

New York State Public Authority Mission Statement and Measurement Report:
Livingston County Development Corporation
Annual Meeting – March 6, 2020

Public Authority's Mission:

The purposes of the Livingston County Development Corporation are to relieve and reduce unemployment, to promote and provide for additional employment, to maintain job opportunities and to better said job opportunities, to instruct and train individuals to improve or to develop their capabilities for jobs, to carry on scientific research for the purpose of adding to the county by attracting business and industry to the area, or by encouraging the development of, or retention of business in the area and to lessen the burden of government and to act in the public interest.

2020 Performance Measurements:

1. Downtown Development/Redevelopment & Small Business Technical Assistance:
 - a. Continue to work with NYMS to seek opportunities through their programming to conduct capital improvements to physical structures in our designated downtowns.
 - b. Develop and provide tools for assisting with the overall attractiveness and consumer traffic of the central business district. More specifically, this contains a public art component, filling vacant storefronts and assistance with "curb appeal."
 - c. Implement other findings from the Commercial District Assessment such as wayfinding planning and brand development.
 - d. Provide programs designed to help existing and prospective small business owners either open or improve operations. Complete the Dream-O-Vate program, which seeks to assist owners with grant funding, technical assistance and critical factors necessary for sustainability. Secure funding for future programming.
 - e. Rollout updated design guidelines in each community for the designated downtown district.
 - f. Carryout inaugural Inspirations Trail
2. Revolving Loan Fund:
 - a. Utilize existing loan funds to aid microenterprise and small businesses with access to capital.
 - b. Look for sources of funding to replenish the current available loan funds.
3. "Quality-of-Life" Initiatives:
 - a. Increase the awareness of local events through outlets such as My Livingston Life and other social media.
 - b. Undertake "place making" initiatives in an effort to strengthen the connection between residents and their place of residence. We aim to attract and retain individuals and families throughout the County.
 - c. Continue research and planning for Livingston County Public Market.

Governance Certifications:

1. **Have the board members acknowledged that they have read and understood the mission of the public authority?**
Response: Yes
2. **Who has the power to appoint the management of the public authority?**
Response: The Livingston County Board of Supervisors appoints management for the Agency.
3. **If the Board appoints management, do you have a policy you follow when appointing the management of the public authority?**
Response: The Board of Directors does not appoint management.
4. **Briefly describe the role of the Board and the role of management in the implementation of the mission:**
Response: The Board of Directors is charged with general oversight of the Agency, strategic input, guidance and policy evaluation. Management's role is to work with the Board on implementation of programs and initiatives in these areas.
5. **Has the Board acknowledged that they have read and understood the responses to each of these questions?**
Response: Yes.

Approved and adopted this 6th day of March 2020

Approved by: _____

