

# **Authority Mission Statement and Performance Measurements 2021**

**Name of Public Authority:** Clayton Local Development Corporation

**Public Authority's Mission Statement:** *The Clayton Local Development Corporation seeks to:*

- *Promote, provide and enhance employment opportunities and business development in the Town and Village of Clayton;*
- *Act in the public interest to improve the area's quality of life, to lessen the burdens of government, and to improve the economic welfare and prosperity of all residents*

**Date Adopted:** December 7, 2017

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## **CLDC GOALS FOR 2021**

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- 1. Work with the Village of Clayton, the Town of Clayton and local businesses to submit viable applications to appropriate NYS and federal funding opportunities, to include the 2021 NYS Downtown Revitalization Initiative (DRI) program if available.**

A committee was originally formed in 2019 as part of the Strategic Plan to apply for the 2020 NYS Downtown Revitalization Initiative (DRI). However, the program was delayed by NYS due to covid and the states financial state. The state did allow applicants to apply on a short timeframe for the 2021 DRI program. The committee worked with local stakeholders, including local businesses, not for profits and the Town and Village boards, to gather potential projects and develop the basis for a strong application. The CLDC held a public session to hear from the local community. We applied for the \$10 million DRI program and had a great response from all stakeholders, totaling over \$27 million in potential projects. Clayton would have capitalized on this investment to continue the transformation of its downtown corridor into a premiere community in which to live, do business, and visit. Even though we were not chosen in 2021, we will continue to apply in the future.

- 2. Continue to collaborate with the Village of Clayton, NYDOT, National Grid and local business owners to work towards completing the underground utilities project along Riverside Drive to improve aesthetics and help boost tourism.**

The Clayton Local Development Corporation (CLDC) continued to work with all stakeholders to move this project to completion in 2021. Construction continued

throughout the year, resulting in the project being ahead of schedule. The CLDC supported the Village by administering a portion of the grant funding. The project was completed in the Fall of 2021, with only the grant funding closeouts remaining for 2022. The project has enhanced the Village's main corridor and allows businesses to improve their properties without the burden of high-powered energy lines. This project has improved aesthetics and will have a positive impact on tourism.

**3. Support local businesses during the Historical District Infrastructure project, continuing to work with Jefferson County LDC on a small business loan program.**

The CLDC continued to provide this opportunity to all businesses in 2021. However, only a few businesses showed interest in the program and no businesses chose to utilize this loan program.

**4. Continuing to work with local agencies and municipalities to expand and connect the local trail and walkway system, to include the Sissy Danforth Trail and Clayton Riverwalk.**

The CLDC continued to show support for this program by supporting the Thousand Islands Land Trust as they applied for funding programs. The CLDC will continue to support the completion of the walkway system in 2022. The walkway is just another step in the enhancement of our community.

**5. Explore additional revenue generating activities to ensure the future sustainability of the CLDC.**

The CLDC has continued to study ways in which we can continue to be financially stable. We have received additional annual funding from the Town. The CLDC is being utilized in 2021 by the Town to implement a small business grant program based on the Town of Clayton and federal guidelines for the American Rescue plan Act (ARPA) with administration fee income. The CLDC is also being contracted by the Town to administer a REDI program. We will continue to brainstorm ideas to generate revenue from other means.

**6. Continue to update the recently approved Strategic Plan to accurately reflect the needs of the community and organization.**

The current Strategic Plan was developed in 2018 and revised again in 2021. It was approved as a five-year strategic plan. The organization's plan remains the same, which is to promote, provide, and enhance employment opportunities and business development in the Town and Village of Clayton. Also, to act in the public interest to improve the area's quality of life, to lessen the burdens of government, and to improve

the economic welfare and prosperity of all residents. The plan will continue to be utilized in 2022 to generate measurables and guide the CLDC.

**7. Support the Village of Clayton in the implementation of the Resiliency Economic Development Initiative (REDI) program and FEMA funds that impact the shoreline.**

The CLDC provided support to the Village of Clayton as the Village moved forward with their REDI projects. In 2021, CLDC worked with the municipality and their consultant to complete permitting and engineering. Bids for the initial projects were obtained in 2021, with the other projects expected in 2022.

**8. Continue communications with the local municipalities, to include CLDC attendance at joint Village of Clayton and Town of Clayton board meetings.**

The enhanced communication has continued in 2021. The CLDC Chairman updated the CLDC's goals, strategic plan, and activities at each joint session of the municipalities.

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