



### IDA AWARDED GRANT

A \$300,000 grant has been awarded to the Essex County Industrial Development Agency (IDA) by the United States Department of Agriculture (USDA) to expand the

IDA's revolving loan program. The loan program will help to assist the startup, expansion, and retention of small businesses in Essex County. The loan fund can be used to finance machinery and equipment, working capital, furniture, fixtures, and real property. This is an Equal Opportunity Program.

For more information, please contact Carol Calabrese at 518-873-9114 or [ccalabrese@essexcountyida.com](mailto:ccalabrese@essexcountyida.com)



ESSEX COUNTY  
IN THE PARK  
industrial  
development  
agency

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The Adirondack Economic Development Corporation is hosting our annual fall entrepreneurship course.



This course is focused on business plan development and would be appropriate for anyone considering launching their own business on a full-time or part-time basis, or for an existing small business to better plan their operations and success. The course will be taught by AEDC staff in partnership with regional experts. The following are a summary of anticipated course topics:

- Insurance for Small Business
- Laws, Regulations, Taxes
- Management
- Market Analysis
- Targeted Marketing
- E-Commerce
- Accounting for Small Business
- Technology
- Legal Concerns
- Cash Flow Management
- Bookkeeping
- Business Financing

To register please email [sdonaldson@aedconline.com](mailto:sdonaldson@aedconline.com)

The Essex County IDA is working hard to serve our business and community members. We are currently working with many businesses one on one providing support, resources, guidance, etc.

Utilize OUR Resources!!!



### **AGRI-TOURISM GUIDELINES:**

Governor Cuomo announced new state guidance for agri-tourism businesses as New York State enters the Fall season. The businesses, which include corn mazes, pick-your-own fruit and vegetable operations, hayrides and haunted houses, are considered low-risk outdoor arts and entertainment and are permitted to operate under New York's NY Forward guidance.

Guidance includes, but is not limited to:

**Corn Mazes:** permitted consistent with Low Risk Outdoor Arts and Entertainment guidance and the following conditions:

- Reduced capacity



Online professional programs from  
Cornell University

Cornell Cooperative Extension invites you to join the eCornell Team for two upcoming live webcasts with Cornell faculty and industry experts. These events are free and open to all!

### **What to Expect in the Lodging Industry Tuesday, September 15, 2020 at 11:30AM**

- Which factors are influencing recovery across market segments and geographical locations
- Why some segments are recovering more quickly than others
- What we know and don't yet know about the challenges the industry will continue to face
- Short- and long-term strategies required to maintain sufficient cash flows from the perspectives of owners, operators, and lenders

#### **Information & Registration**

### **Innovating for a Post-Pandemic Future: Challenges and Opportunities in the Hospitality Industry Tuesday, September 22, 2020 at 12:00PM**

- How the pandemic is forcing the hospitality industry to devise new solutions and guest services
- Lessons and practices that the hospitality industry can learn from other industries
- How to meet the challenges of migrating from a legacy system to a next-generation, cloud-based operation
- How today's pace of innovation is making systematic changes both feasible and necessary
- What new innovations are possible today and which opportunities exist to bring new solutions to market

#### **Information & Registration**

- Face coverings required
- Social distance required

**Hayrides:** permitted consistent with Public Transportation guidance and the following conditions:

- Mandatory face coverings
- Social distance required
- Frequently touched surfaces, such as handrails, cleaned and sanitized between rides

#### **Pick-Your-Own Fruit/Vegetables**

**Operations:** permitted consistent with Low Risk Outdoor Arts and Entertainment guidance and the following conditions:

- Reduced capacity
- Face coverings required
- Social distance required

**Haunted Houses:** permitted consistent with Low Risk Indoor Arts and Entertainment guidance and the following conditions:

- Reduced capacity
- Face coverings required
- Social distance required

Petting zoos are not permitted.

More information available at  
**[NY Forward Website](#)**