



Onondaga County Legislature

JAMIE McNAMARA
Clerk

DAVID H. KNAPP
Chairman

MELANIE VILARDI
Deputy Clerk

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PLANNING & ECONOMIC DEVELOPMENT COMMITTEE – SEPTEMBER 14, 2021 KEVIN HOLMQUIST, CHAIRMAN

MEMBERS PRESENT: Mrs. Abbott-Kenan, Dr. Kelly, Mr. Kinne

MEMBERS ABSENT: Mr. Williams

ALSO PRESENT: Ms. Kuhn; also see attached

Chairman Holmquist called the meeting to order at 9:02 a.m. *A motion was made by Mr. Kinne, seconded by Dr. Kelly, to waive the reading and approve the minutes of the previous committee. Passed unanimously; MOTION CARRIED.*

1. ONONDAGA CIVIC DEVELOPMENT CORPORATION:

- a. **Confirming Appointment by the County Executive to the Onondaga County Civic Development Corporation (Virginia Biesiada O'Neill)**

A motion was made by Mr. Kinne, seconded by Dr. Kelly, to approve this item. Passed unanimously; MOTION CARRIED

- b. **Confirming Reappointments by the Chairman of the Legislature to the Onondaga County Civic Development Corporation (Michael La Flair, Kevin Kuehner)**

A motion was made by Dr. Kelly, seconded by Mr. Kinne, to approve this item. Passed unanimously; MOTION CARRIED

2. SYRACUSE ONONDAGA COUNTY PLANNING AGENCY: Daniel Kwasnowski, Director

- a. **Calling For a Public Hearing on the Proposed Inclusion of Viable Agricultural Lands Within Certified Agricultural Districts Pursuant to Section 303-B of the New York State Agriculture and Markets Law**

- Calling for a public hearing; will be back in 3 weeks to go over the list of additions; several more properties to be added to a couple ag districts

A motion was made by Dr. Kelly, seconded by Mrs. Abbott-Kenan, to approve this item. Passed unanimously; MOTION CARRIED

3. VISIT SYRACUSE: Danny Liedka, President/CEO

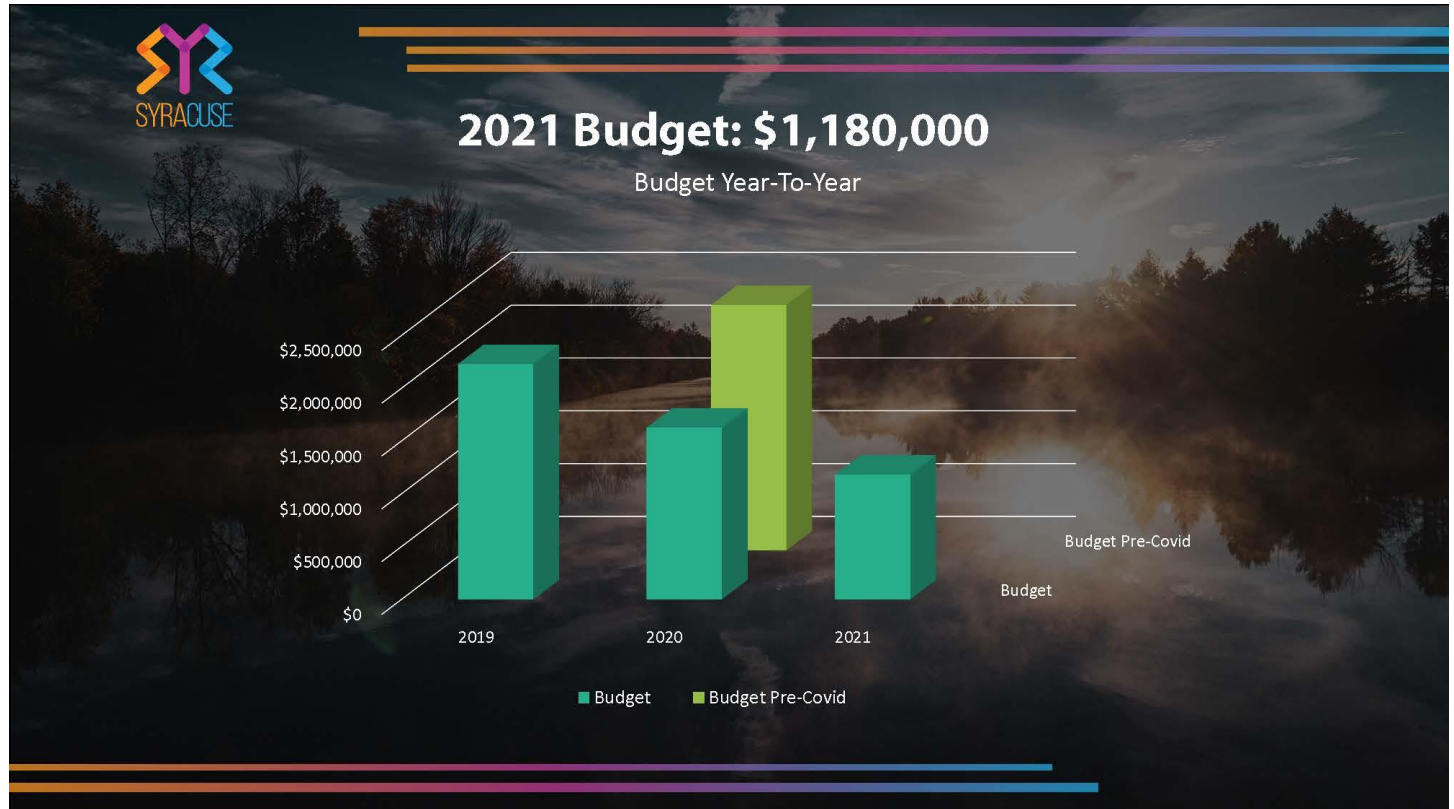
- a. **Designating Visit Syracuse as the Agency Authorized to make Application to the New York State Department of Economic Development and to Receive Matching Funds therefrom under the New York State Tourist Promotion Act for 2022**

- I Love NY provides matching funds program; good year usually around \$70,000; last year they pulled it out; next year back on track with full funding in December; \$70,000
- Put money in separate account and they match it; share about \$30,000 with the region

A motion was made by Mr. Kinne, seconded by Dr. Kelly, to approve this item. Passed unanimously; MOTION

CARRIED**b. INFORMATIONAL: 2021 Budget update**

- Walked into organization in 2017; in the hole financially; over the first 3 years able to come out of it; have good standing
- COVID came in and kicked the life out of everybody; this year was the most difficult year; last year did not have to spend money; tried to stay relevant
- Budget went from (2019) \$2.3 mil to \$1.28 mil from the county; have about \$1.1 mil in hard costs
- This year have to service events; trying to find ways to spend money; probably going to lose a few dollars; \$20,000
- Pre-COVID - were up over \$2.3 Million





2021 SALES & SERVICES SUCCESSSES

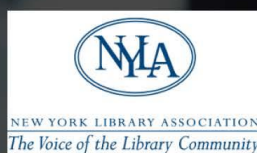
27,537

Definite Rooms
booked as of end
of August 2021

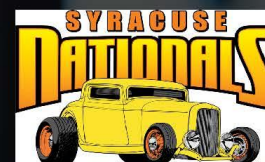
41,000

Projected Definite
Rooms booked by
end of year 2021

Still hosted/will be hosting several
successful booked conferences in 2021
including:



Also serviced additional
outside events including:



MARKETING SUCCESSSES WEBSITE: OVERALL TRAFFIC

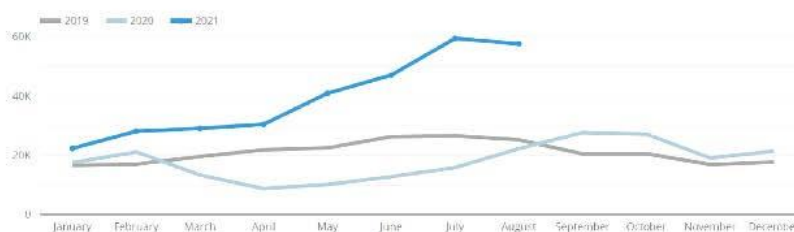
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Session, and Avg. Session Duration

Month	Sessions	Users	Bounce Rate	Pageviews	Pages / Session	Avg. Session Duration
August	57,646	49,540	31.18%	94,237	1.63	00:01:40
July	50,453	50,261	29.96%	93,666	1.58	00:01:31
June	47,088	41,497	42.58%	79,508	1.52	00:01:17
May	40,941	35,589	33.55%	62,570	1.53	00:01:33
April	30,482	26,262	32.44%	46,215	1.61	00:01:45
March	29,086	25,617	35.88%	47,625	1.64	00:01:36

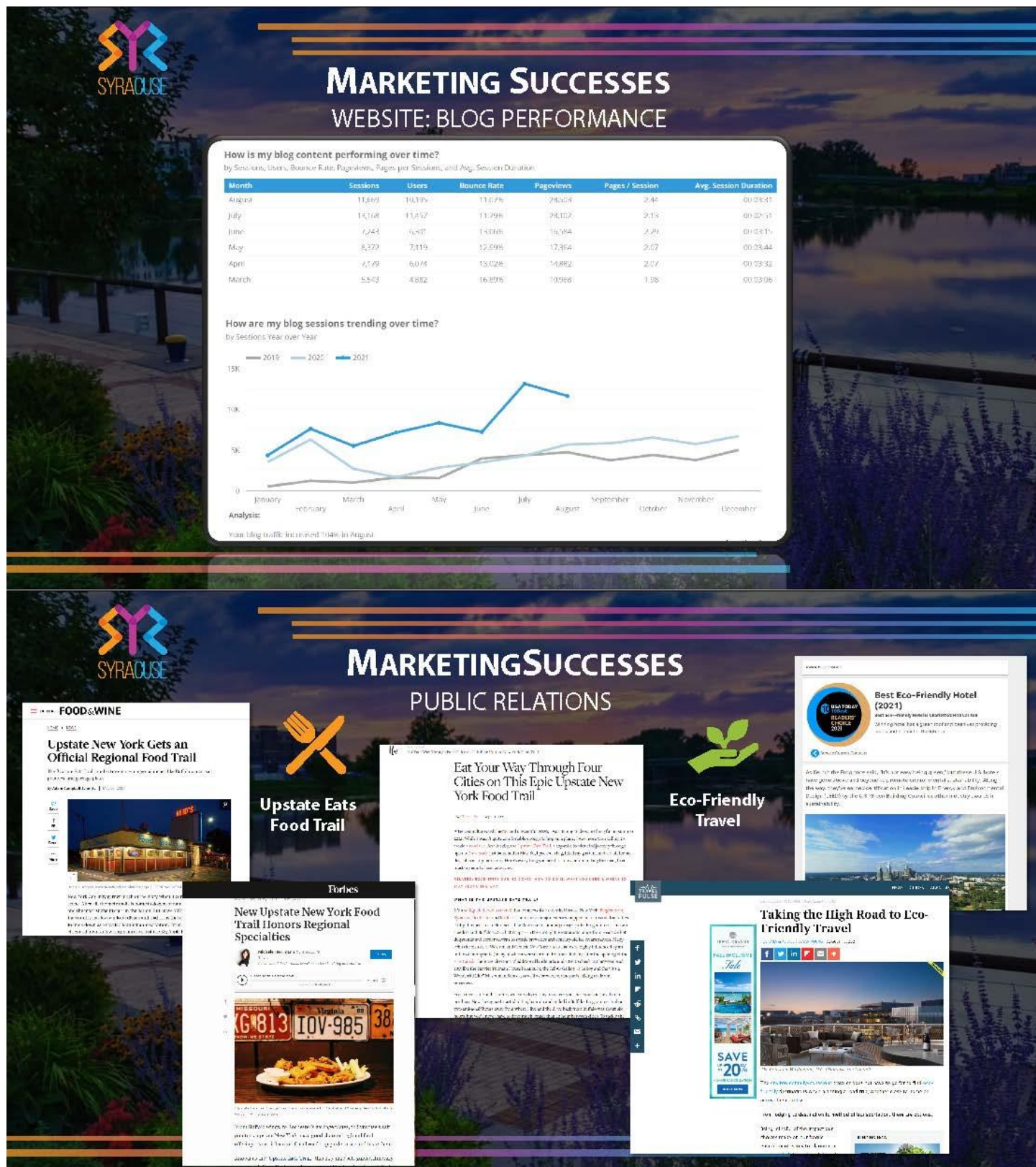
How are users from all sources trending over time?

by Sessions Year over Year



Analysis:

The site received 57,646 sessions in August, which was an increase of 139% compared to last year.

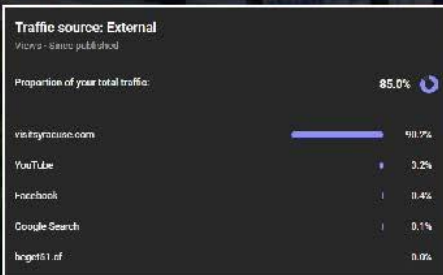


- Public relations a big deal - media, influencers; with COVID, teamed with Buffalo, Rochester, Binghamton
- Created Upstate Eats Food Trail; pooled money; www.upstateeatstrail.com; drives traffic to county
- Bulk of everything comes through website, YouTube videos, Facebook ads, Google search



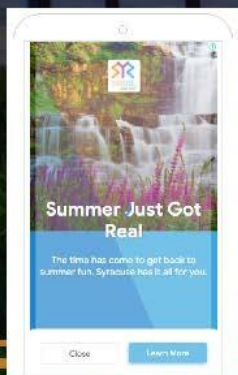
MARKETING SUCCESSES

IN-HOUSE VIDEO



MARKETING SUCCESSES

DIGITAL MARKETING CAMPAIGN

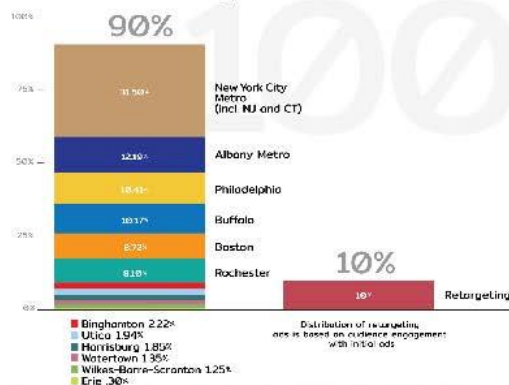




MARKETING SUCCESSES

DIGITAL MARKETING CAMPAIGN

Budget Distribution By Market



Totals for Spring and Summer (to Date)

Leisure Campaign

	Impressions	Clicks	Conversions
Mar 25-Jun 30, 2021 Spring 2021	6,366,586	44,991 (CTR=0.71%)	35,722
Jun 23-Aug 9, 2021 Summer 2021	3,896,570	28,880 (CTR=0.74%)	21,735
TOTAL:	10,263,156	73,871	57,457

Nearly 60,000 incidents of qualified audience interest over the last 4½ months

(Above figures represent a composite of campaigns gathered through Search, Display and Video efforts through 8/10/2021)



MARKETING SUCCESSES

COMPARISONS



The majority of our competitive NYS cities are not only running digital ad campaigns at the moment but most are also running radio, television and creating printed visitor guides. Their web traffic month-over-month is anywhere from 25K to 50K sessions higher than ours.

- Marketing team in-house; web traffic is up - since August 159%; Buffalo, Ithaca has the money, based on TV
- People are interested in getting out; organic session, means it is not paid
- Blog performance - upcoming on weekends, business, driving traffic



FILM SUCCESSES



2021 Movie Releases

The Night House released in theaters August 2021
2 Hulu/American High Films released



2021 Film Production in Syracuse

5 - 7 Full length features by
2 TV Pilots, several TLC + HGTV episodes, 1 ID Network episode
Limited number of commercials
= \$20M in production budgets



Expanding Pitches

Pitched/scouted for several major studios and streaming services



S.T.E.A.M. School & Film

Assisting the new Syracuse S.T.E.A.M. school with film and production job training, curriculum building and overall support



Syracuse International Film Festival

Assisting the festival with marketing and promotion as well as various related event services



Apple Valley Park Support

Supported Apple Valley Park as a concert location through various promotions and activities



FILM SUCCESSES PITCH DECK

WHY SYRACUSE?

- Syracuse is a city with a rich history and a vibrant culture. It is a city that is always evolving and growing.
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QUESTION 4:

Could we use options for film...? Have building large level and flat lot? Or in 14th year presentation you show...? Is there a school for interns...? Use you have more options for the town of...? Is there a school for interns...? Use you have more options for the town of...? Is there a school for interns...?

Herbert Hall last... Change where bridge... 43 in. or 44 in. wide drive

M. 10th bridge... Change river... 25 in. or 26 in. wide drive

TAX CREDITS + INCENTIVES

35% NY PRODUCTION TAX CREDIT
40% NY POST PRODUCTION TAX CREDIT
+20% ADDITIONAL LOCAL INCENTIVE

PERMITTING

For more information on the tax credits and incentives, please contact the Syracuse Film Office.



QUESTION 5:

p. 11 in your presentation has great location possibilities... could we use the map of the movie featured on TV... 2018 to 2021 in your presentation... See maps and corresponding images on following pages

Images 1: Sullivan Street
Images 2: Sullivan Street
Images 3: Sullivan Street
Images 4: Sullivan Street
Images 5: Sullivan Street
Images 6: Sullivan Street
Images 7: Sullivan Street
Images 8: Sullivan Street
Images 9: Sullivan Street
Images 10: Sullivan Street
Images 11: Sullivan Street
Images 12: Sullivan Street
Images 13: Sullivan Street
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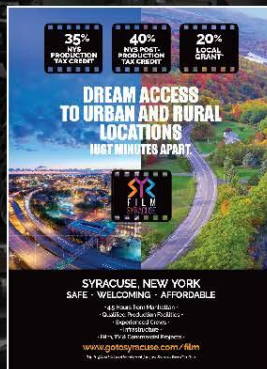


TARGETED DIGITAL FILM EFFORTS

Digital Ad Campaigns at
Tribeca & Toronto International
Film Festivals



Print Advertising & more for Location
Managers Guild International



Landing Page, Video &
Contact Form



TARGETED FILM CAMPAIGN RESULTS TO DATE

Totals for Film Lead Generation Campaign

	Impressions	Clicks	Conversions
Display	461,390	4,046 (CTR=0.86%)	2076
Search	116,846	1,666 (CTR=1.43%)	1,094
Video	86,025	2,136 (CTR=2.48%)	1,722
Facebook	144,494	3,742 (CTR=2.59%)	2,308
Overall Campaign	808,755	11,590 (CTR=1.43%)	7,200

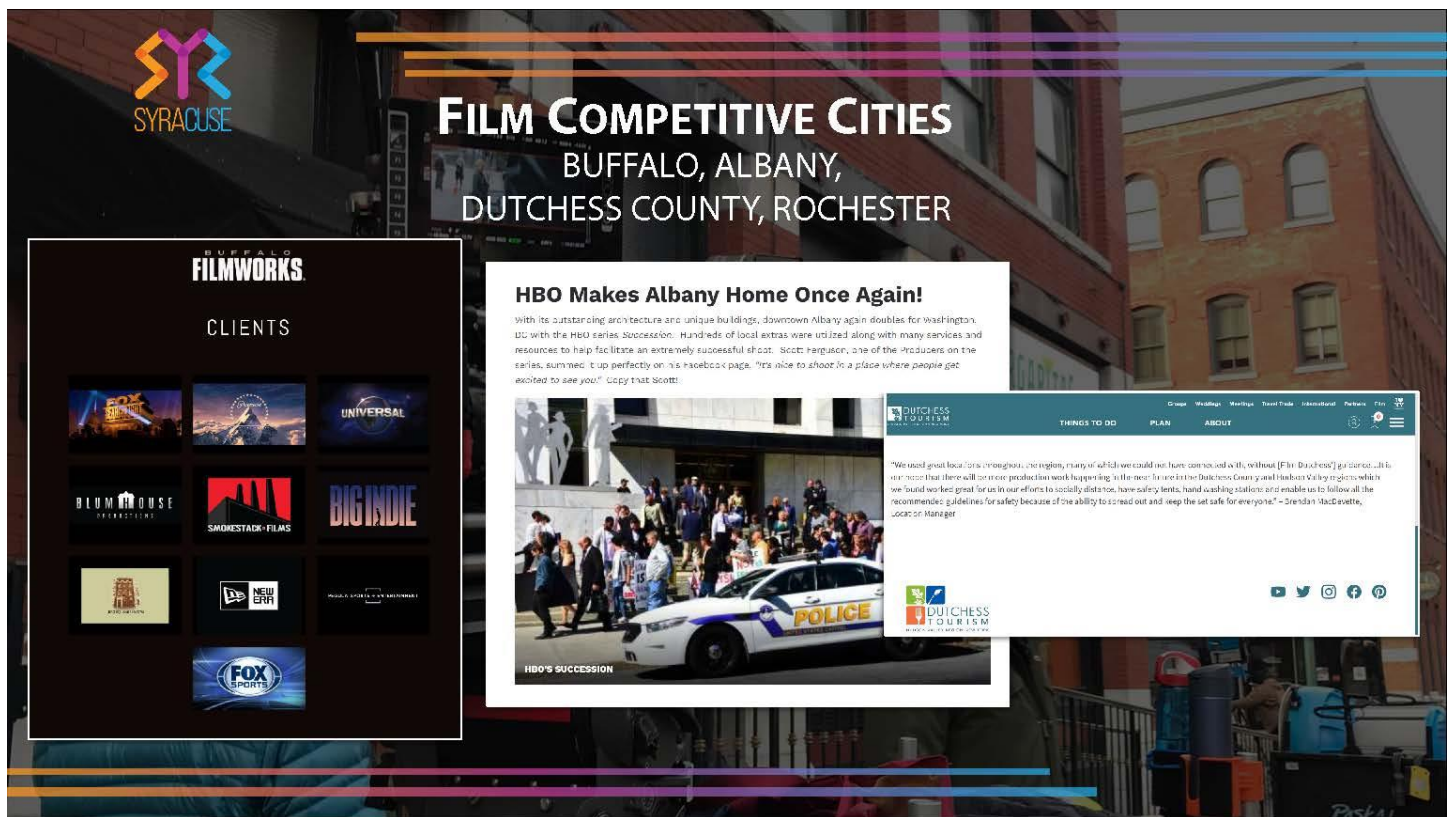
Note: June 28, 2021-August 9, 2021

Tribeca Film Festival 2021 Campaign; Date Range June 8-20



Total Impressions = 219,038 | Total Conversions = 1,463

Conversions = Landing Page Views: the number of times visitors successfully loaded the landing page.



Mr. Liedka stated Film Successes:

- Only game in town during pandemic; made aggressive risks with money on film; County was \$8 mil in film production
- Expectations are \$10 mil year 1; year 2 was COVID, \$15 million; smaller but added up to a bigger number
- \$80,000 into film this year in NY Film Fest
- Geofencing, created videos that showcase why people should shoot videos in Syracuse
- Showed videos, sent ad via text; 3 leads with NYC, Showtime series in final 3, and /or MGM movie
- In Toronto film festivals right now, sending them ads virtually
- Thought to get involved with Steam School; have a lot of talk going on with BOCES, film festivals, and job training
- Helping Syracuse Film festival, Musical Festival in Apple Valley; year to date about \$20 mil in film production cost
- What makes Syracuse different from other cities that do film - direct competitors are Buffalo and Albany; Buffalo has tremendous investment in film
- Pitch Deck - read through script, put together assets that align with that script visually and send it via video
- MGM producer (in Hollywood) said best pitch deck ever seen; doing it with nickels; hoping to get the one big movie

Mr. Kinne asked how airbnb is effecting Onondaga County (“OC”) revenue. Mr. Liedka replied that data for airbnb in Onondaga County is not tracked; airbnb is off the grid. It certainly effects room occupancy tax in Onondaga County, but not sure to what extent; larger impact on areas like Ithaca and the Adirondacks. Mr. Kinne stated that a few weeks ago he met a couple in Strathmore that operate an airbnb, and they are doing great. He asked if they pay taxes. Mr. Liedka stated that some Counties collect taxes on airbnb. Airbnb negotiates with each county on a county by county basis, and he is not aware of any agreement with Onondaga County. It should be regulated for safety to include carbon monoxide testers, but that is outside of his scope. Mr. Kinne said that it puts the county at a disadvantage when they do not pay taxes.

Mr. Liedka addressed Mrs. Abbott-Kenan’s question about Rochester and Buffalo saying that both cities had rainy day funds and their funds for advertising were not cut. Mr. Liedka stated that half of the money stays local through jobs and catering. Workforce development is a big deal, and sometimes they have to pull from Buffalo or Albany. If NY pulls out, Visit Syracuse will have to look beyond, and right now they are in negotiations with Binghamton. The goal is to create a regional film office, and Binghamton has a need. Keep it in the state and generate revenue for our organization.

Mr. Liedka answered Ms. Kuhn’s question about the NYS reimbursement percentage. When they shoot a \$10 million dollar movie, they pay the bills, submit bills to NYS, and NYS will give roughly 35% back. County Executive has put in additional monies through CNY Arts to put them over the top. It is one of the best incentives in Syracuse.

Mr. Liedka answered Dr. Cody’s question about funding saying that was the downtown committee, and they were part of it. Mr. Liedka’s thing is bounce rate and time on the site. Visit Syracuse’s bounce rate is 32. Those numbers are doing really well. Social media is a big deal, and he is lucky to have great employees.

Chairman Holmquist thanked Mr. Liedka for his time.

4. INFORMATION TECHNOLOGY: Kevin Sexton, Chief Information Officer
a. INFORMATIONAL: 2021 Budget update

- Projecting at budget ~ Maintenance, Utilities, Rent showing a deficit of about \$10,000 to a project running late, supposed to be yielding some savings, minor adjustments
- Overtime is up; not doing comp time as much as they used to; budget looking ok
- PeopleSoft financials went live 2013; constantly trying to improve and utilize modules as needed; work with Comptrollers Department, Purchasing Department, and Financial Operations Department
- Couple modules considering – Accounts/Receivable and billing module – active project going on now working with Management & Budget and Financial Operations
- Last year, successful in implementing HCM module for HR/Benefits; live August 2020; able to retire 35 year old mainframe payroll system; also, last mainframe module was delinquent tax module, retired; some IBM software costs
- Over \$100,000 in cost; doing well there
- Will be implementing PeopleSoft app called Fluid (implementing next year 2022); intuitive, easier to navigate
- No active applications running on mainframe
- New web design project working on; kick off in April; finishing design on that - implement 5 main departments for next year: Legislature, County Executive Office, Finance, Board of Elections, and Health Department
- After that, will phase everything else; going to new domain
- Transferring to new domain from www.ongov.net to www.onondaga.gov - working simultaneously; more security, aspects and monitoring
- Broadband has been of a high importance item to County Executive Office and IT, trying to get things going with NYS
- Agreements with Spectrum, Central NY Economic Planning Corporation, and ECC Technologies
- Access to everyone in the dark right now; mostly rural and southern tier, as well as Manlius and Lysander
- Certainly some of the underserved like LaFayette, Tully, Otisco, Pompey, Skaneateles and Spafford
- Broadband is important for business, education, and staying connected with everybody

- Plan on using stimulus funds to help with build outs; working with Regional Planning Board
- Plan is to help out city of Syracuse on their agenda; they have a project to address the digital divide; Spectrum runs the city but not able to deliver to certain areas of broadband speeds
- There are also low income broadband that are not advertised; working closely with them

Ms. Kuhn asked if there was anything for the south side, and Mr. Sexton replied that they are helping the City of Syracuse right now. Mr. Sexton stated that there are a number of questions on broadband. The County is not in the business of providing internet services, staffing, road crews, but happy to work with internet providers for services. Most internet companies do not want to lease fiber runs; not seeing a ton of success in that. Municipalities end up selling the fibers that they built out. The county has an RFP and build out services.

Mrs. Abbott-Kenan stated rural areas drops out. What is the process? Mr. Sexton responded that they worked with BCC Technology. They looked at a telephone poll, and have a list of addresses as part of the RFP. They will look for the best proposal and the best pricing. Hoping to send out RFP next month. It could take two years to get build outs done.

Mr. Sexton stated there was a question on hardware upgrades for all the departments. Over the last five years, IT has taken a unique position on hardware upgrades, and it turned out to be a 6 year refresh mid 20-teens to get all departments new PCs, high speed computers, and RAM. It will keep going for 7-8 years, and it has been very successful in getting people what they need. Mr. Seton said they are implementing Cybersecruty solutions, and one caused a toll on the PC environment. It hits hard on the disk environment, and they are looking at replacing it. What IT has now provides protection, but performance issues. They will have a better one by the end of the year, or early next year. They are buying more laptops than desktops due to more remote needs.

Ms. Kuhn asked how the retirement is effecting IT. Mr. Sexton replied that over the last year they lost over 20 people on staff, which were mainframe folks; not a big hit. In 2022, they would like to hire a new resource for network and Cybersecurity; made request in 2022 budget.

A motion was made by Mrs. Abbott-Kenan, seconded by Mr. Kinne, to adjourn the meeting. Passed unanimously; MOTION CARRIED.

The meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Debbie Kaminski

DEBBIE KAMINSKI, Assistant Clerk
Onondaga County Legislature

ATTENDANCE

COMMITTEE: PLANNING & ECONOMIC DEV COMMITTEE
DATE: SEPTEMBER 14, 2021

NAME (Please Print)	DEPARTMENT/AGENCY
Danny Liedtke	U. Syracuse
Kevin Sexton	OC IT
Dan Krasnowski	SOCRA
Brian Donnelly	CE
Yvette Velasco	LAW
Teneshia Murphy	CE Office
Ryan Frantzis	Leg.
John De Santis	Leg.
Tim Frateschi	Leg.