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Economic Trends and Development

Economic development is an important goal of the Plan. It involves many facets of the community: year-round and seasonal market size, the school system, parks and trails, new and renovated housing, technology infrastructure, labor supply, and leadership. The Town and its partners must continue to nurture many of these facets in order to maintain existing businesses and industry, sustain a steady workforce, and foster new economic ventures.

Select chapters of this plan have outlined the priorities for maintaining Orleans’s transportation network, enhancing recreational opportunities, improving public facilities, supporting a reliable and expanding infrastructure system, preserving natural resources and developing land appropriately in a way that will preserve and enhance the Town’s distinct visual character.

All of these pieces fit together to lead to a vibrant, enduring local economy. This chapter

outlines several recent economic statistics and trends related to economic vitality: number of businesses, payroll, employees, household income, resident occupations, employment by industry and local labor force trends.

Orleans riverfront and island areas provide a key component in one of the town’s major industries, namely a seasonal tourism based economy. The Thousand Islands region has attracted visitors since great hotels and summer homes began to be built in the latter part of the nineteenth century. As described in the Community Facilities Chapter, the area offers

Economic Development Goals:

1. Foster economic development that capitalizes on rural character, small town character and riverfront character reflected along the St. Lawrence River shorelines and unique communities.
2. Use a balanced approach to increase job opportunities and expand the local economy while preserving neighborhood quality of life.
3. Foster local employment opportunities to help retain the area’s young adults.

Economic Development Objectives:

1. Capitalize on community character to expand economic development opportunities.
2. Expand the tourism-based economy in a sustainable way that balances growth and preserves the natural environment and quality of life for residents and visitors.
3. Support economic development that will expand summer tourism to the shoulder seasons (spring and fall) as well as year round opportunities for residents and visitors.
4. Consider marketing the Hamlets and Town as a residential destination to expand development opportunities.
5. Consider marketing Orleans diverse communities for their unique quality of life, scenic character and specialness.
6. Develop local labor market to attract employers.

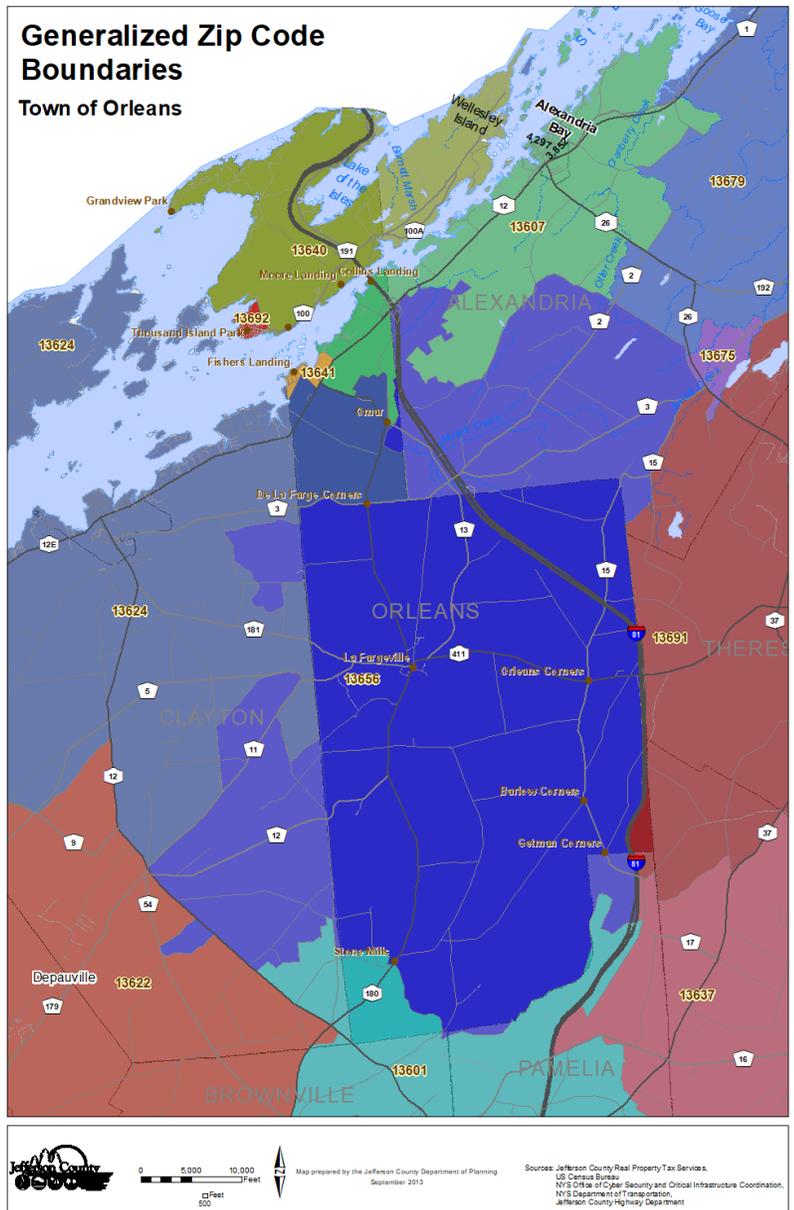
plentiful options for sightseeing, boating and other water related activities for residents and visitors. There are several hospitality and service businesses in the Town as well. Protecting and building upon this treasured area remains a major key to a positive future.

Zip Code Areas

The generalized zip code map illustrates zip code tabulation areas from the Census Bureau. The Census Bureau publishes business patterns by zip code annually, regarding the number of businesses, payroll, and employment levels within each zip code. Four area zip codes: LaFargeville (13656), Wellesley Island (13640), Thousand Island Park (13692) and Fishers Landing (13641) coincide the closest to Town boundaries. The other two zip codes that occur more so within the Towns of Clayton and Alexandria that also cover the northern portion of the Town of Orleans along NYS Route 12 were not examined. This was because any businesses in or near Route 12 in Orleans are grouped with the larger number of businesses in the other Towns respectively. Of note, Wellesley Island’s Zip Code area includes the entire island except the TI Park Zip Code area, while only the western half lies within the Town of Orleans. The eastern half lies within the Town of Alexandria.

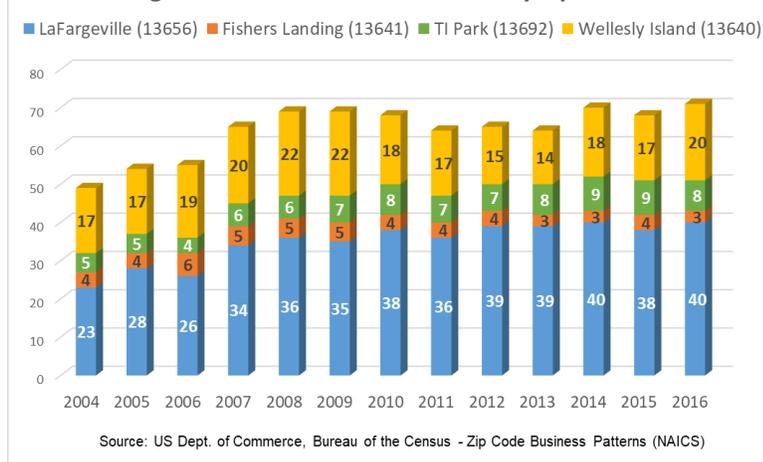
Businesses by Zip Code

According to the Census Bureau, the number of businesses (with employees) in the four areas increased overall by 45% from 2004 to 2016. However, LaFargeville zip code businesses increased 74%, TI Park businesses increased 60%, while the number of Wellesley Island



Map prepared by the Jefferson County Department of Planning September 2013. Sources: Jefferson County Real Property Tax Services, US Census Bureau, NYS Office of Cyber Security and Critical Infrastructure Coordination, NYS Department of Transportation, Jefferson County Highway Department.

Figure 43. Number of Businesses by Zip Code



businesses increased 18% and Fishers Landing zip code businesses declined 25%.

Business Payroll by Zip Code

Payroll is an important aspect of business trends and can be an indicator of business health or at least scope over time. Payroll in the four areas increased by 67% overall during the time period, increasing from \$11,191,000 in 2004 to \$18,706,000 in 2016. LaFargeville increased by 84%, Wellesley Island increased by 75%, TI Park increased by 42% and Fishers Landing declined 28% during the period.

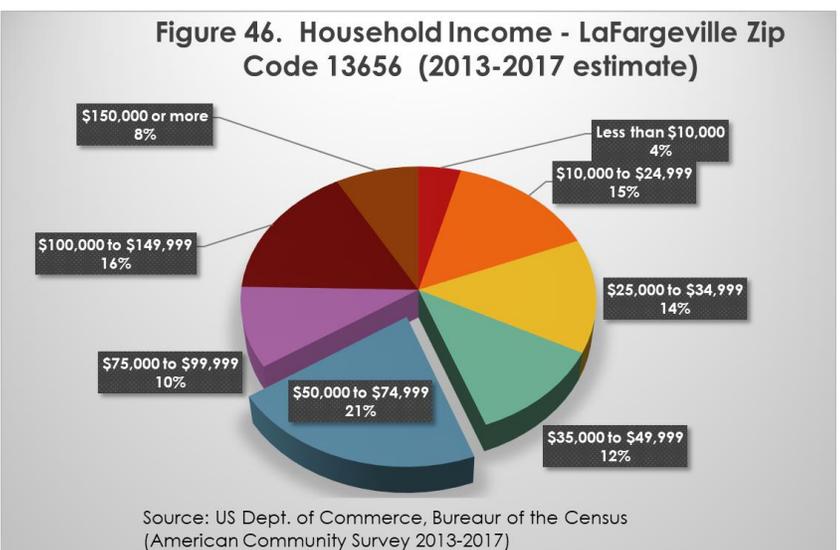
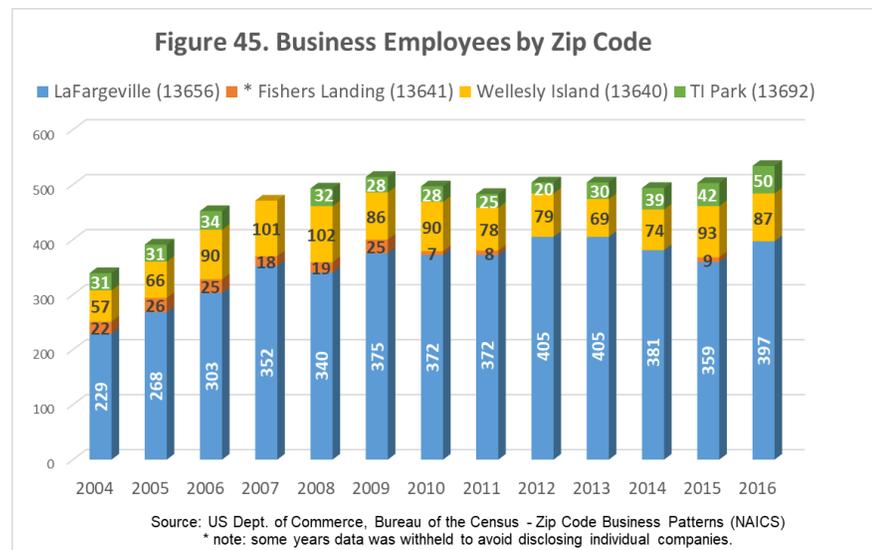
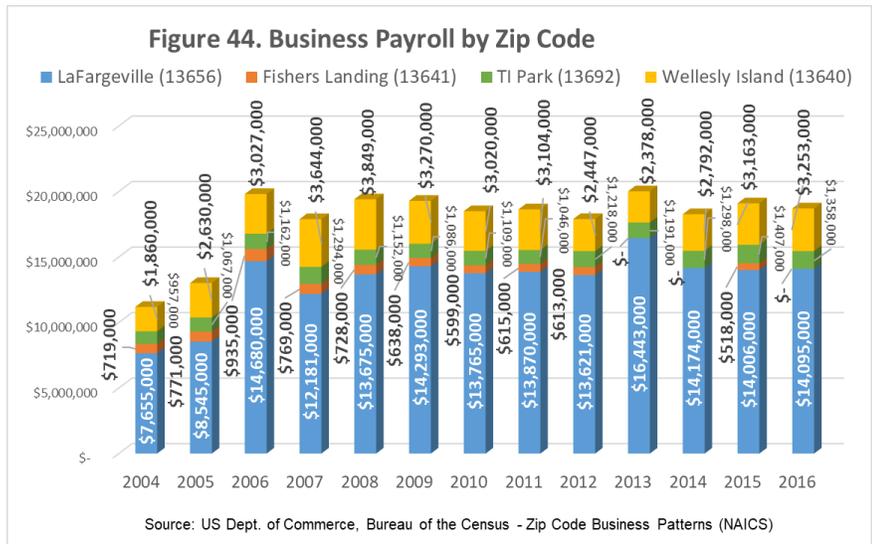
Employees by Zip Code

While the total number of businesses and payroll increased from 2004 to 2016, the number of employees also increased at an overall rate of 58% during the time period. The number of LaFargeville employees increased by 73%, Wellesley Island employees increased by 53%, TI Park employees increased by 61%, and Fishers Landing employees declined by 59%.

Of particular note, is that data for the number of paid employees is collected in March, which may be prior to when some businesses' summer staff get hired for the season resulting in lower totals reported than summer peak staff levels.

Household Income

Household income in the LaFargeville zip code, is illustrated in Figure 46. For the total of 1,118 year round households in the 13656 zip code area, income levels were fairly well distributed among the categories. The largest segment, or 21%

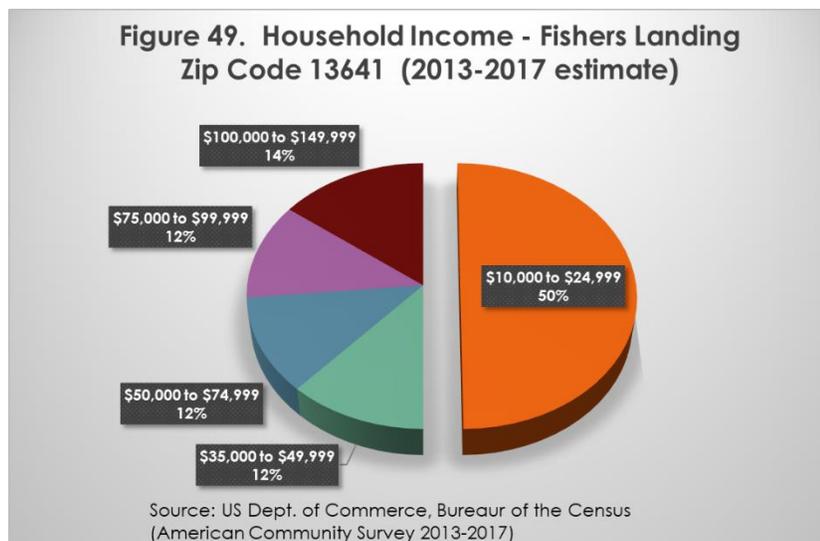
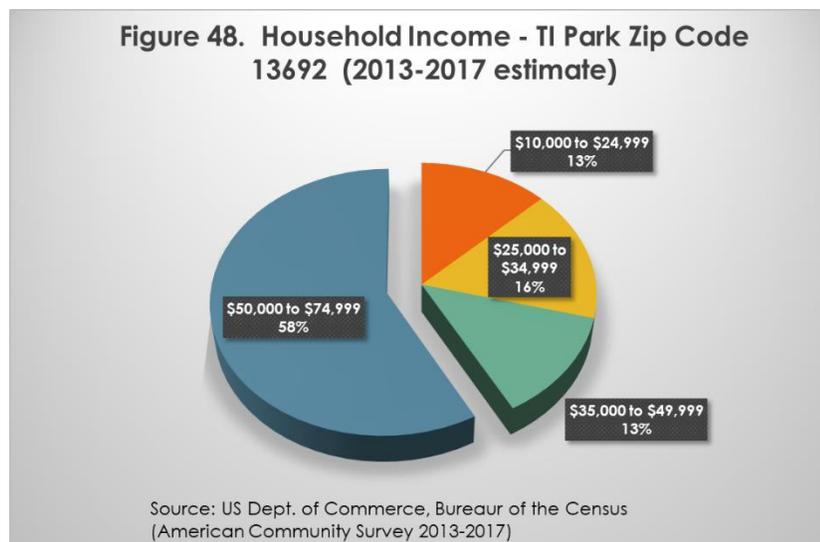
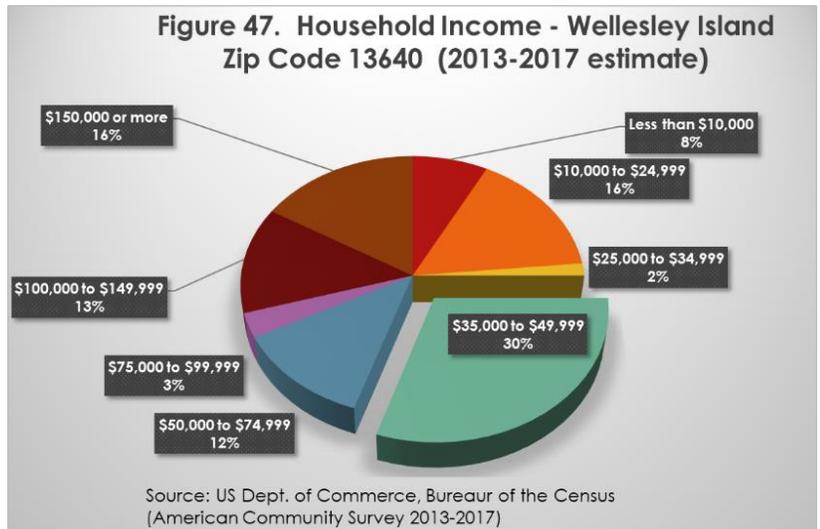


of households, earned between \$50,000 and \$74,999. The second largest segment, was the \$100,000 to \$149,000 income group at 16% of households. Then the third largest was the \$10,000 to \$24,999 segment with 15%. A close fourth, was the \$25,000 to \$34,999 income segment at 14% of the households.

Within the Wellesley Island Zip Code and its 989 year-round housing units, the largest segment for household income was the \$35,000 to \$49,999 income segment at 30% of households (Figure 47). Tied for second largest, households earning \$150,000 or more and those earning \$10,000 to \$24,999 totaled 16% each.

Within the Thousand Island Park Zip Code area’s 31 year-round households shown by Figure 48, the largest segment was the \$50,000 to \$74,999 household income group with 58% of them. The other three segments represented 16% in the \$25,000 to \$34,999 income group, 13% in the \$35,000 to \$49,999 income group and another 13% in the \$10,000 to \$24,999 income group.

Within the Fishers Landing zip code area’s 34 year-round housing units, the largest segment with 50% of households earned between \$10,000 and \$24,999 for the year. Figure 49 also shows the next largest segment with 14% of households, was the \$100,000 to \$149,999 of Household earnings. The other three segments ranged from \$35,000 to \$49,999, \$50,000 to \$74,999 all with 12% of the household income from that bracket.



Resident Occupation

The Census Bureau defines occupation as the kind of work a person does on the job. Figure 50 illustrates that within the LaFargeville Zip Code (13656) estimates show the management, professional, and related sector and sales and office occupation sectors decreased from 2011 to 2017. However, three sectors: service occupations; natural resources, farming, construction and maintenance; and the production, transportation, and material moving sector increased slightly.

Residents' occupations within the Wellesley Island Zip Code area (Figure 51) increased by 4% percent collectively from 2011-2015 to 2013-2017. However, two sectors experienced increases: management, professional, and related as well as the production, transportation, and material moving sector with increases of 43% and 17% respectively.

Figure 52 illustrates resident occupations within the TI Park Zip Code (13692) demonstrate how the few year round residents there are, however there are now two types of occupations are now represented.

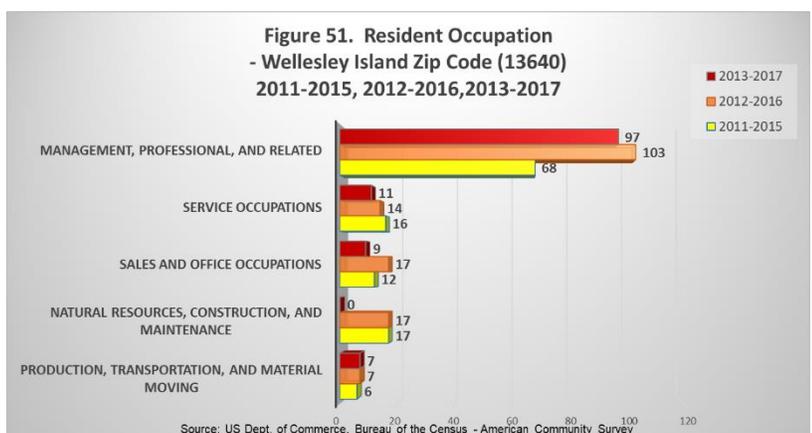
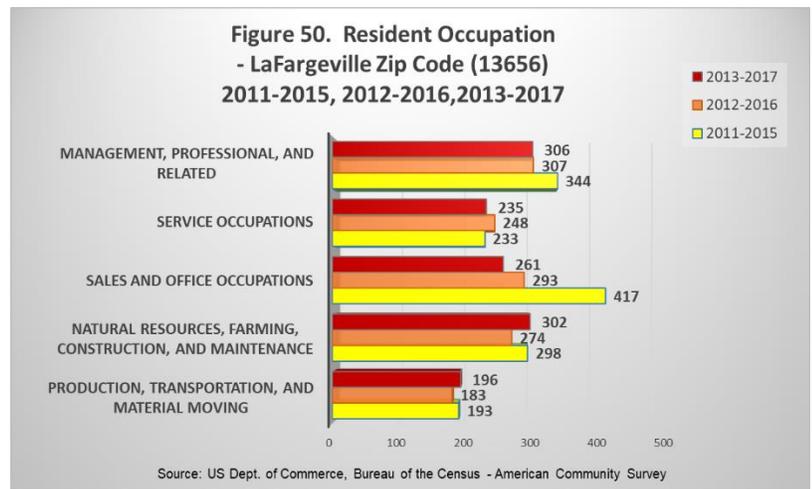
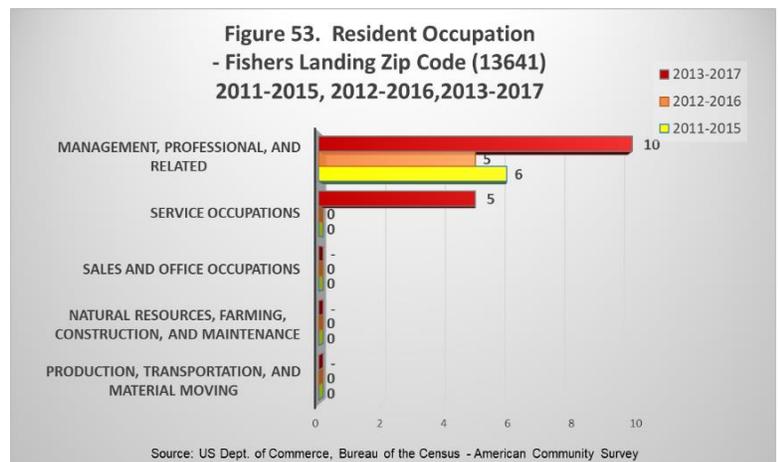
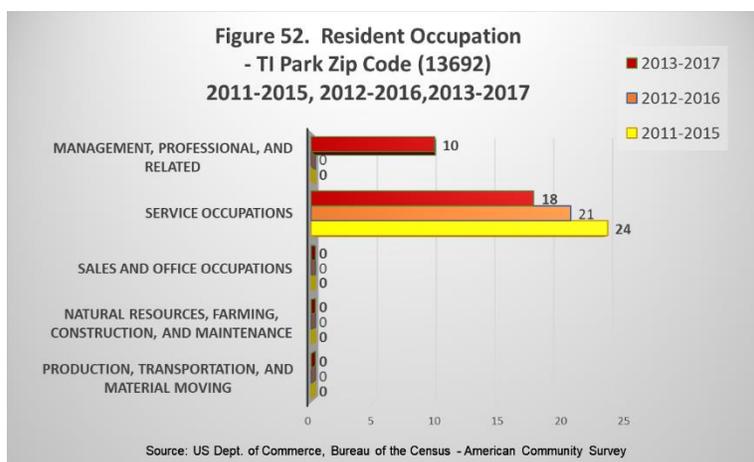


Figure 53 shows resident occupations within the Fishers Landing Zip Code (13641) that also now reflects two types of occupations. Also, the management, professional and related occupations are increasing as of late.



Resident Employment by Industry

The Census Bureau defines employment industry as the kind of business conducted by a person’s employer or employing organization. Several trends are evident regarding the LaFargeville (13656) and Wellesley Island (13640) zip code area resident employment industries from 2011-2015 to 2013-2017.

Within the LaFargeville (13656) Zip Code Area, residents employed by construction employers felt the highest real increase in number with a 29% rise, with an addition of 66 workers as shown by Figure 54. Another significant increase occurred in the agricultural, fishing, hunting and mining sector increasing from 46 workers while wholesale trade workers increased 32 workers; real estate, rental and leasing added 27 more workers.

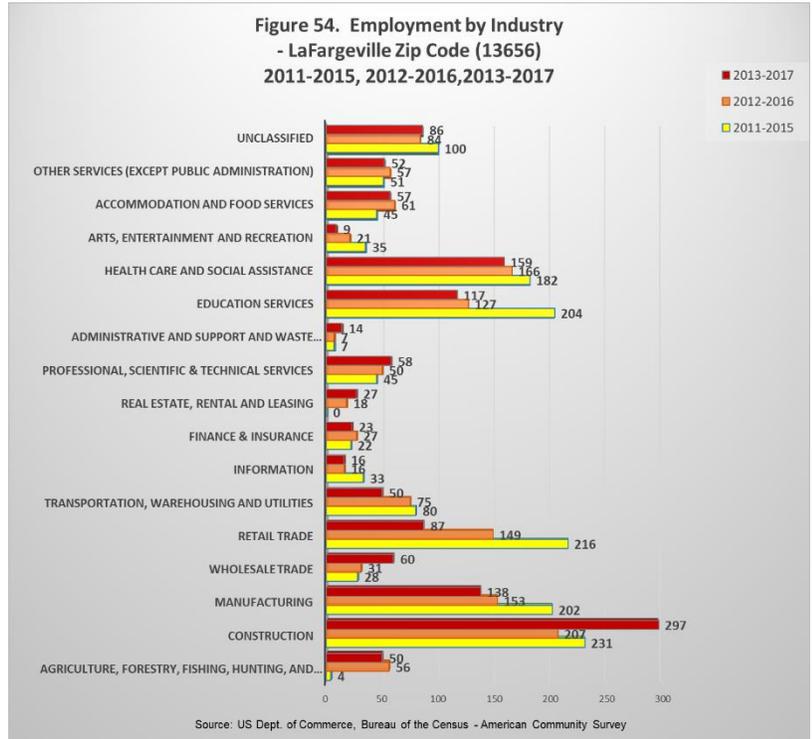
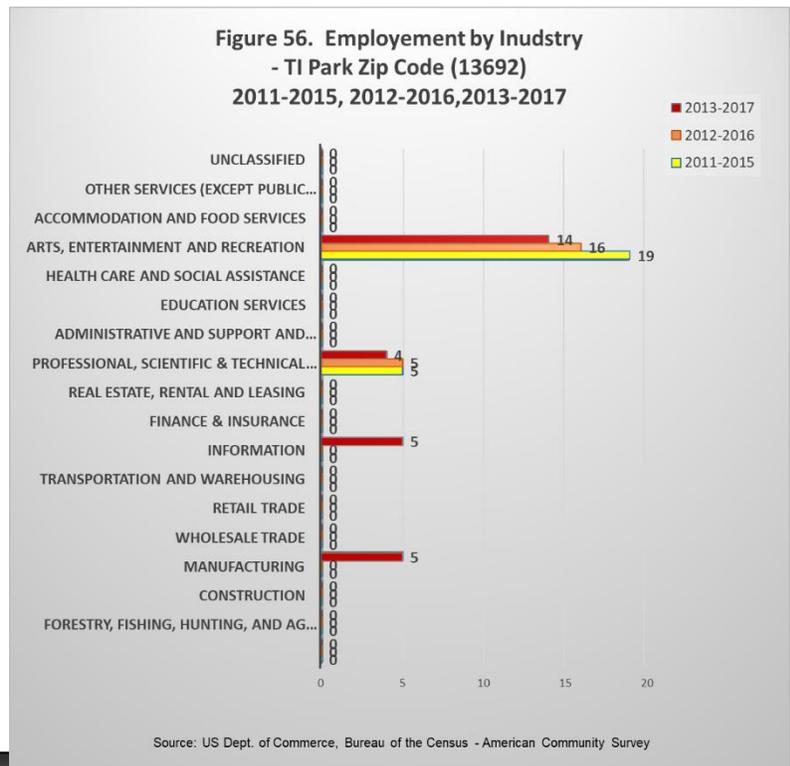
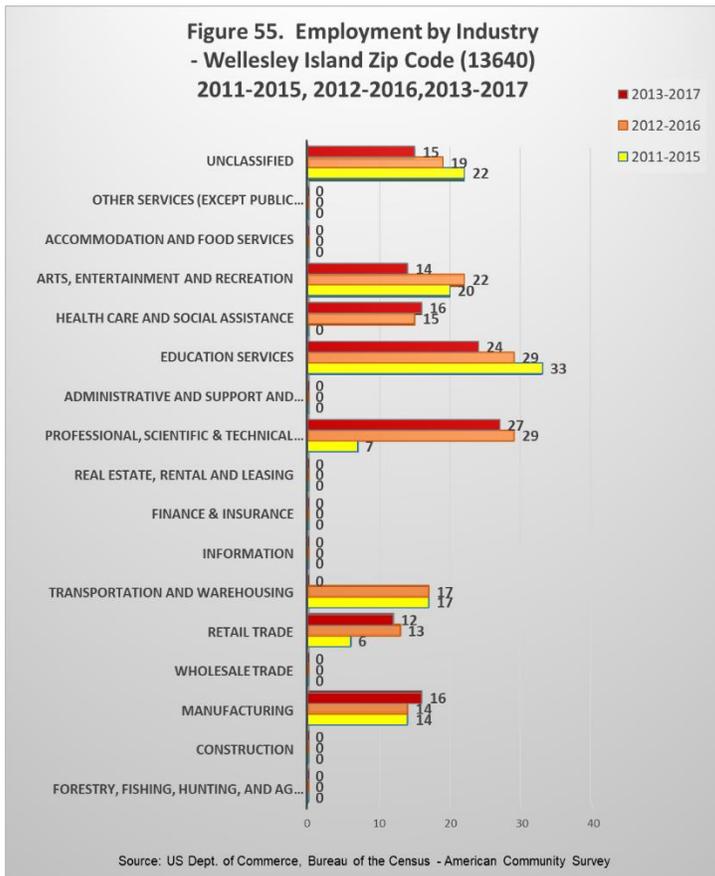


Figure 55 illustrates within the Wellesley Island Zip Code (13640), those workers who lived on the island within the professional, scientific and technical fields increased by 286%, an additional 20 workers. Retail trade also doubled its workers from 6 to 12.



Occupations

Another way to examine resident occupations and employment by industry is to group them by type over time. Major trends become evident such as management and professional seem to be the largest occupation type throughout Town zip code areas. Construction is the largest Employment by Industry type in LaFargeville.

Figure 58. Resident Occupations By Zip Code Area - 2011-2017

Wellesley Island (13640), LaFargeville (13656),
TI Park (13692), Fishers Landing (13641)



Figure 59. Employment By Industry - 2011-2017

Wellesley Island (13640), LaFargeville (13656),
TI Park (13692), Fishers Landing (13641)



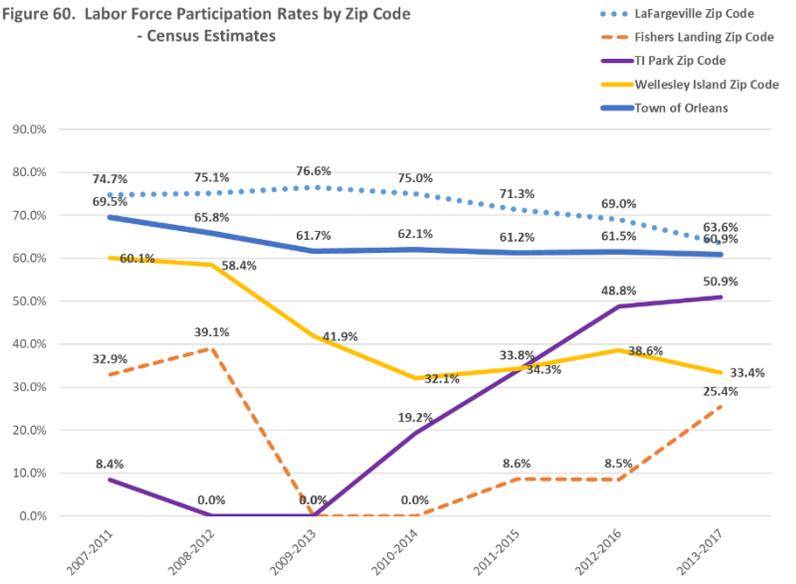
Local Labor Force Trends

The American Community Survey estimates illustrate the labor force participation rates for several zip code areas: LaFargeville, Fishers Landing, TI Park, Wellesley Island, as well as the Town of Orleans. Figure 60 illustrates that while LaFargeville and Wellesley Island labor force participation rates are declining, TI Park increased during the time period and Fishers Landing fluctuated. The losses are demonstrated by increases in those not in the civilian labor force by 37.4% throughout the Town resulting in a 12.4% decline in the participation rate from 2007-2017.

The decreases in labor force participation within the LaFargeville zip code and the overall Town resulted in a decline in unemployment in both areas. The Wellesley Island Zip Code area and Fishers Island unemployment were both estimated at zero percent for each of the estimates during the time period.

One could assume the aging

Figure 60. Labor Force Participation Rates by Zip Code - Census Estimates



Source: US Dept. of Commerce, Bureau of the Census - American Community Survey

Labor Force - LaFargeville* Zip Code (13656)	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change 2007 to 2017
Population 16 years and over	2,043	2,073	2,073	2,203	2,328	2,124	2,250	10.1%
Civilian labor force	1,527	1,556	1,588	1,652	1,659	1,465	1,432	-6.2%
Armed Forces	41	35	9	7	12	12	7	-82.9%
Unemployed	189	182	243	252	174	160	132	-30.2%
Unemployment Rate	9.3%	8.8%	11.7%	11.4%	7.5%	7.5%	5.9%	-36.6%
Not in labor force	475	482	476	544	657	647	811	70.7%
LaFargeville - Participation Rate	74.7%	75.1%	76.6%	75.0%	71.3%	69.0%	63.6%	-14.8%
**Note: the zip code area also includes small portions of the Towns of Clayton and Alexandria								
Labor Force - Wellesley Island** Zip Code (13640)	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change 2007 to 2017
Population 16 years and over	188	214	241	262	347	409	371	97.3%
Civilian labor force	113	125	101	84	119	158	124	9.7%
Armed Forces	0	0	0	0	0	0	0	0
Unemployed	0	0	0	0	0	0	0	0
Unemployment Rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not in labor force	75	89	140	178	228	251	247	229.3%
Wellesley Island - Participation rate	60.1%	58.4%	41.9%	32.1%	34.3%	38.6%	33.4%	-44.4%
**Note: the zip code area also includes the rest of Wellesley Island in the Town of Alexandria								
Labor Force - Town of Orleans	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change 2007 to 2017
Population 16 years and over	2,154	2,201	2,213	2,301	2,389	2,219	2,216	2.9%
Civilian labor force	1,497	1,448	1,365	1,428	1,463	1,364	1,349	-9.9%
Armed Forces	26	35	9	7	7	6	-	-100.0%
Unemployed	175	162	205	192	109	94	89	-49.1%
Unemployment Rate	8.1%	7.4%	9.3%	8.3%	4.6%	4.2%	4.0%	-50.6%
Not in labor force	631	718	839	866	919	849	867	37.4%
Participation rate - Townwide	69.5%	65.8%	61.7%	62.1%	61.2%	61.5%	60.9%	-12.4%
Source: US Dept. of Commerce, Bureau of the Census - American Community Survey Data								
Labor Force - TI Park Zip Code (13692)	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change 2007 to 2017
Population 16 years and over	107	77	45	78	71	43	55	-48.6%
Civilian labor force	9	0	0	15	24	21	28	211.1%
Armed Forces	0	0	0	0	0	0	0	0
Unemployed	0	0	0	0	0	0	0	0
Unemployment Rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not in labor force	98	77	45	63	47	22	27	-72.4%
Participation rate - TI Park	8.4%	0.0%	0.0%	19.2%	33.8%	48.8%	50.9%	505.3%
**Note: the zip code area also includes the rest of Wellesley Island in the Town of Alexandria								
Labor Force - Fishers Landing Zip Code (13641)	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	% change 2007 to 2017
Population 16 years and over	79	64	69	49	70	59	59	-25.3%
Civilian labor force	26	25	-	-	6	5	15	-42.3%
Armed Forces	-	-	-	-	-	-	-	-
Unemployed	-	-	-	-	-	-	-	-
Unemployment Rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Not in labor force	53	39	-	49	64	54	44	-17.0%
Participation rate - Fishers Landing	32.9%	39.1%	0.0%	0.0%	8.6%	8.5%	25.4%	-22.8%

population (increase persons of retirement age or older) has resulted in the labor force participation rate decline. This is particularly evident on Wellesley Island, with its zero unemployment rate clearly those not working are not seeking employment.

Commuting Trends

The Census Bureau still collects commuting trend data, only now it is part of the American Community Survey in order to capture more frequent reporting. This occurs every three to five years depending on population size.

Place of Work

Commuting patterns generally help us understand where residents may work in relation to where they live, as they participate in the workforce. Place of work is described for the two zip code areas and the Town of Orleans in this chapter.

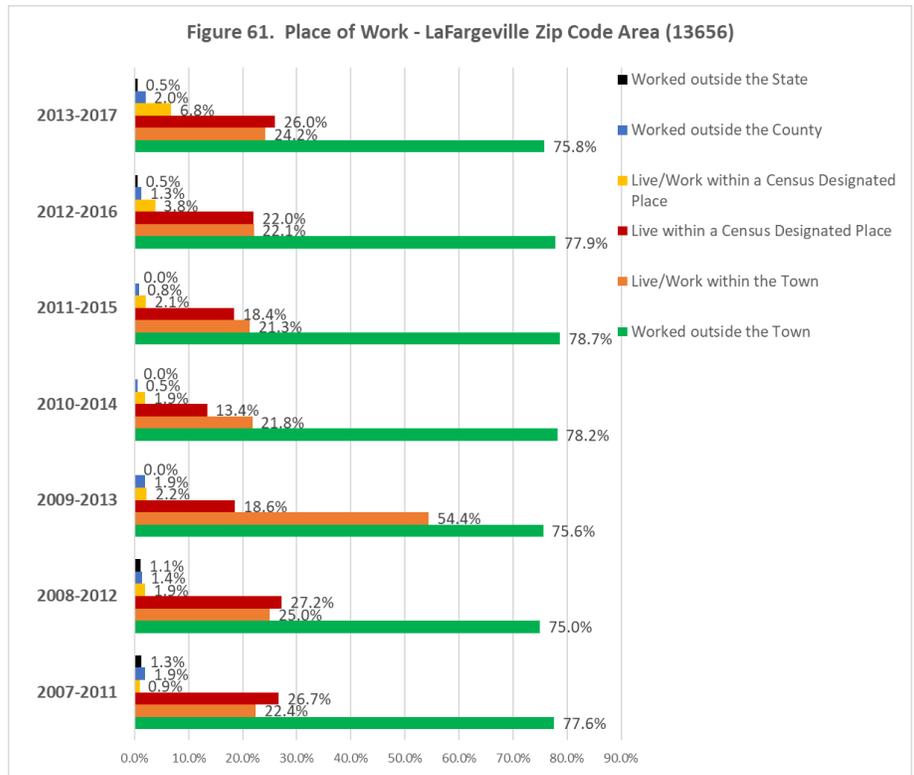
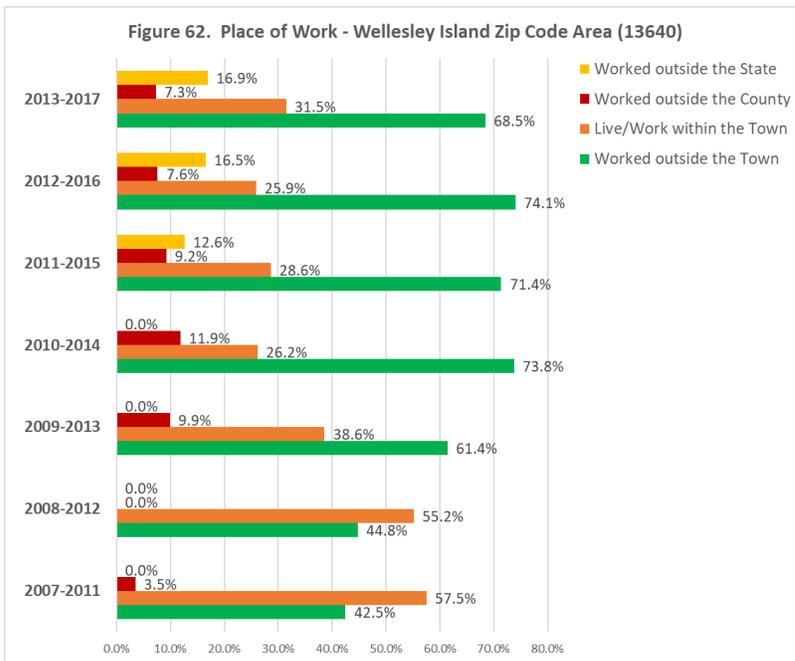


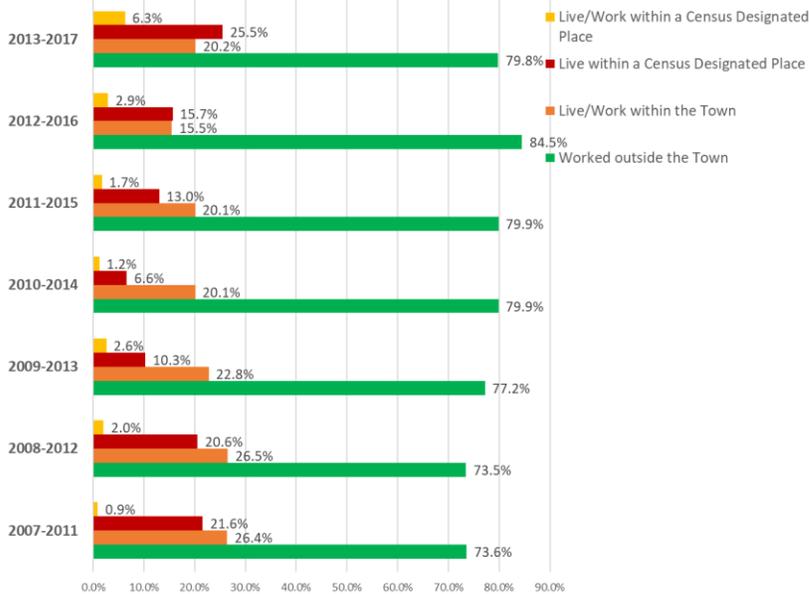
Figure 61 illustrates that within the LaFargeville Zip Code Area (13656), 24.2% of the residents live and work in the Town, while the other roughly three quarters (75.8%) of the residents worked consistently outside the Town according to recent estimates from the American Community Survey.



Another recent trend has been the number of residents would live and work in a Census Designated Place, which has been increasing steadily up to 6.8% as of the last estimate.

Figure 62 illustrates place of work for residents living within the Wellesley Island Zip Code Area who work. From the 2007-2011 estimate of 42.5% who worked outside the Town to the 2013-2017 estimate of 68.5% who worked outside the Town, the number of residents working outside the Town increased by 61.2%. As a result, those who live/work in the Town has decreased by 45.2%. Perhaps even more surprisingly, those who now work outside the

Figure 63. Place of Work - Town of Orleans



state increased, most recently 16.9% as of the 2013-2017 estimate.

Within the Town, Figure 63 illustrates commuting patterns have changed during the past seven estimates (2007-2011 to 2013-2017). Currently, nearly eighty percent (79.8%) of its residents work outside the Town, while the other 20.2% live/work within it.

Opposite to this trend is the steady increase in those who live/work within a census designated place, which was 0.9% in 2007-2011 and is now 6.3% as of the 2013-2017 estimate.

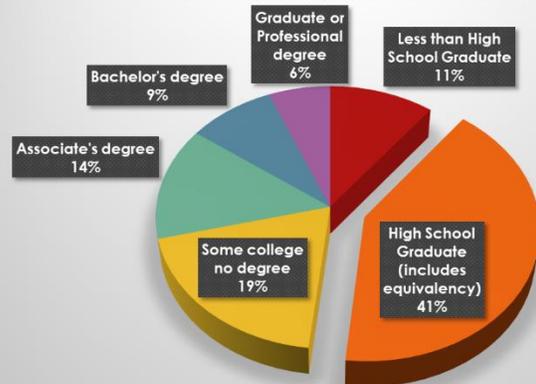
Educational Attainment

The Census Bureau – American Community Survey estimate of 2013-2017 indicates the LaFargeville Zip Code Area (Figure 64) had more persons with an Associate’s degree (14%) than those with less than a High School Graduate level education (11%). Also, some with college and no degree totaled 19% while the largest segment of 41% included High School Graduates.

Wellesley Island Zip Code area’s largest segment illustrated by Figure 65 were those with a Bachelor’s degree (30%) and a close second were those with a Graduate or Professional degree with 26%.

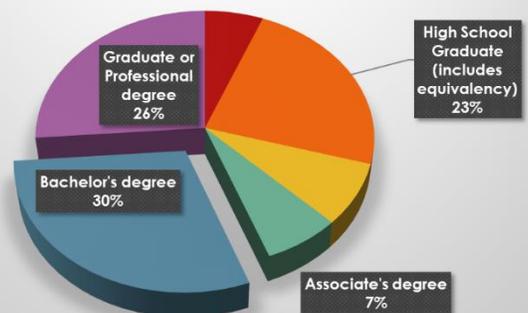
Figure 66 on the next page illustrates educational attainment within the residents of the TI Park zip code and Fisher’s Landing Zip Code area. Similar to Wellesley Island Zip Code, the largest segment in the TI Park Zip Code area comprised those with Bachelor’s degrees with 35%. The second largest was the Some college no degree segment with 33% of the population 25 years and over.

Figure 64. Educational Attainment - LaFargeville Zip Code 13656 (2013-2017 estimate)



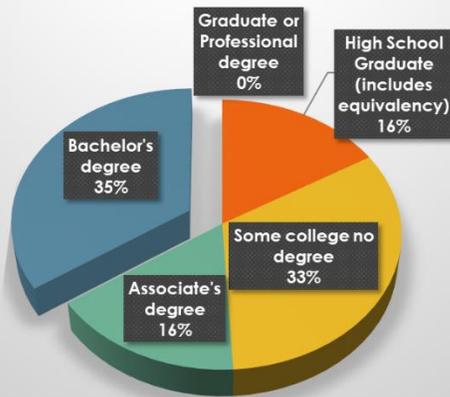
Source: US Dept. of Commerce, Bureau of the Census (American Community Survey 2013-2017)

Figure 65. Educational Attainment - Wellesley Island Zip Code 13640 (2013-2017 estimate)



Source: US Dept. of Commerce, Bureau of the Census (American Community Survey 2013-2017)

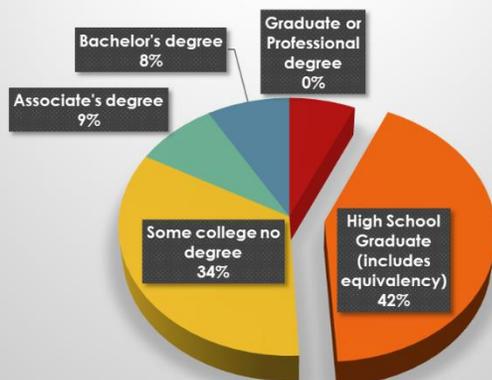
Figure 66. Educational Attainment - TI Park Island Zip Code 13692 (2013-2017 estimate)



Source: US Dept. of Commerce, Bureau of the Census (American Community Survey 2013-2017)

Those within the Fishers Landing zip code area more closely align with the LaFargeville zip code area with the largest segment being the High School Graduates with 42%, while the second largest segment were those with Some college and no degree with 34%.

Figure 67. Educational Attainment - Fishers Landing Zip Code 13641 (2013-2017 estimate)



Source: US Dept. of Commerce, Bureau of the Census (American Community Survey 2013-2017)

Seven 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

Local Economic Development Goals

1. Foster economic development that capitalizes on rural character, small town character and riverfront character reflected along the St. Lawrence River shorelines and unique communities.
2. Use a balanced approach to increase job opportunities and expand the local economy while preserving quality of life.
3. Foster local employment opportunities to help retain the area's young adults.