

# Exit 29 Site Reuse Analysis

Public Informational Meeting

July 14, 2020



E.M.  
Pemrick  
& Company  
Economic Planning &  
Development Services





# Agenda

- ① Introduction
- ② Community and Site Profile
- ③ Workforce Training Center Assessment
- ④ Target Industry Assessment
- ⑤ Findings/Recommendations/Next Steps

This project is being developed with funding by the New York State Department of State under Title 11 of the Environmental Protection Fund.

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Site Reuse Analysis**



## ① Introduction

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# Introduction – Who we are



Jane E. Rice, JD, AICP, Principal  
Director of Planning Services  
Environmental Design and Research



Ellen Morosoff Pemrick, Principal,  
E.M. Pemrick and Company

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# Workplan Tasks

Task	Date	Status
<b>Task 1.</b> Project Kick- off meeting	May 7, 2019	<b>Complete</b>
<b>Task 2.</b> Community Outreach Plan	October 01, 2019	<b>Complete</b>
<b>Task 3.</b> Community Profile	November 27, 2019	<b>Draft</b>
<b>Task 4.</b> Site Reconnaissance	November 27, 2019	<b>Draft</b>
<b>Task 5.</b> Target Industry Analysis	February 12, 2020	<b>Draft</b>
<b>Task 6.</b> Workforce Development & Training Center Feasibility Study	November 27, 2019	<b>Draft</b>
<b>Task 7.</b> Zoning Code Assessment	August 2020	<b>Draft</b>
<b>Task 8.</b> Draft Beechnut Site Reuse Analysis <i>(Tasks 1 -7 Draft)</i>	August 2020	<b>Draft</b>
<b>Task 9.</b> Public meeting	<i>July 14, 2020</i>	<b>Current</b>
<b>Task 10.</b> Final Beechnut Site Reuse Analysis <i>(Tasks 1-7 Final)</i>	September 2020	<b>TBC</b>

## ② Community and Site Profile

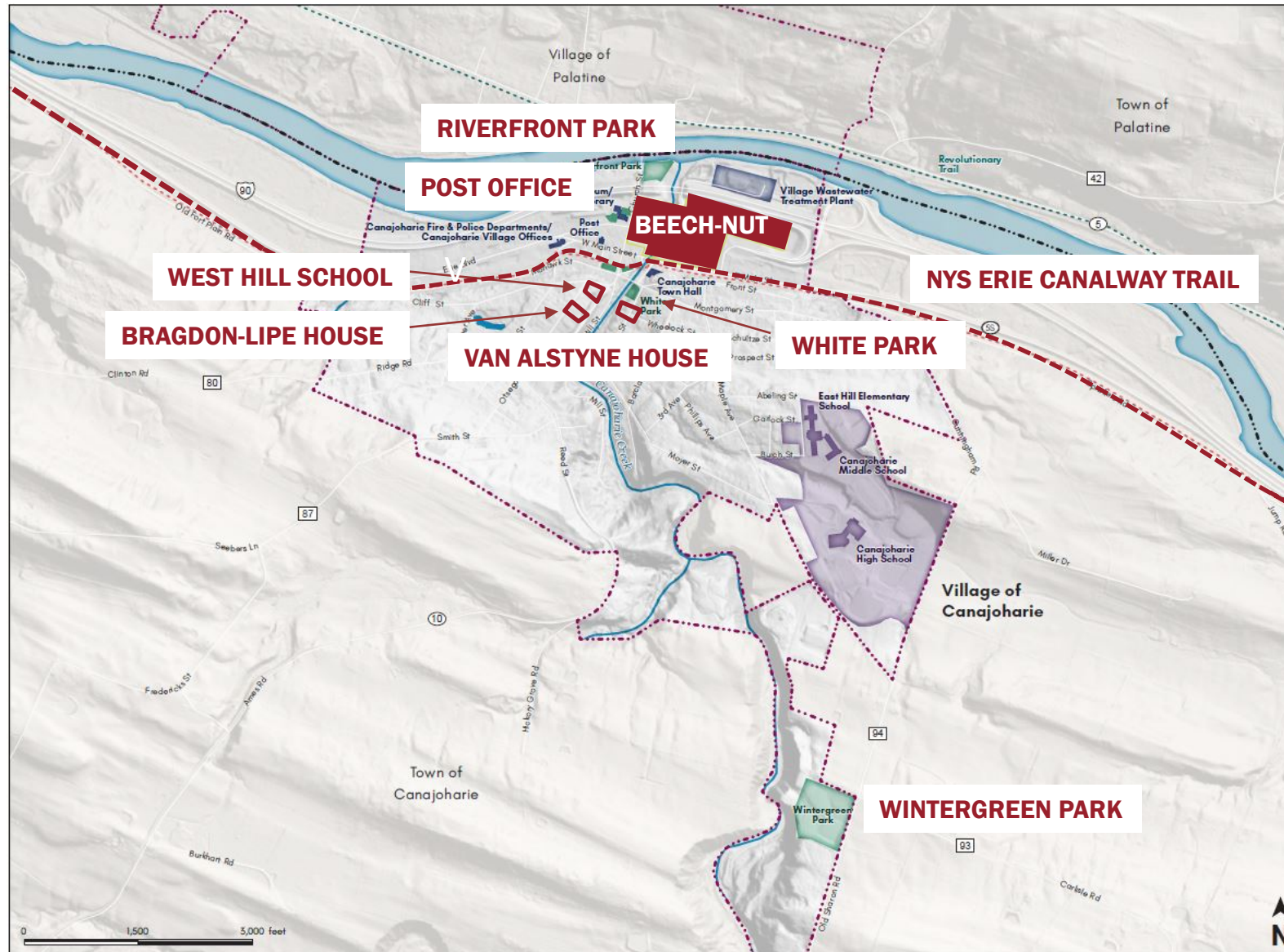
Demographics	Village of Canajoharie	Montgomery County
Population	2,015	49,500
Median Age	37	41
Median Household Income	\$37,500	\$47,449
Individuals in Poverty	28%	20%
Unemployment Rate	10.8%	7.3%
Percent high school graduate or higher	82.6%	85.2%
Percent bachelor's degree or higher	15.6%	17.0%

Employment Sectors	Canajoharie
Educational services, and health care	30.8%
Manufacturing	15.9%
Retail trade	12.9%
Transportation and warehousing	6.5%
Finance and insurance	6.4%
Construction	6.3%
Other services	5.2%
Professional, scientific, and management	4.3%
Public administration	4.1%
Arts, entertainment, and recreation	3.6%
Wholesale trade	2.7%
Agriculture, forestry, fishing and hunting	1.2%

Housing	Canajoharie
Total units	924
Occupied units	836
Median cost	\$93,700
Median gross rent	\$677



# Local Resources



## HISTORIC RESOURCES:

Van Alstyne House  
US Canajoharie Post Office  
West Hill School  
Bragdon Lipe House

NYS Barge Canal Historic District  
2015 Canajoharie Historic District

## TRAILS:

NYS Erie Canalway Trail

## PARKS:

Riverfront Park  
Wintergreen Park  
White Park

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# Site Reconnaissance



- + Montgomery County owns lands
- + Buildings 17 & 21 have some historic value
- + Site listed in the NYS and National Register of Historic Places
- + Public water and sewer

## Opportunities

- + Mohawk Valley Federal Opportunity Zone
- + Served by water and wastewater facilities
- + Transportation access from NYS Thruway, NYS Routes 5, 5S, & 10

## Constraints

- + 100 year floodplain of the Mohawk River
- + Brownfield

### ③ Workforce Training Center Assessment

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# Workforce Needs

## Labor Shortages

- + Engineers – mechanical, electrical, industrial
- + Production Workers – machinists, welders
- + Maintenance and Repair Technicians for equipment
- + Building Trades – electricians, plumbers, carpenters
- + Truck Drivers – national issue

## Other Challenges

- + Basic skill deficiencies – soft skills, math, computer skills
- + No high school diploma
- + Language barriers
- + Transportation
- + Aging workforce > anticipated retirements



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# Existing Education & Training Programs

- + Identified programs for careers in advanced manufacturing and distribution
- + Certificates, associate degree, and non-credit postsecondary training programs most relevant to a potential Workforce Training Center – excluded bachelor's degree programs
- + Focused on educational institutions within 40-mile radius of Canajoharie, plus HVCC
- + Outside of HVCC and Schenectady's Modern Welding School, the number of graduates of these programs is relatively small >> need for better marketing?

*New 37,000 SF Gene Haas Center for Advanced Manufacturing Skills will allow HVCC to double enrollment in its advanced manufacturing program to 288.*



Image: Albany Business Review

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# Existing Education & Training Programs continued

- + Identified programs for careers in advanced manufacturing at high school level
- + Limited participation at HFM BOCES and PTECH:
  - + HFM BOCES: 525 students in 16 CTE programs, with 8-12 students in Engineering Technology
  - + PTECH (Johnstown) offers project-based learning in 4 career pathways, including advanced manufacturing; only 1 in 24 completers were in the advanced mfg pathway in 2018-19, 0 in 12 completers in 2017-18
- + Other programs at Herkimer BOCES, Capital Region BOCES, VP TECH in Herkimer



# Existing Education & Training Programs continued

- + Programs for careers in construction and skilled trades exist at BOCES, community colleges, and SUNY Cobleskill
- + Construction Technology and Heating, Air Conditioning, and Refrigeration Technology programs tend to be popular
- + Capital Region BOCES has the only program in the Electrical Trades
- + SUNY Cobleskill's Diesel Mechanics Technology Program is at capacity... need to scale up
- + Cobleskill has applied for grants in partnership with HFM BOCES to develop a mobile unit that would bring diesel tech training to BOCES or “refreshers” to people in industry



# Interviews Conducted



FMS Workforce Investment Board



HMO Workforce Investment Board



HFM BOCES



Fulton-Montgomery Community College



Herkimer Community College



SUNY Cobleskill



Advanced Institute for Manufacturing (AIM) (Mohawk  
Valley Mfg Extension Partnership)



Herkimer County IDA



Workforce Development Institute



Private Employers





# Feedback from Interviews

Incorporate complementary uses into the facility for a “holistic” approach

- + Develop an entrepreneurship center or business incubator

- + Provide space for small, local food processing companies and equipment that can be used to train as well as produce

- + Include a computer lab for coding (ref. Albany Can Code project)

“Why would an employer use a WTC instead of a community college?”

Need a consortium of colleges and industry partners to get grants

Community colleges facing declining enrollment and reduced capacity > limited resources

“Business community should be receptive”... dedicated employer participation will be critical to success

Manufacturing companies use different equipment, processes, and systems

Stakeholders from western side of the Mohawk Valley don't see a need

No lack of classroom or training space (but possible need for more up-to-date industrial equipment and technology for training)

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# Findings

- + No shortage of programming in place at BOCES and in postsecondary institutions
- + Too few people taking advantage of *existing* education and training programs geared towards the manufacturing industry
  - + “The biggest issue is getting people to participate in the training available”
  - + Get the word out about career opportunities
  - + Consider shorter-term or non-credit programs to meet immediate hiring needs
- + Some challenges keeping up with changes in manufacturing equipment and technology
- + Lack of transportation impacts participation in career and technical education, training programs, and the workforce

ALDEN HIGH SCHOOL

TECHNICAL CAREER DAY

SKILLED TRADES, MANUFACTURING, AND AGRICULTURE


MARCH 17, 2017 (FRIDAY) 🍀

9:00AM TO 1:00PM

[COME FOR ANY AMOUNT OF TIME]

You are invited to participate in any, or all, of these ways ...

- Demonstrate typical skills, products, equipment ... related to your technical field.
- Present to small groups about:
  - work environment
  - a typical day
  - compensation
  - variety of job titles within a career path
- Discuss education and career paths for:
  - Sheet Metal Workers
  - Carpenters & Finishing Trades
  - Engineering
  - HVAC & Welders
  - Finishing Trades
  - Farming
  - Machine Repair
  - Computer Aided Design
  - Plumbing & Pipe Fitters
  - CNC Precision Machining
  - Electricians
  - Medical Technology
  - Robotics and Automation
  - Bricklayers and Tile Setters
- Explore and plan opportunities for:
  - Shadowing, field trips and facility tours
  - Non-paid exploratory internships
  - Paid summer CO-OPs
  - Pre-apprenticeship Programs
  - **Current job openings**





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## ④ Target Industry Assessment

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# Industry Analysis

- + 82% of private employment in Montgomery County (vs. 70% in the Mohawk Valley region) is in:
  - + Health care and social assistance
  - + Manufacturing
  - + Retail trade
  - + Transportation and warehousing
  - + Accommodation and food services
- + Largest private employers by subsector (21 with 250+ jobs)
  - + All 4 in health care sector: hospitals, ambulatory care, nursing and residential care facilities, social assistance
  - + 5 in manufacturing: printing, primary and fabricated metals, food, wood products
  - + 5 in retail trade
  - + 3 in transportation and warehousing



# Focus on Manufacturing

- + 19% of private sector jobs in Montgomery County – nearly twice the national share of 10%
- + 23% of total wages, 2<sup>nd</sup> highest after health care
- + 25% of county's manufacturing establishments employ 50+ workers
- + Loss of 1,875 manufacturing jobs from 2008-18, but net increase in several subsectors (e.g., wood products, primary metals, food manufacturing)
- + Growing demand nationwide for production workers
- + NYS DOL long-term employment projections for the Mohawk Valley anticipate growth in:
  - + Food and beverage
  - + Wood products
  - + Plastics
  - + Fabricated metals
  - + Electrical equipment

# Significant Industries

- + 14 industries identified...
  - + Food Manufacturing
  - + Wood Product Manufacturing
  - + Fabricated Metal Product Manufacturing
  - + Truck Transportation
  - + Warehousing and Storage
  - + Ambulatory Health Care Services
  - + Nursing and Residential Care Facilities
  - + Social Assistance
  
- + MVREDC “strategic” industries for prioritizing investments
  - + Advanced manufacturing
  - + Agribusiness and food systems
  - + Cybersecurity/information technology
  - + Tourism

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## Criteria Used\*

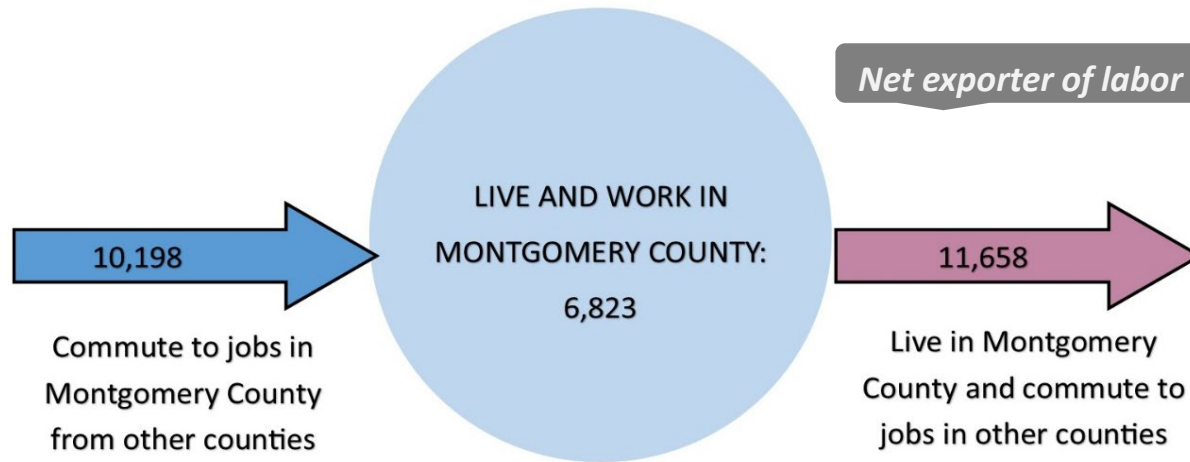
Countywide employment of 250 or more,  
AND one or more of the following:

1. Above-average job growth between 2008 and 2018
2. Higher-than-average wages (> \$39,804)
3. Above-average employment growth projected in the Mohawk Valley

\* Based on NYS DOL report, “Significant Industries: A Report to the Workforce Development System, Mohawk Valley,” 2015.

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# Resource Assessment – Labor Resources



- + Of those employed in Montgomery County:
  - + 62% live in Fulton, Montgomery, and Schoharie Counties
  - + 24% live in Herkimer, Oneida, and Otsego (MV) and Albany, Schenectady, Saratoga, and Warren (CR)
- + Increased share of jobholders traveling more than 50 miles to work in Montgomery County... fewer traveling <10 miles

## Resources to Support/Expand Economic Opportunities

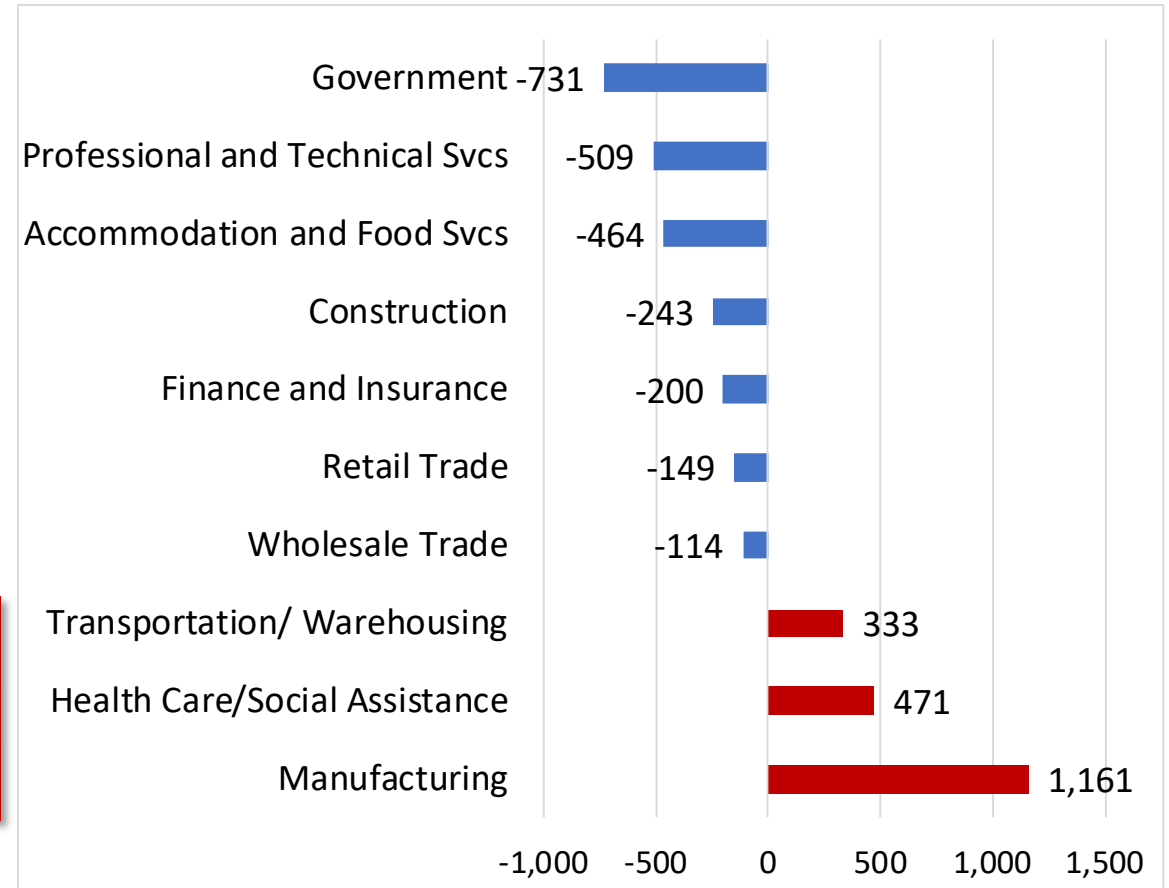
1. Labor quality, availability, and cost
2. Educational resources
3. Training programs
4. Transportation access
5. Available buildings and sites
6. Utilities
7. Cost of living
8. Housing availability and cost
9. Tax rates
10. Local and state incentives
11. Quality of life

# Resource Assessment – Labor Resources, cont'd

- + There are more jobholders in the manufacturing, health care, and transportation and warehousing sectors commuting *into* Montgomery County for work than there are county residents in these industries leaving to work elsewhere
- + Companies that require production workers, maintenance and repair technicians, truck drivers, mechanical and industrial engineers, etc., must recruit labor from outside the county

*Net importers of labor*

**Net Inflow and Outflow for Selected Industry Sectors**





# Resource Assessment – Labor Resources, cont'd

	Montgomery County	Primary Laborshed	Secondary Laborshed
<b>Estimated 2018 population</b>	49,455	134,143	1,108,054
<b>Avg. annual change, 2010-18</b>	-1.7%	-3.1%	0.2%
<b>Prime working-age population, ages 25-54 (U.S. = 39.8% of total population)</b>	18,300 (36.9%)	50,400 (37.3%)	471,000 (37.9%)
<b>Labor force participation rate (U.S. = 77.2%)</b>	76.0%	74.8%	78.8%
<b>Educational attainment, persons aged 25 +</b>			
<b>% with high school diploma/GED or higher (U.S. = 87.3%)</b>	85.2%	86.7%	91.3%
<b>% with bachelor's degree or higher (U.S. = 30.9%)</b>	17.0%	18.4%	33.2%

# Resource Assessment – Labor Costs

## Median Annual Wages for Selected Occupational Classifications

	Mohawk Valley	Capital Region	New York State	U.S.
Management Occupations	\$92,760	\$107,000	\$136,470	\$104,240
Business and Financial Occupations	\$59,880	\$67,210	\$80,880	\$68,350
Healthcare Practitioners and Technical Occupations	\$61,530	\$65,010	\$78,930	\$66,440
Construction and Extraction Occupations	\$44,590	\$50,070	\$58,100	\$46,010
Installation, Maintenance, and Repair Occupations	\$41,930	\$47,400	\$50,510	\$45,540
Production Occupations	\$32,600	\$40,040	\$36,500	\$35,070
Transportation and Material Moving Occupations	\$32,800	\$37,250	\$37,800	\$32,730
Total, All Occupations	\$35,510	\$43,130	\$46,010	\$38,640

# Resource Assessment – Strengths & Weaknesses

## Strengths

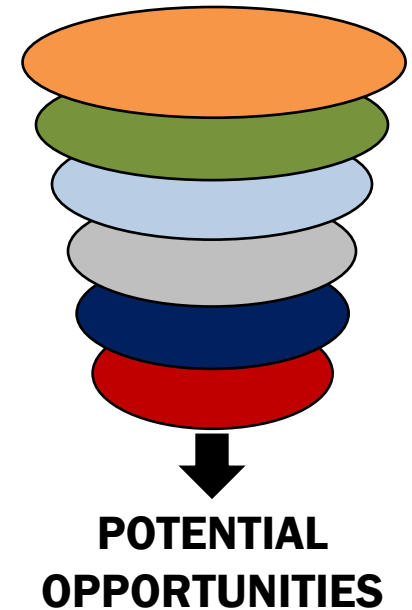
- Strategic location and interstate highway access
- Water and wastewater capacity
- Colleges within a 40-minute drive – access to education and training programs, source of part-time labor
- Low cost of living – competitive for NE U.S.
- Supply of high school-educated labor
- Ability to draw commuters from Mohawk Valley and Capital Region in certain industries
- Below-average labor costs
- Low-cost real estate
- Agricultural assets
- Natural beauty, small town/rural character

## Weaknesses

- Declining local population
- Aging labor force
- Limited public transportation
- Reported labor shortages in manufacturing, construction, transportation and warehousing
- Limited supply of college-educated labor, except in secondary laborshed
- Lack of diversity in employment base (4 of every 5 jobs are in five industry sectors)
- High property tax rates
- Age and condition of housing stock
- Shortage of modern/updated rental housing
- Negative attitudes and perceptions

# Considerations in Identifying Target Industries

1. Industries with an established presence in Montgomery County and/or the Mohawk Valley
2. National industry trends
3. Industries experiencing employment growth that are also projected to add jobs over the next decade (regionally and/or nationally)
4. Alignment with industries targeted by regional and state economic development organizations
5. The benefits that Montgomery County and the Village of Canajoharie can offer for specific industries
6. Industries and types of operations with location requirements compatible with the characteristics of the Exit 29 Site





# Opportunity 1: Food and Beverage Manufacturing

<b>Selected Industry Trends</b>	<ul style="list-style-type: none"><li>• NY one of top 10 states for F&amp;B mfg jobs</li><li>• Some West Coast producers looking to expand access to East Coast markets</li><li>• Consumer demand for “ready-to-eat” meals, ethnic/organic foods, foods that meet dietary restrictions, craft beers, locally-sourced products</li></ul>
<b>Potential Local Opportunities</b>	<ul style="list-style-type: none"><li>• Production of beer, cider, wine, or spirits with NYS ingredients</li><li>• Food processing, packaging, and/or distribution</li><li>• Contract manufacturing for store-brand or private label products</li><li>• Food hub: facilitates the aggregation, storage, processing, distribution and/or marketing of local food products direct from the farm</li></ul>
<b>Needs and Requirements</b>	<ul style="list-style-type: none"><li>• Water availability and capacity, sanitary sewer capacity and cost</li><li>• Quality, volume, and cost of water (for beverages)</li><li>• Workforce experienced in handling food-grade products</li><li>• Proximity to markets and suppliers</li><li>• Interstate highway access for shipping raw material and finished product</li></ul>

# Opportunity 2: Distribution and Warehousing

<b>Selected Industry Trends</b>	<ul style="list-style-type: none"><li>• Growth in e-commerce sales a major driver – warehouses needed by both online and brick-and-mortar retailers for rapid order fulfillment</li><li>• Mix of companies operating their own distribution centers and third-party logistics providers</li><li>• Growth in online grocery and meal kit delivery sales projected to generate demand for cold storage warehousing space (CBRE study)</li><li>• Northern NJ and eastern PA experiencing limited land availability and rising costs, could make upstate NY an attractive “Plan B”</li></ul>
<b>Potential Local Opportunities</b>	<ul style="list-style-type: none"><li>• Small to mid-sized regional distribution center or warehouse (100k-250k SF)</li><li>• Single company or multiple tenants that need a limited amount of space for distribution and warehousing (i.e., combined with production space)</li><li>• Third-party logistics providers</li></ul>
<b>Needs and Requirements</b>	<ul style="list-style-type: none"><li>• Access to markets / interstate highway access</li><li>• Labor availability and cost</li><li>• Shovel-ready site</li><li>• Capacity and cost of electrical power and natural gas</li><li>• Low to moderate water and sewer requirements</li></ul>

# Opportunity 3: Customer Contact Center

<b>Selected Industry Trends</b>	<ul style="list-style-type: none"><li>• Includes both call centers and customer service centers – may be part of a larger company or an independent company that serves other businesses</li><li>• Long-term outsourcing to other English-speaking countries like India, where wage expectations are lower, but this is changing due to customer dissatisfaction and rising overseas labor costs</li><li>• Continued industry growth despite technological advances</li><li>• Recent expansion activity in upstate NY</li></ul>
<b>Needs and Requirements</b>	<ul style="list-style-type: none"><li>• Real estate availability and cost – may prefer an existing building that can be leased</li><li>• High-speed Internet with backup capabilities</li><li>• Reliable electrical power</li><li>• Highway access important for commutation</li><li>• Labor costs – the largest expense for most centers</li><li>• Availability of labor within a 30-minute commute – should be able to accommodate employee turnover</li></ul>

# Opportunity 4: Tourism and Recreation

Local Situation	<ul style="list-style-type: none"><li>• Montgomery County's shares of employment in accommodation and food services and arts, entertainment, and recreation lower than nat'l averages</li><li>• Tourism assets include the Mohawk River, historic sites, cultural attractions, sports and recreation, agritourism, fairs and festivals... but no "destination attraction" and few entertainment amenities or nightlife</li><li>• Perceived lack of hotel product for business travelers (exception of Microtel)</li><li>• Need for more festivals and events</li></ul>
Selected Industry Trends	<ul style="list-style-type: none"><li>• More weekend trips and short getaways over extended vacations</li><li>• Growing interest in activity-based travel, local foods and beverages, outdoor recreation, and experiencing history and culture</li><li>• Adventure sports one of the fastest-growing segments of the tourism market</li><li>• Indoor/outdoor sports facilities for tournaments being developed across the state (e.g., Utica's Nexus Center, Gutches Park in Cortland)</li></ul>
Potential Local Opportunities	<ul style="list-style-type: none"><li>• Lodging for Thruway travelers, Canalway Trail users, and other visitors</li><li>• Space for seasonal events and festivals</li><li>• Adventure sports park (e.g., climbing tower, ropes course, zip line)</li></ul>

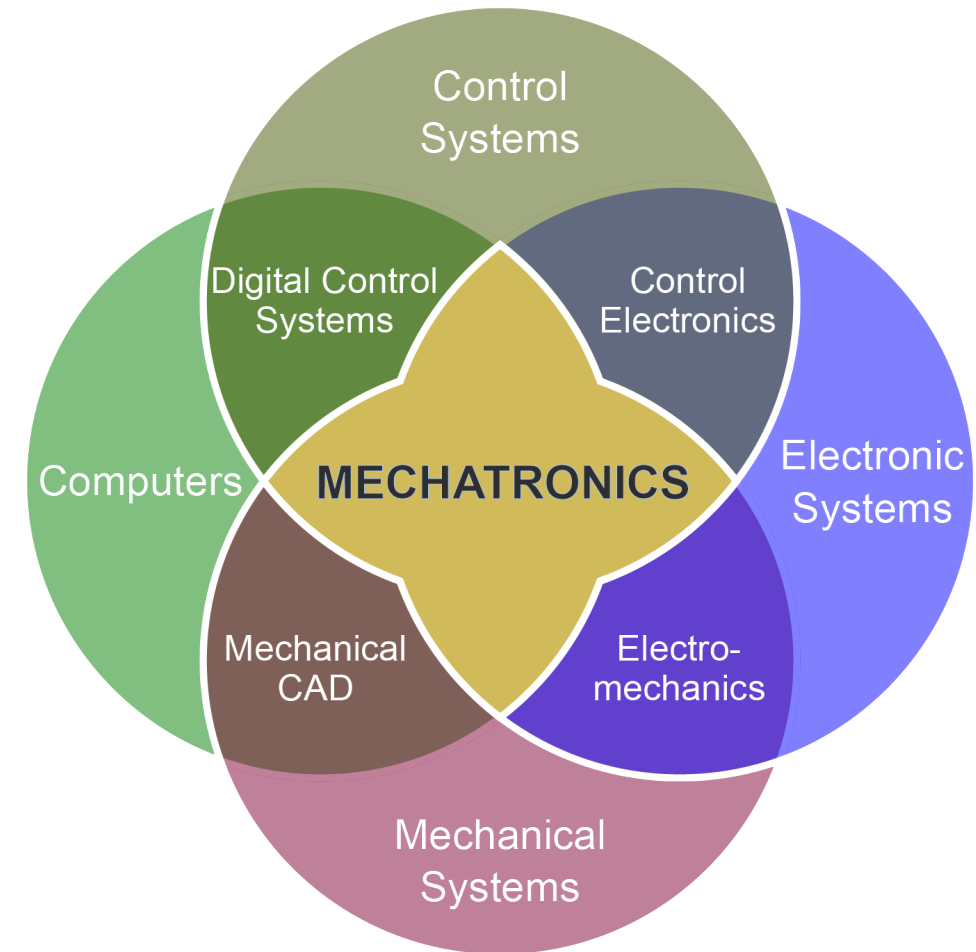


## ⑤ Findings/Recommendations

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# Potential Opportunities

1. **Develop an initiative to promote careers** in the manufacturing sector and skilled trades among middle and high school students... continue to work with local companies to provide opportunities for internships, job shadowing, etc.
2. **Increase awareness** of training and technical programs available in the Mohawk Valley for manufacturing employers.



# Potential Opportunities

3. Work with FMCC and other colleges to develop **short-term training programs**, such as “**boot camps**” and **microcredential programs**, that are better suited to incumbent workers.
4. **Conduct a survey of employers** to assess workforce needs, identify obstacles to training workers, and solicit feedback that can be used to improve education and training programs.
5. Continue to explore **options to transport** students and workers to school, training programs, and workplaces.



# Historic Village Character

- + Protect and enhance **historic fabric** of downtown Canajoharie
- + Protect and enhance **architectural character** of downtown Canajoharie
- + **Create public space** that embraces Canajoharie Creek
- + Create **development standards** to better guide future redevelopment





# Questions?



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