

## Action Plan – Draft Jan 2011

| ECONOMIC CONDITIONS   |  |   |  |
|---|--|---|--|
| Objective   | Actions  | Benchmark   | Partners   |
| <b>Goal 1: Establish a baseline of where the Eastside is in terms of Business</b>               |  |   |  |
| Assess and catalog vacant parcels/buildings properly zoned to allow for commercial enterprises. | <p>Establish and maintain a database of available commercial properties to assist TNT, the City of Syracuse, and established and potential enterprises to assist in locating business here.</p> <p>Develop a marketing plan to see what businesses are needed and ones that can survive.</p> <p>Develop Strategic Property Intervention Plan.</p> <p>Monitor the planning of the remaining development of Kennedy Square</p> | Establish database, develop marketing plan and develop strategic property intervention plan –year one. Implementation of plans and maintenance of database. | TNT; City of Syracuse Department of Zoning, East Genesee St. Regents Association, Syracuse University, LeMoyne College, SPOA |
| <b>Goal 2: Assist in the development of existing business and increase market share</b>         |  |   |  |
| Strengthen existing businesses and marketing to greater Syracuse region                         | <p>Assessment of all local businesses and see what Technical Assistance can be offered.</p> <p>Collaborate with Le Moyne College etc. to not only invest more in the area but to also have its business staff/students assist with all related economic goals.</p>   | Increase the number of business on the east side and strengthen existing businesses. Maintain a diverse and resilient mix of small businesses.              | NBD, Chamber of Commerce, Lemoyne College, OCC, Syracuse University, business owners   |
| Establish & support programs to assist small business   | <p>Work with the City of Syracuse/Le Moyne to establish/assist entrepreneurs similar to the South Side Innovation Center. Enhance services at Eastside Business Center (ESBC)</p> <p>Work with businesses to relocate to the east side</p>   | Increase the number of businesses on the east side and strengthen shared services and existing businesses   | NBD, LeMoyne College, Onondaga Community College, Eastside Business Center, SU, ESF  |
| Develop new job opportunities on the Eastside   | Identify new business opportunities; identify training opportunities including GED programs and green job training available to Eastside residents. Strengthen and support existing programs such as Westcott Community Center. Identify the next rung of major employers after the universities and hospitals on the Eastside.  | New businesses or expanded hiring on the Eastside   | NBD, Onondaga Community College, Westcott Community Center, SU, Lemoyne, ESF, OCC  |
| Encourage development along the Erie Blvd. Brownfield sites                                     | Advocate for the completion & acceptance of the plan for the Erie Blvd. Brownfield sites   | Implementation Plan for Brownfield sites in underway by 2015  | NBD, DEC, Property owners  |

**Goal 3: Promote a greater sense of economic community**

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| <p>Facilitate the interaction among owners</p>                   | <p>Market and extend the number business on the east side via greater involvement of the East Genesee Regent Association. Based on the effort/success of Housing Visions this same emphasis should be placed on business</p> <p>Work with the City of Syracuse to find creative ways for oversight in regards to businesses that are harmful to the economic potential of the east side (ie – corner stores, all night saloons)</p> <p>Utilizing the history of the Loguen Family to establish potential African-American Center and possible assistance for the economic goals.</p> | <p>Increase the number of business owners involved in the betterment of our community.</p>                       | <p>TNT, East Genesee Regents, Le Moyne College, NAACP, MDA</p> |
| <p>Establish and support programs to assist small businesses</p> | <p>Identify small businesses<br/>Identify types of businesses needed to strengthen the community<br/>Support establishment of merchant associations such as Westcott Street. Support existing associations such as East Genesee Regents &amp; Marshall Street.</p>   | <p>Increased small businesses. New Merchant Associations</p>   | <p>NBD, MDA, SU, Lemoyne</p>                                   |
| <p>Sustain &amp; Encourage access to Food on Eastside</p>        | <p>Support Food Coop's efforts to relocate on the Eastside</p> <p>Support Existing Farmers Markets<br/>Identify corner stores which need to expand fresh food.<br/>Increase pedestrian access to Aldi's &amp; Price Chopper</p> <p>Build community gardens</p>   | <p>Thriving expanded Food Coop<br/>Farmers Markets<br/>Additional Community Gardens<br/>Improved fresh foods</p> | <p>TNT; Syracuse Grows</p>                                     |