Rediscover Webster
Where Life Is Worth...
Living, Working, Playing, Investing

Matt Chatfield, RLA AICP
Executive Director
• Brief overview of WCCED
• Webster Marketplace
• Opportunities for growth
Unique Public-Private Partnership

Webster Central Schools

PUBLIC

SCHOOL

PRIVATE

Town of Webster

Village of Webster

Chamber of Commerce

Business Improvement District
Strategic Focus:
Resources, Relationships, Retention & Recruitment

Resources
Provide strategic resources to support local economic and community development efforts.

Relationships
Create, maintain and leverage partnerships with local, regional and statewide economic development partners.

Retention
Enhance Chamber's activities to support existing business/property owners in the Webster community.

Recruitment
Increase awareness for and promote the benefits of investing, living, playing in Webster.
WCCED as a connector
rapid market expansion

retail trade area
projected growth by 2019

+2.5%  population  62,510
+3.1%  households  25,035
+10.6% median income  $82,385
+15.1% average income  $103,275

market remains under-served in key areas
near-term opportunities for dining
Marketplace residents have a tendency to dine out

go to family restaurants >4x per month

more likely to spend >$250 over 6 month at family or fine dining restaurant

15% went to fine dining in previous month

limited options within 10 min drive
travel sports

unique market for dining

Soccer  >25,000 visitors/yr
Lacrosse >5,000 visitors/yr
Swimming >30,000 visitors/yr
Softball >4,000 visitors/yr

over 60,000 potential customers
donbles the marketplace population
### unique market for dining

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<thead>
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doubles the marketplace population
North East Area for Technology
1,400 ac industrial zone

- 300-350 ac vacant
- 15 MGD water
- Redundant power
- NY 104 interchanges
- Rail service
- 1M sf + available office / industrial
- Potential chilled water district
chilled water district feasibility study

Capable of supporting 3M+ SF
Xerox West Campus

- 88 ac total
- 59 ac vacant
- 3 office bldgs
- 510k SF
- Powerplant
- Accessible
Town of Webster
Development Priorities

SLOW  STEADY  SMART  SUSTAINABLE
Village of Webster
Development Priorities
East Main Street
North Avenue Revitalization
43 acres
zoned single-family/townhouse