

**WCCED**

*Webster Community Coalition for Economic Development*

1110 Crosspointe Lane Suite C  
Webster NY, 14580

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# Webster Community Coalition For Economic Development

February 27, 2009



*"Building a Better Community"*



## *Mission Statement*

The Town, Village, School District, Chamber of Commerce, and Business Improvement District represent the Webster Community Coalition for Economic Development (WCCED). The Coalition's mission is to speak with one voice for balanced economic revitalization and development in Webster.

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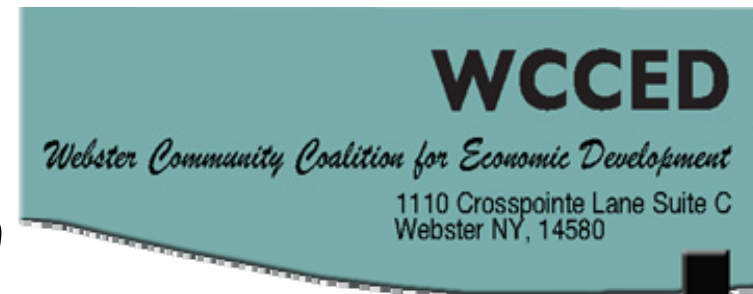
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# *WCCED Board of Directors*

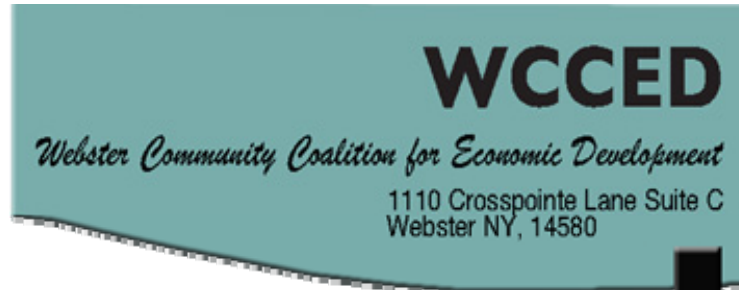
- Ron Nesbitt, Town of Webster Supervisor
- Tony Casciani, Town of Webster Planning Board
- Adele Bovard, Superintendent of Schools
- Jake Swingly, Village of Webster Mayor
- Mike O'Connor, Village of Webster Planning Board





## *WCCED Board of Directors*

- Mike Seelig, President of Webster Chamber of Commerce
- Ann Kowal, Immediate Past President Webster Chamber of Commerce
- Tom Spoonhower, Chairman Village of Webster B.I.D.
- Tom Smith, Immediate Past President Village of Webster B.I.D.

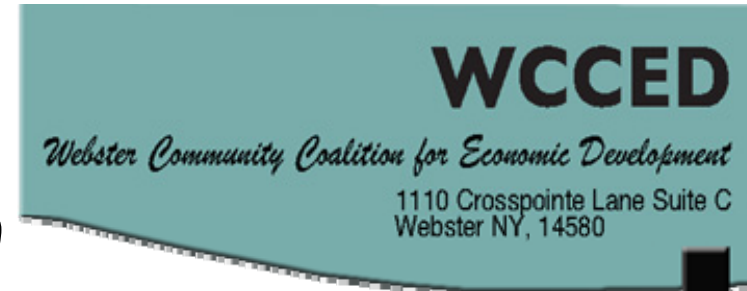


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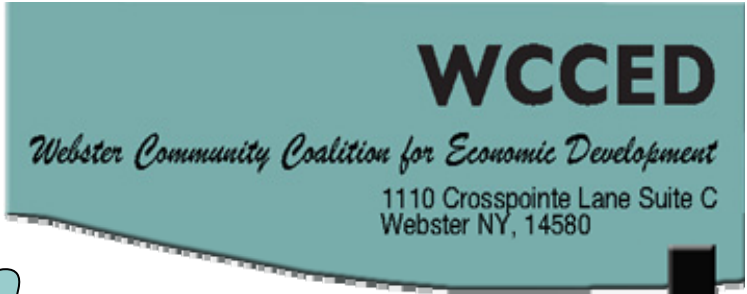
## *WCCED Board of Directors*

- Carol Clarke, Grant Consultant, Webster Central School District
- Richard Rising, Economic Development Consultant, Harris Beach



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● ● ● | *Time is Right  
for Collaboration*



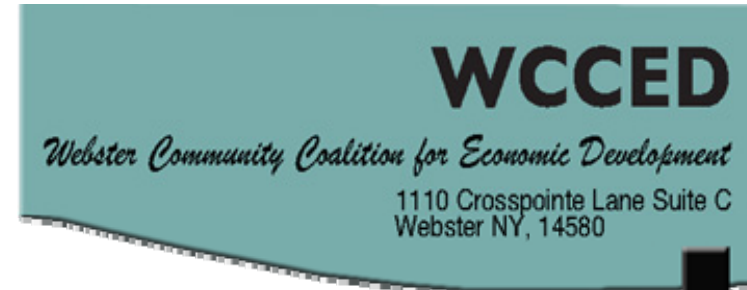
- Increased Attention on Upstate Revitalization
  - Decreasing cost of doing business
  - Investment in infrastructure, housing, transportation
  - More \$ available to businesses and communities
- Identified the need for WEBSTER to be an active player - Speaking with one voice for Economic Development
- TIME IS NOW to plan, organize and initiate LOCAL Economic Development Activities

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## *Where We Are*

- Incorporated new Economic Development Organization as 501(c)3 WCCED Inc. in 7/08
- Secured seed money from stakeholders to begin the efforts
- Secured seed money from local developers to begin efforts



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## *Action Steps*

- Hire a Professional Development Coordinator to:
- Organize a clear coordinated strategic approach to Webster Economic Development through comprehensive community input
- Identify & assist Village revitalization
  - Prepare a strategic development plan for Webster Village that includes community input
  - Act as a “go to” person for all development activities

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# *Action Steps*

- Seek business recruitment & development in Phillips-Salt-Basket Road areas
  - Light Industrial
  - High Tech
  - Alternative Energies
  - Office Opportunities
- Encourage spin-off development resulting from stadium project

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# *Action Steps*

- Lobby NYS government to advance timing & assure proper scope of Rt. 404 reconstruction project
- Improve marketing of existing underutilized commercial & industrial buildings
- Identify State & Federal Programs available for funding revitalization & development initiatives

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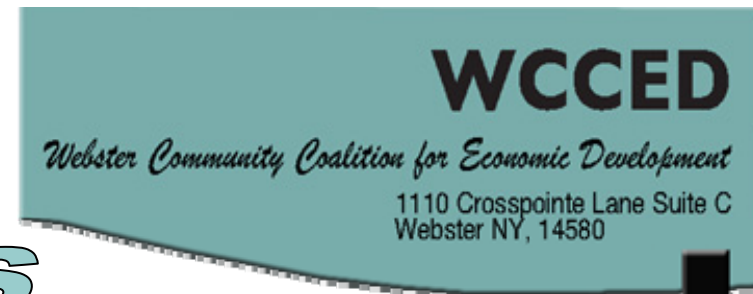
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# *Next Steps*

- Initiate Community Fundraising Program
- Hire Economic Development Coordinator
- Build and Sustain Community Support





# *Economic Development Coordinator*

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## **Key Responsibilities / Deliverables**

- Assist in implementing a coordinated, strategic approach to Webster economic development
  - Business recruitment – marketing, outreach, prospecting and visitations
  - Project assistance and services (ombudsman) – business counseling, arranging public financing, permit and approval facilitation, grantwriting, etc.
  - Advocacy and lobbying – for public and private projects, and on business and development issues
  - Community promotion and marketing
  - Networking with other economic development organizations, realtors, and developer and business groups

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# *Economic Development Coordinator*

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## **Research and Information Skills**

- Experience in marketing, real estate, and community planning
- Knowledge of public financing and assistance programs
- Advocacy and facilitation
- Demonstrated success in grant research, writing, and preparation of applications
- Knowledge of and familiarity with the community

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# *Fundraising*

- Goal: \$175,000 for a two year period
  - Commitments thus far
    - \$80,000 from WCCED member organizations
    - \$45,000 from Developers
  - Immediate Funding Need
    - \$50,000

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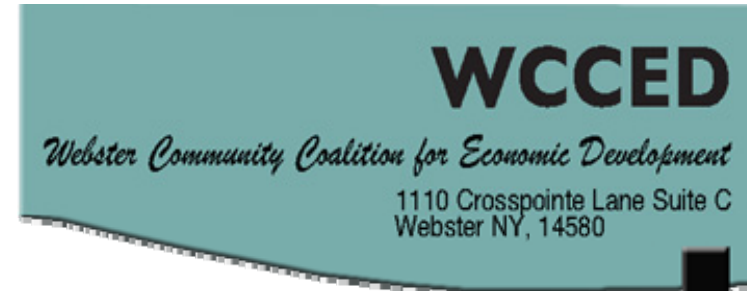
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## *What This Means for You*

- Ensure a healthy, thriving community
- Attract complimentary business
- Cultivate sustainable property values for commercial and residential
- Sustain viable tax base for government and school



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How can you Help?

## WCCED Pledge of Support

*Webster Community Coalition for Economic Development*

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1110 Crosspointe Lane Suite C  
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Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

I pledge:

\$250. \_\_\_\_\_ \$500 \_\_\_\_\_ \$1000 \_\_\_\_\_ \$1500 \_\_\_\_\_

\$2000 \_\_\_\_\_ \$2500 \_\_\_\_\_ My check is enclosed \_\_\_\_\_

Please invoice me for my pledge at the above address: \_\_\_\_\_

Pledges of \$1,000 or more may be split, half in 2009 and half in 2010.

Please invoice me in 2 installments: \_\_\_\_\_

Return to: WCCD, C/O Chamber of Commerce

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