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MEDIA ADVISORY

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“Boomtown, USA” Author and Local Panel Discuss Madison County Attributes

Cazenovia – More than sixty elected officials, business leaders and interested residents attended a presentation by Jack Schultz at the Cazenovia College Theater on October 19. Mr. Schultz, a nationally known lecturer, author and researcher, addressed opportunities for small rural communities, or agurbs, to attract business and jobs.

Mr. Schultz’ visit was hosted by Madison County Industrial Development Agency (MCIDA) and Cazenovia Area Community Development Association, Inc. (CACDA). The event was made possible through a grant from National Grid. Refreshments were sponsored by Oneida Savings and catered by Cazenovia College Dining Services.

Schultz spent the day touring Madison County’s business parks and local attractions. The author of “Boomtown, USA – the 7 ½ Keys to Big Success in Small Towns”, Schultz also spoke to 300 students and faculty at Morrisville State College that afternoon. His first steps involve adopting a “Can Do” attitude, shaping a vision and leveraging resources.

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Peter Cann, Executive Director of MCIDA, wants to bring jobs back to small communities so residents will not have to face daily commutes that consume energy and time. “Our philosophy is to live and work in the same place”, said Cann. He believes one way to achieve that goal is by developing local business parks that attract new companies.

According to Cann, an average commuter spends the equivalent of ten days a year just driving between work and home. That time could be used for other more personally satisfying pursuits if residents were able to spend the majority of their waking hours in their own communities.

Commuters also tend to shop on their way into, or coming home from, work. Reducing the number of commuters can strengthen local retail establishments. Adding resident jobs and more industrial tax base can also help to stabilize property taxes.

Based on research by Schultz, for every dollar of property taxes paid, commercial industry receives only \$0.27 in community services while residential taxpayers receive \$1.17. In addition, local businesses often support communities in other ways, including donations of volunteer time, expertise and funding for local projects.

Following the presentation a panel of nine elected officials discussed initiatives in their municipalities. Thomas Dougherty, Mayor of Cazenovia, and Liz Moran, Town of Cazenovia Supervisor, participated in the discussion. Rich Isome, a former Central New York television personality, was the panel moderator.

Copies of “Boomtown, USA” are available at the CACDA office, located at 7 Nickerson Street. Please call 655-7651 for more information.