



2023 ANNUAL REPORT

One Canandaigua

The Canandaigua Local Development Corporation (CLDC) is a joint initiative between the City and Town of Canandaigua and the Canandaigua Chamber of Commerce that leverages the collective synergies of these organizations to support economic development needs and opportunities in the community. The CLDC is the only joint organization between these entities, creating a unique model to collaboratively achieve a shared vision for the development and growth of Canandaigua.

Recognizing the symbiotic relationships between the Town and the City, the greater Canandaigua area, and the Finger Lakes region, the CLDC plays an important role advocating for economic, planning and development opportunities and spearheading intra-regional collaboration to bridge knowledge and communication gaps.

Through our work focused on planning and economic development, infrastructure advocacy and education, tourism, and downtown revitalization, we work with our local and regional partners to achieve the following vision and mission for the Canandaigua community.

2023-2025 Strategic Priorities

As a joint initiative of the Town, City, and Chamber, the CLDC seeks to promote economic development opportunities that align with City and Town priorities. At the beginning of 2023, the Board of Directors conducted a strategic vision session to redefine the CLDC's core priorities.

The session enabled the Board to discuss the areas in which the CLDC can have the greatest impact on the community and work with other stakeholders to improve economic development and quality of life in the City and Town of Canandaigua.

The Strategic Priorities below outline where the CLDC will be focusing its energy and resources over the next two years.

Once the Board identified the strategic priority areas listed above, the LDC Board met with elected leadership from the City and Town, with each body unanimously affirming their support for these priorities.



STRATEGIC COMMUNICATION

Goals

- Create a strategic communication plan to inform stakeholders for the CLDC's activities and progress
- Explore opportunities to improve information sharing between Canandaigua's economic development players
- Host an event to share the CLDC's progress with other economic development organizations in Canandaigua and the Finger Lakes region

Annual Report



INFRASTRUCTURE READINESS

Goals

- Continue to monitor the progress of the County's efforts to improve water & wastewater infrastructure
- Gather data and convene stakeholders to better understand the region's electric & gas infrastructure, renewable energy, and other infrastructure needs
- Engage legislative leadership at the local, county, state, and federal levels to advocate for Canandaigua's infrastructure needs
- Engage with Finger Lakes Rail to better understand the status and future of rail in the FLX region and how the CLDC can be supportive



BALANCING TOURISM

Goals

- Continue to support the Winter In Canandaigua Marketing and Tourism Initiative
- Seek opportunities to support balancing the seasonality of tourism in Canandaigua through working with tourism stakeholders



QUALITY OF LIFE ENHANCEMENTS

Goals

- Ensure the Active Transportation Plan and Wayfinding and Signage Plan are adopted
- Identify quality of life opportunities within existing planning documents and seek funding to support their fruition
- Continue to identify new planning projects, data collection opportunities and funding sources to promote economic development and quality of life throughout Canandaigua

Annual Report

2023 Progress

Actions	Q1	Q2	Q3	Q4
Communication	Creation of a Strategic Communication Plan to enhance information sharing between Canandaigua's economic development and tourism stakeholders	<p>Presentation to the Canandaigua City Council and Town Board to confirm support for the CLDC's 2023-2025 Strategic Priorities</p> <p>Reactivated the CLDC's social media accounts and increased local and regional stakeholder inclusion in the CLDC's monthly meeting information distribution</p>	Conducted public engagement for the City & Town's Round 7 DRI application	Presentation to the Ontario County Board of Supervisors outlining 2023 successes and opportunities for strategic partnerships in 2024
Infrastructure	Convened regional leadership and stakeholders in Feb. 2023 for the "Mitigating Water Infrastructure Barrier to Development" presentation	Conducted a work session with City and Town Staff and CLDC members to identify key infrastructure needs and alignment with existing plans	<p>Reviewed the Ontario County Housing Needs Assessment and its goals for the greater Canandaigua area</p> <p>Identified key regional infrastructure stakeholders and began outreach and information-gathering</p>	<p>RG&E presentation to the CLDC Board and legislative leadership</p> <p>Began drafting an infrastructure white paper to advocate for Canandaigua's infrastructure needs</p>

Actions	Q1	Q2	Q3	Q4
Balancing Tourism	Completed the ESD grant contract for the Market NY grant to support the Winter in Canandaigua Initiative	<p>Identified key tourism stakeholders and began encouraging more frequent communication between organizations as outlined in the Strategic Communication Plan</p> <p>Partnered with Finger Lakes Visitors Connection (FLVC) to kick-off the Market NY grant program</p>	<p>Held the Q3 Economic Development and Tourism Stakeholder meeting with representatives from Ontario County and FLVC.</p> <p>Worked with the FLVC, Ontario County Chamber of Commerce, and Canandaigua BID to outline how the Market NY grant can support the Winter in Canandaigua Initiative</p>	<p>Held the Q4 Economic Development and Tourism Stakeholders meeting with representatives from Ontario County, Canandaigua BID, Ontario County Chamber of Commerce, and FLVC</p> <p>Conducted multiple planning meetings with the Market NY grant team and WIC stakeholders to outline the Market NY grant strategy and timeline</p>
Quality of Life Enhancements	<p>Completed the Canandaigua Wayfinding & Signage Study</p> <p>Presented the draft Wayfinding and Signage study to the City of Canandaigua City Council</p>	<p>Coordinated efforts with the Ontario County Chamber of Commerce to explore opportunities to keep a Welcome Center location in Downtown Canandaigua</p> <p>Coordinated with the City Council to adopt the Active Transportation Plan and explore grant funding opportunities</p>	Developed a joint application for the City and Town for the NYS Round 7 Downtown Revitalization Initiative (DRI) grant	<p>Completed a finalist interview for the joint DRI application</p> <p>Finalized grant administration for the NY Main Street grant intended to spur revitalization in Downtown Canandaigua</p>

CLDC In Action

Our Impact Areas: ■ Strategic Communication ■ Infrastructure Readiness ■ Balancing Tourism ■ Quality of Life Enhancements

Our Role: Sponsor  Study  Convene  Advise  Create  Administer 



Infrastructure Capacity Building



The CLDC has taken a comprehensive approach to examining Canandaigua's infrastructure needs over the past two years. Beginning in 2022, the CLDC conducted an inventory of existing infrastructure plans and began convening infrastructure experts in the Canandaigua areas to better understand the assets available and potential deficits across electric and gas, water and sewer, solar, broadband, and more. In 2023, CLDC hosted an infrastructure round table for Ontario County officials to learn about water and sewer needs in the Canandaigua area. Looking towards 2024, the CLDC is in the process of reconvening regional stakeholders for more round tables and drafting a white paper to advocate for Canandaigua's infrastructure needs at the County, regional, and state levels.

Winter in Canandaigua



Winter in Canandaigua (WIC) is an initiative intended to make Canandaigua a winter destination and spur off-season tourism in the Finger Lakes region. In 2022, the CLDC partnered with WIC stakeholders to write a Market NY grant to support winter events in the greater Canandaigua area. The CLDC was successful in winning a \$50,000 Market NY grant from Empire State Development. Funding will be used to promote marketing initiatives through the iconic "I Love NY" campaign, intended to bring in more visitors during the off-season and prime tourism months. To complete the grant, the CLDC is partnering with Finger Lakes Visitors Connection, Canandaigua Downtown Business Improvement District, Ontario County Chamber of Commerce, Bristol Mountain, The Lake House, other WIC stakeholders, and Agency 29 to promote and produce events throughout Canandaigua in 2023-2025.

New York Main Street Revitalization Grant



The NY Main Street grant provides financial resources and technical assistance to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods. In 2021, the City of Canandaigua was awarded nearly \$500,000 to support six projects to improve facades, create new residential spaces, and enhance public spaces in Downtown Canandaigua. The CLDC assisted with grant writing, and upon winning funding, began overseeing the grant management and administration in partnership with the City and downtown property owners. The CLDC anticipates that the projects funded through NY Main Street will be completed in the spring of 2024.

Planning and Development for Quality of Life



The CLDC believes that great communities happen intentionally. The CLDC takes an active role in identifying and funding planning initiatives to create a better environment for residents and businesses in the City and Town of Canandaigua. In 2022, the CLDC contracted Bergman Associates to complete a Signage and Wayfinding plan to support the City and Town's active transportation plans through examining pedestrian and vehicular navigation needs. Completed in 2023, the plan identifies unique assets and destinations in the Canandaigua area and provides recommendations for wayfinding and signage design along State Route 332, Main Street, and the Lake shore Drive Corridors.

Downtown Revitalization Initiative (DRI)



With support from the City and Town, the CLDC spearheaded efforts to write a joint City and Town DRI application focusing on the theme of "One Canandaigua" to connect Downtown, Uptown, and the Lakefront. The joint application presented opportunities to build greater community interaction and think through opportunities for the two municipalities to plan for future collaborative development. The application process also enabled Canandaigua to showcase its local partnerships as their finalist presentation to the FLREDC included representatives from Ontario County Economic Development and the Ontario County Chamber of Commerce.

Tourism Stakeholder Communication



Recognizing the need for more strategic communication between Canandaigua's tourism and economic development stakeholders, the CLDC has stepped up to lead intra-organizational communication to enhance opportunities for collaboration and mitigate duplication of effort. In 2023, the CLDC began organizing quarterly meetings with leadership from Ontario County Economic Development, Canandaigua Downtown Business Improvement District, Ontario County Chamber of Commerce, and Finger Lakes Visitors Connection. These meetings have strengthened information sharing and created opportunities for future collaborations in 2024.