THE SARATOGA STRATEGY

A two-year plan for promoting job creation and economic growth in Saratoga County.
OBJECTIVE I

The Partnership will engage in a proactive, targeted and collaborative campaign to attract new business to Saratoga County in our key clusters and industries.

**These include:**
- Advanced Manufacturing
- Agriculture
- Financial Business Process Outsourcing
- Research and Development
- Specialized Distribution
In the next two years the Partnership will build a pipeline of companies and clients that have interest in investing in Saratoga County in each of the identified sectors.

1.1 Initiate a research study to identify a targeted list of at least 24 companies (plus additional companies with local ties) in each sector that have a strong propensity for growth and expansion.

1.2 Develop a multi-faceted marketing strategy for the County that creates a compelling value proposition and initiates specific campaigns that address each sector.

1.3 Develop a consistent brand and value proposition for the County that is recognized locally, regionally and internationally.

1.4 Develop a series of the County-based conferences and trade shows to promote regional assets; collaborate with other the County organizations on local event programming.
OBJECTIVE II

The Partnership will engage existing businesses, stakeholders, partners and other economic development agencies in an all-inclusive, multi-year Business Retention and Expansion Campaign that will help the private sector secure new jobs and capital investment in Saratoga County.
In the next two years the Partnership will create and implement a campaign to assist local business and companies that are invested and deeply rooted in Saratoga County. The campaign will be designed to provide solutions and programs to solve both simple and complex local issues in an attempt to remove obstacles to long-term growth and sustainability.

1.1 Identify local partners to share in the work of the campaign and to help in the implementation and structure of the effort.

1.2 Create a brand and awareness of the campaign to enhance its effectiveness and utilization rate.
OBJECTIVE III

The Partnership shall leverage the investment of GLOBALFOUNDRIES and the presence of Luther Forest Technology Park to attract new advanced manufacturing businesses, suppliers and allied industries to increase employment and capital investment in Saratoga County.
In the next two years the Partnership will assist GLOBALFOUNDRIES in identifying supply chain companies who they can benefit from and who can invest in Saratoga County, thereby increasing the overall number of jobs and investment in the County by 30% to 50% of the current total.

1.1 Develop a targeted list of companies that can benefit from proximity to GLOBALFOUNDRIES and develop marketing, communications and direct contact campaigns to influence them to invest in the County.

1.2 Identify national corporate real estate brokers that specialize in technology projects and develop marketing, communications and direct contact campaigns to influence them to invest in the County.

1.3 Identify national site consultants that specialize in technology projects and develop marketing, communications and direct contact campaigns to influence them to invest in the County.
In the next two years the Partnership will initiate the development of a multi-functional Next Wave Center which will provide GLOBALFOUNDRIES and the semiconductor industry with a resource for supply chain management, education, training and workforce development, design and software development, and technology start-up space.

2.1 Develop and acquire GLOBALFOUNDRIES supply chain companies as clients who will occupy the Supply Chain Pod of the Next Wave Center and provide the demand for real estate that is required for project success.

2.2 Work with GLOBALFOUNDRIES’ MTECH initiative, local colleges and universities, training centers, professional associations, local Workforce Investment Board offices, the trades, and local, state and federal job training programs to develop a unified training and education center for technology workforce development, semiconductor worker training and maintenance technician training for industry in the New Wave Center Training POD.

2.3 Work with GLOBALFOUNDRIES and others in the semiconductor industry to develop a semiconductor design center and landing pad for new companies in the tech space to occupy the New Wave Center Design POD.

2.4 Develop a business plan for the New Wave Center including land development, architectural plans and concepts, construction partners, and investment partners.
In the next two years the Partnership will determine and identify the infrastructure needs necessary for additional investment by GLOBALFOUNDRIES and other potential companies in Luther Forest Technology Campus as well as other large identifiable sites and users in Saratoga County.

Work with GLOBALFOUNDRIES and others in creating the Saratoga County Infrastructure Task Force, which will inventory and identify the needs of large users and potential users in the County, the capacity and growth plans of utility providers to provide those services and the capital required to prioritize and build the infrastructure.
OBJECTIVE IV

The Partnership will build and expand relationships with appointed and elected officials at the local, state and federal government levels to enhance investments in Saratoga County.
In the next two years the Partnership will enhance relationships with local, state and federal government officials that will result in a high level of confidence, increased collaborative initiatives, and measurable interactions.

1.1 Initiate a local government and community program for initiating new community and economic development projects for northern, central and southern communities, working with local chambers, business & professional associations and local governments.

1.2 Initiate a strategy to inform and educate members of the New York State Assembly and New York State Senate, providing them with a foundation to understand our economic development goals and objective.

1.3 Initiate a strategy to build positive relationships with state officials, agencies and authorities that impact economic development in the County. This includes fostering relationships with Empire State Development, NY Department of Environmental Conservation, NY Department of Transportation, and the Adirondack Park Agency.

1.4 Initiate a strategy to build positive relationships with federal officials, including our representatives in the United States Congress.
The SARATOGA COUNTY PROSPERITY PARTNERSHIP is the economic development organization for Saratoga County in New York State.

www.saratogapartnership.org/thesaratogastrategy