



COIDA Board Meeting Agenda

Friday November 15, 2024 8:00 AM

Updated 11/07/24

- **Call COIDA Board meeting to order-Chair**
- **Roll Call** – Calling of Board members, announcement as to whether a quorum is present
- **Approval of Previous Board Meeting Minutes**
 - *October 11, 2024 Board Meeting Minutes (Electronic) – Motion*
- **Financial** – Michael Dobell
 - *COIDA/ORLF Accept Monthly Financials (Finance Package) – Motion*
 - *PILOT Report- Matt*
- **Report of Committees/Departments/Sites**
 - Business Development – Gabrielle Barone
 - Project Update – Staff
 - Facilities/Sites- Michael
 - MAP and LDC Report - Matt
 - Legal – Kevin Zanner
 - Marketing – Michael
- **Executive Session – If Required – Motion (Including invitees)**
 - *Action on any matters from executive session – Motion*
- **Unfinished Business**
 -
- **New Business**
 - Consider the amendatory resolution of COIDA relating to the Heritage Wind Project - Motion
- **Adjournment**



KeyBank
 P.O. Box 93885
 Cleveland, OH 44101-5885

Public Sector Statement
 October 31, 2024
 page 1 of 3

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 COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY
 121 N MAIN ST FL 2
 ALBION NY 14411-1237

Questions or comments?
 Call our Key Business Resource Center
 1-888-KEY4BIZ (1-888-539-4249)

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Public Transaction Basic [REDACTED] 1750
 COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY

Beginning balance 9-30-24	\$71,641.29
2 Additions	+15,300.00
24 Subtractions	-45,967.29
Ending balance 10-31-24	\$40,974.00

Additions

Deposits	Date	Serial #	Source	
	10-2		Deposit Branch 0290 New York	\$300.00
	10-31		Deposit Branch 0290 New York	15,000.00
Total additions				\$15,300.00

Subtractions

Paper Checks

* check missing from sequence

Check	Date	Amount	Check	Date	Amount	Check	Date	Amount
3199	10-1	\$132.66	3220	10-17	85.00	3225	10-16	139.98
*3215	10-4	2,245.00	3221	10-9	15.38	*3228	10-18	300.00
3216	10-4	3,971.89	3222	10-9	352.57	3229	10-28	696.07
3217	10-24	4,000.00	3223	10-9	28.73	3230	10-29	105.15
3218	10-15	13.49	3224	10-9	163.32	3231	10-31	17.58
3219	10-15	4,000.00						

Paper Checks Paid \$16,266.82

Withdrawals	Date	Serial #	Location	
	10-1		Direct Withdrawal, Hmknycbill	Hmknycbill \$2,674.44
	10-3		Direct Withdrawal, 9102716322	Cons Coll 712.82
	10-10		Direct Withdrawal, Paychex - Rcx	Payroll 7,682.92
	10-10		Direct Withdrawal, Paychex Tps	Taxes 4,047.89
	10-10		Direct Withdrawal, Paychex Etb	Invoice 172.04 x
	10-24		Direct Withdrawal, Paychex - Rcx	Payroll 7,688.02
	10-24		Direct Withdrawal, Paychex Tps	Taxes 4,047.90 x

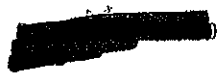
Reconciled
 11/14/24
 Matt Litwin



Subtractions
(con't)

<i>Withdrawals Date</i>	<i>Serial #</i>	<i>Location</i>	
10-31		Direct Withdrawal, Hmknyebill Hmknyebill	2,674.44
		Total subtractions	\$45,967.29

20 2024-10-31



10:16 AM
11/04/24

Orleans Economic Development Agency
Reconciliation Summary
200.001 - OEDA Agency Checking, Period Ending 10/31/2024

	Oct 31, 24
Beginning Balance	71,641.29
Cleared Transactions	
Checks and Payments - 28 Items	-45,967.29
Deposits and Credits - 2 Items	15,300.00
Total Cleared Transactions	-30,667.29
Cleared Balance	<u>40,974.00</u>
Uncleared Transactions	
Checks and Payments - 11 items	-4,345.46
Deposits and Credits - 3 Items	2,619.53
Total Uncleared Transactions	-1,725.93
Register Balance as of 10/31/2024	<u>39,248.07</u>
New Transactions	
Checks and Payments - 3 Items	-4,231.04
Total New Transactions	-4,231.04
Ending Balance	<u><u>35,017.03</u></u>

10:17 AM

11/04/24

**Orleans Economic Development Agency
Reconciliation Detail
200.001 - OEDA Agency Checking, Period Ending 10/31/2024**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						71,641.29
Cleared Transactions						
Checks and Payments - 28 Items						
Check	09/03/2024	3199	Gabrielle L Barone	X	-132.66	-132.66
Check	09/23/2024	3215	Village of Albion (v)	X	-2,245.00	-2,377.66
Check	09/26/2024		Highmark BCBSWNY	X	-2,674.44	-5,052.10
Check	10/01/2024		NYS & Local Retire...	X	-712.82	-5,764.92
Check	10/02/2024	3217	Camoin Associates	X	-4,000.00	-9,764.92
Check	10/02/2024	3216	HurwitzFine PC	X	-3,971.89	-13,736.81
Check	10/08/2024	3224	Michael R Dobell	X	-163.32	-13,900.13
Check	10/08/2024	3225	Spectrum Enterprise	X	-139.98	-14,040.11
Liability Check	10/09/2024		Paychex	X	-4,047.89	-18,088.00
Check	10/09/2024	3219	Mindful Media Group	X	-4,000.00	-22,088.00
Check	10/09/2024	3222	Key Bank	X	-352.57	-22,440.57
Check	10/09/2024	3220	Roush C.P.A. PC	X	-85.00	-22,525.57
Check	10/09/2024	3223	Key Bank	X	-28.73	-22,554.30
Check	10/09/2024	3221	Key Bank	X	-15.38	-22,569.68
Check	10/09/2024	3218	Kepler Culligan Wa...	X	-13.49	-22,583.17
Check	10/10/2024		Paychex	X	-172.04	-22,755.21
Paycheck	10/11/2024		Gabrielle L Barone	X	-3,131.59	-25,886.80
Paycheck	10/11/2024		Michael R Dobell	X	-2,656.00	-28,542.80
Paycheck	10/11/2024		Mathew R Holland	X	-1,895.33	-30,438.13
Check	10/16/2024	3228	CH PC	X	-300.00	-30,738.13
Check	10/18/2024	3229	HurwitzFine PC	X	-696.07	-31,434.20
Liability Check	10/22/2024		Paychex	X	-4,047.90	-35,482.10
Check	10/23/2024	3230	Verizon Wireless	X	-105.15	-35,587.25
Check	10/24/2024		Highmark BCBSWNY	X	-2,674.44	-38,261.69
Paycheck	10/25/2024		Gabrielle L Barone	X	-3,131.58	-41,393.27
Paycheck	10/25/2024		Michael R Dobell	X	-2,661.11	-44,054.38
Paycheck	10/25/2024		Mathew R Holland	X	-1,895.33	-45,949.71
Check	11/12/2024	3231	Indoff Incorporated	X	-17.58	-45,967.29
Total Checks and Payments					-45,967.29	-45,967.29
Deposits and Credits - 2 Items						
Deposit	10/02/2024			X	300.00	300.00
Deposit	10/31/2024			X	15,000.00	15,300.00
Total Deposits and Credits					15,300.00	15,300.00
Total Cleared Transactions					-30,667.29	-30,667.29
Cleared Balance					-30,667.29	40,974.00
Uncleared Transactions						
Checks and Payments - 11 Items						
General Journal	11/16/2022		Posta...		-76.35	-76.35
Liability Check	07/18/2023	2916	Orleans Co. Treasurer		-48.72	-125.07
Liability Check	08/01/2023	2923	Orleans Co. Treasurer		-1.74	-126.81
Liability Check	08/29/2023	2987	Orleans Co. Treasurer		-48.72	-175.53
Check	09/11/2024	3205	ASAP Checks		-100.36	-275.89
Check	10/08/2024	3226	U.S. Bank Equipme...		-104.02	-379.91
Check	10/16/2024	3227	Albion Agencies, Inc.		-1,269.00	-1,648.91
Check	10/24/2024	3232	Brian Parisi Coplers ...		-249.02	-1,897.93
Check	10/28/2024	3233	Village of Albion (v)		-2,245.00	-4,142.93
Check	10/30/2024	3234	Orleans Co. Treasurer		-65.16	-4,208.09
Check	10/31/2024		Pitney Bowes Global...		-137.37	-4,345.46
Total Checks and Payments					-4,345.46	-4,345.46
Deposits and Credits - 3 Items						
General Journal	04/12/2017		Posta...		21.18	21.18
General Journal	10/24/2022		Posta...		123.35	144.53
Payment	03/08/2024	4048	Medlna Hospitality		2,475.00	2,619.53
Total Deposits and Credits					2,619.53	2,619.53
Total Uncleared Transactions					-1,725.93	-1,725.93

10:17 AM

11/04/24

Orleans Economic Development Agency
Reconciliation Detail
200.001 - OEDA Agency Checking, Period Ending 10/31/2024

Type	Date	Num	Name	Clr	Amount	Balance
Register Balance as of 10/31/2024					-32,393.22	39,248.07
New Transactions						
Checks and Payments - 3 Items						
Check	11/06/2024	3236	Mindful Media Group		-4,000.00	-4,000.00
Check	11/06/2024	3235	Indoff Incorporated		-37.50	-4,037.50
Check	11/12/2024		Paychex		-193.54	-4,231.04
Total Checks and Payments					-4,231.04	-4,231.04
Total New Transactions					-4,231.04	-4,231.04
Ending Balance					-36,624.26	35,017.03



KeyBank
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Public Sector Statement
October 31, 2024
 page 1 of 2

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 COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY
 121 N MAIN ST FL 2
 ALBION NY 14411-1237

Questions or comments?
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 1-888-KEY4BIZ (1-888-539-4249)

Public Transaction ██████████8282
 COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY

Beginning balance 9-30-24	\$19,051.93
5 Additions	+125,182.47
8 Subtractions	-140,720.15
Ending balance 10-31-24	\$3,514.25

Additions

Deposits	Date	Serial #	Source	Amount
	10-1		Deposit Branch 0290 New York	\$75,841.15
	10-1		Deposit Branch 0290 New York	22,019.08
	10-1		Deposit Branch 0290 New York	14,727.94
	10-1		Deposit Branch 0290 New York	9,080.06
	10-10		Direct Deposit, Bomet Holding Usvendor Pmt	3,514.24
Total additions				\$125,182.47

Subtractions

Paper Checks

* check missing from sequence

Check	Date	Amount	Check	Date	Amount	Check	Date	Amount
941	10-1	\$4,506.45	949	10-8	75,841.15	952	10-9	14,403.77
*947	10-3	8,330.12	950	10-9	14,727.94	953	10-16	9,080.06
948	10-9	6,215.35	951	10-9	7,615.31			

Paper Checks Paid \$140,720.15

Fees and charges

See your Account Analysis statement for details.

*Reconciled
 11/14/24
 Matthew
 [Signature]*



10:32 AM

11/04/24

Orleans Economic Development Agency
Reconciliation Summary
200.003 · OEDA PILOT Checking, Period Ending 10/31/2024

	Oct 31, 24	
Beginning Balance		19,051.93
Cleared Transactions		
Checks and Payments - 8 Items	-140,720.15	
Deposits and Credits - 6 Items	125,182.47	
	<u>-15,537.68</u>	
Total Cleared Transactions		
		<u>3,514.25</u>
Cleared Balance		
Uncleared Transactions		
Checks and Payments - 1 Item	-3,514.24	
	<u>-3,514.24</u>	
Total Uncleared Transactions		
		<u>0.01</u>
Register Balance as of 10/31/2024		<u>0.01</u>
Ending Balance		0.01

10:32 AM

11/04/24

**Orleans Economic Development Agency
Reconciliation Detail
200.003 · OEDA PILOT Checking, Period Ending 10/31/2024**

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						19,051.93
Cleared Transactions						
Checks and Payments - 8 Items						
Check	07/10/2024	941	Village of Holley (v)	X	-4,506.45	-4,506.45
Check	09/23/2024	947	Medina Central Sch...	X	-8,330.12	-12,836.57
Check	09/23/2024	948	Holley Central Scho...	X	-6,215.35	-19,051.92
Check	10/02/2024	949	Kendall Central Sch...	X	-75,841.15	-94,893.07
Check	10/02/2024	950	Medina Central Sch...	X	-14,727.94	-109,621.01
Check	10/02/2024	952	Medina Central Sch...	X	-14,403.77	-124,024.78
Check	10/02/2024	953	Albion Central Scho...	X	-9,080.06	-133,104.84
Check	10/02/2024	951	Medina Central Sch...	X	-7,615.31	-140,720.15
Total Checks and Payments					-140,720.15	-140,720.15
Deposits and Credits - 6 Items						
Payment	10/01/2024	89731	Quorum/Takeform P...	X	7,615.31	7,615.31
Payment	10/01/2024	1527	Lake Ridge Fruit	X	9,080.06	16,695.37
Payment	10/01/2024	89371	Quorum Group LLC...	X	14,403.77	31,099.14
Payment	10/01/2024	004452	Pride Pak Inc PILOT	X	14,727.94	45,827.08
Payment	10/01/2024	4887	Cottages at Troutbur...	X	75,841.15	121,668.23
Payment	10/17/2024	2224	BOMET Property LL...	X	3,514.24	125,182.47
Total Deposits and Credits					125,182.47	125,182.47
Total Cleared Transactions					-15,537.68	-15,537.68
Cleared Balance					-15,537.68	3,514.25
Uncleared Transactions						
Checks and Payments - 1 Item						
Check	10/23/2024	954	Albion Central Scho...		-3,514.24	-3,514.24
Total Checks and Payments					-3,514.24	-3,514.24
Total Uncleared Transactions					-3,514.24	-3,514.24
Register Balance as of 10/31/2024					-19,051.92	0.01
Ending Balance					-19,051.92	0.01



KeyBank
 P.O. Box 93885
 Cleveland, OH 44101-5885

Public Sector Statement
October 31, 2024
 page 1 of 2

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COUNTY OF ORLEANS INDUSTRIAL DEVELOPMENT
 OEDA COUNTY FUNDS ACCOUNT
 121 N MAIN ST FL 2
 ALBION NY 14411-1237

Questions or comments?
 Call our Key Business Resource Center
 1-888-KEY4BIZ (1-888-539-4249)

County Funds

Public Savings [REDACTED] 1777
 COUNTY OF ORLEANS INDUSTRIAL DEVELOPMENT
 OEDA COUNTY FUNDS ACCOUNT

Beginning balance 9-30-24	\$161,404.92
Interest paid	+54.84
Ending balance 10-31-24	\$161,459.76

Interest earned

Annual percentage yield (APY) earned	0.40%
Number of days this statement period	31
Interest paid 10-31-24	\$54.84
Interest earned this statement period	\$54.84
Interest paid year-to-date	\$528.85

*Reviewed
 11/14/24
 Matt Howard
 [Signature]*



10:37 AM

11/04/24

Orleans Economic Development Agency
Reconciliation Summary
200.006 · OEDA County Fund Acct, Period Ending 10/31/2024

	<u>Oct 31, 24</u>
Beginning Balance	161,404.92
Cleared Transactions	
Deposits and Credits - 1 Item	<u>54.84</u>
Total Cleared Transactions	<u>54.84</u>
Cleared Balance	<u>161,459.76</u>
Register Balance as of 10/31/2024	161,459.76
Ending Balance	161,459.76

10:37 AM

11/04/24

Orleans Economic Development Agency
Reconciliation Detail
200.006 · OEDA County Fund Acct, Period Ending 10/31/2024

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						161,404.92
Cleared Transactions						
Deposits and Credits - 1 Item						
Deposit	10/31/2024			X	54.84	54.84
Total Deposits and Credits					54.84	54.84
Total Cleared Transactions					54.84	54.84
Cleared Balance					54.84	161,459.76
Register Balance as of 10/31/2024					54.84	161,459.76
Ending Balance					54.84	161,459.76

1:55 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency
Balance Sheet Prev Year Comparison w/o PILOT
 As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
200 · Cash Accounts				
CD- 09/2023	119,787.58	365,999.99	-246,212.41	-67.3%
200.006 · OEDA County Fund Acct	161,459.76	100,030.68	61,429.08	61.4%
200.001 · OEDA Agency Checking	39,265.65	132,312.77	-93,047.12	-70.3%
Total 200 · Cash Accounts	320,512.99	598,343.44	-277,830.45	-46.4%
Total Checking/Savings	320,512.99	598,343.44	-277,830.45	-46.4%
Accounts Receivable				
385 · Interest & Penalties-A/R	3,097.82	3,097.82	0.00	0.0%
380 · Accounts Receivable	62,360.02	976.02	61,384.00	6,289.2%
Total Accounts Receivable	65,457.84	4,073.84	61,384.00	1,506.8%
Other Current Assets				
Interfund Activity	359.35	359.35	0.00	0.0%
205 · Due From OLRG	-142,533.20	72,468.80	-215,000.00	-296.7%
480 · Prepaid expenses	131.15	131.15	0.00	0.0%
480.001 · Express Mail Corporate Account	131.15	131.15	0.00	0.0%
Total 480 · Prepaid expenses	131.15	131.15	0.00	0.0%
Total Other Current Assets	-142,042.70	72,957.30	-215,000.00	-294.7%
Total Current Assets	243,928.13	675,374.58	-431,446.45	-63.9%
Fixed Assets				
101 · Land				
101.002 · Medina Business Park				
 MBP Sewer System				
County Interagency Installmt	11,034.85	11,034.85	0.00	0.0%
MBP Sewer System - Other	155,785.07	155,785.07	0.00	0.0%
Total MBP Sewer System	166,819.92	166,819.92	0.00	0.0%
101.002 · Medina Business Park - Other	87,549.65	87,549.65	0.00	0.0%
Total 101.002 · Medina Business Park	254,369.57	254,369.57	0.00	0.0%
101.003 · Holley Business Park	319,622.09	319,622.09	0.00	0.0%
101.004 · Land - Other	61,065.09	61,065.09	0.00	0.0%
Total 101 · Land	635,056.75	635,056.75	0.00	0.0%
104 · Machinery & equip	22,331.05	22,331.05	0.00	0.0%
114 · Accum deprec- Mach & equip	-22,331.05	-22,331.05	0.00	0.0%
Total Fixed Assets	635,056.75	635,056.75	0.00	0.0%
Other Assets				
215 · Payment transfer to OLRG/OEDA/	33,772.50	8,772.50	25,000.00	285.0%
399 · Deferred Outflow of Resources	127,793.00	154,922.00	-27,129.00	-17.5%
Total Other Assets	161,565.50	163,694.50	-2,129.00	-1.3%
TOTAL ASSETS	1,040,550.38	1,474,125.83	-433,575.45	-29.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Line of Credit - M & T	-150.00	0.00	-150.00	-100.0%
400 · Deferred Inflow of Resources	7,802.00	125,248.00	-117,646.00	-93.9%
604 · Cash Held on Behalf of Others	43,812.37	43,812.37	0.00	0.0%
Due to OLRG	166,704.39	266,704.39	-100,000.00	-37.5%
601 · Accrued Liabilities	11,251.73	9,423.96	1,827.77	19.4%
601.01 · Accrued Interest	18,750.00	0.00	18,750.00	100.0%
602 · Payroll Deductions	18,750.00	0.00	18,750.00	100.0%
602.100 · Company Liabilities	18,750.00	0.00	18,750.00	100.0%
602.103 · Fed. Unemp. Ins. - Company	-2.09	0.00	-2.09	-100.0%
602.104 · NYS Unemp. Ins. - Company	59.08	0.00	59.08	100.0%
602.105 · Disability Insurance	-113.88	-48.72	-65.16	-133.7%
602.106 · Workers Comp Self-ins	-4,878.00	0.00	-4,878.00	-100.0%
Total 602.100 · Company Liabilities	-4,934.89	-48.72	-4,886.17	-10,029.1%

1:56 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency
Balance Sheet Prev Year Comparison w/o PILOT
As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
602.200 · Employee Deductions				
602.204 · NYS Withholding - Emp.	-48.72	-48.72	0.00	0.0%
602.205 · NYS & Local Retirement	-6,369.98	-7,380.46	1,010.48	13.7%
602.206 · Cafeteria Plan	3,444.00	3,442.00	2.00	0.1%
Total 602.200 · Employee Deductions	-2,974.70	-3,987.18	1,012.48	25.4%
602 · Payroll Deductions - Other	1,997.38	1,105.31	892.07	80.7%
Total 602 · Payroll Deductions	-5,912.21	-2,930.59	-2,981.62	-101.7%
631 · Due to Other Governments PILOTs payable (Rec)	-35,910.25	0.00	-35,910.25	-100.0%
Total 631 · Due to Other Governments	-35,910.25	0.00	-35,910.25	-100.0%
Total Other Current Liabilities	205,948.03	442,058.13	-236,110.10	-53.4%
Total Current Liabilities	205,948.03	442,058.13	-236,110.10	-53.4%
Long Term Liabilities				
680 · Pension Liability	81,471.00	-35,929.00	117,400.00	326.8%
689 · Other Long Term Debt (spec)				
689.003 · Loan Payable - Orleans Co.	310,833.33	500,000.00	-189,166.67	-37.8%
Total 689 · Other Long Term Debt (spec)	310,833.33	500,000.00	-189,166.67	-37.8%
Total Long Term Liabilities	392,304.33	464,071.00	-71,766.67	-15.5%
Total Liabilities	598,252.36	906,129.13	-307,876.77	-34.0%
Equity				
908 · Transfer from OLRG	832,500.00	707,500.00	125,000.00	17.7%
909.001 · Retained Earnings	-305,408.04	-11,321.13	-294,086.91	-2,597.7%
Net Income	-123,204.18	-130,682.16	7,477.98	5.7%
Total Equity	403,887.78	565,496.71	-161,608.93	-28.6%
TOTAL LIABILITIES & EQUITY	1,002,140.14	1,471,625.84	-469,485.70	-31.9%

1:55 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency
Balance Sheet Prev Year Comparison w/PILOT
As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
200 · Cash Accounts				
CD- 09/2023	119,787.58	365,999.99	-246,212.41	-67.3%
200.006 · OEDA County Fund Acct	161,459.76	100,030.68	61,429.08	61.4%
200.001 · OEDA Agency Checking	39,265.65	132,312.77	-93,047.12	-70.3%
200.003 · OEDA PILOT Checking	0.01	0.01	0.00	0.0%
Total 200 · Cash Accounts	320,513.00	598,343.45	-277,830.45	-46.4%
Total Checking/Savings	320,513.00	598,343.45	-277,830.45	-46.4%
Accounts Receivable				
386 · Interest & Penalties-A/R	3,097.82	3,097.82	0.00	0.0%
380 · Accounts Receivable	62,360.02	976.02	61,384.00	6,289.2%
381 · PILOT Receivable	-2,500.00	12,190.86	-14,690.86	-120.5%
Total Accounts Receivable	62,957.84	16,264.70	46,693.14	287.1%
Other Current Assets				
Interfund Activity	359.35	359.35	0.00	0.0%
205 · Due From OLRC	-142,533.20	72,466.80	-215,000.00	-296.7%
480 · Prepaid expenses				
480.001 · Express Mail Corporate Account	131.15	131.15	0.00	0.0%
Total 480 · Prepaid expenses	131.15	131.15	0.00	0.0%
Total Other Current Assets	-142,042.70	72,957.30	-215,000.00	-294.7%
Total Current Assets	241,428.14	687,565.45	-446,137.31	-64.9%
Fixed Assets				
101 · Land				
101.002 · Medina Business Park				
MBP Sewer System				
County Interagency Installmnt	11,034.85	11,034.85	0.00	0.0%
MBP Sewer System - Other	155,785.07	155,785.07	0.00	0.0%
Total MBP Sewer System	166,819.92	166,819.92	0.00	0.0%
101.002 · Medina Business Park - Other	87,549.65	87,549.65	0.00	0.0%
Total 101.002 · Medina Business Park	254,369.57	254,369.57	0.00	0.0%
101.003 · Holley Business Park	319,622.09	319,622.09	0.00	0.0%
101.004 · Land - Other	61,065.09	61,065.09	0.00	0.0%
Total 101 · Land	635,056.75	635,056.75	0.00	0.0%
104 · Machinery & equip	22,331.05	22,331.05	0.00	0.0%
114 · Accum deprec- Mach & equip	-22,331.05	-22,331.05	0.00	0.0%
Total Fixed Assets	635,056.75	635,056.75	0.00	0.0%
Other Assets				
215 · Payment transfer to OLRC/OEDA/	33,772.50	8,772.50	25,000.00	285.0%
399 · Deferred Outflow of Resources	127,793.00	154,922.00	-27,129.00	-17.5%
Total Other Assets	161,565.50	163,694.50	-2,129.00	-1.3%
TOTAL ASSETS	1,038,050.39	1,486,316.70	-448,266.31	-30.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Line of Credit - M & T	-150.00	0.00	-150.00	-100.0%
400 · Deferred Inflow of Resources	7,602.00	125,248.00	-117,646.00	-93.9%
604 · Cash Held on Behalf of Others	43,612.37	43,612.37	0.00	0.0%
Due to OLRC	166,704.39	266,704.39	-100,000.00	-37.5%
601 · Accrued Liabilities	11,251.73	9,423.96	1,827.77	19.4%
601.01 · Accrued Interest	18,750.00	0.00	18,750.00	100.0%

1:55 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency
Balance Sheet Prev Year Comparison w/PILOT
 As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
602 · Payroll Deductions				
602.100 · Company Liabilities				
602.103 · Fed. Unemp. Ins. - Company	-2.09	0.00	-2.09	-100.0%
602.104 · NYS Unemp. Ins. - Company	59.08	0.00	59.08	100.0%
602.105 · Disability Insurance	-113.88	-48.72	-65.16	-133.7%
602.106 · Workers Comp Self-Ins	-4,878.00	0.00	-4,878.00	-100.0%
Total 602.100 · Company Liabilities	-4,934.89	-48.72	-4,886.17	-10,029.1%
602.200 · Employee Deductions				
602.204 · NYS Withholding - Emp.	-48.72	-48.72	0.00	0.0%
602.205 · NYS & Local Retirement	-6,369.98	-7,380.48	1,010.48	13.7%
602.206 · Cafeteria Plan	3,444.00	3,442.00	2.00	0.1%
Total 602.200 · Employee Deductions	-2,974.70	-3,987.18	1,012.48	25.4%
602 · Payroll Deductions - Other	1,997.38	1,105.31	892.07	80.7%
Total 602 · Payroll Deductions	-5,912.21	-2,930.59	-2,981.62	-101.7%
631 · Due to Other Governments				
PILOTs payable (Rec)	-35,910.25	0.00	-35,910.25	-100.0%
631.001 · PILOTs payable	35,910.25	14,690.86	21,219.39	144.4%
Total 631 · Due to Other Governments	0.00	14,690.86	-14,690.86	-100.0%
Total Other Current Liabilities	241,858.28	456,748.99	-214,890.71	-47.1%
Total Current Liabilities	241,858.28	456,748.99	-214,890.71	-47.1%
Long Term Liabilities				
680 · Pension Liability	81,471.00	-35,929.00	117,400.00	326.8%
689 · Other Long Term Debt (spec)				
689.003 · Loan Payable - Orleans Co.	310,833.33	500,000.00	-189,166.67	-37.8%
Total 689 · Other Long Term Debt (spec)	310,833.33	500,000.00	-189,166.67	-37.8%
Total Long Term Liabilities	392,304.33	464,071.00	-71,766.67	-15.5%
Total Liabilities	634,162.61	920,819.99	-286,657.38	-31.1%
Equity				
908 · Transfer from OLRC	832,500.00	707,500.00	125,000.00	17.7%
909.001 · Retained Earnings	-305,408.04	-11,321.13	-294,086.91	-2,597.7%
Net Income	-123,204.18	-130,682.16	7,477.98	5.7%
Total Equity	403,887.78	565,496.71	-161,608.93	-28.6%
TOTAL LIABILITIES & EQUITY	<u>1,038,050.39</u>	<u>1,486,316.70</u>	<u>-448,266.31</u>	<u>-30.2%</u>

Orleans Economic Development Agency
Profit & Loss Budget Performance

October 2024

	Oct 24	Budget	Jan - Oct 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
980 - Revenues					
2116 - Fees (specify)					
2116.07 Administrative Fee	55,359.00		88,954.00		
2116.01 - Application Fees	0.00		0.00		
2116.03 - Economic Development Fees	0.00		2,142.00		
2116.04 - Consulting	0.00		8,000.00		
Total 2116 - Fees (specify)	55,359.00		99,096.00		
2401 - Interest & Earnings	54.84		4,316.44		
2410 - Rental of Real Property	300.00		3,000.00		
2706 - Grants from Local Governments					
2706.02 - Grants from Local Govts - Other	0.00		214,500.00		
Total 2706 - Grants from Local Governments	0.00		214,500.00		
2770 - Other Unclassified Revenue					
2770.1 - Misc. Reimbursements	0.00		30.47		
Total 2770 - Other Unclassified Revenue	0.00		30.47		
Total 980 - Revenues	55,713.84		320,942.91		
Total Income	55,713.84		320,942.91		
Gross Profit	55,713.84		320,942.91		
Expense					
522 - Expenses					
6460 - Administration					
6460.1 - Salaries & related expenses					
6460.11 - Salaries & wages	22,503.46		247,538.06		
6460.12 - Other Payroll Expenses	0.00		0.00		
6460.13 - Social Security Expense	1,395.22		15,347.42		
6460.14 - Fed Unemp Tax Exp	0.00		150.61		
6460.15 - Medicare Exp.	326.30		3,589.30		
6460.16 - NYS Re-Employment	0.00		225.22		
6460.17 - NYS Unemploy. Ins.	0.00		832.18		
6460.18 - Disability Only Self-Ins	65.16		260.64		
Total 6460.1 - Salaries & related expenses	24,290.14		267,943.43		
6460.4 - Contractual Expenses					
~4.100 - Other personnel expenses					
~4.101 - Legal fees	4,657.96		24,420.96		
~4.102 - Accounting fees	85.00		1,000.00		
~4.103 - Consultant Services	8,000.00		44,404.18		
~4.105 - Payroll Services	172.04		2,100.64		
~4.107 - Professional fees - other	0.00		8,549.00		
Total ~4.100 - Other personnel expenses	12,925.00		61,474.80		
~4.200 - Non-personnel expenses					
~4.201 - Supplies	172.75		820.89		
~4.202 - Telephone & telecommunications	527.15		6,202.78		
~4.203 - Postage, shipping, delivery	0.00		283.31		
~4.204 - Equip rental & maintenance	790.41		4,177.22		
~4.205 - Printing & copying	0.00		405.97		
~4.206 - Books, subscriptions, reference	11.99		1,344.91		
~4.207 - Advertising expenses	0.00		160.06		
~4.208 - Marketing	0.00		12,726.08		
4210 - Web Site Maintenance	0.00		4,000.00		
Total ~4.200 - Non-personnel expenses	1,602.30		30,121.22		
~4.300 - Occupancy expenses					
~4.301 - Rent, parking, other occupancy	2,245.00		24,597.00		
Total ~4.300 - Occupancy expenses	2,245.00		24,597.00		
~4.700 - Travel & training					
~4.701 - Travel	89.99		1,779.37		
~4.702 - Conference, convention, meeting	0.00		1,824.67		
~4.704 - Meals	16.74		329.32		
Total ~4.700 - Travel & training	106.73		3,933.36		
~4.800 - Misc expenses					
~4.802 - Insurance - non-employee	1,269.00		3,218.88		
~4.803 - Membership dues - organization	0.00		5,650.00		
~4.807 - Other expenses	0.00		350.00		
Total ~4.800 - Misc expenses	1,269.00		9,218.86		
6460.4 - Contractual Expenses - Other	0.00		104.02		
Total 6460.4 - Contractual Expenses	18,048.03		149,449.26		

1:57 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency Profit & Loss Budget Performance

October 2024

	<u>Oct 24</u>	<u>Budget</u>	<u>Jan - Oct 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
6460.8 · Employee Benefits					
6460.81 · Health Insurance	2,674.44		26,744.40		
6460.8 · Employee Benefits - Other	<u>0.00</u>		<u>5.00</u>		
Total 6460.8 · Employee Benefits	<u>2,674.44</u>		<u>26,749.40</u>		
6460 · Administration - Other	<u>0.00</u>		<u>5.00</u>		
Total 6460 · Administration	<u>45,012.61</u>		<u>444,147.09</u>		
Total 522 · Expenses	<u>45,012.61</u>		<u>444,147.09</u>		
Total Expense	<u>45,012.61</u>		<u>444,147.09</u>		
Net Ordinary Income	<u>10,701.23</u>		<u>-123,204.18</u>		
Net Income	<u>10,701.23</u>		<u>-123,204.18</u>		

1:57 PM

11/13/24

Accrual Basis

Orleans Economic Development Agency Transaction Detail by Account October 2024

Type	Date	Num	Name	Memo	Amount	Balance
200 - Cash Accounts						
200.001 - OEDA Agency Checking						
Check	10/01/2024		M&T Bank	Annual fee line of credit #8001	-150.00	-150.00
Check	10/01/2024		NYS & Local Retirement System	Employee retirement contributions Sept 2024	-712.82	-862.82
Check	10/02/2024	3216	HurwitzFine PC	General legal matter through September 20...	-3,971.89	-4,834.71
Check	10/02/2024	3217	Camolin Associates	#20808 Cost benefit analysis for Solar Project	-4,000.00	-8,834.71
Deposit	10/02/2024			Deposit	300.00	-8,534.71
Check	10/08/2024	3224	Michael R Dobell	M Dobell Compensation for mileage and ce...	-183.32	-8,698.03
Check	10/08/2024	3225	Spectrum Enterprise	Internet service through Oct 2024	-139.98	-8,838.01
Check	10/08/2024	3226	U.S. Bank Equipment Finance	RICOH copier equipment and finance thro...	-104.02	-8,942.03
Check	10/09/2024	3218	Keppler Culligan Water Treatm...	Water restock Oct 2024	-13.49	-8,955.52
Check	10/09/2024	3219	Mindful Media Group	Marketing consulting through Oct 2024 #15...	-4,000.00	-12,955.52
Check	10/09/2024	3220	Roush C.P.A. PC	Accounting services through Oct 2024	-85.00	-13,040.52
Check	10/09/2024	3221	Key Bank	Michael Dobell CC through Oct 2024 Zoom ...	-15.38	-13,055.90
Check	10/09/2024	3222	Key Bank	M Holland CC Usage	-352.57	-13,408.47
Check	10/09/2024	3223	Key Bank	CC Usage through Oct 2024 M Holland	-28.73	-13,437.20
Liability ...	10/09/2024		Paychex	16-1356958, 161356958 6	-4,047.89	-17,485.09
Check	10/10/2024		Paychex	Payroll services Oct 2024 #2024092600	-172.04	-17,657.13
Paycheck	10/11/2024		Michael R Dobell		-2,856.00	-20,313.13
Paycheck	10/11/2024		Gabrielle L Barone		-3,131.59	-23,444.72
Paycheck	10/11/2024		Mathew R Holland		-1,895.33	-25,340.05
Check	10/16/2024	3227	Albion Agencies, Inc.	Insurance premium for board Insurance	-1,289.00	-26,609.05
Check	10/16/2024	3228	CH PC	Annual NAS maintenance and setup	-300.00	-26,909.05
Check	10/18/2024	3229	HurwitzFine PC	#2083335 Legal matters through Oct 2024	-696.07	-27,605.12
Liability ...	10/22/2024		Paychex	16-1356958, 161356958 6	-4,047.90	-31,653.02
Check	10/23/2024	3230	Verizon Wireless	# 99756898812 G Barone cell Oct 2024	-105.15	-31,758.17
Check	10/24/2024	3232	Brian Parisi Copiers Inc.	Ricoh copier buy out #DN-01545	-249.02	-32,007.19
Check	10/24/2024		Highmark BCBSWNY	#241018097881 Health Insurance Novembe...	-2,874.44	-34,881.63
Paycheck	10/25/2024		Michael R Dobell		-2,861.11	-37,342.74
Paycheck	10/25/2024		Gabrielle L Barone		-3,131.58	-40,474.32
Paycheck	10/25/2024		Mathew R Holland		-1,895.33	-42,369.65
Check	10/28/2024	3233	Village of Abton (v)	Nov 2024 Rent	-2,245.00	-44,614.65
Check	10/30/2024	3234	Orleans Co. Treasurer	Q3 Disability Insurance	-65.16	-44,679.81
Check	10/31/2024		Pitney Bowes Global Financial ...	Leasing and maintenance 11/30/24- 02/27...	-137.37	-44,817.18
Deposit	10/31/2024			Deposit	15,000.00	-29,817.18
Total 200.001 - OEDA Agency Checking					-29,817.18	-29,817.18
Total 200 - Cash Accounts					-29,817.18	-29,817.18
TOTAL					-29,817.18	-29,817.18



KeyBank
 P.O. Box 93885
 Cleveland, OH 44101-5885

Public Sector Statement
October 31, 2024
 page 1 of 2



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COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY
 121 N MAIN ST FL 2
 ALBION NY 14411-1237

Questions or comments?
 Call our Key Business Resource Center
 1-888-KEY4BIZ (1-888-539-4249)

ORLF

Public Transaction 1428
 COUNTY OF ORLEANS INDUSTRIAL
 DEVELOPMENT AGENCY

Beginning balance 9-30-24	\$48,722.66
+ Addition	+1,919.69
Net fees and charges	-151.57
Ending balance 10-31-24	\$50,490.78

Additions


Deposits	Date	Serial #	Source	
	10-21		Deposit Branch 0290 New York	\$1,919.69
Total additions				\$1,919.69

Fees and charges

Date		Quantity	Unit Charge	
10-8-24	Sep Analysis Service Chg	1	151.57	-\$151.57
Fees and charges assessed this period				-\$151.57

See your Account Analysis statement for details.

*Reconciled
 11/4/24
 Matt Hawn*




10:47 AM

11/04/24

Orleans Revolving Loan Fund
Reconciliation Summary
200 - Orleans Revolving Loan Fund, Period Ending 10/31/2024

	<u>Oct 31, 24</u>
Beginning Balance	48,722.66
Cleared Transactions	
Checks and Payments - 1 Item	-151.57
Deposits and Credits - 1 Item	1,919.69
Total Cleared Transactions	<u>1,768.12</u>
Cleared Balance	<u>50,490.78</u>
Uncleared Transactions	
Checks and Payments - 1 Item	-238.18
Deposits and Credits - 1 Item	0.00
Total Uncleared Transactions	<u>-238.18</u>
Register Balance as of 10/31/2024	<u>50,252.60</u>
Ending Balance	50,252.60

10:47 AM

11/04/24

Orleans Revolving Loan Fund Reconciliation Detail

200 - Orleans Revolving Loan Fund, Period Ending 10/31/2024

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						48,722.66
Cleared Transactions						
Checks and Payments - 1 Item						
Check	10/31/2024			X	-151.57	-151.57
Total Checks and Payments					-151.57	-151.57
Deposits and Credits - 1 Item						
Payment	10/21/2024	1735	Medina Hospitality L...	X	1,919.69	1,919.69
Total Deposits and Credits					1,919.69	1,919.69
Total Cleared Transactions					1,768.12	1,768.12
Cleared Balance					1,768.12	50,490.78
Uncleared Transactions						
Checks and Payments - 1 Item						
Check	10/30/2024	263	Village of Medina		-238.18	-238.18
Total Checks and Payments					-238.18	-238.18
Deposits and Credits - 1 Item						
Check	03/28/2019	231	Hurwitz & Fine, P.C.		0.00	0.00
Total Deposits and Credits					0.00	0.00
Total Uncleared Transactions					-238.18	-238.18
Register Balance as of 10/31/2024					1,529.94	50,252.60
Ending Balance					1,529.94	50,252.60

1:59 PM
11/13/24

Orleans Revolving Loan Fund
A/R Aging Summary
As of October 31, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Medina Hospitality LLC	0.00	-1,919.69	0.00	0.00	0.00	-1,919.69
TOTAL	<u>0.00</u>	<u>-1,919.69</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>-1,919.69</u>

2:00 PM

11/13/24

Accrual Basis

Orleans Revolving Loan Fund
Balance Sheet Prev Year Comparison
As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
200 · Orleans Revolving Loan Fund	50,252.60	44,780.53	5,472.07	12.2%
Total Checking/Savings	50,252.60	44,780.53	5,472.07	12.2%
Accounts Receivable				
392 · Loan payments receivable	-1,919.69	0.00	-1,919.69	-100.0%
Total Accounts Receivable	-1,919.69	0.00	-1,919.69	-100.0%
Other Current Assets				
Loan Principal (current yr)				
Medina Hospitality LLC	18,149.52	17,357.65	791.87	4.6%
Total Loan Principal (current yr)	18,149.52	17,357.65	791.87	4.6%
Total Other Current Assets	18,149.52	17,357.65	791.87	4.6%
Total Current Assets	66,482.43	62,138.18	4,344.25	7.0%
Other Assets				
Funds Transf to OEDA/VOLRC/ORLF	8,951.82	8,951.82	0.00	0.0%
ORLF Loan Principal -noncurrent				
Medina Hospitality LLC	95,032.21	113,787.71	-18,755.50	-16.5%
Total ORLF Loan Principal -noncurrent	95,032.21	113,787.71	-18,755.50	-16.5%
Total Other Assets	103,984.03	122,739.53	-18,755.50	-15.3%
TOTAL ASSETS	170,466.46	184,877.71	-14,411.25	-7.8%
LIABILITIES & EQUITY				
Liabilities				
Long Term Liabilities				
ORLF Deferred Revenue				
Allowance - Medina Hospitality	61,500.00	61,500.00	0.00	0.0%
Medina Hospitality LLC	-61,500.00	-61,500.00	0.00	0.0%
Total ORLF Deferred Revenue	0.00	0.00	0.00	0.0%
Total Long Term Liabilities	0.00	0.00	0.00	0.0%
Total Liabilities	0.00	0.00	0.00	0.0%
Equity				
3000 · Opening Bal Equity	1,060,322.72	1,060,322.72	0.00	0.0%
3900 · Retained Earnings	-874,357.58	-871,864.15	-2,493.43	-0.3%
Net Income	-15,498.68	-3,580.86	-11,917.82	-332.8%
Total Equity	170,466.46	184,877.71	-14,411.25	-7.8%
TOTAL LIABILITIES & EQUITY	170,466.46	184,877.71	-14,411.25	-7.8%

2:00 PM

11/13/24

Accrual Basis

Orleans Revolving Loan Fund Register QuickReport

October 2024

Type	Date	Num	Memo	Account	Clr	Split	Amount
Medina Hospitality LLC Payment	10/21/2024	1735		200 - Orleans Revolving ...	X	392 - Loan pay...	1,919.69
Total Medina Hospitality LLC							1,919.69
Village of Medina Check	10/30/2024	263	Footbridge work by Village of Medina 10/22/24	200 - Orleans Revolving ...		Contractural Ex...	-238.18
Total Village of Medina							-238.18
No name Check	10/31/2024		Service Charge	200 - Orleans Revolving ...	X	Bank Charge	-151.57
Total no name							-151.57
TOTAL							1,529.94



Year-End Marketing Analytics Report for Medina Business Park Website (April launch - Present)

Program Note: In 2024, Google's algorithm updates made launching new websites significantly more challenging for developers and marketers alike. The March, August, and November core updates all changed how search engines assess and rank websites. Unlike in previous years, these updates focused heavily on reducing visibility for content deemed low-quality or purely SEO-driven, requiring designers and programmers to rethink established practices. For new websites, this meant not only creating fresh content but also ensuring it aligned with Google's heightened emphasis on authenticity, speed, and user engagement right from launch. **Since these updates were rolled out rapidly and with minimal advance notice, many developers had to learn and adapt their strategies in real-time, making it difficult to predict performance and requiring ongoing site adjustments just to maintain competitive rankings.**

Overview: Since the launch of the Medina Business Park (MBP) website in mid-March, the site has seen **660 total visits**. Given that the site is less than a year old, these numbers are a strong start. The goal is to increase visibility and visits through continuous marketing efforts, positioning MBP as a stand-alone site distinct from the Orleans County Economic Development Agency (OEDA). Below is a detailed breakdown of traffic sources and user engagement:

Traffic Breakdown:

- **Total Visits:** 660
 - **Mobile Devices:** Majority of traffic (over 60%)
 - **Desktop Devices:** Second highest, indicating engagement from business users
 - **Tablet Devices:** Small but consistent share

The significant mobile traffic indicates a growing trend of users accessing the site on the go, likely due to mobile-friendly design and targeted digital ads.

Source of Website Traffic:

- **Paid Digital Advertising (Facebook Ads): 341 visits (52% of total traffic)**
 - This data confirms the effectiveness of the initial digital ad campaigns. The ads are driving over half of all traffic, showcasing strong performance and engagement.
- **Direct Traffic: 267 visits (40% of total traffic)**
 - A substantial portion of users are directly typing the website URL, suggesting successful offline promotions, strong brand awareness, and effective communication through existing channels.
- **Organic Search (Google): 41 visits (6% of total traffic)**
 - As expected for a newly launched website, organic search traffic is modest but improving. The focus on continued SEO and keyword optimization will help bolster this segment over time.

Geographical Analysis:

The website has received traffic from a variety of countries, indicating interest beyond the immediate region. Below is a breakdown:

- **United States: 486 visits (74% of total traffic)**
 - The bulk of traffic is domestic, aligning with our primary target market for business expansion and relocation.
- **Canada: 45 visits (7%)**
 - Strong engagement from Canadian users suggests interest from neighboring markets, which could be strategic for future outreach.
- **London, UK: 21 visits (3%)**
- **Ukraine: 12 visits (2%)**
- **Germany: 11 visits (1.7%)**
- **Other Regions:** Remaining visits are spread across several countries, reflecting early international interest.

The geographical traffic indicates the potential for MBP to attract more foreign investment as it has in the past (Canada), particularly as the website continues to gain visibility.

Performance Trends and Search Engine Ranking:

- The MBP website's search engine ranking has shown consistent improvement month-over-month. It is climbing the ranks on both Google and Bing search engines, driven by ongoing SEO efforts such as:

- Keyword optimization for terms related to industrial parks, business development, and commercial real estate
- Backlink building from reputable sources and partner sites
- Regular content updates and blog posts to increase relevance

Benchmarks and Industry Norms:

According to industry standards for economic development agency (EDA) websites, average organic search traffic accounts for 10-20% of total visits within the first year of launch. Given that the MBP website currently sees 6% organic search traffic, there is room for growth.

The primary focus for 2025 should be on increasing organic traffic through enhanced SEO strategies, including content development and targeted keyword campaigns.

Next Steps for Growth:

- **Enhanced SEO Campaign:** Focus on increasing organic search traffic through targeted content, improved meta descriptions, and higher keyword density for industry-specific terms.
- **Expanded Digital Advertising:** Given the success of Facebook ads, we recommend testing additional platforms like LinkedIn, which caters to business professionals, to increase qualified traffic.
- **Local and Regional Outreach:** Leverage direct traffic growth by promoting the website URL in all printed materials, business cards, email signatures, and press releases.
- **Content Strategy:** Develop case studies, testimonials, and video content highlighting MBP's infrastructure, assets, and unique value propositions to further engage visitors and improve dwell time.
- **International Targeting:** Given the international interest, consider adding a multilingual feature to the site or creating tailored landing pages for specific regions like Canada and the UK.

Summary:

In less than a year, the Medina Business Park website has demonstrated strong initial performance, particularly in paid digital advertising and direct traffic. With a clear upward trend in both traffic and engagement, the site is positioned for further growth. By capitalizing on current trends and implementing strategic initiatives in 2025, we can enhance the brand's online presence and drive more qualified leads to support business expansion and investment in the Medina Business Park.

This year-end report reflects positive early-stage performance, aligning with industry benchmarks and providing a solid foundation for targeted marketing efforts moving forward.



2025 Scope of Work for Orleans Economic Development Agency (OEDA)

Objective: To promote economic growth and development in Orleans County, New York, by increasing awareness, encouraging investment, and supporting the success of small businesses and industries through a comprehensive marketing and communications strategy, as the budget allows. The strategy will also include provisions for crisis response and issues management to ensure the OEDA's reputation remains protected.

Key Areas of Focus:

1. Small Business Development and Promotion:

- Target small business owners and entrepreneurs in Orleans County, focusing on available resources and incentives as the budget allows.
- Develop campaigns, as budget permits, to highlight resources, incentives, and support services offered by OEDA, ensuring communication strategies address potential risks or concerns related to economic growth and small business challenges.
- Leverage social media, as the budget allows, to promote small businesses and showcase success stories, while also preparing for crisis situations such as negative feedback or public scrutiny.

2. Medina Business Park Development:

- Promote the advantages of doing business in the Medina Business Park, as the budget allows, while developing a crisis response plan to address potential issues such as public opposition or environmental concerns.
- Use media and digital channels, within budget constraints, to attract businesses by focusing on location benefits, infrastructure, and available resources. Ensure that messaging is proactive in addressing potential concerns about zoning, environmental impacts, or other regulatory issues.

3. Economic Incentive Awareness:

- Increase awareness of tax breaks, grant programs, and financing options available to businesses in Orleans County, within the limits of the budget, while anticipating and addressing public concerns about the allocation of economic incentives.
- Collaborate with local businesses and industries, as requested, to create informative content about economic incentives and prepare to handle any public criticism regarding fairness or transparency in the process.

4. Social Media Campaigns:

- Design and implement social media campaigns, as the budget allows, targeting business owners and investors. Incorporate crisis monitoring tools to respond quickly to any negative comments or misinformation.
- Utilize platforms to engage with local entrepreneurs and larger industries.
- Prepare a crisis response plan for handling public relations issues, including negative press or viral complaints, as needed.

5. Content Creation and Digital Strategy:

- Develop content that promotes the economic advantages of Orleans County, as the budget will allow, ensuring that messaging is proactive in addressing potential issues related to growth, infrastructure, and the impact on local communities.
- Create engaging visual content using avatars, video clips, and other digital tools, within budget constraints, while preparing for the possibility of content being misinterpreted or used out of context by the public or media.

6. Outreach to National and Global Markets:

- Extend marketing efforts beyond the local market, as the budget allows, to attract national and international investors. Develop a communications protocol for addressing potential backlash from local communities regarding foreign investment or industry changes, if necessary.
- Showcase Orleans County as a prime location for industrial and economic expansion, ensuring that plans are in place to address any concerns related to environmental impacts, job displacement, or community opposition.

7. Public Relations and Media Strategy:

- Coordinate press releases, media outreach, and public events, as budget permits, to ensure positive coverage of OEDA initiatives. Prepare crisis communication strategies to manage potential media controversies, negative press, or unexpected events.
- Build relationships with local, regional, and national media outlets, within budget limits, to promote OEDA projects and business success stories, while also preparing to manage media inquiries during crises or issues that may arise.

8. Crisis Communications and Issues Management:

- Develop and implement a crisis communication plan to address potential public opposition, environmental concerns, or negative press, as the budget allows.
- Establish rapid-response protocols for managing issues, ensuring timely and clear messaging across media platforms.
- Train key spokespersons and monitor public sentiment to mitigate risks and handle crises effectively.
- Conduct post-crisis evaluations to assess and improve response strategies.

9. Performance Metrics and Reporting:

- Track campaign effectiveness and report on key performance indicators such as business inquiries, investment leads, and social media engagement.
- As needed, develop a strategy for communicating performance during times of crisis or issues, ensuring transparency and clear messaging.
- Provide quarterly reports detailing the success and impact of marketing and communication efforts, while incorporating strategies to address any setbacks or challenges that may arise during crisis situations.

10. Liaising with Local and Regional Partners:

- Build and maintain strategic relationships with local governments, business associations, and regional stakeholders to foster collaboration on economic development initiatives.
- Engage in ongoing dialogue with public officials and community leaders to align OEDA's efforts with broader public affairs goals, addressing regional challenges and opportunities as the budget allows.
- Facilitate partnerships that support regional economic growth, infrastructure development, and workforce training programs, ensuring coordinated efforts across sectors.

This scope of work incorporates both proactive communication strategies and reactive crisis management techniques to protect the OEDA's reputation and ensure effective responses to issues as they arise.

**AMENDATORY RESOLUTION OF THE COUNTY OF
ORLEANS INDUSTRIAL DEVELOPMENT AGENCY
RELATING TO THE HERITAGE WIND PROJECT.**

WHEREAS, the County of Orleans Industrial Development Agency (the “Agency”) is authorized under the laws of the State of New York, and in particular the New York State Industrial Development Agency Act, constituting Title 1 of Article 18-A of the General Municipal Law, Chapter 24 of the Consolidated Laws of New York, as amended, and Chapter 918 of the 1971 Laws of New York, as amended (collectively, the “Act”), to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing of industrial, manufacturing, warehousing, commercial and research facilities and thereby advance the job opportunities, general prosperity and economic welfare of the people of the State of New York and to improve their prosperity and standard of living; and

WHEREAS, Heritage Wind, LLC, for itself or for related individuals or entities (the “Company”), has entered into negotiations with officials of the Agency with respect to the construction and equipping by the Agency without the proceeds of a bond issue of a project (the “Project”) consisting of: (i) the construction and operation of a commercial-scale wind power electric generating facility with a nameplate capacity of up to 184.8 megawatts (MW) (the “Facility”), including the installation and operation of up to 33 wind turbines, together with approximately 37 miles of associated 34.5 kV collection lines (below grade), 13 miles of access roads, one permanent meteorological tower, one power performance tower, one operations and maintenance building, a temporary construction staging area, and collection substation (together, the “Improvements”); and (ii) the acquisition and installation therein, thereon or thereabout of certain machinery, equipment and related personal property (the “Equipment”); and (iii) the conveyance of the Project pursuant to the lease of the Project to the Company, such Project to be located on fifty (50) tax parcels located in the Town of Barre, New York spanning across a total of approximately 18,133.6 acres (the “Facility Area”); and

WHEREAS, the Agency adopted a resolution dated October 8, 2021 to authorize the Project (the “Inducement Resolution”); and

WHEREAS, on November 3, 2021, the Agency and Company entered into a project agreement (the “Project Agreement”); and

WHEREAS, the Agency adopted an amendatory resolution at a meeting held on October 14, 2022 to extend the Company’s authority to act as agent for the Agency through December 31, 2024, in accordance with Section 4 of the Project Agreement; and

WHEREAS, Section 17 of the Inducement Resolution as amended provides that the Agency Chairman, Vice Chairman, Secretary, Treasurer, Assistant Secretary or CEO/CFO may in writing extend the effectiveness of the Inducement Resolution for good cause shown; and

WHEREAS, Section 4 of the Project Agreement provides that the right of the Company to act as agent of the Agency shall expire on December 31, 2024, however if construction of the Project shall not have been completed by this date, the Company may request in writing an extension of time

to act as agent for a period of time not to exceed the date of completion of construction; and

WHEREAS, by letter dated October 9, 2024, the Company requested an extension through December 11, 2027 of the Company's authorization under the Project Agreement to act as agent for the Agency; and

WHEREAS, the Agency was also informed of several changes to the Project including the following: (i) an increase in the Project cost from approximately \$304,000,000 to \$373,000,000; (ii) a decrease by six in the number of wind turbines to be constructed as part of the Project; and (iii) a reduction in the overall MWs of the Project from 184.8 MW to 126 MW; and

WHEREAS, although the cost of the Project has increased, the Company is not seeking any additional financial assistance from the Agency; and

WHEREAS, the Company and Agency staff have discussed an adjustment to the administrative fee that is due to the Agency as a result of the increase in the cost of the Project and the Company has proposed to pay (the "Administrative Fee Proposal") the Agency the sum of \$775,000.00 within thirty (30) days from the date this resolution is approved and two installment payments of \$1,800,000.00 each, with the first installment payment due on the earlier of the closing of the PILOT/lease-leaseback transaction (the "Closing") or December 1, 2025, and the second installment payment due one year after Closing.

NOW, THEREFORE, THE COUNTY OF ORLEANS INDUSTRIAL DEVELOPMENT AGENCY HEREBY RESOLVES AS FOLLOWS:

1. The Agency hereby approves the Company's extension request and authorizes the Company to act as agent for the Agency through December 11, 2027.
2. Section 17 of the Inducement Resolution is hereby amended to extend the effectiveness of the Inducement Resolution to December 11, 2027.
3. The Agency hereby accepts the Administrative Fee Proposal of the Company.
4. The CEO/CFO of the Agency is authorized to execute on behalf of the Agency an amended and restated Project Agreement to memorialize the extension of the Company's authority to act as agent for the Agency through December 11, 2027 and the payment of the Agency's administrative fee in accordance with the Administrative Fee Proposal.
5. In the event the Company does not enter into an amended and restated Project Agreement and make the initial payment required by the Administrative Fee Proposal within thirty (30) days of the date of this resolution, this resolution shall be deemed automatically null and void without any further action of the Agency Board.
6. This resolution shall take effect immediately.

The above resolution was moved for adoption by _____ and seconded by _____.

ROLL CALL VOTE:

	<u>Yes</u>	<u>No</u>	<u>Absent</u>	<u>Abstain</u>
Carol D'Agostino	[]	[]	[]	[]
Merle Draper	[]	[]	[]	[]
John Fitzak	[]	[]	[]	[]
Craig Tuohey	[]	[]	[]	[]
John Misiti	[]	[]	[]	[]
Ed Urbanik	[]	[]	[]	[]

Adopted: November 15, 2024