



**2006-07 Emerge Survey Results  
Opportunities  
&  
2006-07 Emerge Survey Results  
Obstacles**

**2009  
Progress Report**

**2009 Emerge  
Lunch with a Purpose  
Results**

**BUSINESS**

***Opportunities:***

1. Marketing Northern New York
2. Attraction and support of entrepreneurs and small business
3. Promoting a more positive financial climate for business
4. Training and retaining a professional NNY workforce

***Obstacles:***

1. Lack of a regional development plan/vision
2. Energy costs
3. State and local taxes
4. Workforce healthcare costs

Marketing Initiatives:

- A New Beginnings (JCJDC)
- We Live NNY (Jaycees)
- Forever Wired (Clarkson)
- Capital Corridor (TIBA)
- Drum Country (FDRLO)

Entrepreneurship:

- New Center at JCC
- Classes/Programs at Clarkson
- E-Day at JCC
- Northern Adirondack Trading Coop.

Tourism:

- Ag Tours
- Motorized & non-motorized trails in Jefferson, Lewis and St. Lawrence Counties
- Seaway Wine Trail

***Opportunities:***

1. Alternative Energies; alliances for municipal power; NYPA power allocation
2. Workforce training partnering with higher educational institutions
3. Balancing efforts with attracting 'big' businesses to helping support and grow small businesses.
4. Continued rehabilitation of our community downtowns
5. Long term government planning and communication to the public
6. Workforce wellness and preventative care

***Obstacles:***

1. Energy Costs
2. Sunset of Empire Zone/Lack of a replacement program to attract/retain businesses
3. Workforce healthcare costs



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**ARTS, CULTURE &  
ENTERTAINMENT**

- Opportunities:**
1. Non-motorized trails
  2. Outdoor recreation competitions and opportunities
  3. Festivals and concerts
  4. Theatrical events and activities
  5. Walkways and bike pathways and protection of our wild areas
  6. Affordable and attractive housing
- Obstacles:**
1. Lack of a regional development vision/p
  2. Lack of money for start-up
  3. Lack of coordinated online and print resources about recreation and cultural opportunities in NNY
  4. Lack of facilities for larger events

- SLC & JC hiring trail coordinator
- North Country Arts Festival
- Black River Fest
- City of Watertown walkways and pathways along River
- Racquette River Trail
- Village of Potsdam and City of Ogdensburg Trails
- Seaway Trail Bike Path

1. Issues still relevant
2. Need year-round recreational activities (Snowtown/Winterfest)
3. Need for Arts Education and Facilities
4. Focus on additional amenities like movie theater running indie films, private campgrounds, etc.
5. Coordinated clearinghouse for info on activities/events
6. More diverse national theatrical and music performances

**COMMUNITY  
ENGAGEMENT &  
VOLUNTEERING**

- Three greatest reasons to volunteer as identified by participants:**
1. Community Improvement
  2. Ethical Responsibility
  3. Personal Satisfaction
- Additions for 2009:
1. Networking opportunity
  2. Learning experience for their family
- Three greatest reasons participants did not volunteer more:**
1. Lack of time
  2. Already volunteered a lot
  3. Unaware of opportunities
- Additions for 2009:
1. Uncomfortable to volunteer alone
  2. Volunteer duty did not have a significant impact on the organization

- Drumcountry.com information
- Jaycees monthly newsletter 'The Scoop'

1. Enhance NC Council of the Social Agencies website with all local volunteer opportunities
2. Organizations need to keep their websites current with volunteer information
3. Encourage 'Volunteer buddy' system where people come with friends and groups they are associated with
3. Organizations should fashion volunteer positions as they would for paid positions with job descriptions and creating a sense that their time has impact on the overall organization
4. Address the need to have legislation that allows unemployed workers to volunteer at local agencies and not have it negatively affect their unemployment compensation