



# DRUM COUNTRY BUSINESS

CHOOSE NORTH CENTRAL NEW YORK

## Partnership of:

Jefferson County Job Development Corporation

Lewis County Office of Economic Development & Planning

St. Lawrence County Industrial Development Agency

Development Authority of the North Country

Fort Drum Regional Liaison Organization

National Grid



## Regional Marketing Initiative

- ❖ Spin-off from FDRLO Economic Development Task Force.
- ❖ Appeals to site selectors and CEO's by touting our region's assets and proximity to Fort Drum in order to attract and retain businesses.
- ❖ Collectively agree that any marketing that occurs under this initiative is undertaken under the name of Drum Country Business and that the Development Authority will serve as the point-of-contact sharing information with the partners.

# Tools

- ❖ 3-D Cube
- ❖ Regional Prospectus
- ❖ Industry Profiles
  - F.I.R.E
  - Renewable Energies
  - Food Processing
- ❖ Brand
- ❖ Website

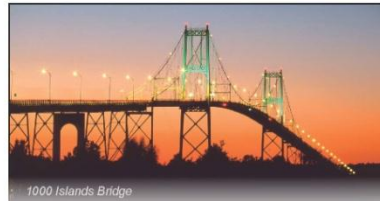


## THE BEST LOCATION IS MORE THAN A LOCATION, IT'S AN ASSET.

Nowhere is this truer than Drum Country – comprised of Jefferson, Lewis and St. Lawrence counties in North Central New York State. Drum Country is also home to Fort Drum, the region's largest employer.

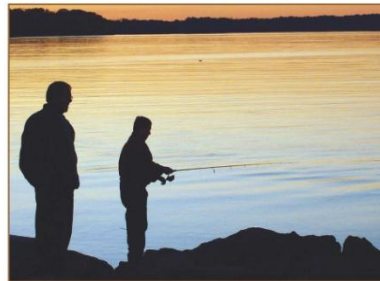


With an ever growing population at Fort Drum, it is no wonder that we say, "You See a Soldier. We See a Workforce." is a message we like to communicate. Add this to our outstanding cost of living, quality of life, access to markets and high-speed telecommunications, and you will find that Drum Country is the smart choice for your business.



## GEOGRAPHY & LOCATION: MAJOR MARKET ACCESS MEANS MAJOR BENEFITS

Located in north central New York State, about 70 miles north of Syracuse, Drum Country is bordered on the West by Lake Ontario, North by the St. Lawrence River and to the East by the majestic Adirondack Mountains.



REGIONAL WAGE COMPARISON (MEAN HOURLY WAGES)					
Occupation	Occupation Code	Drum Country <sup>1</sup>	New York/ New Jersey MSA	Boston MSA	Philadelphia MSA
All Occupations	00-0000	\$17.89	\$26.08	\$26.74	\$23.07
Management Occupations (all)	11-0000	\$38.45	\$64.70	\$59.00	\$55.93
General Managers and Operations Managers	11-1021	\$36.30	\$73.55	\$58.92	\$61.78
Business and Financial Operations Occupations (all)	13-0000	\$26.72	\$40.13	\$37.85	\$34.11
Sales and Related Occupations (all)	41-0000	\$13.06	\$23.37	\$21.68	\$20.08
Office and Administrative Support Occupations (all)	43-0000	\$14.06	\$18.09	\$18.78	\$17.06
Production Occupations (all)	51-0000	\$15.47	\$16.50	\$17.72	\$17.92
Team Assemblers	51-2092	\$12.13	\$12.43	\$14.15	\$14.71

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics, May 2009.  
<sup>1</sup>Occupational Employment and Wage Estimates for the Capital/Northern New York non-metropolitan area. Includes the three Drum Country counties of Jefferson, Lewis and St. Lawrence as well as Clinton, Essex, Franklin, Fulton, Hamilton, and Montgomery Counties.





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The Best Location Is More Than Just A Location—It's An Asset

Drum Country, New York—Lewis, Jefferson and St. Lawrence Counties—is located in North Central New York about 70 miles north of Syracuse. Drum Country is bordered on the west by Lake Ontario, north by the St. Lawrence River, and to the east by the mighty Adirondack Mountains.

Named for Fort Drum, the nations' fourth-largest Army installation, the character and economy of the region is deeply enmeshed with the post and its culture. The installation provides employment for more than 4,700 area residents and generates \$1.5 billion in annual economic impact. Soldiers, spouses and their children stationed at Fort Drum, the majority of who live in the communities surrounding Fort Drum, are a driving force to continued economic growth and development in the region. In Drum Country, it's no wonder we say, "You see a soldier—we see a workforce."

## MAPS



VISIT THE MAP ROOM >>

## SPOTLIGHT



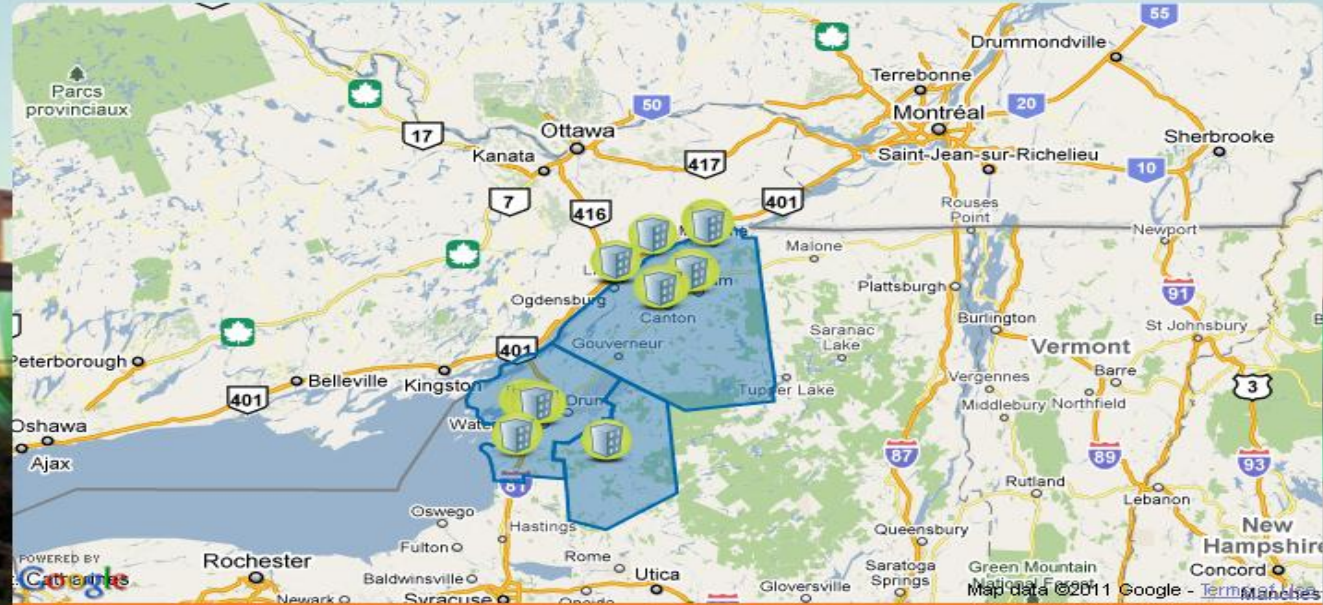
the food industry

Drum Country's unique characteristics, from market and materials access to stateside and international shipping routes, are synergistically aligned with the unique needs of food processors.

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## MAP ROOM

-  Airports
-  Colleges & Universities
-  Hospitals & Clinics
-  Major Employers
-  Schools
-  Recreation & Culture
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### Available Buildings

#### [11151 US Route 11](#)

11151 US Route 11  
Adams, NY 13605

[Click for more details](#)

#### [19 Miner St](#)

19 Miner St  
Canton, NY 13617





## Early Successes

- ❖ Drum Country Business profiled in the NNY Business Journal and Central New York Business Journal drawing attention to our initiative across New York State.
- ❖ Initiative recognized by the NYS Economic Development Council for Best in Class for its website and received a Certificate of Excellence for its development brochure.
- ❖ Interest by Fort Drum in utilizing our website to promote area's assets for economic development.
- ❖ *Utilized regional industry profile to attract new business to the dairy-processing facility in North Lawrence retaining 80 jobs.*
- ❖ Distributed new materials at an international trade show in Hanover, Germany.
- ❖ Leveraged financial resources with matching funds from then Assemblywoman Deidre Scozzafava and National Grid to create marketing materials for a fraction of the cost.