



2013/14 ANNUAL REPORT HIGHLIGHTS

Village of Fairport

LOCAL DEVELOPMENT CORPORATION

Community Development – Fairport Veterans Memorial Reconstruction

- The village assigned the project to the LDC and as project manager the agency completed and largely funded the \$200,000 reconstruction on time and under budget.

Loan Fund – \$175,000 new commercial loans

- Managed a successful commercial loan fund of close to \$900,000.
- In 2014, the portfolio included 9 active loans, including two new loans for East Pattern & Model Corporation and Fairport Fitness, LLC.
- \$175,000 in commercial loans leveraged \$1.2M in private investment and created 48 new jobs.

Presentations, Media Relations, Tours, Visits

- “2014 NYS Canal Conference in Geneva,” Winter Symposium presentation, Canal Society of New York State, March 2014.
- “Erie Canal tourism important to communities,” interview, Rochester Business Journal, May 2014 – resulted in special report.
- I LOVE NY / NYS Canal Corporation Media Tour to Fairport Canal Days, 5 domestic/international travel writers, June 2014 – resulted in travel articles in Philadelphia, Italy and China.
- “Downtown Revitalization,” ECNHC Main Street Conference, Village of Scottsville.
- Recorded 2,000 boat nights for the 2014 navigation season.

Marketing, Advertising, Sponsorships

- Lead the effort to commemorate and celebrate the Fairport Lift Bridge’s 100-year anniversary with informational material, flags along the canal and a rededication event.
- Compiled and distributed 250 welcome packages to boaters.
- Placed tourism advertisement in regional publication.
- Sponsored the 10th Fairport Music and Food Fest.
- Active memberships included Visit Rochester Greater Rochester Visitor Association, Canal New York Marketing and Business Alliance, Fairport Perinton Merchants Association, Greater Rochester Arts and Cultural Council, Rochester Regional Community Design Center, and Fairport Chamber of Commerce.