



KATHY HOCHUL
Governor

Western NY Power Proceeds Allocation Board

ANTHONY J. COLUCCI III
Chairman

WESTERN NEW YORK POWER PROCEEDS ALLOCATION BOARD MINUTES

June 6, 2023 – 3:00 P.M.

VIDEO CONFERENCE

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Minutes of the Meeting of the Western New York Power Proceeds Allocation Board held at Niagara Power Project, 5777 Lewiston Road, Lewiston, NY 14092.

Board Members Present:

Brenda McDuffie – Acting Chair
Deanna Brennen
Paul Brown
Dennis Elsenbeck

Chairman Anthony Colucci - Excused

NYPA Staff Present:

Karen Delince	Vice President and Corporate Secretary
Lori Alesio	Interim Executive Vice President and General Counsel
Richard Smith	Senior Director – Economic Development
Emily Alkiewicz	Manager – Business Power Allocations and Compliance
Lorna Johnson	Senior Associate Corporate Secretary
Sheila Quatrocci	Senior Associate Corporate Secretary
Michele Stockwell	Senior Assistant Corporate Secretary

Opening Remarks

Acting Chair Brenda McDuffie welcomed members of the Board, the staff of Empire State Development Corporation (“ESDC”), and the staff of the New York Power Authority (“NYPA”). He stated that this meeting of the Board had been duly noticed as required by the Open Meetings law. The meeting was called to order at 3:02 p.m.

1. Adoption of the June 6, 2023 Proposed Meeting Agenda

Member Deanna Brennan made a motion to adopt the June 6, 2023 proposed meeting agenda. The motion was seconded by member Paul Brown. The agenda was unanimously adopted.

Conflicts of Interest

Acting Chair Brenda McDuffie stated that members had been polled prior to the meeting regarding possible conflicts of interest with the entities previously provided for their review and all indicated that they did not have any conflicts.

2. Adoption of the February 14, 2023 Meeting Minutes

Acting Chair McDuffie asked if there were any amendments to the Minutes.

Upon motion made by member Paul Brown and seconded by member Deanna Brennan, the minutes of the February 14, 2023 meeting were adopted.

3. Fund Update

Mr. Richard Smith, Senior Director of Economic Development, submitted the following April 2023 Western New York Economic Development Fund Update report:

Western New York Economic Development Fund Update¹

April-23

The Fund		
<i>this</i>	Total Deposits to the Fund to Date:	\$83,058,000
<i>plus</i>	Total Interest Earned on Deposits to Date:	\$1,233,193
=	Total Funds Deposited:	\$84,291,193
Expenditures		
<i>this</i>	Total Funds Deposited:	\$84,291,193
	Total Administrative Expenses Withdrawn:	\$0
	Disbursements to Grantees:	(\$36,032,700)
<i>plus</i>	Total Expenditures:	(\$36,032,700)
=	Current Fund Balance:	\$48,258,493
Awards		
<i>this</i>	Total Funds Deposited:	\$84,291,193
	Standard Projects:	\$33,464,976
	Energy Related Projects ² :	\$6,737,815
<i>minus</i>	Total Fund Benefits Awarded³:	\$40,202,791
=	Total Fund Benefits Available to be awarded by the WNYPPAB⁴:	\$44,088,402
Energy-Related Projects		
<i>this</i>	Minimum Amount (15%) of the Fund Dedicated to Energy-Related Projects:	\$12,458,700
<i>minus</i>	Total Awards (8%) Made for Energy-Related Projects to Date (not including today):	\$6,737,815
=	Fund Benefits Currently Available to be Awarded for Energy-Related Projects Only:	\$5,720,885
Today's Recommendations		
<i>this</i>	Standard Projects:	\$370,000
<i>plus</i>	Energy-Related Projects or Project Components:	\$0
=	2 Total Recommendations Before the WNYPPAB Today:	\$370,000
Expansion Power ("EP") and Replacement Power ("RP") Summary		
<i>this</i>	Estimated Unallocated EP and RP to Date (MW):	108
<i>plus</i>	Estimated Allocated but Unused Hydropower to Date (MW) ⁵ :	170
=	Total Estimated Unutilized EP and RP to Date (MW)⁶:	278

¹ The "Fund", known as the "Western New York Economic Development Fund", is created and administered by the New York Power Authority ("NYPA"). It is funded with the aggregate excess of revenues ("Net Earnings") received by NYPA from the sale of Expansion Power ("EP") and Replacement Power ("RP") produced at NYPA's Niagara Power Project that is sold in the wholesale energy market over what revenues would have been received had such Power been sold on a firm basis to an eligible EP or RP customer.

² As defined by the Western New York Power Proceeds Allocation Act, a minimum of 15% of Fund Benefits shall be dedicated to "energy-related projects, programs and services". In accordance with EDL § 189-a(6), "energy-related projects, programs and services" means: (1) energy efficiency projects and services; (2) clean energy technology projects and services; (3) high performance and sustainable building programs and services; and (4) the construction, installation and/or operation of facilities or equipment done in connection with any such projects, programs or services.

³ Funds awarded to applicants to the Fund who are recommended for an award by the WNYPPAB and approved by the NYPA Trustees are known as "Fund Benefits." Disbursement of Fund Benefits is subject to satisfaction of certain terms and conditions.

⁴ Total Fund Benefits Available to Be Awarded is calculated as Total Funds Deposited minus the sum of Total Fund Benefits Awarded and Total Administrative Expenses Withdrawn.

⁵ The NYPA Trustees may allocate EP or RP to eligible companies. Such customers may use the entire allocation, or such customers may "take down" only a portion of the allocation based on their needs at the time. EP and RP that is unallocated, or that is allocated but not taken down, is eligible to be used for WNYEDF "Net Earnings".

⁶ Unutilized EP and RP consists of an estimate of both unallocated hydropower and allocated hydropower that has not been taken down by customers.

WNYEDF Awards by County ⁷

WNYPPAB Recommendations (All)		
County	Company	WNYPPAB Approvals
Erie	425 Michigan Ave, LLC	\$500,000
	Coolture	\$210,000
	Eden Valley Growers	\$80,000
	Field & Fork Network	\$166,912
	Ford Motor Company	\$1,000,000
	Forest Lawn Heritage Foundation	\$150,000
	Innomotive Solutions Group LLC	\$150,000
	Launch NY	\$5,418,000
	Living Green Insulation Products and Services, LLC	\$40,946
	Michigan Street African American Heritage Corridor Commission	\$250,000
	Nexus Natural Gas LLC	\$570,000
	OSC Manufacturing & Equipment Services, Inc.	\$562,500
	PLS III LLC dba We Care Transportation Services	\$1,000,000
	Visit Buffalo Niagara	\$250,000
	43North LLC	\$6,000,000
	Explore and More...A Childrens Museum	\$1,700,000
	Amos Zittel & Sons	\$380,000
	D'Youville College	\$400,000
	Martin House Restoration Corporation	\$700,000
	General Mills	\$500,000
	Buffalo Arts and Technology Center	\$418,768
	43 North LLC (II)	\$6,000,000
	43North LLC (II)	\$2,000,000
	CL New Co., Inc. dba Campus Labs	\$400,000
	Invest Buffalo Niagara	\$65,836
	PostProcess Technologies, LLC	\$90,000
	Triad Recycling and Energy Corp.	\$150,000
	Hauptman - Woodward Medical Research Institute	\$1,000,000
River Road Research, Inc.	\$220,000	
Eastman Machine Company	\$170,000	
Hispanic Heritage Council of WNY, Inc.	\$300,000	
Erie Total		\$30,842,962
Genesee	Yancy's Fancy, Inc.	\$500,000
	Plug Power	\$1,500,000
Genesee Total		\$2,000,000
Niagara	Aquarium of Niagara	\$1,750,000
	Diversified Manufacturing, Inc.	\$450,000
	Global Outreach Mission, Inc.	\$102,829
	Niagara University	\$285,000
	Washington Mills	\$140,000
	NFIA Stakeholders Group, Inc.	\$24,750
	The WNY Women's Foundation, Inc.	\$100,000
	Cambria Asphalt Products	\$72,750
	Borderworx Logistics, LLC	\$285,000
	Tulip Manufacturing	\$1,000,000
	Niagara University (II)	\$500,000
	NFIA Stakeholders Group, Inc. (II)	\$90,000
	Platters Chocolates	\$200,000
	Niagara Falls National Heritage Area	\$200,000
	Moog, Inc.	\$1,600,000
	Historic Palace, Inc.	\$142,000
	Carousel Society of the Niagara Frontier	\$30,000
Ashdan Screw Machine Products, Inc.	\$12,500	
The Center for Kashmir, Inc.	\$225,000	
Niagara Total		\$7,209,829
Orleans	Quorum Group LLC dba Takeform Architectural Graphics	\$150,000
Orleans Total		\$150,000
Grand Total		\$40,202,791

⁷ The companies in this list are the applicants to the Fund whose proposed projects were recommended for an award of Fund Benefits by the WNYPPAB.

*The "Energy Projects (\$)" amount represents the estimated portion of each award that the WNYPPAB considers to be an "energy-related project" as defined by the Western New York Power Proceeds Allocation Act and in accordance with EDL § 189-a(6) (see footnote 2 above for more detail).

Acting Chair McDuffie stated that this is an informational item and does not require any action and thanked Mr. Smith for the report.

4. Awards of Fund Benefits from the Western New York Economic Development Fund – Round 30

Ms. Emily Alkiewicz, Manager of Business Power Allocations and Compliance, submitted the following report and resolution for consideration and adoption:

Applications for Fund Benefits from the Western New York Economic Development Fund

“SUMMARY

The Western New York Power Proceeds Allocation Board (“Allocation Board” or “Board”) is requested to recommend to the Board of Trustees of the Power Authority of the State of New York (“NYPA” or “Authority”) that an award of Fund Benefits be made to Launch New York, Inc. (“Launch”) and Buffalo Niagara Convention and Visitors Bureau, Inc. d/b/a Visit Buffalo Niagara (“BNCVB”). The projects and award amounts being recommended are discussed in Exhibits “A”, “A-1” and “A-2”.

BACKGROUND

1. Western New York Power Proceeds Allocation Act

The Western New York Power Proceeds Allocation Act (the “Act”) was signed into law on March 30, 2012. The Act provides for the creation, by the Authority, of the Western New York Economic Development Fund (“Fund”). The Fund consists of the aggregate excess of revenues received by the Authority from the sale of Expansion Power (“EP”) and Replacement Power (“RP”) produced at NYPA’s Niagara Power Project that was sold in the wholesale energy market over what revenues would have been received had such energy been sold on a firm basis to an eligible EP or RP customer under the applicable tariff or contract.

Under the Act, an “eligible applicant” is a private business, including a not-for-profit corporation. “Eligible projects” is defined to mean “economic development projects by eligible applicants that are physically located within the state of New York within a thirty-mile radius of the Niagara power project located in Lewiston, New York that will support the growth of business in the state and thereby lead to the creation or maintenance of jobs and tax revenues for the state and local governments.” Eligible projects include, for example, capital investments in buildings, equipment, and associated infrastructure owned by an eligible applicant for fund benefits; transportation projects under state or federally approved plans; the acquisition of land needed for infrastructure; research and development where the results of such research and development will directly benefit New York state; support for tourism and marketing and advertising efforts for western New York state tourism and business; and energy-related projects.

Eligible projects do not include public interest advertising or advocacy; lobbying; the support or opposition of any candidate for public office; the support or opposition to any public issue; legal fees related to litigation of any kind; expenses related to administrative proceedings before state or local agencies; or retail businesses as defined by the board, including without limitation, sports venues, gaming and gambling or entertainment-related establishments, residential properties, or places of overnight accommodation.

Fund Benefits have been provided to successful eligible applicants in the form of grants. It is anticipated that Fund Benefits will be disbursed as reimbursement for expenses incurred by an Eligible Applicant for an Eligible Project, or for proposed eligible expenditures to

be incurred by the eligible applicant for an eligible project when NYPA has authorized advance disbursement.

At least 15% percent of the Fund is dedicated to eligible projects which are “energy-related projects, programs and services,” which is defined as “energy efficiency projects and services, clean energy technology projects and services, and high performance and sustainable building programs and services, and the construction, installation and/or operation of facilities or equipment done in connection with any such projects, programs or services.”

Allocations of Fund Benefits may only be made based on moneys that have been deposited in the Fund. No award may encumber funds that have not been deposited in the Fund.

2. Western New York Power Proceeds Allocation Act

Under the Act, the Allocation Board is charged with soliciting applications for Fund Benefits, reviewing applications, making eligibility determinations, evaluating the merits of applications for Fund Benefits, and making recommendations to NYPA on Fund Benefit awards. The Allocation Board uses the criteria applicable to EP, RP and PP allocations, and for revitalization of industry, provided for in Public Authorities Law § 1005. Additionally, the Board is authorized to consider the extent to which an award of Fund Benefits is consistent with the strategies and priorities of the Regional Economic Development Council having responsibility for the region in which an eligible project is proposed.

At its meeting on March 4, 2013, the Board, in accordance with the Act, adopted by-laws, operating procedures, guidelines related to the application, and a form of application. A copy of the relevant criteria (collectively, “Program Criteria”), adapted from this Board’s “Procedures for the Review of Applications for Fund Benefits,” is attached as Exhibit “B” to this memorandum.

The Board also defined “retail business” to mean “a business that is primarily used in making retail sales of goods or services to customers who personally visit such facilities to obtain goods or services.”

3. Application Process

Initially, the Allocation Board established a series of application due dates coupled with a schedule of dates the Board expected to meet to consider applications. The program was initially promoted through a media release and with assistance from state and local entities, including the Western New York and Finger Lakes Regional Economic Development Councils, ESD and local and regional economic development organizations within the State. A webpage was created that is hosted on WWW.NYPA.GOV/WNYPPAB with application instructions, a link to the approved application form and other program details including a contact phone number and email address staffed by the Western New York Empire State Development regional office. As the program is now well-known, a rolling application process is used and the Allocation Board meets regularly to consider applications for Fund Benefits.

DISCUSSION AND RECOMMENDATIONS TO THE BOARD

In this thirtieth round, the Allocation Board has before it two applications that have been made available to the Board for review. Staff analyzed the applications and is now making recommendations to the Board.

As detailed in Exhibit “A-1”, Launch seeks funds to support a workforce development project that will leverage its existing programs to support underrepresented entrepreneurs that have founded businesses with high growth potential. Through a combination of in-person and virtual sessions, participants will be taught customer discovery and defining the market, business structures, financing options and developing financials, what it means to take investment capital, building a product, growing an organization, developing a go-to-market strategy, initiating and growing sales and business partnerships. The Applicant intends to train up to 100 businesses over a 2-year period with approximately three cohorts per year.

As detailed in Exhibit “A-2”, BNCVB seeks funds to support a marketing campaign that will incorporate state-of-the-art tools to target 25–54-year-old people with an affinity for art, heritage tourism, and outdoor recreation and attract them to the Buffalo Niagara region. The initiative will utilize a media relations/influencer approach by employing newsletters, pitch letters, desk side visits and press trips to lay the groundwork for future coverage. State-of-the-art marketing research tools will allow the Applicant to monitor key performance metrics such as website and actual visitation, average visitor spend per geographic market, and where expenditures are occurring to determine the Project’s impact on tourism to the region.

Based on a review of these applications and consideration of relevant Program Criteria, Staff recommends that the Allocation Board recommend to the NYPA Trustees that these applicants receive an award of Fund Benefits in the amounts indicated on Exhibits “A”, “A-1” and “A-2”.

To the extent these applications propose projects that must receive approval and/or comply with other legal requirements, such as the State Environmental Quality Review Act, before the projects may proceed, Staff recommends that any affirmative recommendation by the Board for such a project not be forwarded to the NYPA Board of Trustees for action until after the Board receives appropriate notification that all such approvals and requirements have been satisfied, and that such recommendations be made subject to further consideration by the Board in the event that such approvals and/or legal requirements are not satisfied.

PROJECT STATUS

Under the Act, a recommendation for Fund Benefits by the Allocation Board is a prerequisite to an award of Fund Benefits by NYPA. Upon a showing of good cause, NYPA has discretion to adopt the Allocation Board’s recommendations or to award Fund Benefits in different amounts or on different terms than recommended by the Board. In addition, the Authority is authorized to include in any contract providing for the implementation of an award (“Award Contract”) any terms and conditions that NYPA deems appropriate.

Given the preliminary stage of the projects identified in the accompanying Exhibits, Staff is not able to recommend proposed definitive terms and conditions that should be included in any Board recommendation for an award. Accordingly, except as otherwise indicated, Exhibits “A-1” and “A-2” offer general considerations relating to disbursement of fund benefits for NYPA’s consideration. It is anticipated that NYPA staff, in consultation with Board Staff, would negotiate final terms and conditions if an award is made after the receipt of more detailed information concerning the project.

RECOMMENDATION

Based on the foregoing discussion and information, Staff recommends that the Allocation Board recommend to the NYPA Board of Trustees that the applicants listed in

Exhibits “A”, “A-1” and “A-2” receive an award of Fund Benefits in the amount recommended in the Exhibits for the project proposed.

For the reasons stated, Staff recommends the adoption of the above-requested action by adoption of the resolution below.”

Recommendation for Launch New York Inc.

Ms. Alkiewicz said that staff is recommending that the Power Proceeds Allocation Board recommend a fund benefit award of \$250,000 to Launch New York, Inc. (“Launch”) to support a workforce development program that engages underrepresented founders to advance high-growth potential entrepreneur education.

Launch New York is a nonprofit 501(c)(3), venture development organization that was established in 2012 and built on nationally recognized best practices to identify, support, and invest in high-impact companies that can transform the local economy and catalyze its entrepreneurial culture to facilitate job creation and economic development.

Launch will leverage its Emerging Cleantech Opportunity (“ECO”) Incubator for clean energy startups and existing Founders Go Big (“FGB”) Program that engages underrepresented founders to support high growth, potential entrepreneur education by providing a customized approach of its proven curriculum to reach targeted populations, including underserved founders in Buffalo’s East Side, and build on its track record of serving over 50% underrepresented founder-led companies. The ECO Incubator will help identify and support companies that fit the climate technology sector and would benefit from this project.

Training would be provided through designated project leads and a network of over 35 entrepreneurs-in-residence (“EIRs”) to deliver 1-on-1 technical assistance over a three-month period. Participants will receive individual and group training through in-person and virtual sessions that include customer discovery, defining the market, business structures, financing options and developing financials, what it means to take investment capital, building a product, growing an organization, developing go-to-market strategies, and initiating and growing sales and business partnerships.

The entrepreneurs-in-residence will help founders prepare a business model plan and graduates will be referred to funding resources based on their business status. The Project will support high-growth entrepreneurs with the potential to generate \$10 million in annual revenues in 5-7 years.

The Applicant anticipates that this project will train up to 100 businesses over a 2-year period with approximately three cohorts per year.

Project costs are comprised of mentorship, training, outreach, salaries and wages, supplies and materials.

Several aspects of this Project support a recommendation favoring a Fund Benefit award and they are as follows:

- 1) The overall goal of the Project is to continue the momentum of entrepreneurship that has been fostered in this region over the past decade and expand it to unrepresented neighborhoods and underserved founders.*

- 2) *The Founders Go Big Program builds a culture of entrepreneurship among underrepresented or underserved communities by assisting them with a tailored curriculum, including demographically relatable role models and trainers.*
- 3) *A Fund award allows Launch to extend the Founders Go Big program for two more years. As Launch builds a stronger track record with the program, overall sustainability and program effectiveness will grow.*
- 4) *Launch's ECO Incubator specifically targets the growing region's climate technology sector, which has led to training dozens of companies that have attracted \$260M in funding from funders other than Launch, and generated \$33M in annual revenues, and supported 281 jobs.*
- 5) *The Project aligns well with Buffalo's Four-Year Strategic Plan called "Building an Equitable City", which focuses on thriving neighborhoods and people, smart and sustainable infrastructure, climate resilience and economic opportunities and mobility.*

In closing, Ms. Alkiewicz said that the project aligns well with Erie County's Comprehensive Economic Development Strategy and the Ralph C. Wilson, Jr. Foundation 2032 Ecosystem Planning Project. It also aligns with the Western New York Regional Economic Development Council's strategies and priorities that include an emphasis on industries, such as climate technology which has been targeted by New York State and the WNY REDC for strategic growth.

Acting Chair Brenda McDuffie said that she is excited about the potential for the Board investing in this project which is a very valuable initiative to generate economic opportunity for individuals in the community and the community as a whole. She continued that, many times individuals have great ideas, and can execute on their particular business product or idea but need capacity building and backroom support; and this is what this program has a proven track record of doing.

Recommendation for Buffalo Niagara Convention and Visitors Bureau, Inc.

Ms. Alkiewicz said that staff is also recommending that the Power Proceeds Allocation Board recommend a fund benefit award of \$120,000 to the Buffalo Niagara Convention and Visitors Bureau, Inc., for a marketing campaign that will incorporate state-of-the-art tools to target individuals of various ages with an affinity for art, heritage tourism, and outdoor recreation and attract them to the Buffalo Niagara region.

The Buffalo Niagara Convention & Visitors Bureau, Inc. is a non-profit 501 (c) 6 that was established in 1987. It is comprised of several affiliates including an organization called Visit Buffalo Niagara which promotes conventions and tourism in the Buffalo-Niagara region by soliciting national, state and regional meeting planners, motor coach operators, travel agents and independent consumers.

It has been awarded the Destination Marketing Accreditation Program seal by Destination Marketing Association International. This accreditation requires organizations to demonstrate compliance across 16 disciplines and is globally recognized by the destination marketing industry as the highest achievement in destination excellence.

The Buffalo AKG Art Museum (formerly the Albright-Knox Art Gallery) is home to one of the world's greatest collections of modern art. Its reopening aligns with years of investment in attractions, assets and infrastructure, including rehabilitation of Buffalo's waterfront, and presents a rare opportunity to leverage the event to relaunch the region's brand, reframe its narrative and re-engage potential visitors from key markets such as New York City and the surrounding Tri-State metro area; Toronto and Southern Ontario; central New York State, Pittsburgh and Cleveland.

The marketing campaign would utilize a media relations/influencer approach by employing newsletters, pitch letters, and press trips to lay the groundwork for future coverage. State-of-the-art marketing research tools, such as Zartico, will allow for monitoring key performance metrics such as website and actual visitation, average visitor spend per geographic market, and where expenditures are occurring to determine the Project's impact on visitation to the region.

Project costs are comprised of marketing expenses related to the use of newsletters, pitch letters, and press trips.

Several aspects of this Project support a recommendation favoring a Fund Benefit award as follows:

- *The applicant recently received funding from a traditional source to support its marketing efforts aimed at increasing tourism associated with Buffalo's music sector. As such, other funding sources were not available to support this Project.*
- *In 2019, Erie County visitors spent more than \$1.8B on lodging, food and beverage, recreation, and retail activities. These expenditures supported nearly 33,000 tourism-related jobs and generated \$221M in state and local taxes.*
- *A recent study conducted by Destination Analysts identified the Arts & Culture Traveler as a very strong tourist opportunity for Buffalo. The reasons are as follows:*
 - *Respondents who consider world-class arts and cultural attractions to be important in selecting leisure destinations rate Buffalo highly for this attribute.*
 - *A profile of the Arts & Culture Traveler suggests a very high likelihood of finding many of these consumers in the Applicant's targeted geographic areas.*
 - *New York City residents represent a significant market opportunity for the WNY region. According to the report, "nearly half of New York city metro area residents surveyed are High Potential Visitors to Buffalo."*

In closing, Ms. Alkiewicz said that the Project aligns well with the 2022 WNY REDC strategic priorities, which identifies tourism as one of eight industry sectors where the WNY region is strongest. While the REDC recognizes the tourism opportunity, it also notes that visitor spending is an "underachievement." This Project would address this deficiency by establishing a new identity for Buffalo in the travel marketplace in a targeted and strategic manner."

Acting Chair McDuffie opined that staff expressed very well that this is part of the Western New York strategic plan to build tourism and take advantage of Western New York's tremendous assets.

Mr. Dennis Elsenbeck said that he wanted to thank Rich, Emily, and Lori for re-looking at what the Authority is doing with the Allocation Board and getting more creative. He said that when it was first initiated, the push for the state and federal government was to invest up to 40 percent of spend into disadvantaged communities. There is now an opportunity to attract climate-related supply chains, and advanced manufacturing that does not have to fall under the energy umbrella.

He continued that, for the first time, it is reinforcing minority-owned businesses. Looking at the energy space, 80 percent of the activities will occur in the cities of disadvantaged communities. The action on Launch is indicative of how to rethink the actions of the proceeds Board and how the Board can maximize these types of investments in our communities, and the allocations that fall under its purview.

Acting Chair McDuffie said that the Board will stay tuned for upcoming applications and make sure that the investments of these proceeds will benefit the entire community. She ended that some of the targets that the members heard about and approved today will ensure that this happens.

On motion made by Member Paul Brown and seconded by Member Deanna Brennan, staff's recommendation to award \$250,000 to the Launch NY Inc. was adopted with Dennis Elsenbeck recused from the vote as it relates to ECO Incubator.

On motion made by Member Deanna Brennan and seconded by Member Paul Brown, staff's recommendation to award \$120,000 the Buffalo Niagara Convention and Visitors Bureau, Inc., was unanimously adopted.

On motions made and seconded, the following resolution was adopted:

NOW THEREFORE BE IT RESOLVED, That the Western New York Power Proceeds Allocation Board ("Board") hereby recommends that the Power Authority of the State of New York ("NYPA") make an award of Fund Benefits to the applicants recommended therein, for the reasons set forth in the attached memorandum and any attachments thereto; provided that (i) if an application proposes a project that must receive approvals and/or comply with other legal requirements, such as the State Environmental Quality Review Act, before it may proceed, the recommendation for such application shall not be forwarded to NYPA until Staff, on behalf of the Board, receives appropriate notification that such legal approvals and/or requirements which are necessary for the project(s) to proceed have been satisfied, and (ii) such recommendations shall be subject to further Board review in the event that such approvals and/or legal requirements are not satisfied; and be it further

RESOLVED, That Staff is authorized on behalf of the Board to transmit the Board's decision and recommendations to NYPA subject to the qualification stated above regarding legal approvals and/or requirements, and to do any and all things and take any and all actions to effectuate the Board's decision and the foregoing resolution.

Other Business

5. Next Meeting and Adjournment

Acting Chair McDuffie stated that the next meeting of the Board will be held on Tuesday, August 8, 2023.

Upon motion made by member Dennis Elsenbeck and seconded by member Paul Brown, the meeting was adjourned at approximately 3:25 p.m.

Karen Delince

Karen Delince
Corporate Secretary

Exhibit A
June 6, 2023

Recommendations for Proceeds and Fund Recommendations

Business	City	County	Economic Development Region	Project Description	Project Type	Recommended Award Amount	Total Project Cost	Jobs Retained	Jobs Created
Launch New York, Inc.	Buffalo	Erie	Western NY	Training	Workforce Dev.	\$250,000	\$800,000	0	0
Buffalo Niagara Convention and Visitors Bureau, Inc.	Buffalo	Erie	Western NY	Rebranding Buffalo	Tourism	\$120,000	\$400,000	0	0
Total:						\$370,000	\$1,200,000	-	-

Total Jobs Created & Retained: -

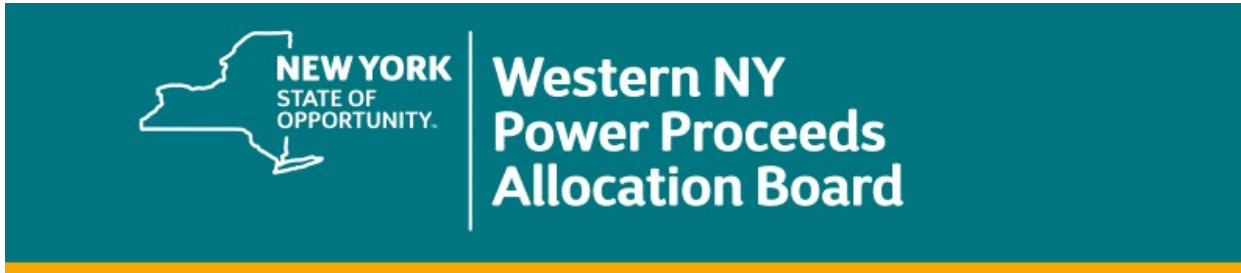


EXHIBIT A-1

Western New York Economic Development Fund Recommendation Memo

PROJECT DESCRIPTION (Adapted from Application)		
<p>Launch is a nonprofit 501(c)(3), venture development organization that was established in 2012. In 2017, it was designated a Community Development Financial Institution from the U.S. Department of Treasury (“CDFI”) and is the only the only CDFI directly financing businesses in New York State, predominantly in low-income neighborhoods.</p> <p>The Applicant seeks funds to support entrepreneur development by leveraging its Emerging Cleantech Opportunity Incubator (“ECO”) for clean energy startups and Founders Go Big program (“FGB”), that engages underrepresented founders, to support high-growth potential entrepreneur education. Training will be provided through designated project leads and a network of over 35 entrepreneurs-in-residence (“EIRs”) to deliver 1-on-1 technical assistance over a three-month period. Participants will receive individual and group training through in-person and virtual sessions that will include customer discovery and defining the market, business structures, financing options and developing financials, what it means to take investment capital, building a product, growing an organization, developing a go-to-market strategy, initiating and growing sales and business partnerships. EIRs will help participants to prepare a business model and plan and graduates will be advanced to the next phase, which includes financing resources. The Applicant anticipates that this project will train up to 100 businesses over a 2-year period with approximately three cohorts per year.</p>		
OTHER ECONOMIC DEVELOPMENT BENEFITS RECEIVED		
n/a		\$
		\$
PREVIOUS STATE ASSISTANCE OFFERED OR PROVIDED		
TYPE WNYEDF	AMOUNT \$5,418,000	STATUS Project Completed
BASIS FOR RECOMMENDATION		



EXHIBIT A-1

Western New York Economic Development Fund Recommendation Memo

Bases for recommendation

- Allows Launch to extend its FGB program for 2 years. As Launch builds a stronger track record with FGB, overall sustainability and program effectiveness will grow.
- Leverages regional entrepreneurial momentum that has developed in the past decade and extends it to neighborhoods that may have been left out of the first wave. The FGB Program builds a culture of entrepreneurship among underrepresented or underserved communities by assisting them with a tailored curriculum, including demographically relatable role models and trainers.
- Launch’s ECO Incubator is growing the region’s climate technology sector, which has led to training dozens of companies that have attracted \$260M in funding from other sources, generated \$33M in annual revenues, supported 281 new jobs and New York’s aggressive climate action goals. The incubator will serve as a funnel for bringing companies into this program.
- Support for this project aligns well with:
 - Buffalo’s four-year strategic plan called Building an Equitable City, which focuses on thriving neighborhoods and people, smart and sustainable infrastructure, climate resilience and economic opportunities and mobility.
 - Erie County’s Comprehensive Economic Development Strategy and the Ralph C. Wilson, Jr. Foundation 2032 Ecosystem Planning Project.
 - WNY REDC strategies and priorities that include an emphasis on industries, such as climate technology, which has been targeted by New York State and the WNYREDC for strategic growth.

ANTICIPATED DISBURSEMENT TERMS

It is recommended that Fund Benefits be used only to pay for (1) mentorship, training and outreach needed for the program, and (2) salaries and wages for professionals who will provide training services to participants as set forth in the full Application.

Also, it is recommended that Fund Benefits be disbursed annually upon satisfaction of certain milestones, such as evidence that classes have occurred and students have fulfilled graduation requirements, confirmation that sufficient funding has been secured from other sources to support the project, and possibly other milestones to be determined by the New York Power Authority to ensure that funding is being used effectively and for its intended purpose.

Exhibit B

Criteria adapted from the Western NY Power Proceeds Allocation Board's
"Procedures for the Review of Applications for Fund Benefits"

1. The extent to which an award of Fund Benefits would be consistent with the strategies and priorities of the Regional Economic Development Council ("REDC") having responsibility for the region in which an Eligible Project is located.¹ The Western New York Regional Economic Development Council which is responsible for Eligible Projects in Erie and Niagara Counties Strategies & Priorities are:

- Promote "Smart Growth" by investing in areas that infrastructure already exists and achieves certain goals, such as: preserving historic buildings; reviving downtowns; reviving main streets; investing in existing neighborhoods; and investing in former industrial sites. A project consistent with Smart Growth will also focus on: enhancing walkability; enhancing multiple modes of transportation; connecting disadvantaged communities to employment clusters; spurring mixed-use private investment in existing communities and preserving/enhancing natural lands and or resources.
- Promote workforce development by increasing diversity in the labor force, developing and cultivating that includes workers with advancement potential, underemployed, unemployed and special population; align education and skills training to job market for current and future industry needs.
- Foster entrepreneurship and new business formation and growth. Designing a plan that brings new technologies and/or products to the marketplace, increases new startups in strategic industries and facilitates the commercialization of products that can lead to job growth in the Region.
- Increase the industry profile of agriculture in WNY by: creating better access to markets; creating new products; creating new more efficient processes; creating strong regional brands; creating programs that promote careers in agriculture.
- Utilize Western New York's proximity to Canadian and U.S. population centers to advance economic development in WNY. Bi-national projects will: utilize cross-border planning to create transportation and logistical infrastructure; improve operational relationships; promote the attractiveness of WNY as a hub for global trade.

¹ As provided for in EDL § 189-c(4), criteria 2-15 are adapted from the criteria for eligibility for Expansion Power, Replacement Power and Preservation Power under Public Authorities Law § 1005. The specific criteria identified in PAL § 1005(13)(b)(4)-(5) are relevant to power allocations under these programs but do not have any logical application to allocations of Fund Benefits. Therefore, the Board does not expect to use these criteria to evaluate applications for Fund Benefits. Additionally, in accordance with PAL § 1005(13), criteria 13-15 listed herein will only be used in the case of Eligible Projects which are proposed by Applicants as, and determined by the Board to be, "revitalization" projects.

- Position the WNY region as a global energy hub through new sources of clean energy, energy efficiency and energy efficient transportation.
- Support growth of advanced manufacturing by making research more available to manufacturers to help them innovate.
- Spur growth in the health and life sciences industry through improved commercialization, recruit high profile research talent and reducing the cost burden of healthcare while improving health outcomes.
- Expand the scope of higher education by increasing accessibility to Higher Education for communities that currently have limited access to educational opportunities; better aligning education with the industry needs and creating support structures for start-ups which will assist start-ups with commercialization, business planning, workforce preparation, facilities, etc.
- Grow visitors and visitor spending by raising the profile of WNY as a national and international destination; connect multiple tourist destinations in WNY; improve the profile of the WNY Gateway to the United States.

For more information on the Western New York Regional Economic Development Council please go to <http://regionalcouncils.ny.gov/content/western-new-york>.

2. The extent to which an award of Fund Benefits would be consistent with the strategies and priorities of the Regional Economic Development Council (“REDC”) having responsibility for the region in which an Eligible Project is located.² The Finger Lakes Regional Economic Development Council which is responsible for Eligible Projects in Orleans and Genesee Counties Strategies & Priorities can be found at: <http://regionalcouncils.ny.gov/content/finger-lakes>.
3. The number of jobs that would be created as a result of an award of Fund Benefits.
4. The applicant’s long term commitment to the region as evidenced the current and/or planned capital investment in applicant’s facilities in the region.
5. The ratio of the number of jobs to be created to the amount of Fund Benefits requested.
6. The types of jobs that would be created, as measured by wage and benefit levels, security and stability of employment.
7. The amount of capital investment, including the type and cost of buildings, equipment and facilities, proposed to be constructed, enlarged or installed.
8. The extent to which an award of Fund Benefits would affect the overall productivity or competitiveness of the applicant and its existing employment.
9. The extent to which an award of Fund Benefits may result in a competitive disadvantage for other business in the State.
10. The growth potential of the applicant’s facilities and the contribution of economic strength to the area in which the applicant’s facilities are or would be located.
11. The extent of the applicant’s willingness to satisfy affirmative action goals.

² As provided for in EDL § 189-c(4), criteria 2-15 are adapted from the criteria for eligibility for Expansion Power, Replacement Power and Preservation Power under Public Authorities Law § 1005. The specific criteria identified in PAL § 1005(13)(b)(4)-(5) are relevant to power allocations under these programs but do not have any logical application to allocations of Fund Benefits. Therefore, the Board does not expect to use these criteria to evaluate applications for Fund Benefits. Additionally, in accordance with PAL § 1005(13), criteria 13-15 listed herein will only be used in the case of Eligible Projects which are proposed by Applicants as, and determined by the Board to be, “revitalization” projects.

12. The extent to which an award of Fund Benefits is consistent with state, regional and local economic development strategies and priorities and supported by local units of government in the area in which the business is located.
 13. The impact of an award of Fund Benefits on the operation of any other facilities of the applicant, and on other businesses within the region.
 14. That the business is likely to close, partially close or relocate resulting in the loss of a substantial number of jobs.
 15. That the applicant is an important employer in the community and efforts to revitalize the business are in long-term interests of both employers and the community.
 16. That a reasonable prospect exists that the proposed award of Fund Benefits will enable the applicant to remain competitive and become profitable and preserve jobs for a substantial period of time.
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