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The previous chapters of this plan have outlined current conditions and priorities for maintaining Village’s transportation assets, acknowledging recreational opportunities and public facilities, supporting a reliable infrastructure system, preserving natural resources, and developing land efficiently, profitably, and responsibly.

All of these pieces should fit together to form a strategy that will lead to a vibrant, enduring local economy. This chapter outlines several economic trends related to economic vitality: number of businesses, employment levels, payroll, household income, resident occupations, employment by industry by zip code and local labor force trends.

Zip Code Areas

The zip code map illustrates generalized zip code delivery areas that the US Postal Service uses within the Alexandria near Alexandria Bay.

Introduction

Economic development is a priority within this Comprehensive Plan. Economic development involves many facets of the community, from parks and trails, technology infrastructure, labor supply, and leadership. The Village and its partners must nurture many of these local aspects in order to maintain existing businesses, generate a steady workforce, and foster economic ventures.

The Census Bureau publishes business patterns by zip code annually, with information about the number of businesses, payroll, and employment levels. The following pages summarize the information for the zip code that coincides the most with the Village, 13607. Of particular note, data for the number of paid employees is collected in March of each year. Other data such as household income and labor force trends were also examined by zip code, village totals and those within the 13607 zip code outside the Village.

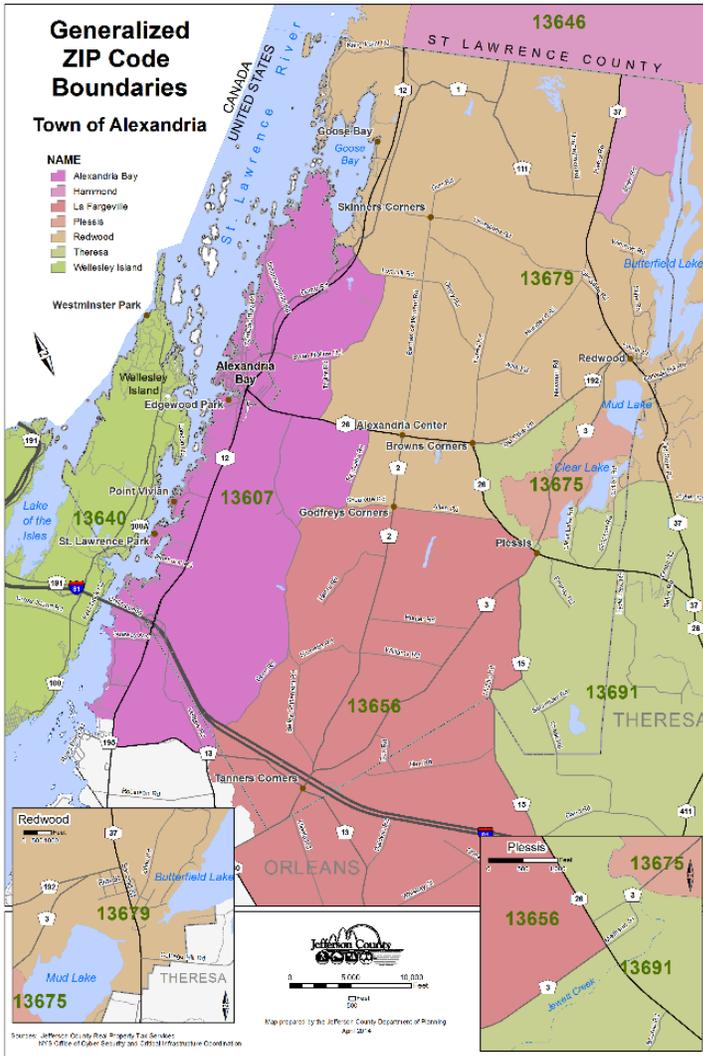
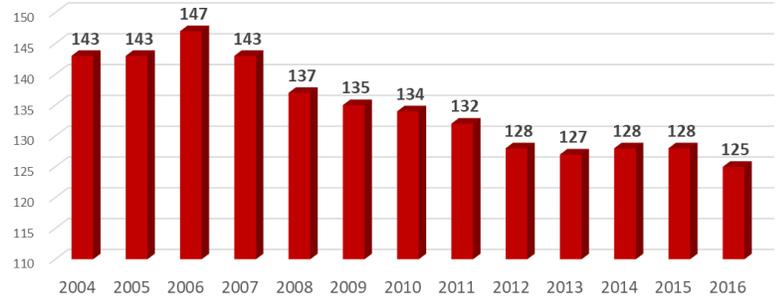


Figure 31. Number of Businesses within the Alexandria Bay/NYS Rte 12 Corridor - Zip Code: 13607 2004 to 2016



Source: US Census Bureau, Zip Code Business Patterns (NAICS) .

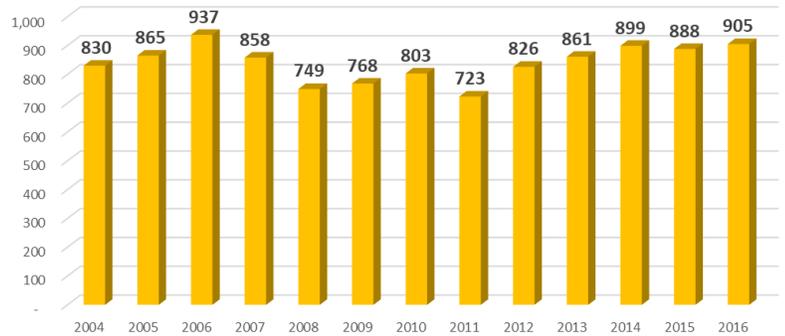
### Employees by Zip Code

While the total number of businesses in the area decreased from 2004 to 2016, the number of employees increased 9% during that time. While there were some peaks and valleys, the overall number has largely increased during the past twelve years in the Alexandria Bay/ Route 12 corridor zip code. Of particular note, data for number of paid employees is collected in March of each year, which may be prior to when many local

### Businesses by Zip Code

According to the Census Bureau, the number of businesses in Alexandria Bay/NYS Route 12 Corridor to I-81 decreased overall by 13% from 2004 to 2016. Over this time period, however, a few businesses were opened such as Price Chopper, Swan Bay Campground and Resort, Cranberry Boggs gift shop and others.

Figure 32. Number of Business Employees within the Alexandria Bay - Route 12 Corridor - Zip Code: 13607 2004 to 2016



Source: US Census Bureau, Zip Code Business Patterns (NAICS)  
 Note: Data for number of paid employees is collected in March of each year.

businesses have their summer staff hired for the season, resulting in potentially lower report numbers than during summer time peak employee periods.

### Business Payroll by Zip Code

Unlike the number of businesses, payroll increased by 62% for the time period, in the Alexandria Bay/Route 12 corridor between 2004 and 2016.

Some of the increase could be due to the new businesses being added with higher pay rates, or potentially due to increases in minimum wage. Either way more payroll, tied with lower numbers of businesses could mean an increase in income for remaining businesses as well as the increased payroll for employees.

### Household Income

Household income within the Alexandria Bay (13607) Zip Code area, according to the American Community Survey for 2013-2017, is illustrated by Figure 34. The largest segment, or 23% of households, earned more than \$100,000. The second largest segment, or 18%, earned less than \$15,000.

In the Village of Alexandria Bay however, the largest segment for household income was less than \$15,000 at 18% of households (Figure 35). Two segments were tied for second largest, with 17% of households earning over \$100,000 and 17% earning \$25,000 to \$34,999 in 2013-2017. Both the overall zip code area and those within the

Figure 33. Business Payroll within the Alexandria Bay - Route 12 Corridor - Zip Code: 13607 2004 to 2016

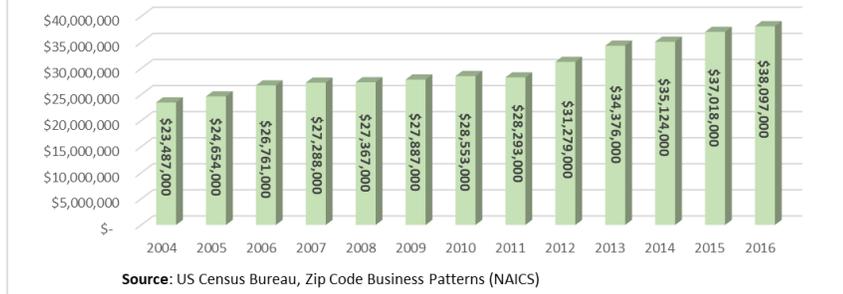


Figure 34. Household Income - 13607 (Alexandria Bay Zip Code): 2013-2017

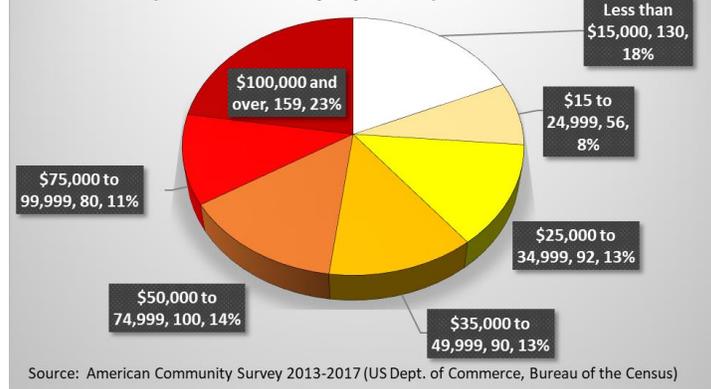
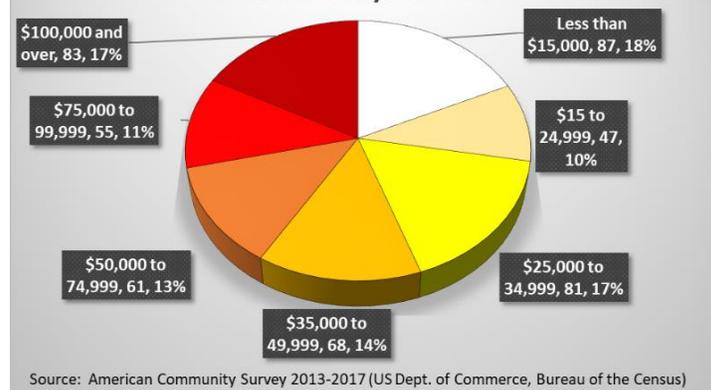
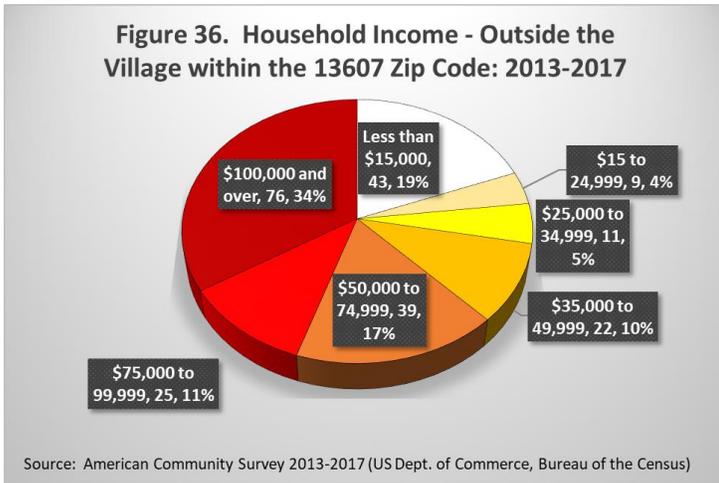


Figure 35. Household Income - Village of Alexandria Bay: 2013-2017



Village appear to consist of a variety of incomes.

Outside the Village, within the remaining portion of the 13607 zip code area, the largest segment, or 34% of households earned more than \$100,000 (Figure 36). The second largest number of households (19%) earned less than \$15,000.



What’s clear is that throughout the Village of Alexandria Bay zip code of 13607 as well as within the Village Alexandria Bay have some high income households, middle incomes, low incomes and those in between. These trends reflects the market within the area has a variety of job and pay scales.

### Resident Occupation

The Census Bureau defines occupation as the kind of work a person does on the job. For the residents of the Alexandria Bay zip code 13607, Figure 37 illustrates the largest segment of 239 workers were in the management, professional, and related occupations as of the 2013-2017 estimate. The second largest was 166 in the sales and office occupations.

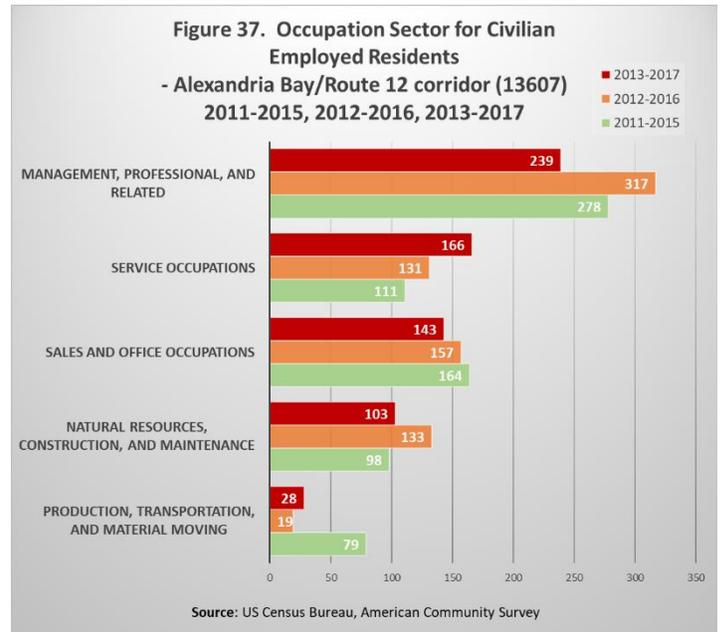


Figure 38 illustrates that within the Village, three out of the five occupations, with the exception of the Sales and Office occupations which increased to 107, and Service occupations which rose to 102 during the 2011 to 2017.

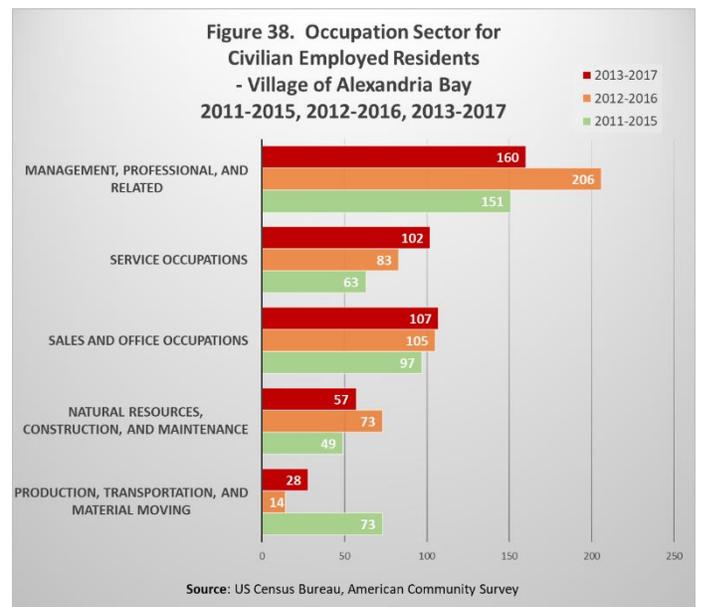
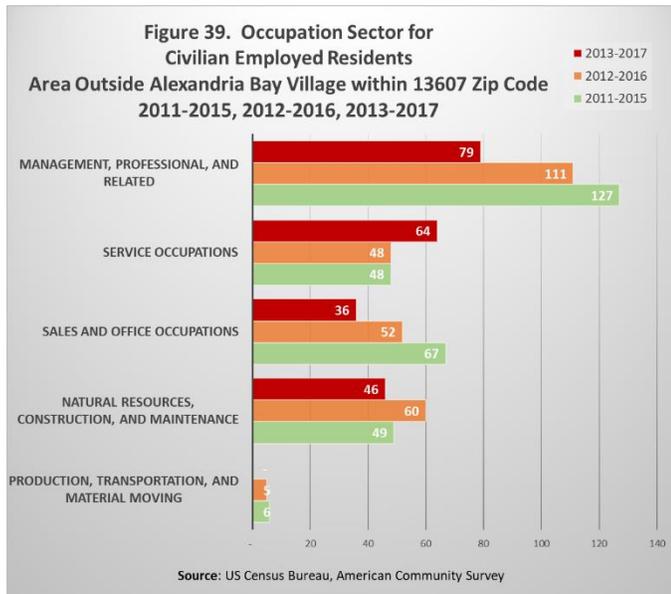


Figure 39 illustrates that within the area outside the Village in the 13607 zip code area, most occupations declined, except the Service occupations which increased which echoed the overall zip code area and those occupations within the Village.



### Resident Employment Industries

The Census Bureau defines employment industry as the kind of business conducted by a person’s employing organization. The numbers reflect the type of employment where industries the residents work. Figure 40 illustrates several trends for residents within the Alexandria Bay (13607) zip code. Accommodation and Food Services increased to 87 and Public Administration increased as well to 59 during the 2011 to 2017 time period.

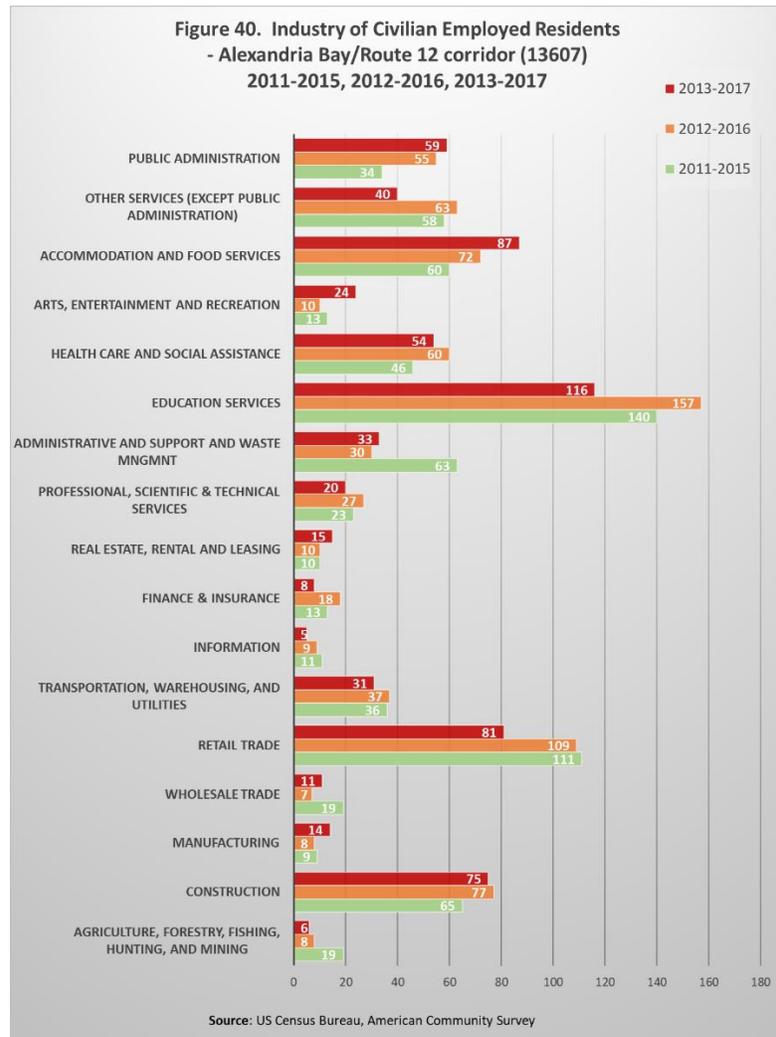
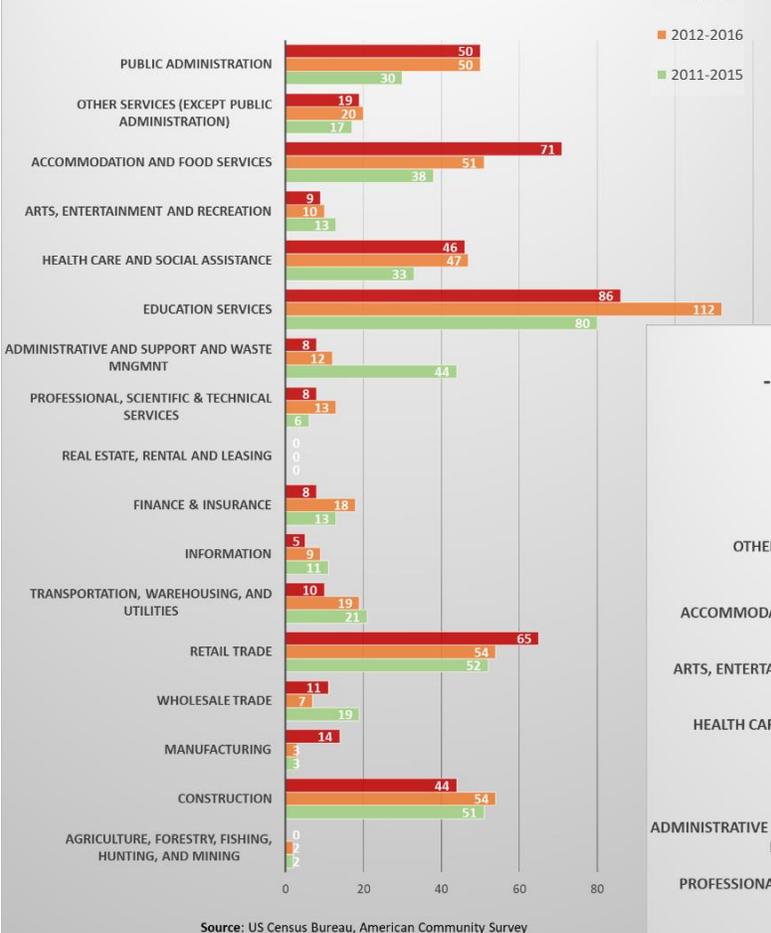


Figure 41 illustrates that within the Village, residents employed in the Accommodation and Food Service sector, the Education Services sector, and the Retail Trade sector increased from 2011 to 2017. However, the other sectors declined or maintained the same level of employed.

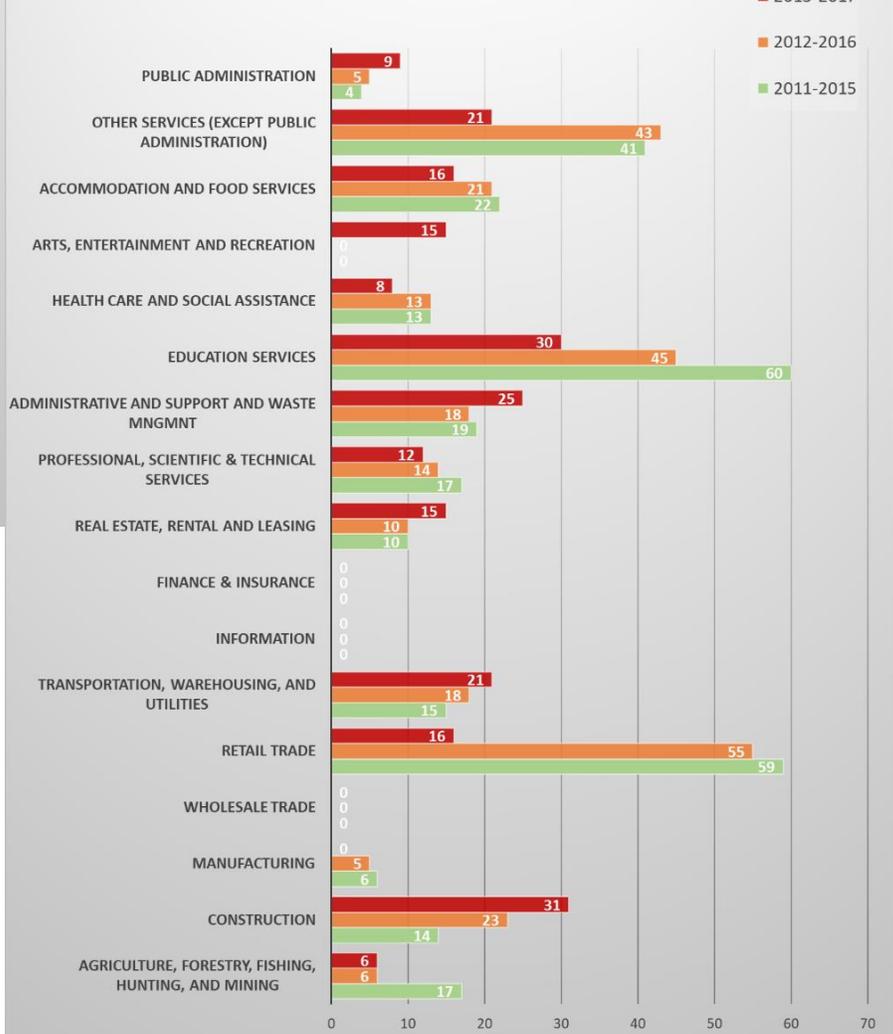
Figure 41. Industry of Civilian Employed Residents - Village of Alexandria Bay 2011-2015, 2012-2016, 2013-2017



Source: US Census Bureau, American Community Survey

experienced increases during the 2011 to 2017 time period.

Figure 42. Industry of Civilian Employed Residents - Area Outside Village within the Alexandria Bay Zip Code: 13607 2011-2015, 2012-2016, 2013-2017



Source: US Census Bureau, American Community Survey

For those residents within the 13607 zip code outside the Village, several sectors of employed declined during time period. However, Figure 42 illustrates those employed in the Construction industry; Administrative Support and Waste Management; Transportation, Warehousing, and utilities; Real Estate, Rental and Leasing

## Local Labor Force Trends

The Census Bureau historically tracked labor force data as part of the decennial Census. However, as of the 2010 Census, such trends are instead gathered as part of the American Community Survey, which is performed on a more frequent basis and to a smaller sample size of the population. Therefore, previously collected Census data may not be as comparable to the new estimates collected through the American Community Survey (ACS).

Within the Village, the population over 16 and civilian labor force decreased by smaller increments of -14.6% and -9.7% during the same time period. This led to the labor force participation rate increasing by 5.8% while unemployment decreased by -17.5%.

In the remaining portion of the 13607 zip code are outside the Village the decreases were more even more pronounced. Population over 16 declined by -29.8% and the civilian labor force decreased by almost a third (-32.5%). Participation rate increased by 5.1% and unemployment declined by -83.4%.

Labor Force - Alexandria Bay Zip Code 13607	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change overall
Population 16 years and over	1562	1,722	1,688	1,602	1,529	1,436	1,235	-20.9%
Civilian labor force	945	1,018	1,052	984	971	893	773	-18.2%
Unemployment Rate	20.9%	22.3%	21.8%	20.4%	22.2%	13.9%	9.7%	-53.6%
Unemployed	326	384	368	327	339	200	120	-63.3%
Not in labor force	617	704	636	618	558	543	462	-25.1%
Participation rate	60.5%	59.1%	62.3%	61.4%	63.5%	62.2%	62.6%	3.5%
Source: U.S. Census Bureau, American Community Survey								
Labor Force - Alexandria Bay (V)	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change overall
Population 16 years and over	915	917	834	807	812	858	781	-14.6%
Civilian labor force	599	623	575	574	583	602	541	-9.7%
Unemployment Rate	15.4%	17.7%	19.2%	19.5%	21.3%	18.2%	12.7%	-17.5%
Unemployed	141	162	160	157	173	156	99	-29.6%
Not in labor force	316	294	259	233	229	256	240	-24.0%
Participation rate	65.5%	67.9%	68.9%	71.1%	71.8%	70.2%	69.3%	5.8%
Source: U.S. Census Bureau, American Community Survey								
Labor Force - Alexandria outside Village within 13607 Zip Code	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change overall
Population 16 years and over	647	805	854	795	717	578	454	-29.8%
Civilian labor force	346	395	477	410	388	291	232	-32.9%
Unemployment Rate	53.7%	56.1%	43.6%	41.3%	42.9%	14.9%	8.9%	-83.4%
Unemployed	186	222	208	169	166	43	21	-88.9%
Not in labor force	301	410	377	385	329	287	222	-26.3%
Participation rate	46.6%	50.9%	44.1%	48.4%	45.9%	49.7%	48.9%	5.1%
Source: U.S. Census Bureau, American Community Survey								

Within the Alexandria Bay zip code 13607, the population 16 years and older (-20.9%) and the civilian labor force (-18.2%) have both decreased as the table above shows. The good news is that more of those of working age now participate in the labor force therefore unemployment estimates have declined, actually dropping by -53.6% overall from 2011 to 2017.

Therefore, within the entire zip code area more people are working as a proportion of the population 16 years old and over. This trend may be difficult to continue to sustain without a periodic influx people age 16 and over, especially workers who will participate in the civilian labor force replacing those that retire or leave the area over time.

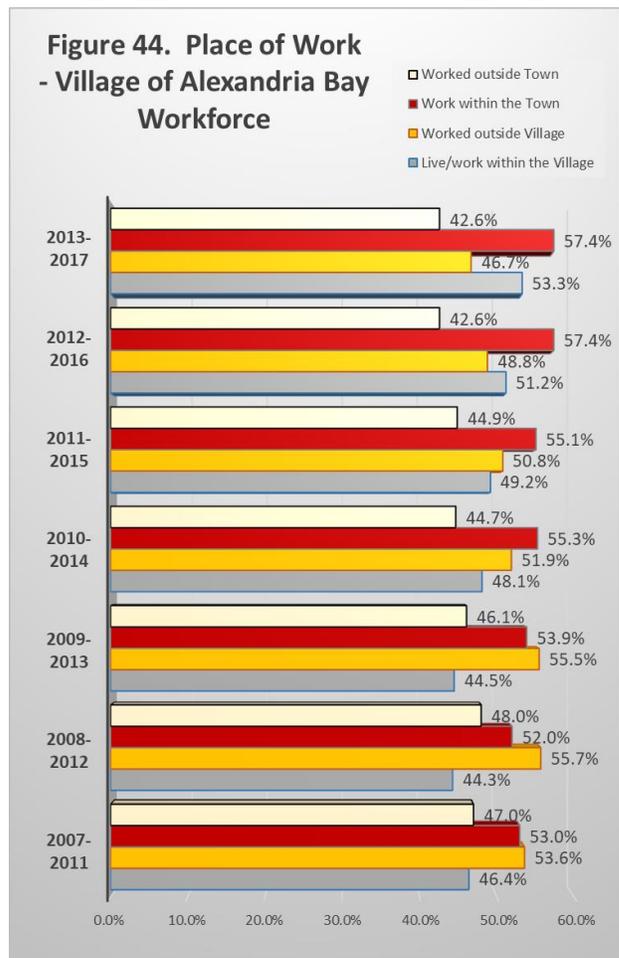
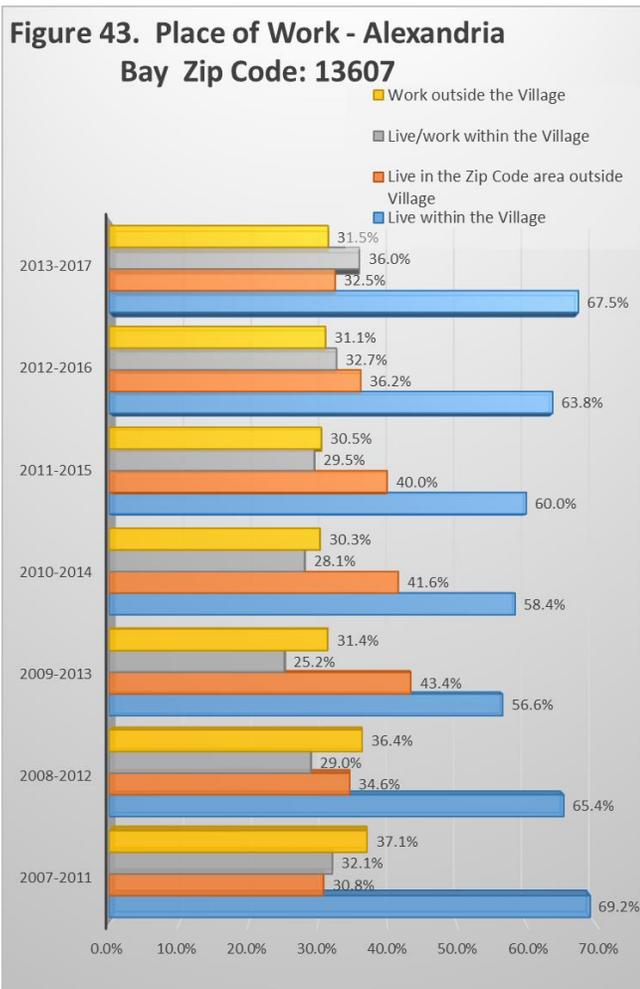
### Commuting - Place of Work

The Census Bureau now collects commuting trend data as part of the ACS in order to capture more frequent reporting. Such information is now gathered every three to five years based on population size.

Figure 43 illustrates residents in the 13607 zip code employees, many of whom commute daily to and from their workplace. From 2007 to 2017, those employed inside the Village increased, from 32.1% in 2007-2011, to 36.0% in 2013-2017.

Figure 44 illustrates Village resident employee patterns. Villagers who lived and worked in the village increased from 46.4% in 2007 – 2011 to comprise more than half (53.3%) in 2013-2017. This trend of more villagers working in the village has occurred while the number of residents working in the Town (which includes the village) has remained fairly consistent at 57.4% for the last two estimates.

Commuting affects productivity if workers spend too much time on long commutes. This does not appear to be occurring for many workers from the 13607 zip code area.



## Business Related Trends at a Glance

- ✓ The number of businesses within the 13607 zip code area declined 13% from 2004 to 2016.
- ✓ However, the number of business employees within the 13607 zip code increased by 9% from 2004 to 2016.
- ✓ Also encouragingly, business payroll increased by 62% during the 2004 to 2016 time period within the 13607 zip code area.
- ✓ The largest income segment within the 13607 zip code area was the \$100,000 and over with 23% of the households.
- ✓ Within the Village, the largest household income group consisted of the less than \$15,000 segment at 18% of households. Although the next largest two segments consisted of the \$25,000 to \$34,000 group and the \$100,000 and over segment at 17% each.
- ✓ Outside the Village, the largest household income group consisted of the \$100,000 and over group with 11% of the households.
- ✓ Service occupations of those who live within the 13607 zip code increased by 49.5% from 2011-15 to 2013-17, while three of the other four major categories declined overall.
- ✓ In the Village, Service Occupations increased by 61.9%, while Sales and Office Occupations increased by 10.3% from 2011-2015 to 2013-2017. Similarly the Natural Resources, construction, and maintenance occupations increased by 16.3% while Management, Professional and Related increased by 6% during the time period overall.
- ✓ Outside the Village, however, only the service occupations increased (33.3%) during the 2011-2015 to 2013-2017 time period while the other four categories declined.
- ✓ Seven out of the sixteen industry of civilian employed resident types in the 13607 zip code increased. Public administration; accommodation and food services; arts, entertainment, and recreation; healthcare and social assistance; real estate, rental and leasing; manufacturing; and construction were those types that increased from 2011 - 2015 to 2013 - 2017.
- ✓ Within the Village, eight of the sixteen civilian employed resident types increased. Public administration; other services (except public administration); accommodation and food services; healthcare and social assistance;

education services; professional, scientific & technical services; retail trade; and manufacturing were those types that increased from 2011 - 2015 to 2013 – 2017.

- ✓ Outside the Village, six of the thirteen civilian employed resident types increased. Public administration; arts, entertainment and recreation; administrative and support and waste management; real estate, rental and leasing; transportation, warehousing and utilities; and construction increased from 2011-2015 to 2013 to 2017.
- ✓ The civilian labor force within the 13607 zip code declined by 18.2%, while the unemployed declined by 63.3% to a rate of 9.7% for the 2013-2017 estimate.
- ✓ Within the Village, the civilian labor force declined by 9.7%, while the unemployed declined by 29.6% to a rate of 12.7% for the 2013 – 2017 estimate.
- ✓ For the area in the Town outside the Village, the civilian labor force declined by 29.8% while the number of unemployed declined by 88.9% to a rate of 8.9% unemployment for the 2013 – 2017 estimate.
- ✓ Place of work for those residents in the 13607 zip code changed slightly from 2007-2011 to 2013-2017. Most notably are that those who live

and work within the village increased to 36% by 2013-2017. Also, the percent who live in the Village increased from 32.1% in 2007-2011 to 36% in according to the 2013 – 2017 estimate.

- ✓ For those living in the Village, 53.3% now live and work there as of the 2013 – 2017 estimate, up from 46.4% in 2007 – 2011. Similarly those who work outside the Town declined from 47% in 2007 – 2011 to 42.6% in 2013 – 2017.

### Local Economic Development Priorities

During the planning process, local citizens and village officials conducted a community survey, a planning issue\brainstorming open house, and hosted a vision, goals and strategies open house to garner additional public opinion regarding the land use direction the Village may desire for current residents and future land use development.

At the first open house, attendees brainstormed strengths, weaknesses, and special areas and issues needing special attention regarding community land use needs and future development.

The next round of open house meetings consisted of a presentation of a summary of the Village inventory and public input regarding the Village Vision, Goals, and Strategies. A review of a series of development considerations enabled attendees to observe other aspects of land

use and community development in order to shape local priorities.

## Desired Village Growth

Alexandria Bay welcomes growth and change. It also seeks to maintain economic stability while making sound land use decisions, provide adequate community facilities and services, as well as protect the environmental integrity and character of the Village.

As the community continues to grow or change, the cost of providing services for new development may grow as well. From a fiscal perspective, new residential growth rarely pays for itself in terms of services and school costs versus property taxes. Therefore, it is important to ensure that the community maintains a balance of residential and commercial development as well as institutional/services and recreation spaces.

This balanced approach to growth should increase the quality of life for current residents, new residents, and visitors. As a result this desirability will continue to attract those wishing to settle in a seasonal waterfront community with a multitude of amenities, destinations, and recreational opportunities.

The following chapter outlines Alexandria Bay's Land Use trends in order to set the

stage for a community vision, goals and strategies as well as considerations to discuss steps to implement to attain Alexandria Bay's vision.

### **A Few Economic Development Lessons/Truths:**

1. In small towns, community development is economic development.
2. Small towns with the most dramatic outcomes tend to be proactive and future oriented; they embrace change and assume risk.
3. Successful community economic development strategies are guided by a *broadly held local vision*.
4. Defining assets and opportunities broadly can yield innovative strategies that capitalize on a community's competitive advantage.
5. Innovative local governance, partnerships and organizations significantly enhance the capacity for community economic development.
6. Effective communities identify, measure and celebrate short-term successes to sustain support for long-term community economic development.
7. Viable community economic development involves the use of a comprehensive package of strategies and tools, rather than a piecemeal approach.

Source: Small Towns – BIG IDEAS, University of North Carolina School of Government – N.C. Rural Economic Development Center

