

THE Engager

News for

Members & Friends

October 2021 Vol 1 Issue 10

Schedule taking shape for holiday/shoulder season



The 2021 Holiday Happenings & Winter Traditions events are beginning to take shape. Anchor events include “Holiday Lights - Schuyler Style,”

two events at Clute Memorial Park, Watkins Glen Promotions’ Village Christmas (with two nights of fireworks), and Hart’s Harbor Hotel annual Ice Bar. And, we just heard that Finger Lakes Festival of Lights will run through December.

Are you hosting an event during November, December, January, or February? Are you offering special packages for New Year’s Eve or Valentine’s Day (perhaps the weekend of February 12 to encourage extended stays)? Would it boost your bottom line to present a “Cabin Fever” event toward the end of January or in February 2022? Or other ideas/offers? We’re open to all of them and want to help you promote them under the umbrella of Holiday Happenings & Winter Traditions. Please review the current schedule (understanding it is subject to change and events will follow pandemic guidelines) and share your ideas for additional events.

Now-Dec.: Finger Lakes Festival of Lights at Grist Iron Brewing

Nov. 19: Snowflake Spectacular entries due (member-only; free ice skating with entry) and Small Business Saturday kick-off event, 4pm-6:30pm at Clute Memorial Park

Nov. 27: Small Business Saturday, kick-off for 28 Days of Shopping Local, and community Tree Lighting at Clute Memorial Park

Dec. 1: WGACC Annual Meeting/Snowflake Spectacular Winner Announced: Glenora Wine Cellars, 5pm to 7pm

Dec. 3-4: Holiday Fair at Clute Memorial Park (Carriage Rides, Wine Tastings, Crafts, Elfland with Visit from Santa)

Dec. 10: Watkins Glen Promotions’ Village Christmas on Franklin Street with night-time parade and fireworks

Dec. 10: Launch of Holiday Lights - Schuyler Style

Dec. 11: WGACC Fireworks off the Pier at 7:30pm

Dec. 31: Ring in the New Year with Aunt Millie’s Biscuits and Donna and the Mystics at Clute Memorial Park, Seneca Lake Events Center

Jan. 5: Winter-themed Monthly Chamber Mixer/Social (STAY TUNED)

Jan. 22: The Annual Chamber Winter Gala at the Harbor Hotel

Jan.27-29: Hart’s Harbor Hotel Ice Bar

Feb. 2: Chinese New Year at House of Hong (Monthly Mixer and Social)

Feb. 14: Valentine’s Weekend packages

Business Expo: Register & Attend

The Watkins Glen Area Chamber of Commerce’s 15th Annual Business Expo is scheduled for Wednesday, October 6, at the Watkins Glen Community Center. This event is sponsored by **Cameron Manufacturing & Design**. The event begins with a showcase open to the public from 4 - 5 pm. Attendees learn about the goods, services, and products available in the community and may purchase items if they are offered. We will also be holding a Brochure Exchange at the event as well so please bring brochures. At 5 pm, the event will transition into

the Chamber’s monthly Mixer (\$5 members/\$10 for public), with a cash bar and nibbles prepared by Bleachers Sports Bar and Grill, 50/50 drawing, and raffles.

SCAN TO REGISTER: VENDOR



SCAN TO REGISTER: ATTENDEE



Inside

- > Saluting a community leader 2
- > Education Corner (SUNY CCC) 2
- > Tourism Assistance Program funding Insert
- > Holiday Lights - Schuyler Style Insert
- > New, night-time attraction Insert

- > Annual Meeting: Mark your Calendar..... Insert
- > Travel Guide Advertising Insert
- > Chamber Events3
- > Snowflake 3
- > Economic development: SCOPED priority4

Remembering a community leader: Vic Franzese

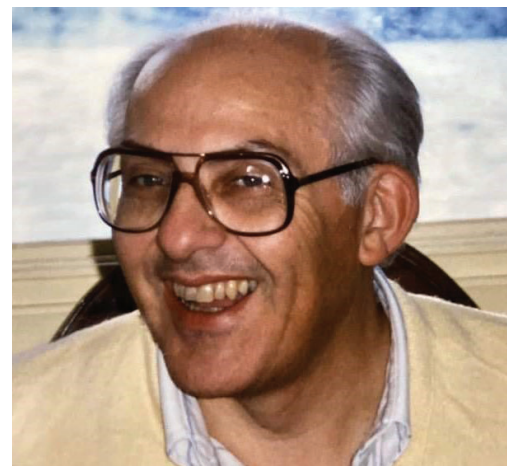
This month, we remember and salute Victor Franzese, a long-time community member and Chamber supporter. He passed away in August, after living a full and long life.

Vic was president of the Watkins Glen Area Chamber of Commerce Board of Trustees in the 1970s. Around that same time, he was active with the Finger Lakes Association. Together, these community leaders mobilized an effort to attract more motorcoach business to the area, a boost for area attractions, lodging, and restaurants. Vic also served as the chairperson of the SCIDA board for a period, helping with the Watkins Glen Tomorrow Project, which ultimately led to the creation of the Seneca Lake Pier and Pier House.

Vic was raised in the family motel

business and graduated from SUNY Delhi's inaugural Hotel Management program. He became the owner of Glen Motor Inn with his wife, Linda, in 1990. In this role, he was a positive influence for many as an employer and business owner.

Vic fell in love with car racing when he was 8, after having a ride in Tommy Coles Cadillac-Allard. He attended the first street race in 1948, watching from the front row with his parents. He spent the rest of his life as a driver and team owner for various types of race cars. He fielded a competitive team, Glen Racing Limited, in the original Canadian-American Challenge Cup Series in 1970 and 1971 with sponsorship from Great Western Champagne. This association led him to be part of the marketing team for Great Western, whereby he poured the



champagne in Victory Lane at Watkins Glen International for many drivers. He competed in numerous series for SCCA, IMSA, HSR, and SVRA, received a stone in the Watkins Glen Drivers Walk of Fame in 2010, and was a proud member of the exclusive social club, the Boot Group.

We thank Vic and his family for the contributions to hospitality in Watkins Glen.

Education Corner: SUNY Corning Community College

This month we highlight SUNY Corning Community College's Welding program. Several years ago, the college received a federal grant that allowed us to renovate space and create a state-of-the-art welding lab at our Elmira location. Over the past year, we have hired some new instructors and expanded our offerings.

Career Program

The college's Welding program consists of 450 hours of classroom instruction, using the American Welding Society's SENSE curriculum, and hands-on-training including qualification testing. Graduates of the program earn the following credentials: OSHA 10 Safety Training, AWS Qualification Tests D1.1, D1.2, D 1.3, and D1.6 on carbon steel, stainless steel, and aluminum and

ASME IX. The program mirrors industry settings: a full day program, students clock in and out for their "shift" and professional skills are stressed in addition to technical skills. Students also have the opportunity to tour businesses that employ welders and participate in a 40-hour internship. Although this program is non-credit, there are a variety of financial aid options to help students pay for the cost of the course and their books, tools, and personal protection equipment. Starting January 24, 2022, we will be offering this program in the evenings: Monday-Thursday, 3:30-8:30 pm. If you are a business that needs to train welders, consider offering current employees this opportunity.

Professional Development

The college now offers both MIG welding

and TIG welding as stand-alone courses. MIG Welding will be offered Tuesdays and Thursdays, October 5-November 4, 2021, 5:30-8:30 pm. Call us for dates for the next TIG Welding course. Additionally, the college also does customized welding training. Call us for a proposal.

Personal Enrichment

Last, but not least, the college is also offering an Art Welding workshop for those of you who have always wanted to learn something fun.

For details, contact the Workforce Education & Academic Pathways office at 607-936-5501 or email us at ilearn@corning-cc.edu. Check our website for information on programs and customized training opportunities.

2022 Tourism Assistance Program

Applications Accepted Through 12 Noon October 8, 2021

The application period for 2022 Tourism Assistance Program (TAP) funding is now open. The Watkins Glen Area Chamber of Commerce will be accepting applications from eligible participants through October 8, 2021, for projects that support and promote tourism in Schuyler County, New York. Interested individuals are invited to review detailed information and download the application from the Chamber's website. Visit <https://www.explorewatkinsglen.com/chamber-members/resources/tourism-assistance-program-funding/> or scan the QR Code below. Hard copies of the application may also be picked up at the Chamber office, located at 214 N. Franklin Street, Watkins Glen, NY. Completed forms can be submitted in person at the Chamber office or emailed to michael@watkinsglenchamber.com. All submissions must be received on or before noon on October 8, 2021.

WHO

To be eligible, all the following must apply!

- 1) Non-profit, 501(c)3, or 501(c)6 status
- 2) Watkins Glen Area Chamber of Commerce members in good standing & not competing with the Chamber mission.
- 3) Located in or directly servicing Schuyler County's tourism goals.

HOW

- 1) Review the complete details online ([explorewatkinsglen.com](https://www.explorewatkinsglen.com)).
 - 2) Download and complete the application.
 - 3) Submit the original app & 3 copies by 10/8/21.
- Respond to questions & requests as necessary.

Presentations may be required.



2nd Annual Holiday Lights - Schuyler Style



Business owners, farms, non-profit organizations, and residents of Schuyler County are invited to participate in the Watkins Glen Area Chamber of Commerce second annual Holiday Lights - Schuyler Style contest. This event is part of Holiday Happenings & Winter Traditions. Light displays must be in place by December 10, 2021, and remain in

place through January 10, 2022. Voting begins on December 11, 2021, and extends through January 10, 2022 (1 vote per email address). Voting will be open to Schuyler County residents and those visiting Schuyler County during the competition. Scan the QR code for more information, including categories and prizes.

To participate download an application form (scan the QR code or call the Chamber at 607-535-4300). A map of all entries will be prepared and posted online. Voters will be asked to consider how well entries incorporate aspects of the theme: international

holidays and winter celebrations and/or Watkins Glen Promotions' Candy Land theme. For contest rules and to complete the application to participate, visit [explorewatkinsglen.com](https://www.explorewatkinsglen.com) or scan the QR Code.



New, night-time attraction

The Finger Lakes Festival of Lights officially flipped the switch on September 15, offering a world-class, night-time attraction for visitors to Schuyler County. Presented by a newly established partnership, American Lantern Festivals Inc., and with support from a Tourism Assistance Program award, the evening attraction lights up the sky – and pathway – at Grist Iron Brewing Co. on Route 414 in the Schuyler County Village of Burdett/Town of Hector. The display is expected to run through December. Light refreshments and beverages are available on site.

Guests are invited to meander along a mile-long, wooded path illuminated by hundreds of lanterns. The light sculptures tell the story of two children visiting their grandparents in the Finger Lakes who use their imaginations to recreate fantastic scenes of adventure, including dinosaurs, tropical animals, and aquatic creatures as Grandpa recounts tales from his past. Fun for all ages.

To catch a glimpse of what awaits visitors, watch this preview video: <https://vimeo.com/599565234>. To purchase tickets or to encourage visitors to do so, visit www.fingerlakeslights.com. (*A Schuyler County/WGACC TAP recipient*)



SCOPED Strategic Plan

(continued from page 4)

“To this end, we need affordable housing and the wrap-around services that residents need for a healthy and happy life,” said Judy. “Again, we are fortunate to have an excellent hospital in our County. We also have solid day-care and strong school districts. We need to package our assets so that young, diverse families with children see the opportunities we offer – and we need to develop attractive housing options for year-round, temporary, and international workforces.”

This fourth goal also prioritizes the creation of a continuous learning culture in Schuyler County that Judy believes already has a foothold.

“Data says that people are already coming here to learn,” said Judy. “Performance car owners come – with their families and racing teams – to attend driving schools at Watkins Glen International. Chicone Builders teaches people how to make Windsor chairs as well as hosting apprenticeship and immersion programs. At Hawk Meadow Farm, people learn how to grow wood mushrooms. And, we have a nationally recognized long-distance runner in the County who works with people from all over to improve their techniques. With this history, it was a must-have in our Strategic Plan.”

Many thanks to Judy McKinney Cherry for attending the NYS Canal Conference on behalf of WGACC!

Member-Only Event: Annual Meeting

Mark your calendar and plan to attend the Watkins Glen Chamber of Commerce Annual Meeting.

December 1, 2021 at 5pm to 7pm

Glenora Wine Cellars

5435 State Route 14, Dundee, New York, 14837

Chamber board members, the Executive Director, and Chamber staff will present financial summaries and updates on activities and events. Cash bar and treats to be served.

2022 Travel Guide Advertising Options



The Chamber, Schuyler County's Tourism Promotion Agency, is producing the official 2022 Schuyler County Travel Guide. We are excited to invite you to reach hundreds of thousands potential visitors, guests, and/or customers by including information and/or an ad to promote your products and services. The 2022 Travel Guide will feature photos, travel tips, and will serve as a colorful, informative, and comprehensive guide to the best our region has to offer! It is distributed year-round.

3 Reasons why your business should be included:

- **Visitors want it.** In 2021, we printed AND DISTRIBUTED 100,000 Travel Guides. We also served more than 600 digital versions of the Travel Guide monthly to prospective visitors during the summer months. Visitors planning a vacation typically review digital resources. Once visitors arrive at their destination, they find a hardcopy publication to be most useful. People often refer to the digital and print versions as they do advance planning for future vacations.
- **Visitors trust it.** The guide is considered the tourism resource for attractions, lodging, restaurants, recreation, the arts, services, navigation, and much more!
- **Visitors need what you have.** Talk to people who are already interested. People reading the Travel Guide are looking for your message. Travel Guide readers are actively looking for places to go and things to do.

TRAVEL GUIDE PRINT ADVERTISING

The following rates secure placement in the printed (and digital) Travel Guide. For context on the exact size of the ad, please see the other side.

ADVERTISEMENT

	Dimensions (W x H)	WGACC Rate	Non-Member Rate
Premium Full Page – Key Location*	8.625 x 11.125"	\$2,900	N/A
Full Page	8.625 x 11.125"	\$2,750	\$3,575
Spotlight Half Page	7.625" x 5.031"	\$1,875	\$2,440
Feature Quarter Page	3.78" x 5.031"	\$975	\$1,270
Compact Eighth Page	3.78" x 2.48"	\$595	\$775
Super Saver Text Listing**	3.78" x 1.21"	\$250	\$325

* Premium Full Page advertisements are placed on the front/back inside covers or the adjacent pages and are available to Chamber members only.

** Super saver text listings will follow the same format and layout and are composed by our designer. Custom designs are not available. This advertisement only includes business name, logo, phone number, website, and 10 words of text.

I'M READY TO ORDER MY AD. NOW WHAT?

- Advertising materials must be received by 12/10/21.
- Ads must be 300 dpi minimum, CMYK, with embedded fonts. (Need help creating your ad? Email stephanie@watkinsglenchamber.com.)
- Preferred file types are press-optimized PDF (preferred), TIFF, JPG, EPS.
- Artwork can be produced for a fee by the Chamber.
- Email file to stephanie@watkinsglenchamber.com Include your contact information in the email.
- The Chamber reserves the right to accept or reject submissions.

Signed contract and payment must be received by December 10, 2021. The contract is available online and on the reverse side; complete information is available online. All payments are non-refundable. No cancellations or alterations of an ad will be accepted after the closing date on December 10, 2021. Failure to produce correctly sized artwork by the closing date will result in a full charge of the contracted fee.

QUESTIONS? Email stephanie@watkinsglenchamber.com or call 607-331-4276.

2022 TRAVEL GUIDE ADVERTISING CONTRACT

Contact Name _____

Business Name _____

Address _____

Email _____ Phone _____

First Advertisement \$ _____

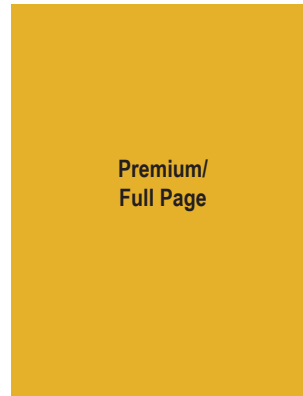
- ☐ Premium Full Page (inside cover; Chamber members only)
- ☐ Full Page
- ☐ Spotlight Half Page
- ☐ Feature Quarter Page
- ☐ Compact Eighth Page
- ☐ Super Saver Text Listing

Second Advertisement \$ _____

- ☐ Premium Full Page (inside cover; Chamber members only)
- ☐ Full Page
- ☐ Half Page
- ☐ Quarter Page
- ☐ Eighth Page
- ☐ Super Saver Text Listing

Third Advertisement \$ _____

- ☐ Premium Full Page (inside cover; Chamber members only)
- ☐ Full Page
- ☐ Half Page
- ☐ Quarter Page
- ☐ Eighth Page
- ☐ Super Saver Text Listing



PAYMENT OPTIONS

Payments in the forms of cash, check, or credit card (Visa, American Express, MasterCard) will be accepted. Contracts and payments may be mailed to 214 N. Franklin Street, Watkins Glen, NY 14891 or emailed to Stephanie Specchio at stephanie@watkinsglenchamber.com.

Check # _____ (Please make check payable to Watkins Glen Area Chamber of Commerce)

Credit Card # _____

Security # _____ Expiration Date _____ Billing Zip Code _____

Name on card _____

By signing below, I agree to all terms and conditions listed in this contract for the 2022 Travel Guide produced by the Watkins Glen Area Chamber of Commerce.

Signature _____ Date _____

Office Use Only

- ☐ Received Signed Contract
- ☐ Received Payment
- ☐ Received Electronic Copy of Advertisement

Notes _____

Reflections, Predictions, and Best Wishes

A Hardy Hello you resilient, hard-working, hospitable, and proud members of the Chamber and foundational stones of our community and region. I am compelled to thank you and your staffs (as lean as they may have been) for your energy, efforts, time, and delivery of quality services and products to our visitors, locals, and each other during these challenging times. We have mostly thrived during conditions under which other area towns, villages, and communities have not done as well as we have. It speaks to you and your determination, fortitude, and yes for many, brave, creative, and necessary choices in pivoting. Some of this I have stated before (often and regularly!) but ... As we ease out of what many (for too many years) have called “The Season” and move into our next busiest time (though we all know for the last 16 months or so there has barely been a downturn or time to rest, recoup, and re-energize), I wanted to be sure to acknowledge not only your efforts and also congratulate you/us and to be sure we do not take for granted the natural assets that drew many of the constantly flowing visitors here. Those numbers will likely prove to have us claiming record revenues, sales and bed tax, occupancies, and customer numbers.

The Watkins Glen State Park, Finger Lakes National Forest, The Glorious-T, Clute Park, our wineries, breweries, farms, water experiences of all kinds as well as Watkins Glen International were all inviting and delivered the clean, “outdoor,” wide-open spaces so many new (as well as repeat) visitors longed for. Many of those guests, discovering our region for the first-time last summer and fall, fulfilled their promise to spread the word to family and friends back home in parts of NY, NJ, and especially PA, who have come this summer and will be coming this, Autumn, and likely return for years to come.

With that all said, the nation and even the world will open again for broader travel, and we will have more competition for visitors than ever. The pendulum will swing to different numbers, maybe more evenly distributed



(many may welcome that), but still less intense and maybe resembling our history a bit more than recent experiences. I do believe we have shrunk our shoulder seasons, and we now have witnessed there is business to be had mid-week, later into Fall, and through parts of Winter. Remember two of the three park trails at the Watkins Glen State Park do not close/nor does the park. In addition, the Finger Lakes National Forest and the Seneca Lake Scenic Byway are available all year, and the stunning ice formations that consume our waterfalls provide stunning views of nature’s

Watkins Glen Promotions

*is collecting in-kind holiday decorations
to donate to Clute Park,*

*Donations can be dropped at the
Clute Park Office located at
155 S. Clute Park Dr., Watkins Glen, NY 14891*



*They are in need of
Christmas Lights,
Ornaments, Garland,
and Ribbon.*

Please donate now through Nov. 1, 2021. Thank you.

beauty. Last but not least, we now have a permanent ice-skating rink (opening November 19 at Clute Memorial Park) and a world-class lantern/light show in Schuyler County that will be open at least through December.

We can and should plan to take advantage of (and certainly not take for granted) these silver linings from the pandemic. We hopefully can embrace what we have learned (mistakes and successes alike) and turn those into the year-round business many of you want, deserve, can, and will have. We have to plan, strategize, continue to innovate, explore, and create products and services to sustain and grow our communities. Workforce, affordable housing, and infrastructure (water, sewer, broadband, etc.) are all factors that we will need to address (maybe sooner than later) as we attract visitors and hopefully new workers and residents alike. We have to continue to meet, collaborate, and partner as much as possible on events, capital improvements, projects that create jobs, and also allow for expanding and building housing and services for those who will move and visit here.

It has been an honor and privilege to work side-by-side with so many of you (in-person and on Zoom)! I will always be a cheerleader, promoter, and ambassador for Schuyler County, Finger Lakes Wine Country, and the Finger Lakes of New York! I have tried to plant seeds for activities and initiatives I know can grow businesses and make this area a destination for everyone in every season to visit, play, work, and stay. Holiday Happenings & Winter Traditions (events and activities occurring between November and February), Gatherings in The Glen (small group meetings and events held here between March and June) and others the Chamber, its board, committees,

The Chamber is looking for committee members for various committees. Talk about your options with Abby Lane, Events and Membership Engagement Manager. (abby@watkinsglenchamber.com)

and especially members have, can, and will continue to champion and develop more in synergy with others who are yet to jump on the band wagon, as we are building it and enjoying the highs and lows of what is yet to come.

Lastly, I will state the Canadians will return as will more race car and adult beverage fans, those we have welcomed in the past, and those who we will need to make conscious efforts to continue to woo, but the families, outdoor activity seekers, hikers, paddlers, special event attendees, and most certainly agricultural/farm and the ice cream and cheese lovers who have all embraced us will need continued attention. Let's be sure to invite them back, often and for every season. Let's do it together, working smarter, not harder every day, every month in every season.

Thank you for your support of and with the Chamber and your tourism promotion agency, its staff, and the programs, projects, and endeavors they offer. Be engaged, involved, active, and attentive and your "ROI2" – Return On Investment & Involvement will be two-fold. Much (continued) Success!

Hospitably,

Michael Hardy

Watkins Glen Chamber Executive Director

Calling All Vendors ★ *Holiday Fair*

Inside the new **SENECA LAKE EVENTS CENTER** Presenting the best collection of uniquely hand-crafted holiday gifts.

This two-day Holiday Fair features the Artisan Market showcasing up to 30 vendors, selling gifts celebrating your family and friends. Parking is FREE.

Friday, Dec., 3rd, 5:00pm – 9:00pm:

An Artisan Market "Wine & Shop" – find the perfect holiday gift, wreath sale and sweet treats available. Food by Turtle Leaf Café.

Saturday Dec., 4th, 9:00am – 4:00pm:

The child's themed Holiday Fair, ages 3 to young-at-heart, with family fun activities including "Elfland", "Cookie Heaven", Food by Turtle Leaf Café, Horse Carriage Rides 10am-Noon by Hemlock Hidden Hames, Ice-skating (bring your skates) and a Visit from St. Nick - \$20.00 per family.

VENDOR RATES - \$50.00 per day/ \$75.00 for both days.
Reserve your 10'X10' space today – vendor application at www.watkinsglen.us

More info call Clute Park: 607-535-4438
or email parkmanager@watkinsglen.us

ACCEPTING VENDORS UNTIL NOV. 15, 2021



CHAMBER EVENTS

Some events are still be offered via Zoom as noted below. Email abby@watkinsglenchamber.com for login info.

OCTOBER

- October 6 Business Expo & After Hours Mixer
4:00-7:00pm; Watkins Glen Community Ctr.
- October 12 Talking Tuesdays
10:00-11:00am; Via ZOOM
- October 19 Member Simpleview Training
10:00am; Via ZOOM



Scan this QR Code
for registration details.
Contact Abby Lane
with questions or ideas.
607-535-4300/abby@
WatkinsGlenChamber.
com.

NOVEMBER

- November 9 Talking Tuesdays
10:00-11:00am; Via ZOOM
- November 13 After Hours Mixer
5:00-7:00pm; IMRRC
- November 16 Member Simpleview Training
10:00am & 2:00pm; Via ZOOM & Live
- November 19 Small Business Saturday Kick-Off Party
4:00-6:30pm; Seneca Lake Events Center
- November 23 Coffee Connections
8:30-9:30am; Location TBD
- November 26-28 Small Business Weekend
- December 1 Save the Date: Annual Meeting (see insert)

Sponsorships Still Available

(Scan code!)

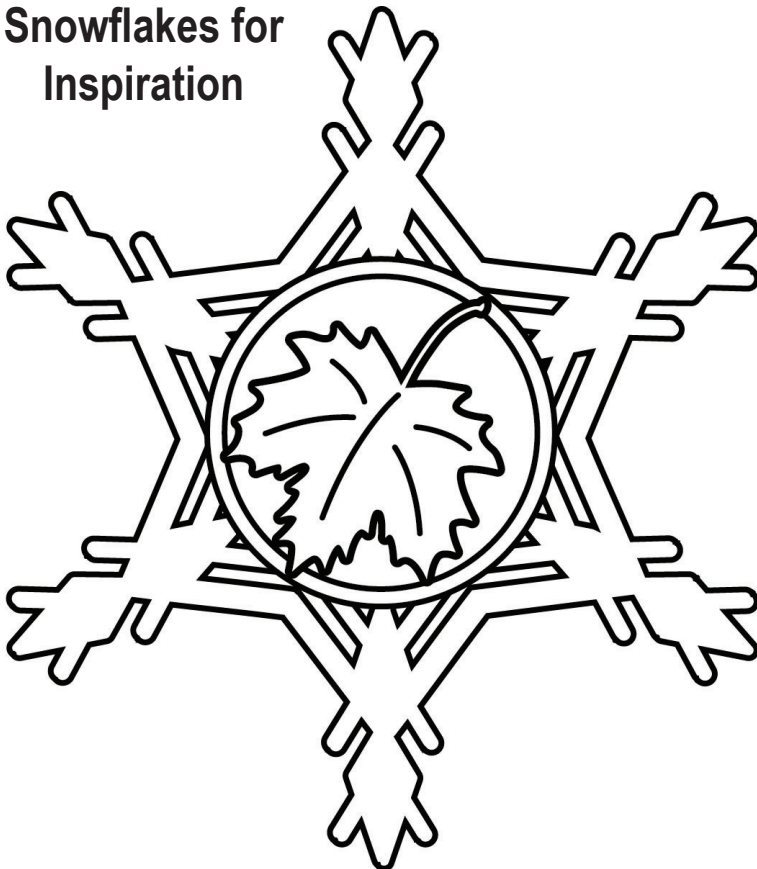
Remember ads and sponsorships are a great way to promote your products/services!



SCAN ME

This month's snowflake highlights brilliant fall foliage!

Snowflakes for Inspiration



We are excited to gift you a snowflake each month in our print newsletter. We hope they will inspire holiday-themed ideas throughout the year. Please save each of the snowflakes: post them to your refrigerator or on a bulletin board in your office! Even better, consider incorporating them into your decorating scheme in your business to remind guests, tourists, and clients that Watkins is open for the holidays, too.

As part of Holiday Happenings & Winter Traditions, the Chamber for its members has a fun, competitive contest called Snowflake Spectacular. (Visit tinyurl.com/WGC-Snowflake21 to download previous snowflakes and for more information on the contest.)

Start creating your contest entry
with your Snowflakes!

Economic development: priority across the board for SCOPED



The Chamber recently sat down with Judy McKinney Cherry, Executive Director of SCOPED. She shared the four goals of SCOPED's soon-to-be-released Strategic Plan. Enjoy!

One of the top priorities for SCOPED (Schuyler County Partnership for

Economic Development) is to **attract year-round businesses to the community**. These businesses will ideally produce products and services year-round that can be sold here and/or outside our community. This, Judy explains, will help to ensure a smooth economy with a year-round payroll.

“We are a unique community in that our businesses are so diversified,” said Judy. “Many communities will have a couple of large employers with smaller businesses supporting them. In our County, few of our businesses are behemoth – most of our manufacturing businesses have less than 10 employees – yet they play in the national market.”

This scenario suggests two realities, Judy said: One, the County’s economic base is diversified, which is healthy, and two, our County experiences a good bit of churn, also healthy for a community.

“We’re fortunate in that new businesses are always launching,” said Judy. “We also see businesses sunset for a variety of reasons. SCOPED is always willing to discuss your plans, offer insights, and as appropriate, work with businesses owners to take the next step.”

SCOPED is also laser **focused on village, downtown, and historic re-developments across the County**. Priorities to help realize this goal include reactivating areas along the canal that are suitable for development, preserving the downtown character by protecting historic resources and encouraging rehab of existing buildings, and creating employment opportunities for the next-generation workforce in downtown areas.

The third objective in SCOPED’s three-year strategic plan is to **support clusters in the County**. These include agriculture; lumber; food manufacturing, including cheese, wine, beer, and distilling; and tourism. SCOPED’s assistance can range from advocacy at local, state, and federal levels as well as help with site selection, financial assistance, connections to critical resources, entrepreneurial support, business continuance advisement, grant writing and management, small business loans, and business transition support.

According to the Strategic Plan, this support prioritizes goals to increase the County GDP and to create year-round high-quality clusters and supply chain businesses that are nationally competitive.

The final objective in the 2021-2023 SCOPED Strategic Plan is to **strengthen the County’s ability to attract and develop a diverse workforce**.

(continued on insert)