

## Appendix A

### City of Amsterdam Industrial Development Agency Strategic Plan

#### Mission Statement:

The City of Amsterdam Industrial Development Agency (AIDA) is a not-for-profit public benefit corporation established by special act of the New York State Legislature -- Its mission, and purpose, is to incentivize private investment in job creation and retention, through the strategic use of the powers and authorities granted to it under Article 18-A of the General Municipal Law of the State of New York.

#### Our Vision:

Our vision is to be a driver of economic development and job creation in the City of Amsterdam.

#### Strategic Objectives:

1. Retain Existing Employment Opportunities through Outreach to Existing Businesses
2. Create New Employment Opportunities by Marketing Amsterdam to New Businesses
3. Promote Business Development through the Adaptive Re-Use of Existing Properties
4. Expand the Tax Base by Identifying and Planning New Business Site Locations
5. Strengthen AIDA through Effective Internal Organization and Committee Structure
6. Maximize AIDA's Effectiveness via City/County/MVREDC Coordination
7. Improve Amsterdam's Quality of Life by Supporting the City's Comprehensive Plan, Waterfront Plan and other Planning Initiatives

Strategic Plan

<b>Strategic Objective # 1: Retain Existing Employment Opportunities through Outreach to Existing Businesses</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
1.a. Advise businesses of HUBZONE set asides	Director	Ongoing
1.b. Regularly visit leaseholders	Director	Ongoing
1.c. Visit and Survey existing businesses	Director	Ongoing
1.d. Provide startup and technical assistance	Director	Ongoing
<b>Strategic Objective # 2: Create New Employment Opportunities by Marketing Amsterdam to New Businesses</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
2.a. Continue implementation marketing plan and strategy	Committee of the Whole	Ongoing
<b>Strategic Objective # 3: Promote Business Development through the Adaptive Re-Use of Existing Properties</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
3.a. Continually update inventory of available/potential sites	Director/Committee	Ongoing
3.b. Establish a Business Incubator Site	Director/Board	one year
<b>Strategic Objective # 4: Expand the Tax Base by Identifying and Planning New Business Site Locations</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
4.a. Identify potential industrial park development sites	Director/Committee	Immediately
4.b. Inventory available individual development sites	Director	Immediately
<b>Strategic Objective # 5: Strengthen AIDA through Effective Internal Organization and Committee Structure</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
5.a. Reestablish Committees	Board Chair	Immediately
5.b. Comply with ABO training requirements	Director	Ongoing
5.c. Comply with ABO reporting and web site requirements	Director	Ongoing
5.d. Periodic review of ABO Policy Guidance	Director	Ongoing
5.e. Market rate lease reviews / increase revenues	Committee of the Whole	Ongoing
5.f. Maintain job reporting requirements with leaseholders	Director	Ongoing
5.g. Revisit and recapitalize existing loan funds	Committee of the Whole	Ongoing
5.h. Develop "Intermediary Loan Fund" Program	Committee of the Whole	Ongoing
<b>Strategic Objective # 6: Maximize AIDA's Effectiveness via City/County/FMCC/MVREDC Coordination</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
6.a. Represent AIDA / Regular meeting attendance	Director	Ongoing
<b>Strategic Objective # 7: Improve Amsterdam's Quality of Life by Supporting the City's Comprehensive Plan, Waterfront Plan and other Planning Initiatives</b>		
<i>Action Item</i>	<i>Responsibility</i>	<i>Timeline</i>
7.a. Review new AIDA projects for consistency with city planning	Director/Board	Ongoing