



Meeting Agenda – Audit and Finance Committee

Genesee County Economic Development Center

Tuesday, November 30, 2021 – 8:30 a.m.

Location: Innovation Zone Conference Room, Suite 107 and Electronically via Zoom

Page #	Topic	Discussion Leader	Desired Outcome
	1a. Executive Session Motion to enter executive session under the Public Officers Law, Article 7, Open Meetings Law Section 105 for the following reasons: 1. The medical, financial, credit or employment history of a particular person or corporation or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation. 1b. Enter Public Session	M. Gray	
2-4	2. Chairman's Report & Activities 2a. Agenda Additions / Other Business 2b. Minutes: October 25, 2021	M. Gray	Vote
5-8	3. Discussions / Official Recommendations to the Board: 3a. October 2021 Financial Statements	L. Farrell	Disc / Vote
9	3b. Cleaning Services	L. Farrell	Disc / Vote
10-11	3c. Insurance Renewal	L. Farrell	Disc / Vote
12-13	3d. County Mowing Contract	M. Masse	Disc / Vote
14-16	3e. e3communications Contract	J. Krencik	Disc / Vote
17	3f. Greater Rochester Enterprise Contract	J. Krencik	Disc / Vote
18	3g. Invest Buffalo Niagara Contract	J. Krencik	Disc / Vote
	4. Adjournment	M. Gray	Vote



GCEDC Audit & Finance Committee Meeting

Monday, October 25, 2021

Location: Innovation Zone & Electronically

9:30 a.m.

MINUTES

ATTENDANCE

Committee Members: T. Bender (Video Conference), M. Gray, P. Zeliff, P. Battaglia (Video Conference)

Staff: L. Farrell, P. Kennett, L. Casey, M. Masse, C. Suozzi, J. Krencik, S. Hyde

Guests:

Absent:

1. CALL TO ORDER / ENTER PUBLIC SESSION

M. Gray called the meeting to order at 9:32 a.m. in the Innovation Zone.

2. Chairman's Report & Activities

2a. Agenda Additions / Other Business – Nothing at this time.

2b. Minutes: October 5, 2021

P. Zeliff made a motion to approve the October 5, 2021 minutes; the motion was seconded by T. Bender. Roll call resulted as follows:

P. Battaglia stated that he was absent for the October 5, 2021 meeting.

P. Battaglia - Yes (Video Conference)

M. Gray - Yes

T. Bender - Yes (Video Conference)

P. Zeliff - Yes

The item was approved as presented.

3. DISCUSSIONS / OFFICIAL RECOMMENDATIONS OF THE COMMITTEE:

3a. September 2021 Financial Statements - L. Farrell reviewed with the Committee the significant items of the September 2021 long form financial statements.

- STAMP restricted cash decreased. There were large expenditures for STAMP paid using the \$33M and \$8M grant funds and the County \$4M.
- At the last Audit & Finance Committee meeting, L. Farrell stated that the OSC had released funds to ESD and that we anticipated receiving the next tranche of funds for the \$33M grant soon. Subsequently, L. Farrell was notified that the OSC was completing an audit of GURFs #1 through #22 prior to authorizing ESD to release funds to the Agency. This audit has been

completed and there were only a few forms that L. Farrell had to provide. We should receive funds soon.

- Grants receivable decreased. We received grant funds from National Grid to reimburse for marketing and travel expenses.
- On Line 55, accrued expenses increased. About \$10,000 is accrued monthly for NYS Retirement and paid annually at the end of December.
- In the operating fund, we collected the origination fee of approximately \$47,000 from Batavia Special Needs.
- At this time, we should be at 75% of budget. In the operating fund, there are a few line items that are over budget related to expenditures that are front loaded, but they are beginning to level-out.
- In the real estate development fund, we paid for an appraisal at the LeRoy Food & Tech Park. This expense was unbudgeted but was covered by the maintenance and repairs budget line item.
- Other than the above-mentioned items, there is normal monthly activity on the income statements for all funds.

P. Battaglia made a motion to recommend to the full Board the September 2021 Financial Statements; the motion was seconded by P. Zeliff. Roll call resulted as follows:

- P. Battaglia - Yes (Video Conference)
- M. Gray - Yes
- T. Bender - Yes (Video Conference)
- P. Zeliff - Yes

The item was approved as presented.

3b. GCEDC 1+3 Budget - L. Farrell presented the 1+3 budget to the Committee for review. She noted that the 2021 projection numbers and 2022 Budget was approved at the last Board meeting. The budget was then extended another 3 years. The 1+3 Budget must be entered into the NYS Public Authorities Reporting Information System (PARIS) online. It was noted that most line items show a 3% increase year over year. The line items with an asterisk are those that could be estimated more accurately as more information was available or schedules were utilized.

The GCEDC had an opportunity to request an additional \$25,000 in funding from the County Legislature to assist with Workforce Development initiatives. The County Legislature is considering requests for funding from outside agencies for projects and initiatives that may not otherwise be undertaken without additional financial assistance. The GCEDC's request has not been approved but was included in the County Manager's budget. This request, if approved, would increase the Agency's current funding level by about 10%. This would be ongoing as well, not just a one-time increase in funding.

The Committee noted that given the recent spike in inflation, an estimated 3% increase year over year may not be sufficient. L. Farrell responded that this is simply a forecast and not a formal approval of the budgets for years 2023-2025.

P. Zeliff made a motion to recommend to the full Board the GCEDC 1+3 Budget as presented; the motion was seconded by P. Battaglia. Roll call resulted as follows:

- P. Battaglia - Yes (Video Conference)
- M. Gray - Yes

T. Bender - Yes (Video Conference)
P. Zeliff - Yes

The item was approved as presented.

3c Auditor Selection – L. Farrell presented an engagement letter from Mostert, Manzanero & Scott, LLC for \$10,300, which is an increase of 3% from last year's fee. If a single audit is required, there will be an additional charge of approximately \$2,000. She also stated that this is David Brownell's fifth and final year as engagement partner in charge.

P. Battaglia made a motion to recommend to the full Board authorization to sign the engagement letter with Mostert, Manzanero & Scott, LLC for 2021 auditing services, the motion was seconded by T. Bender. Roll call resulted as follows:

P. Battaglia - Yes (Video Conference)
M. Gray - Yes
T. Bender - Yes (Video Conference)
P. Zeliff - Yes

The item was approved as presented.

3d. Agricultural Land Lease – The standard agricultural land lease agreement and list of intended lessees was included with meeting materials for the Committee to review. The list of intended lessees is provided to avoid any conflicts of interest. If there are any changes, an amended list of lessees will be brought forward to the Board for approval. The one-year lease agreement template was originally drafted by Phillips Lytle.

P. Zeliff made a motion to recommend to the full Board the approval of the 2022 Agricultural Land Lease agreement as presented; the motion was seconded by T. Bender. Roll call resulted as follows:

P. Battaglia - Yes (Video Conference)
M. Gray - Yes
T. Bender - Yes (Video Conference)
P. Zeliff - Yes

The item was approved as presented.

4. ADJOURNMENT

As there was no further business, T. Bender made a motion to adjourn at 9:53 a.m., seconded by P. Zeliff and passed unanimously.

**Genesee County Economic Development Center
October 2021 Dashboard
Balance Sheet - Accrual Basis**

	<u>10/31/21</u>	<u>9/30/21</u>	[Per Audit] <u>12/31/20</u>
ASSETS:			
Cash - Unrestricted (1)	\$ 7,399,875	\$ 2,418,757	\$ 2,257,813
Cash - Restricted (A)(2)	12,398,850	3,815,644	8,089,027
Cash - Reserved (B)	792,541	792,437	791,347
Cash - Subtotal	20,591,266	7,026,838	11,138,187
Grants Receivable (3)	89,600	104,830	86,350
Accts Receivable- Current (4)	312,427	376,429	280,042
Deposits	2,832	2,832	2,832
Prepaid Expense(s) (5)	17,841	12,944	26,223
Loans Receivable - Current	56,241	55,771	52,923
Total Current Assets	21,070,207	7,579,644	11,586,557
Land Held for Dev. & Resale (6)	17,934,288	18,071,343	15,930,796
Furniture, Fixtures & Equipment	67,982	67,982	67,982
Total Property, Plant & Equip.	18,002,270	18,139,325	15,998,778
Less Accumulated Depreciation	(67,982)	(67,982)	(67,982)
Net Property, Plant & Equip.	17,934,288	18,071,343	15,930,796
Accts Receivable- Non-current	-	-	279,650
Loans Receivable- Non-current (Net of \$47,429 Allow. for Bad Debt)	205,464	210,248	253,122
Other Assets	205,464	210,248	532,772
TOTAL ASSETS	39,209,959	25,861,235	28,050,125
DEFERRED OUTFLOWS OF RESOURCES			
Deferred Pension Outflows (11)	492,700	492,700	492,700
Deferred Outflows of Resources	492,700	492,700	492,700
LIABILITIES:			
Accounts Payable (7)	3,999	4,324	222,159
Loan Payable - Genesee County - Current (8)	295,000	295,000	290,000
Accrued Expenses	64,966	52,870	22,736
Unearned Revenue (9)	12,247,648	3,668,780	6,751,032
Total Current Liabilities	12,611,613	4,020,974	7,285,927
Loans Payable - ESD (10)	5,196,487	5,196,487	5,196,487
Loan Payable - Genesee County - Noncurrent (8)	3,130,000	3,130,000	3,425,000
Aggregate Net Pension Liability (11)	704,674	704,674	704,674
Total Noncurrent Liabilities	9,031,161	9,031,161	9,326,161
TOTAL LIABILITIES	21,642,774	13,052,135	16,612,088
DEFERRED INFLOWS OF RESOURCES			
Deferred Pension Inflows (11)	54,982	54,982	54,982
Deferred Inflows of Resources	54,982	54,982	54,982
NET ASSETS	\$ 18,004,903	\$ 13,246,818	\$ 11,875,755

Significant Events:

1. Unrestricted Cash - Received \$2.9M origination fee and \$2.06M land sale proceeds from Plug Power in October.
2. Restricted Cash - Includes cash deposited by ESD into imprest accounts related to the \$8M and \$33M STAMP grants. Additional \$9M deposit received in October. Expenditures out of these accounts are pre-authorized by ESD. Also included are funds received from the County per a Water Supply Agreement, to be put towards water improvements located in the Town of Alabama and the Town of Pembroke and other Phase II improvements as identified by the County. These funds are being used to pay for qualifying expenditures.

3. Grants Receivable - ESD \$33M grant reimbursement for STAMP permit; National Grid grants support marketing and development activities for STAMP and the LeRoy Food & Tech Park.
4. Accounts Receivable (Current) - Econ. Dev. Program Support Grant; MedTech Centre Property Management; termed out Project Origination Fees from HP Hood to be collected in the next 12 months, etc.
5. Prepaid Expense(s) - November lease payment, health, General Liability, Cyber, D&O, Life, long-term and short-term disability insurance.
6. Land Held for Dev. & Resale - Reduction from previous month is related to the land sale to Plug Power at STAMP.
7. Accounts Payable - e3communications expenses and interest earned on imprest accounts that will be remitted to ESD.
8. Loan Payable - Genesee County (Current & Noncurrent) - Per a Water Supply Agreement with Genesee County, the County remitted \$4M to the GCEDC to put towards water improvements located in the Town of Alabama and the Town of Pembroke and other Phase II improvements as identified by the County. GCEDC started making annual payments to the County of \$448,500 beginning in January 2020.
9. Unearned Revenue - Interest received in advance; Genesee County contribution received in advance; Funds received from municipalities to support park development; Funds received to support workforce development; ESD Grant funds to support STAMP development, not actually earned until eligible expenditures are incurred.
10. Loans Payable - ESD - Loans from ESD to support STAMP land acquisition and related soft costs.
11. Deferred Pension Outflows / Aggregate Net Pension Liability / Deferred Pension Inflows - Accounts related to implementation of GASB 68.

(A) Restricted Cash = Municipal Funds, RLF #2 Funds, Grant Funds Received in Advance.

(B) Reserved Cash = RLF #1 Funds (defederalized).

Genesee County Economic Development Center
October 2021 Dashboard
Profit & Loss - Accrual Basis

	Month to Date		YTD		2021	2021
	10/31/21	10/31/20	2021	2020	Board Approved Budget	YTD % of Budget
<u>Operating Revenues:</u>						
Genesee County	\$ 19,459	\$ 19,459	\$ 194,591	\$ 194,591	\$ 233,513	83%
Fees - Projects (1)	2,908,874	-	3,379,749	197,914	399,500	846%
Fees - Services	6,961	6,707	69,611	67,070	83,387	83%
Interest Income on Loans	262	309	2,799	3,269	3,313	84%
Rent	-	400	16,806	13,189	24,790	68%
Common Area Fees - Parks	-	-	355	700	500	71%
Grants (2)	523,015	268,151	6,323,616	2,924,098	21,692,668	29%
GGLDC Grant- Econ. Dev. Program Support	25,000	25,000	250,000	250,000	300,000	83%
GCFC Grant - Econ. Dev. Program Support	-	-	-	50,000	-	N/A
Land Sale Proceeds	2,091,880	-	2,091,880	-	-	N/A
BP ² Revenue	641	-	1,342	345	8,634	16%
Other Revenue	-	-	2,159	7,133	5,000	43%
Total Operating Revenues	5,576,092	320,026	12,332,908	3,708,309	22,751,305	54%
<u>Operating Expenses:</u>						
General & Admin	93,469	102,064	1,049,234	1,017,379	1,415,425	74%
Professional Services	15,281	3,000	44,900	31,539	108,000	42%
Site Maintenance/Repairs	426	948	4,832	5,569	17,200	28%
Property Taxes/Special District Fees	(10)	1,090	5,850	3,643	3,320	176%
PIF Expense	67,132	51,065	102,174	79,475	134,115	76%
Site Development Expense (3)	31,029	453,112	4,392,139	2,578,378	3,645,504	120%
Cost of Land Sales	611,303	-	611,303	-	-	N/A
Real Estate Development (4)	440,025	126,300	2,580,573	1,320,648	17,943,703	14%
Balance Sheet Absorption	(440,025)	(126,300)	(2,580,573)	(1,320,648)	-	N/A
Total Operating Expenses	818,630	611,279	6,210,432	3,715,983	23,267,267	27%
Operating Revenue (Expense)	4,757,462	(291,253)	6,122,476	(7,674)	(515,962)	
<u>Non-Operating Revenue:</u>						
Other Interest Income	623	842	6,672	19,142	7,000	95%
Total Non-Operating Revenue	623	842	6,672	19,142	7,000	95%
Change in Net Assets	4,758,085	(290,411)	6,129,148	11,468	\$ (508,962)	
Net Assets - Beginning	13,246,818	11,174,407	11,875,755	10,872,528		
Net Assets - Ending	\$ 18,004,903	\$ 10,883,996	\$ 18,004,903	\$ 10,883,996		

Significant Events:

1. Fees - Projects - Closed on the Plug Power project in October.
2. Grants - \$448K Community Benefit Agreement payment dedicated to STAMP by sourcing debt service payments to the County; PIF from RJ Properties (Liberty Pumps) supports Apple Tree Acres Infrastructure improvements; PIF from Yancey's Fancy supports Infrastructure Fund Agreement with the Town of Pembroke; ESD \$33M & \$8M Grants support STAMP engineering, environmental, legal, infrastructure, etc.
3. Site Development Expense - Installation of, or improvements to, infrastructure that is not owned by the GCEDC, or will be dedicated to a municipality in the foreseeable future, is recorded as site development expense when costs are incurred.
4. Real Estate Development Costs YTD - Includes STAMP development costs; house at the STAMP site purchased in 1st Quarter of 2021.

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Genesee County Economic Development Center

October 2021 Dashboard

Statement of Cash Flows

	<u>October 2021</u>	<u>YTD</u>
CASH FLOWS PROVIDED BY OPERATING ACTIVITIES:		
Genesee County	\$ 19,459	\$ 214,050
Fees - Projects	2,908,874	3,644,394
Fees - Services	20,810	62,577
Interest Income on Loans	243	2,595
Rent	-	17,006
Common Area Fees - Parks	-	355
Grants	9,117,132	11,812,727
BP ² Revenue	641	1,342
GGLDC Grant - Economic Development Program Support	75,000	225,000
Other Revenue	-	2,159
Repayment of Loans	4,314	44,340
Net Land Sale Proceeds	2,057,657	2,057,657
General & Admin Expense	(86,171)	(1,001,331)
Professional Services	(15,281)	(66,111)
Site Maintenance/Repairs	(426)	(4,832)
Site Development	(31,029)	(4,461,787)
Property Taxes/Special District Fees	10	(5,850)
PIF Expense	(67,132)	(102,174)
Improv/Additions/Adj to Land Held for Development & Resale	(440,025)	(2,705,268)
Net Cash Provided By Operating Activities	<u>13,564,076</u>	<u>9,736,849</u>
CASH FLOWS USED BY NONCAPITAL FINANCING ACTIVITIES:		
Principal Payments on Loan	<u>-</u>	<u>(290,000)</u>
Net Cash Used By Noncapital Financing Activities	<u>-</u>	<u>(290,000)</u>
CASH FLOWS PROVIDED BY INVESTING ACTIVITIES:		
Interest Income (Net of Remittance to ESD)	<u>352</u>	<u>6,230</u>
Net Change in Cash	13,564,428	9,453,079
Cash - Beginning of Period	7,026,838	11,138,187
Cash - End of Period	<u>\$ 20,591,266</u>	<u>\$ 20,591,266</u>
RECONCILIATION OF NET OPERATING REVENUE TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
Operating Revenue	\$ 4,757,462	\$ 6,122,476
Decrease in Operating Accounts/Grants Receivable	79,232	244,015
(Increase) Decrease in Prepaid Expenses	(4,897)	8,382
Decrease in Loans Receivable	4,314	44,340
Increase (Decrease) in Land Held for Development & Resale	137,055	(2,003,492)
Decrease in Operating Accounts Payable	(54)	(217,718)
Increase in Accrued Expenses	12,096	42,230
Increase in Unearned Revenue	8,578,868	5,496,616
Total Adjustments	<u>8,806,614</u>	<u>3,614,373</u>
Net Cash Provided By Operating Activities	<u>\$ 13,564,076</u>	<u>\$ 9,736,849</u>

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GCEDC

Lezlie Farrell – Finance & Operations
Audit & Finance Committee Report
November 30, 2021

Cleaning Services

Discussion: During 2019, staff reached out to four cleaning companies to obtain quotes for 2020 cleaning services. Commercial Cleaning Services of Western New York, the company that was currently being used, continued to offer a competitive price and we continue to be satisfied with the services. New quotes were not obtained for 2021 or 2022 services. We anticipate getting quotes for cleaning services every three years.

Fund Commitment: Up to \$5,500, included in the 2021 GCEDC Budget.

Action Requested: Staff is requesting recommendation from the Committee to continue a contract with Commercial Cleaning Services of Western New York for 2022 cleaning services at a cost not to exceed \$5,500 for the year.

GCEDC
Audit & Finance Committee Report
November 30, 2021

Insurance Renewal

Tompkins went out to bid for the Agency's 2022 insurance renewal. Other markets were explored as listed below, but they were unable to find another carrier that was able to meet the GCEDC & GGLDC's needs at an affordable rate.

The total premium proposed by Selective is within the amounts included in the EDC and LDC 2022 budgets.

From Joe Teresi:

Per your instructions we did approach other carriers and unfortunately not much has changed with the marketplace. A summary of carrier responses is as follows:

- Acadia Insurance – declined
- AM trust- no response
- Chubb Group- Declined
- Cincinnati Insurance- Declined
- CNA Insurance- no response
- GNY Insurance- declined
- Hanover Insurance- Declined
- Hartford Insurance - no response
- Liberty Mutual- declined
- Michigan Millers- no response to date
- Nationwide- declined
- Philadelphia Insurance- Declined
- Travelers- Declined
- Utica National Insurance- Declined



	<u>Annualized</u> 2021	<u>Renewal</u> 2022
<u>SELECTIVE INSURANCE COMPANY</u>		
Property	\$10,501.64	\$10,338.83
General Liability	\$14,692	\$15,572
Commercial Auto	\$222	\$286
Inland Marine	\$102	\$100
Crime	\$60	\$60
Umbrella	<u>\$9,714</u>	<u>\$10,417</u>
Total Package	\$35,291.64	\$36,773.83
Worker's Compensation	\$3,983	\$3,614
	<u>Effective May 21, 2020 - 2023</u>	
<u>TRAVELERS</u>		
Crime	\$657	\$657
<u>GUARDIAN</u>		
Disability Benefits	TBD	TBD

Selective General Liability Includes Data Compromise Coverage

Named Insureds: Genesee County Industrial Development Agency, Inc.
 dba Genesee County Economic Development Agency
 Genesee Gateway Local Development Corporation
 Genesee Valley Agri-Business, LLC

Mark Masse

GCEDC

**Audit & Finance Committee
November 30, 2021**

Mowing contract for STAMP.

Discussion: The GCEDC Received a proposal for mowing of the stormwater pond at STAMP for 2022. This is included in the 2022 GCEDC budget as presented to the Committee at our previous meeting.

Fund commitment: \$700 from operational funds of STAMP. This amount was included in the 2022 GGLDC budget that was reviewed by the Board previously.

Board action request: Approval of mowing contract for \$700 with Genesee County Highway Department.



GENESEE COUNTY HIGHWAY DEPARTMENT

153 Cedar Street
Batavia, New York 14020
Phone: (585) 344-8508 Fax: (585) 343-9303

Timothy J. Hens, P.E. Highway Superintendent
David Wozniak, Deputy Superintendent
Paul Osborn, Deputy Superintendent – Facilities, Parks, Recreation & Forestry

Jason Long
Airport Supervisor
Chris Klein
Fleet Maintenance Supervisor
Laura Wadhams, P.E.
Assistant County Engineer
Justin Gerace
Assistant County Engineer - Water

October 15, 2021

GGLDC
Attn: Mark Masse, Sr. VP of Operations, Managing Member
99 MedTech Drive
Suite 106
Batavia, NY 14020

Dear Mark:

Here are the requested quotes for providing mowing services at the business parks listed below for the 2022 season:

- A. Genesee Valley Agri-Business Park -
 1. Mowing adjacent to paved roadways within park 1 time a month
 2. Finish mow Rt. 5 entry sign lawn areas on a regular basis (avg. every 7-10 days)
 3. Finish mow Rt. 63 entry sign lawn area on a regular basis (avg. every 7-10 days)
 4. Mowing 2 retention ponds 2 times a year

- B. Upstate Med & Tech Park -
 1. Mowing adjacent to ponds and drainage channel within park 1 time a month
 2. Mowing 2 retention pond 2 times a year

Mowing - @\$1,575.00 per month x 6 (May-Oct)	= \$ 9,450.00
Ponds - @\$450.00 each time per year x 2	= \$ 900.00
2022 Upstate Med & Tech, GVAB Park mowing Total	\$10,350.00

C. WNY Stamp Business Park	
1. Mow 1 retention pond 2 times a year @ \$350.00 each time	= \$ 700.00
2022 STAMP Mowing Total	\$700.00

2022 Mowing total for all Parks = \$11,050.00

If you have any questions regarding this proposal, please feel free to contact me at (585) 344-8508 ext. 3704 or via email at paul.osborn@co.genesee.ny.us.

Paul A. Osborn, Genesee County Deputy Highway Superintendent

Proposal Acceptance: _____ Title: _____ Date: _____

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Committee Meeting Report for November 30, 2021

Jim Krencik, Director of Marketing & Communications

E3communications – GCEDC Public Relations

Discussion: e3communications is a professional media and public relations firm/consultant that works with the GCEDC to provide strategic public relations counsel regarding organizational messaging as projects and issues develop, as well as coordination and execution of special events, media relations, promotional materials and social media programming to support the GCEDC's corporate attraction, expansion and retention missions; as well as the GCEDC's workforce and entrepreneurial missions.

In 2021, e3communications directly assisted with the launch and coordinated media for the county's Economic Development Recovery Task Force and GCEDC project announcements, as well as positive media related to the Downtown Revitalization Initiative, project groundbreaking, the GCEDC's shovel-ready sites, and workforce development projects.

Board Action Request: A renewal of services for the Jan. 1, 2022 to Dec. 31, 2022 period at \$1,800 per month. This is an increase of \$125 per month, as services were previously \$1,675 per month in 2021. This expenditure is anticipated and contained in the 2021 GCEDC Operations/Marketing budget.

November 12, 2021

Mr. Mark Masse
Senior Vice President, Operations
Genesee County Economic Development Center
99 MedTech Drive, Suite 106
Batavia, NY 14020

RE: 2022 Agreement for Public Relations Services

Dear Mark:

e3communications greatly appreciates the opportunity to continue our work on behalf of the Genesee County Economic Development Center (GCEDC) in 2022.

Please find below the proposed scope of services:

- Provide strategic public relations counsel regarding organizational messaging as issues develop; this would include participating in planning meetings and various other communications with staff e.g. conference calls, emails, etc.
- The writing and review of various materials, including press releases, statements, media alerts, letters, opinion pieces and other materials as determined necessary.
- Act as a liaison with media outlets in following up on the distribution of press releases and other materials; the facilitation of interview requests by reporters as well as editorial board meetings, pitching news editors for stories about organizational initiatives.
- Assist in the coordination and execution of special events such as news conferences, media briefings, etc. This would include developing a program/agenda, writing of scripts, invitations, logistics and other tactics.
- Development and implementation of a robust social media program focusing on Facebook and Twitter. This would include the writing of a monthly schedule of posts for both mediums.
- Monitor and track and distribute relevant news articles and placements and provide monthly report on public relations activities.

All work conducted by e3communications for the Genesee County Economic Development Center in 2022 will be budgeted at \$21,600 (monthly fee of \$1,800). There is no cap on the number of hours rendered on a monthly basis. A description of the services will be provided in each invoice for the work conducted in that month. **All terms are 30 days payment.**

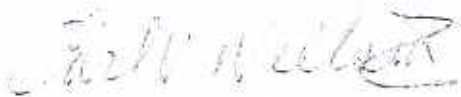
The terms outlined in this agreement shall remain in effect from January 1, 2022 until December 31, 2022 or until modified or terminated by either party upon thirty (30) days written or verbal notice.

e3communications pledges its confidentiality to the Genesee County Economic Development Center for all work e3communications performs on behalf of the Genesee County Economic Development Center.

If you are in agreement with the terms and conditions outlined above please indicate by signing below. Thank you again for the opportunity to work on behalf of the Genesee County Economic Development Center.

Sincerely,

e3communications



Earl V. Wells III
President

For the Genesee County Economic Development Center

Mark Masse
Senior Vice President, Operations

GCEDC

Jim Krencik, Marketing and Communications Director

Board Meeting Report

December 2, 2021

Greater Rochester Enterprise (GRE) – Marketing Support Funding

Greater Rochester Enterprise (GRE) is our regional economic development organization supported by a team of private and public-sector leaders dedicated to improving economic performance Genesee County as part of a nine-county region in the Finger Lakes Region.

GRE's primary goals are to retain and expand existing business and to professionally market the region as a competitive, vibrant and high-profile place for business location and growth. To support business attraction, expansion, entrepreneurship and innovation, GRE collaborates with local businesses, universities, not-for-profit organizations and government leaders to deliver a unified response to regional economic development opportunities.

GRE also actively markets our region to talented professionals that are sought by companies in Genesee County and those that are pursuing projects at our major industrial parks.

The funding requested to support GRE's mission enables the GCEDC to fully access to all of GRE's sales and marketing talent and assets, receive advocacy on behalf of our agency for all our parks, as well as an executive board seat that allows Steve Hyde to serve on GRE's Board of Directors and on their Governance Committee.

GRE staff have shown a tireless commitment to supporting and advocating for our economic development goals and strategies particularly as it relates to STAMP. Notably, the GRE provides strategy development and advocacy that advanced STAMP as a regional priority both in the Finger Lakes Regional Economic Development Council and at the highest levels of New York State Government.

GRE staff work alongside GCEDC in our efforts to grow our economy and opportunities for rewarding careers for our active workforce and young people. This includes the successful development of Project Gateway's \$232 million project at STAMP and numerous projects actively conducting due diligence for substantial investments in Genesee County.

Board Request: An investment renewal of \$50,000 for continued marketing and business development support for one year. This investment cost was anticipated and contained in the 2021 budget.

GCEDC

Jim Krencik, Marketing and Communications Director

Board Meeting Report

December 2, 2021

Invest Buffalo Niagara (InBN) – Marketing Support Funding

Invest Buffalo Niagara (InBN) is our non-profit regional economic development organization supported by a team of private and public-sector leaders dedicated to improving economic performance in Genesee County as part of an eight-county region in Western New York.

InBN's primary goals are to retain and expand existing business and to professionally market the region as a competitive, vibrant and high-profile place for business location and growth. To support business attraction, expansion, entrepreneurship and innovation, InBN collaborates with local businesses, universities, not-for-profit organizations and government leaders to deliver a unified response to regional economic development opportunities.

InBN also actively markets our region to talented professionals that are sought by companies in Genesee County and those that are pursuing projects at our major industrial parks.

The funding requested to support InBN is an integral partner in our sales/marketing efforts for the attraction of new companies and talent to our community, and advocacy in Western New York for Genesee County, the GCEDC, and the WNY STAMP Mega Site. The GCEDC's support includes a position on InBN's board of directors, influencing regional strategy aligned with our goals in Genesee County.

InBN staff have shown a tireless commitment to supporting and advocating for our economic development goals and strategies, particularly as it relates to STAMP.

InBN staff work alongside GCEDC in our efforts to grow our economy and opportunities for rewarding careers for our active workforce and young people. This includes the successful development of Project Gateway's \$232 million project at STAMP and numerous projects actively conducting due diligence for substantial investments in Genesee County.

Board Request: An investment renewal of \$25,000 for continued marketing and business development support for one year. This investment cost was anticipated and contained in the 2021 budget.