson County businesses.
- C. Create a housing development environment that is conducive to meeting market and affordable housing needs for both military and non-military residents.
- D. Continue implementation of the Fort Drum Growth Management Study through local officials' training and two-way communication between Fort Drum and its border communities.

Goal 7

Invest in tourism infrastructure to achieve standards comparable to competing destinations.

Strategies

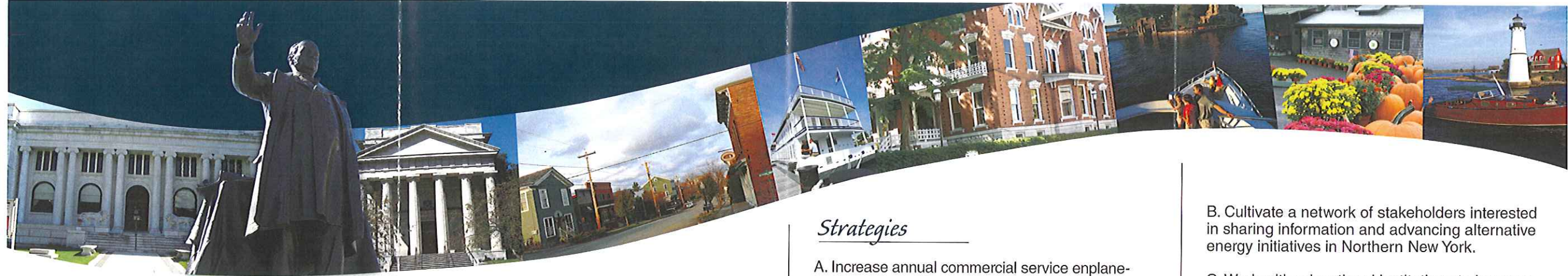
- A. Package technical assistance for existing tourism businesses to promote the utilization of business planning services, public and financing programs, and market research resources to support increased investment.
- B. Encourage and assist municipal reinvestment initiatives that support hospitality business growth and retention.
- C. Develop appropriate infrastructure to serve hospitality and tourism activity.



Jefferson County
Comprehensive Economic
Development Strategy Committee
2010 Priority Goals and Strategies



Jeff Wood, Chair - Jill Pippin, Vice-Chair



Goal 1

Position businesses to more easily access and effectively utilize available capital programs.

Strategies

- A. Continue training opportunities through the Small Business Development Center.
- B. Facilitate peer networking and mentoring opportunities for fledgling entrepreneurs.
- C. Support school-based entrepreneurial programs to better prepare future entrepreneurs.
- D. Establish a post-secondary entrepreneurship curriculum.
- E. Identify and promote other sources of equity investment available to local entrepreneurs.

Goal 2

Develop a workforce with the skill sets necessary to meet the needs of new and existing businesses; and strengthen the community support systems that allow more people to enter the workplace.

Strategies

- A. Work with all major employment sectors to identify the specific workplace skills and anticipated needs for the future workforce. Develop strategies to meet those needs through the analysis of timely and current workforce data.
- B. Expand the availability of general technology and workplace "soft skills" training for the emerging workforce. Work with stakeholders to establish in-house or cooperative training programs to prepare existing employees for continued skills enhancement and workplace success.
- C. Integrate service and resource information pertaining to child care, elder care, and transportation alternatives through outreach to local employers and employees.
- D. Initiate strategic planning efforts related to workforce sustainability issues to ensure that future workforce needs are adequately addressed.

Goal 3

Explore options for increasing aviation services at Watertown International Airport.

Strategies

- A. Increase annual commercial service enplanements to 10,000 through continued improvements to the facilities, changes in flight schedules, an increase in aircraft size, and/or changes to the destination hub.
- B. Examine the feasibility of attracting a non-federally subsidized commercial air carrier to the airport.
- C. Establish a Foreign Trade Zone at the airport.
- D. Attract more general aviation activity.
- E. Increase marketing for airport utilization by local businesses, military related passengers, and Canadian markets.

Goal 4

Promote the development and utilization of renewable energy technologies such as biomass, geothermal, wind, solar, and hydro-electric.

Strategies

- A. Promote greater awareness of the county's renewable energy resources and the economic benefits of utilizing those alternatives in order to mitigate the high cost of energy while stimulating business development in the renewable energy sector.

B. Cultivate a network of stakeholders interested in sharing information and advancing alternative energy initiatives in Northern New York.

C. Work with educational institutions to increase exposure to career opportunities in renewable energy and to develop degree/certification programs in the practical application of renewable energy systems.

D. Develop a regional energy plan to guide policies, programs, and resource investments.

Goal 5

Encourage all levels of government to clearly articulate a community vision and strategies to enhance quality of life and economic health.

Strategies

- A. All levels of government should develop some level of strategic or comprehensive plan.
- B. Provide the public infrastructure and other community enhancements necessary to maintain and attract a high degree of business investment.
- C. Build local capacity for managing growth to improve quality of life, sustain economic vitality, and prevent encroachment that could compromise Fort Drum's training mission and/or community safety.