

TRACKING SHEET UPDATED: July 2023

CITY OF CORNING
Economic Development Strategy



SCIENCE, TECHNOLOGY, AND R&D

PAGE	ACTION	STATUS
4	Build a comprehensive business retention and expansion (BRE) program around Corning Inc. and its numerous functional groups located in the City.	
5	Recruit new businesses into the community that could serve as suppliers or service providers to Corning Inc. or complement the company in strategic ways.	
5	Work with the Southern Tier Network (STN) and Corning Inc. to explore opportunities to promote the city as an early test bed for the fifth generation (5G) of mobile and telecommunications technologies.	

BUSINESS RETENTION, EXPANSION, AND RECRUITMENT

PAGE	ACTION	STATUS
6	Continue working with the Steuben County Industrial Development Agency (IDA) on City-focused BRE efforts to gain a deeper qualitative understanding of the challenges faced by local businesses operating in Corning.	The Department of Planning and Economic Development produced a two-page reference document for new businesses which has been distributed to economic development partners and placed on the City’s website.
6	Increase networking among local entrepreneurs, business executives, HR managers, and other local leaders to build a supportive culture among the Corning business community. Invite	

	business leaders from surrounding communities in the I-86 Corridor to participate in networking events on a regular basis.	
6	Assist Corning's existing businesses in their efforts to expand operations and product/service lines to serve the contracting needs of Corning Inc., Corelle Brands, and other large employers.	The Steuben County IDA has been working with Instant Brands (former Corelle and World Kitchen) on the modernization of their factory.
6	Work with the Steuben County IDA, Three Rivers Development Corporation, Corning Enterprises, and the Gaffer District to recruit new businesses into the community that complement Corning's existing major employers and industries	

VISITOR ATTRACTION

PAGE	ACTION	STATUS
7	Work with a qualified hotel/convention center feasibility consultant to conduct a feasibility analysis for the development of a convention center in downtown Corning, potentially in association with an existing or new hotel.	
7	Capitalize on the rapid growth of wineries throughout the Finger Lakes region.	The redevelopment of 2-4 E. Market Street to include F.L.X Provisions to include wine tastings and the Quincy Exchange, opened in December 2020. In 2021-2022, the Finger Lakes Tourism Alliance (FLTA) and Gaffer District have started working with the National Park Service for the Finger Lakes region to be declared a National Heritage Corridor.
7	Promote Corning's existing tourist attractions (especially CMOG and the Rockwell Museum) and major events to fully exploit their economic potential.	The Gaffer District and the Finger Lakes Tourism Alliance (FLTA) collaborated on additional outreach to the Pennsylvania Bus Association to get more overnight groups.

		A new OurBus service with eastbound service to NYC and westbound service to Niagara Falls started spring 2021.
8	Actively manage and influence the image of Corning portrayed through online and social media channels.	New Gaffer District website launched spring 2022 and well as Three River's soflx.com website that focuses on promoting the area.
8	Provide new and enhanced visual cues to draw attention to Corning's tourism destinations and promote broader awareness of the city's amenities for visitors.	Efforts are underway (June 2022) to create a Public Art Strategy for the City of Corning. It is anticipated the strategy will be finalized in the Fall of 2023.
8	Maintain and upgrade Corning's existing stock of hotels to ensure an attractive environment for visitors.	Construction is underway to upgrade current Radisson Hotel to convert hotel to Doubletree.

URBAN VITALITY

PAGE	ACTION	STATUS
9	Focus City investments and redevelopment efforts on the Bridge Street district.	The Gaffer District was awarded \$300,000 in December 2021 from the New York Main Street program for Bridge and Pulteney Streets with projects to begin in 2022 and go through November 2023. The Gaffer District created a Northside Steering Committee to discuss potential opportunities for investment and opportunity. The first meetings began in 2022. One of the priority topics the group has been discussing is activity at 41 Bridge Street.
9	Continue to support the Gaffer District's programs that have revitalized Market Street and seek new ways to maintain and augment the success of Corning's downtown district.	
9	Preserve high-traffic sites along major commercial corridors for commercial development and mixed-use development.	Cocca Development will be redeveloping 343 W. Pulteney Street for commercial development of a new Walgreens store.

		The redevelopment of the former Corning Hospital Site was completed in June 2021.
9	Work with real estate developers to create space for more office-using businesses, especially professional services firms and technology companies.	
9	Experiment with “tactical urbanism” approaches for activating empty spaces and underutilized assets in Corning’s urban districts.	The Arts Council of the Southern Finger Lakes held an Arts Alive Festival Labor Day weekend 2021 in Civic Center Plaza and the ice rink. This was a pilot for an idea recommended in the Parks Strategy. The Gaffer District hosted community night events and Tuesday night concert series on the Northside in the Summer 2022.
10	Position Corning for long-term improvements to the community’s urban vitality.	

REDEVELOPMENT

PAGE	ACTION	STATUS
11	Continue working internally with City staff and departments, and with input from the real estate community, to streamline redevelopment and permitting processes.	The City of Corning’s Department of Planning and Economic Development developed a two-page reference document aimed at new businesses and redevelopment.
11	Create an up-to-date inventory of all available sites for development and redevelopment in the city.	
11	Create and maintain a listing of available financial resources (such as loan and grant programs) for development and redevelopment projects.	The Director of Planning and Economic Development maintains a list of available financial resources and provides referrals.

11	Use property aggregation and/or land banking, as appropriate, to combine multiple smaller properties into a single larger site more appealing for redevelopment.	
11	Establish a Corning Real Estate Working Group to facilitate ongoing communication between the City and the area real estate development and brokerage community.	
11	Evaluate selected sites for inclusion under the City's Commercial/Mixed Use Tax Incentive program.	

REGIONAL COLLABORATION

PAGE	ACTION	STATUS
12	Initiate conversations with surrounding communities about shared services for economic development and public transportation that benefit the City of Corning and surrounding municipalities.	The City of Corning received a NYS Local Government Efficiency Grant (LGE) to study consolidation of public transportation that is anticipated to start summer 2022.
12	Encourage the Corning Area Chamber to expand its Leadership Steuben program to become a more comprehensive civic leadership program that engages and inspires emerging and existing business and community leaders.	
12	Support the Corning Area Young Professionals (CAYP) group in its efforts to expand networking for the region's emerging leaders.	

ENTREPRENEURSHIP

PAGE	ACTION	STATUS
13	Work with the Steuben County IDA, Three Rivers Development Corp., and Corning Enterprises to aggressively pursue innovative	

	companies, technology service providers, and entrepreneurial firms that complement Corning Inc.	
13	Provide additional space and support services for entrepreneurs, small tech firms, freelancers, artists, and other individuals and companies.	22 West Third Street has been redeveloped using Restore NY funds which includes two office spaces.
13	Launch more networking events and marketing efforts to promote opportunities to start and grow businesses in Corning.	

SMALL BUSINESS DEVELOPMENT

PAGE	ACTION	STATUS
14	Encourage independent retailers and other small businesses in Corning to diversify their revenue streams with new products, special membership/subscription services, events, and other creative approaches.	In October 2021, the Gaffer District and the Chamber of Commerce launched the ShopCorning website (https://corning.shopwhereilive.com/) to assist businesses capture online sales. The Gaffer District's new website (https://www.gafferdistrict.com/) has a portal for businesses to add information about their businesses including hours and promotions.
14	Use data analytics to help retailers and restaurants better understand their existing and potential customer bases.	Corning Enterprises and the Gaffer District engaged with the Retail Coach in 2021 which has provided an analysis and a Downtown Developer's Information Kit with data on our downtown.
14	Work with the Gaffer District and other organizations to evaluate events/festivals and ensure that events generate the maximum possible benefit to local businesses.	The Gaffer District issued surveys and held meetings with property owners to gather feedback on events held in 2021.
14	Work with the Corning Inc. Retirees Group to leverage the region's large pool of highly skilled former executives and retired professionals to support the growth of local small businesses.	

SUPPORT STRUCTURE 1: HOUSING AND NEIGHBORHOODS

PAGE	ACTION	STATUS
16	Support the ongoing success of the Corning Housing Strategy to upgrade the City’s aging housing stock and to encourage homeowners to make improvements to their properties.	The Corning Housing Partnership agreement was renewed in January 2020 and the City of Corning, Arbor, Three Rivers, and Corning Enterprises continue to complete projects.
16	Evaluate the potential effects of applying the existing 5-year tax abatement and 10-year graduated abatement incentive program for commercial and industrial investments to residential real estate, to encourage housing purchase and rehabilitation. Seek state legislative changes as needed.	
16	Work with developers to encourage development of new urban residential options, including new market-rate apartments that provide options for young professionals and middle-wage workers in Corning.	<p>176 E. Denison with 131 apartment units was completed in June 2021.</p> <p>The City of Corning’s Department of Planning and Economic Development continues to work with the Riedman Group on the creation of single-family rental units on the site of the former Northside Blodgett. The Steuben County IDA is working on providing financial assistance.</p> <p>Utilizing Restore NY funds, 22 W. Third Street received its temporary Certificate of Occupancy in June 2022 which will provide 5 new residential units and two small office spaces.</p>

SUPPORT STRUCTURE 2: EDUCATION AND WORKFORCE

PAGE	ACTION	STATUS
16	Support implementation efforts of the forthcoming three-county (Steuben, Chemung, and Schuyler) workforce development and talent strategy.	Three Rivers is hosting a Regional Workforce Summit featuring a labor economist on June 29, 2022.

17	Encourage employers to more actively engage in workforce development and training programs in partnership with CSS Workforce NY, Corning Community College, and other educational/training providers.	<p>Corning Community College hosted a Regional Job Fair on April 20, 2022 which was attended by the City of Corning and hundreds of employers.</p> <p>The City of Corning partnered with CSS Workforce NY and the Chamber of Commerce on a Job Fair for CDL Drivers on October 14, 2022.</p>
17	Advocate for creative solutions to structural challenges that impact the ability of local residents to enter the workforce or enhance their skills.	The Steuben County IDA partnered with the Corning-Painted Post Area School District to highlight careers in manufacturing to 8 th grade students on May 11, 2022.

SUPPORT STRUCTURE 3: TRANSPORTATION AND INFRASTRUCTURE

PAGE	ACTION	STATUS
17	Participate in regional initiatives to leverage the new investments at the Elmira Corning Regional Airport to attract new nonstop flights that connect Corning to major business hubs across the US. Engage in conversations with major airlines (Delta, United, American, Southwest) and low-budget/niche airlines (Frontier, Allegiant) to bring new service into Corning.	
17	Periodically evaluate gaps in local sites and infrastructure with respect to the needs of existing employers and target industries	
18	In an effort to improve the user-friendliness of Corning’s urban districts, transition the City’s off-street paid parking spaces to a modernized payment system that accepts credit cards, mobile phone payments, and other non-cash options.	In November 2019, the City of Corning installed new parking meters which accept credit cards and allows users to pay on their phone with an App.
18	Work with Steuben and Chemung Counties to evaluate the potential to combine the City’s municipal bus system with the two counties’ public transportation systems to form a single, region-wide transit agency.	The City of Corning received a NYS Local Government Efficiency Grant (LGE) to study consolidation of public transportation. The study will be conducted in partnership with Steuben County and it is anticipated to be completed in the Fall of 2022.

SUPPORT STRUCTURE 4: THE WATERFRONT AND OTHER AMENITIES

PAGE	ACTION	STATUS
18	Collaborate with the Friends of the Chemung River and neighboring municipalities on projects to enhance public awareness of the river as a recreational amenity and a natural asset for the region.	
18	Engage in conversations with the New York State Department of Environmental Conservation (DEC) to determine the City's options for developing amenities such as trails, kayak launches, or other recreational infrastructure along the Chemung River.	The City is working with the Friends of the Chemung River and DEC to establish a boat launch at the end of Conhocton Street. Because the site has potential soil contamination, the discussions are awaiting the completion of DEC's investigation.
18	Evaluate options for a permanent structure to house Corning's weekly farmers market to encourage greater participation from regional agriculture producers and customers, especially during the winter months.	
19	Work with area tourism promotion organizations to identify opportunities for new recreational attractions that would serve area residents and tourists.	The City's Director of Planning and Economic Development attended a Southern Tier Water Trail Vision Workshop on April 25, 2022 hosted by the Steuben County Conference and Visitor's Bureau who is working with the National Parks Service and the Friends of the Chemung River Watershed.