

ADVANCE AMSTERDAM

ADVANCE AMSTERDAM **2022 ANNUAL REPORT**

City of Amsterdam's Community &
Economic Development Department



GRANTS RECEIVED

Attracting new business and residents to Amsterdam is crucial to our city's growth. Grant funding helps us ensure that our efforts to revitalize the city remain on track.



GRANTS AWARDED

Advance Amsterdam knows that in order for our city to thrive, we need to support our existing local businesses.

MICROENTERPRISE

9 BUSINESSES ASSISTED

13 JOBS CREATED

\$321,366 INVESTMENT

SMALL BUSINESS

2 BUSINESSES ASSISTED

7 JOBS CREATED

\$525,750 INVESTMENT

OUTREACH IN OUR COMMUNITY, NYS, & BEYOND

Through conferences and events, we're spreading the word about our dynamic city, while learning more about how we can better serve our businesses and community.

CLASSROOM PRESENTATIONS & MENTORSHIPS

- Amsterdam High School Participation in Government classes - LWRP Public Engagement Sessions
- Columbia University Master's Architecture/Public Policy Studio - Guest Critic
- HFM PTECH - Meet & Greet, Presentations, Guest Judges
- Ohio State University Mentorship Program - Mentored Master's in Regional Planning
- SUNY Albany Master's Studio Strategic Site Development Class - City of Amsterdam Studio Project Consultant

CONFERENCE PRESENTATIONS

- EPA National Brownfields Conference (Oklahoma City)
- Mohawk Valley Brownfield Developer Summit (FMCC)
- Upstate NY APA Planning Conference (Buffalo)

MEETINGS & CONFERENCES ATTENDED

- APA Policy and Advisory Conference
- Creative Placemaking Leadership Summit (Schenectady)
- Fulton County Center for Regional Growth Gala
- FMCC Cannabis Cultivation Program Launch
- FMCC Employment Barriers Roundtable Discussion
- FMCC Internship Fairs
- Ibero/Centro Civico Roundtable Discussion (Rochester)
- MVEDD Comprehensive Economic Development Strategy Committee
- Mohawk Valley Regional Economic Development Council
- Montgomery County Agricultural Economic Development Committee
- NYS Canal Conference (Rochester)
- NYSEDC Annual Meeting
- NYSEDC Conference
- NYSEDC Economic Development Trainings



FIVE CORNERS PROJECT

- Working with Montgomery County for Phase I and Phase II testing funded through an EPA Brownfield Assessment grant

- Awarded \$15,000 during the Redevelopment Rodeo at the National Brownfields Conference in Oklahoma City to assist with the redevelopment

- Restore NY awarded \$2,000,000 for demolition

PROJECT STATUS UPDATES

Here's where we stand on the various projects currently underway in Amsterdam.

CHUCTANUNDA CREEK TRAIL

- Bid documentation went out and a bid walkthrough was conducted

COMMUNITY CENTER

- Working with Centro Civico/Ibero with the hired engineering firm on design and space requirements of the new building
- Demolishing existing building to build new, larger facility with programming from Centro/Ibero and Boys and Girls Club of the Capital Area
- \$2,000,000 secured in Community Project Funding

COMPLETE STREETS PROJECT

- In the process of bonding for the project
- Focus on the redevelopment of both sides of Main Street and Bridge Street
- Putting out RFP to secure design and construction team

DOWNTOWN IMPROVEMENT FUND

- Assisted 5 businesses, renovated 7 vacant spaces
- Funding still available throughout the DRI to assist with façade and vacant space rehab
- Investment \$269,401

LWRP PLAN

- Wrapping up plan and getting ready for City approval and submittal to NYSDOS

MULTIMODAL STATION/PEDESTRIAN CONNECTOR DESIGN

- \$3,000,000 secured in Community Project Funding to design the multimodal station and pedestrian connector
- Ongoing collaboration with Amtrak and NYSDOT
- RFP for consultant developed

PUBLIC ART

- Committee has been formed and have submitted ideas for artwork
- Created public interest form on website
- Roundabout RFP for artwork prepared
- Funded local artist Andrew Benson to create cap on the Mother Mosaic sculpture in Riverlink Park

RECREATION CENTER

- Waiting on the closure of NYS Rt 5 and working with NYSDOT

ROUTE 5 CLOSURE

- Working with NYSDOT on closure and transfer of land

SMART GROWTH COMPREHENSIVE PLAN

- RFP issued and consultant selected
- Kicking off project

WEST END BOA

- RFP issued and consultant selected
- Advisory committee formed
- Kicking off project



The Amsterdam Community is so unique and diverse.

John Sumpter | Assistant Director, Creative Connections Clubhouse



MARKETING AMSTERDAM

Through organic and paid marketing strategies, we promoted our vibrant city as not only a great place to start, expand, or relocate your business, but also a great community in which to reside. Here's what we accomplished:

GEOGRAPHIC REACH TOP 5 LOCATIONS

NEW YORK
PHILADELPHIA
BUFFALO
AMSTERDAM
SYRACUSE

ORGANIC MARKETING

We created a Facebook and Instagram account in

APRIL 2022

We published

423 POSTS

Our posts were seen

**203,638
TIMES**

Our social media marketing produced

**63,834
ENGAGEMENTS**

We had

7,052
people visit either
Facebook &
Instagram profiles

We garnered

497
new followers across
Facebook and 151
across Instagram

PAID MARKETING

We launched 2 digital marketing campaigns in September 2022:

ADVANCE IN AMSTERDAM AND WELCOME HOME

Advance in Amsterdam

served across Google SEM, Google Display, and LinkedIn

Welcome Home

served across Google Display, YouTube, and Meta

We served

**5,157,462
ADS**

Our ads were clicked on

**94,055
TIMES**

We had

**231,780
VIDEO
VIEWS**

Our social media marketing produced

**172,796
ENGAGEMENTS**
(likes, comments, saves, shares, etc.)

We had

3,632
users perform an action we pulled out as a key performance indicator, such as form submissions



The Amsterdam community is amazing. When we first moved in, we loved it right away.

Schuyler Magg & James Eagan | Homeowners