



# 2024 Annual Report

*Cover Photo: Student Pitch Competition Winner, Gavin Tufo, being presented his award check and connected with Herb Frost, arborist, to serve as a relevant and experienced mentor.*

# About the Organization:

## MISSION STATEMENT:

Naturally Lewis, Inc., is championing the growth of a community where people want to live, work, build business and play. We foster forward thinking and relationship building, connecting people, businesses, partnerships and resources to effectively and efficiently grow our county.

## 2021-2024 Strategic Pillars:

Developing Partnerships | Developing Policy | Research & Education  
Outreach & Visibility | Strategic Funding Development

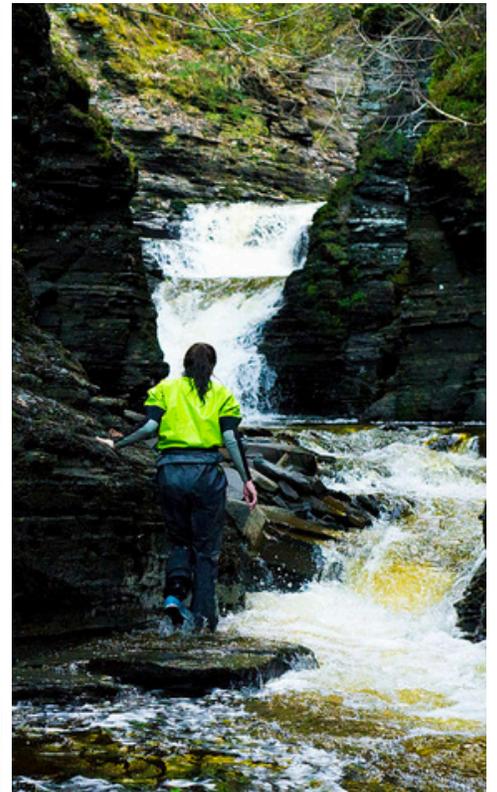
## WHAT WE DO:

By intentionally acting on initiatives and projects relating to our strategic pillars, Naturally Lewis, Inc. is able to have the following public-facing results:

- **Business Development & Support Services**
- **Property & Site Development**
- **Tourism Development & Promotion**
- **Sustaining Our Organization**



Through this work, Naturally Lewis, Inc. is furthering the big-picture cycle of economic development - a good place to live is a good place to visit is a good place to work is a good place to build business.



# Our Team:



**Brittany Davis**  
Executive Director



**Cheyenne Steria**  
Director of Development



**Trish Michael**  
Finance & Operations Manager



**Jenna Lauraine**  
Programs & Partnerships  
Director



**Kristen Aucter**  
Director of Tourism



**Kaylee Tabolt**  
Economic & Tourism Dev.  
Specialist

## Board of Directors

**Chair:** Eric Virkler | Lewis County

**V. Chair:** Christie Andrus Nakano | Human Factor Leadership

**Treasurer:** Tim Petersen

**Secretary:** Lisa Hetzner | Lewis County

**Lewis County Representative:** Larry Dolhof

**Lewis County Representative:** Tim Hunt

**IDA Representative:** Gagan Singh

**LCDC Representative:** Tim Petersen

**Chamber Representative:** Nick Mir

Casandra Buell | Lewis County

Jessica Clemons | Sage Publishing

Megan Dolhof | Open Sky Wellness

Jessica Dunn | U.S. Army Corps of Engineers

Lisa Hetzner | Lewis County

Mike Jackson | Viking Cives

Shellie Marks | QubicaAMF

Harley Snyder | UP! Coalition of Lewis County

# Message to the Community:

As I reflect on 2024, one word comes to mind: **growth**. This year marked our first full year as Naturally Lewis Inc., bringing together economic development, tourism, and Chamber of Commerce initiatives under one unified organization. This transformation sparked significant planning efforts as we launched our new three-year strategic plan for 2025-2027.

I am filled with optimism for Naturally Lewis' future. Together, we are **Building Our Community** by fostering the development of businesses, properties, tourism, and a sense of place. We are **Inspiring People** by empowering entrepreneurs, engaging with youth, cultivating "pride in place" among residents, and nurturing future leaders. We are **Partnering & Collaborating** with local, regional, and state partners in economic development and tourism to amplify our collective impact. Finally, we are **Sustaining Our Legacy** through strategic funding initiatives and a growing membership, ensuring that Naturally Lewis Inc. remains a strong, thoughtful and stable community organization.

I am incredibly proud of the progress we've made as a team, as boards, and as a community. Walking through our communities, you can see and feel the transformation—the growth, the energy, and the pride. We are building something extraordinary, and this is just the beginning.

I look forward to continuing our collaboration with our boards, partners, and communities to make Lewis County the best place to live, work, build a business, and play. Together, the future is ours to create.



— Brittany Davis  
Executive Director

**568**

CLIENTS SERVED SINCE 2022

**FOUR**

ADMINISTERED ENTITIES



Naturally Lewis has completed its first year as an organization, focused on providing strong leadership for Lewis County in economic development. The staff and board are working together to create opportunities for our citizens and businesses with the goal to make Lewis County a great place with a growing economy. Keep an eye on Naturally Lewis as we continue to make a difference!

Eric Virkler  
Chairman of the Board



Photo of Jenna Lauraine, Programs & Partnerships Director, consulting local entrepreneur Kelsey Blackwell.

### Reimagination of the Naturally Lewis Membership

Throughout 2024, Naturally Lewis staff communicated with active and engaged members to gain insight on the structure of the Naturally Lewis Membership. From these conversations, staff intentionally developed a membership that serves the Lewis County business community, from start-ups to legacy businesses. **The Naturally Lewis Membership had 176 active members in 2024.**

### Community Economic Development Program Funding

Through the Community Economic Development Program (CEDP), the Lewis County Development Corporation has dispersed a total of \$1,138,286.48 to businesses, organizations, and communities in Lewis County, New York. **The total economic impact of the Community Economic Development Program is \$6,829,373.67.**

The Community Economic Development Program is funded by Number Three Wind Farm, Lewis County, and HLH Living Trust.

**\$1,138,286**  
IN FUNDS DISPERSED

**\$6,829,373**  
TOTAL ECONOMIC IMPACT



"Our rural entrepreneurs are the heart beat of the Lewis County economy, uniquely positioned to address community needs and provide foster local growth. At Naturally Lewis, we're committed to connecting entrepreneurs with the resources, expertise, and support they need to start, grow and succeed. By leveraging local knowledge and talent, we're empowering businesses to thrive while strengthening our communities through job creation and economic opportunity."

*Jenna Lauraine*  
Programs & Partnerships Director

# Community Economic Development Program

## Success Stories



### *Crown Jules Realty*

RECIPIENT OF SMALL THINGS, BIG IMPACTS FUNDING

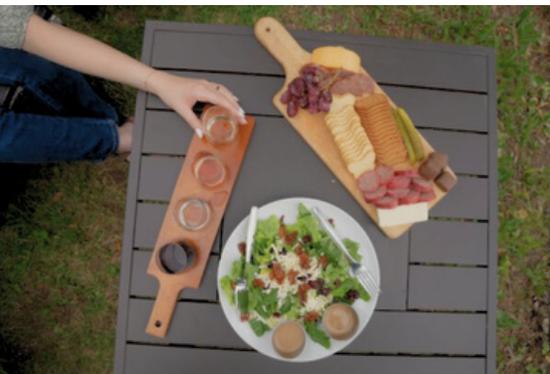
Crown Jules Realty received \$1,000 in Small Things, Big Impacts funding to rebrand their business. This rebrand has set the foundation for Crown Jules Realty's ability to promote their business beyond the local community!



### *Open Sky Wellness Center*

RECIPIENT OF BUILDING BUSINESS FUNDING

Open Sky Wellness Center received \$10,000 in Building Business funding to purchase kitchen appliances and tools to expand services at their new location.



### *Tug Hill Estate*

RECIPIENT OF BUILDING BUSINESS FUNDING

Tug Hill Estate received \$20,000 in Building Business funding to complete a project that would allow them to expand their services and staff. Funding was used to install a new, dual walk-in freezer and cooler on their main level.



### *Double Play Community Center*

RECIPIENT OF VACANT PROPERTY REVITALIZATION FUNDING

Double Play Community Center received \$100,000 in Vacant Property Revitalization funding towards their \$1,150,000 Dare to Dream project. Funding was used for the renovation of existing buildings and spaces to a fitness center, community kitchen, arts programming space, and more!

In the big picture, this funding allowed Double Play Community Center to execute their vision for a once vacant space, retain and create six jobs, and grow our community from the ground up.

## Hometown PILOT for Red Barn Meats

The County of Lewis IDA provided an incentives package (PILOT & Sales Tax Exemption) in support of the Red Barn Meats, Inc. expansion project. With this, Red Barn Meats will:

- Invest \$1,878,207 into the local community
- Retain 25-28 full-time equivalent existing jobs
- Create four full-time equivalent new jobs within two years
- Promote local growers, supply schools with USDA-certified protein, and keep protein in our communities

**\$1.88M**

OF PRIVATE INVESTMENT



The Brandt family, owners of Red Barn Meats, Inc.

## Startup Assistance for Second Place Beer Co.

The County of Lewis IDA and Naturally Lewis, Inc. provided startup assistance to a new craft brewery, Second Place Beer Co., throughout 2024. Second Place Beer Co. is operating out of the IDA-owned building in the Village of Lowville, and has received the following services:

- Connections to the Small Business Development Center
- Installment Sale on Brewing Equipment
- Installment Sale on Property

Additionally, Second Place Beer Co. was supported by the IDA Board of Directors through flexibility of payment start dates while the business worked through 'red-tape' in place by government.

## Membership Awards Night

At this year's Membership Awards Night, Naturally Lewis recognized twelve award nominees and named four award recipients in downtown Lowville. With over 100 attendees, this event was an evening of celebration, accomplishment, and growth!

### *Award Recipients:*

Community Excellency Award || **Double Play Community Center**

Discover Tug Hill Award || **Kelpytown Kove**

Entrepreneur of the Year || **Brandon & Kristin Cunningham, HumbleBee Farms**

Naturally Lewis Outstanding Business || **Miller's Meat Market**





## Inaugural Student Pitch Competition

In 2024, Naturally Lewis, Inc. hosted the inaugural Student Pitch Competition, supporting young entrepreneurs and the next generation of small business in our community. In its first year, the competition received eleven applications and named three winners:

- Zoe Zehr, Northern NY Hoof Trimming
- Sean Kelly, All Clear Roof and Gutter Cleaning
- Gavin Tufo, Harper Valley Property Services

The winners of the Student Pitch Competition received startup funding for their business and were connected with a mentor in their industry.

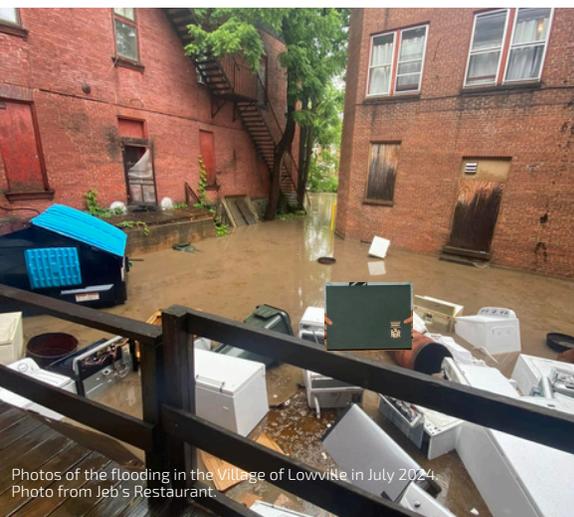


## Center for Businesses in Transition

Naturally Lewis has been a partner of the CBIT program, a North Country regional partnership working to combat closure of thousands of businesses due to a lack of successor or succession plan, since its inception. We provide matchmaking services and the resources businesses need to transition ownership successfully.

### *Transition Highlight:*

Brown's Plumbing & Heating has been a client of the CBIT Program since 2019 and successfully transitioned in 2024! Brown's Plumbing & Heating's appliance division will transition to the ownership of current employees, Brad and Megan Moser and the former storefront on Forest Avenue has been purchased by Howland Pump and Supply.



## Emergency Relief Support

Naturally Lewis supported eleven businesses with financial assistance as a result of our emergency relief initiatives following the July 2024 flooding.

The Naturally Lewis Reboot Fund was made possible through generous donations from community members, local businesses, corporations, and a generous match from the Lewis County Development Corporation (LCDC); 21% of received donations came from donors outside of New York State. Community support brought the balance of the fund to \$89,162.14.

Naturally Lewis, Inc. was able to quickly respond to the emergency as a newly creative nonprofit organization.

## Additional Wins:



Received \$300,000 in CDBG Microenterprise Grant Funding from the NYS Office of Homes and Community Renewal for Launch Lewis County Grant Program.



Hosted two collaborative Jefferson-Lewis Manufacturers Alliance events with Jefferson County Economic Development.



Awarded \$50,000 in Launch Lewis County Funds to two startup businesses, Coffee & Clay Cafe and Hartley's Meat Market.



Rebranded our monthly educational event series to *Coffee & Connections*



Graduated 20 Leadership Academy participants, and began our largest cohort yet!



Aerial view of downtown Croghan, NY.

## Developing Director of Development Role

Throughout 2024, Naturally Lewis, Inc. has clarified the role of the Director of Development. This position focuses on “nuts and bolts” economic development, developing businesses, properties and sites to revitalize communities and create the space for opportunity.

## Creating a Property & Site Development Plan

In preparing for the 2025-2027 Strategic Plan of Naturally Lewis, Inc., staff worked alongside key partners to develop a Property & Site Development Plan to intentionally revitalize our communities. The Property & Site Development Plan identifies potential project and the introduces the idea of addressing the “low-hanging fruit” and working alongside willing municipal partners that invite revitalization while developing partnerships and providing education to additional opportunities.

The Property & Site Development Plan is a roadmap for the Director of Development over the course of the 2025-2027 Strategic Plan period.



“As the Director of Development, my focus is on building the foundation for growth—literally and figuratively. Revitalizing properties and creating spaces where businesses and communities can thrive is about more than bricks and mortar; it’s about fostering opportunity and breathing new life into our communities. Every project is a chance to make a lasting impact and ensure a stronger, more vibrant future for Lewis County.”

*Cheyenne Steria*  
Director of Development



## Universal Tax Exemption Policy Updates

In early 2024, the County of Lewis Industrial Development Agency (IDA) Board of Directors approved of an updated Universal Tax Exemption Policy (UTEP). This updated policy is the results of connections with the community to fit our current and future needs. Changes to the policy include tax abatement schedules and incentives for both new construction and adaptive reuse of existing buildings. By implementing these changes, the County of Lewis IDA and partners of Naturally Lewis, Inc. can spur new development while also preserving our history through revitalization of existing structures.



## Lyons Falls School Redevelopment

Naturally Lewis, Inc. has partnered with Lewis County Department of Planning and Community Development to attract a developer for the former Lyons Falls School. Lewis County has secured Restore NY funding and National Grid Brownfield funding to revitalize this historic landmark.

### *Partnership Highlight:*

Naturally Lewis, Inc. and Lewis County have worked together throughout 2024 to define a path forward to advance commercial buildings with environmental concerns or that are in foreclosure.



## Vacant Property Revitalization Projects

In 2024, the Lewis County Development Corporation awarded \$790,964 in funding to revitalize vacant and/or blighted spaces in our communities. Completed projects at the end of 2024 include:

- Case Building | West Leyden, NY
- Double Play Community Center | Lowville, NY
- Grand Slam Safety | Croghan, NY

**\$5.79M**  
TOTAL ECONOMIC IMPACT OF FUNDING

## Additional Wins:



Various matchmaking initiatives connecting businesses with spaces to continue or expand operations and infill vacant spaces in our communities.



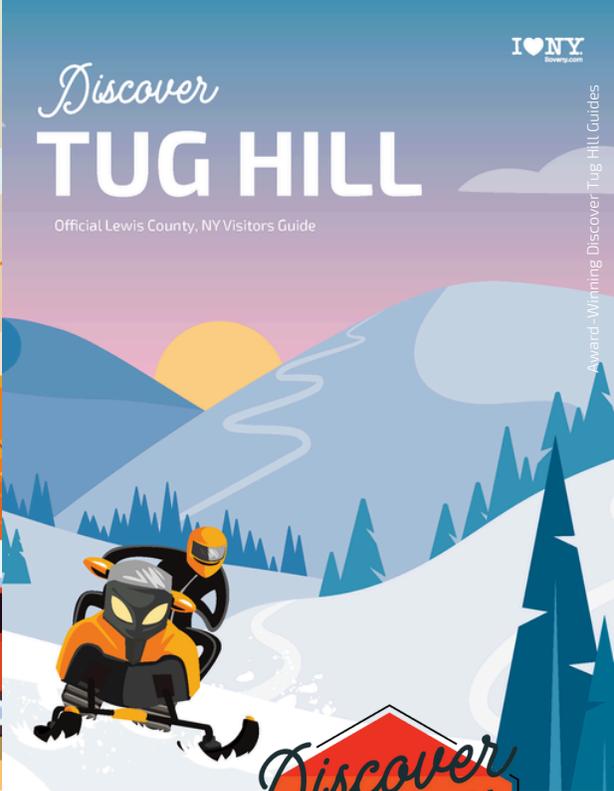
Submitted an application to New York State for Downtown Revitalization Initiative funding for the Naturally Lewis, Inc office space in downtown Lowville.



Serving on the "Core Team" for the Village of Lowville Downtown Revitalization Initiative process



Awarded \$790,964 in Vacant Property Revitalization funds through the CEDP for an economic impact of \$5.8M



*Award Announcement!*  
The Discover Tug Hill Guides received an Excellence in Tourism Award from the NYS Tourism Industry Association!



**Connecting Tourism with Economic Development**

Tourism is the front door to economic development. Through the development of Naturally Lewis, Inc. and the partnership between tourism and economic development, we've been able to showcase Lewis County as more than just a destination—it's a community where people can visit, invest, and thrive. By connecting visitors with local businesses and highlighting everything that makes our area special, we're not just promoting tourism; we're building a stronger, more vibrant economy.

Throughout 2024, Naturally Lewis, Inc. has clarified the role of the Director of Tourism. This position focuses on developing resident-centric tourism and creating pride-in-place. The Director of Tourism is working to build a good place to live, as a good place to live is a good place to visit.

**\$62,600,000**  
IN VISITOR SPENDING

**\$21,000,000**  
OF LOCAL EMPLOYMENT INCOME



"Tourism is so much more than just bringing visitors to Lewis County—it's about creating a sense of pride and belonging for our residents. By showcasing what makes our community special, we're not only inviting people to visit but also fostering connections that encourage them to stay, invest, and thrive here.

*Kristen Ward Aueter*  
Director of Tourism



## Expanding the Community Mural Trail

In 2024, community murals were designed and installed in Copenhagen and New Bremen, bringing art to our communities and fostering pride-in-place. These additions join existing murals in Harrisville, Croghan, and Lyons Falls. Turin is set to unveil its own mural in early 2025!

**FIVE**  
COMMUNITY MURALS INSTALLED

Community mural in Copenhagen.



Former Lyons Falls School in Lyons Falls, NY.

## Developing an Events & Festivals Fund

While connecting economic development and tourism development, Naturally Lewis identified the community need to support catalyst tourism events and happenings throughout our community.

In 2025, an Events & Festivals Fund will be launched as a segment of the Small Things, Big Impacts Fund to solve the need for tourism development support across our communities. Funding for this opportunity has been provided by the HLH Living Trust.



Cheyenne Maria, Naturally Lewis, Inc., presenting a check to the manager of the Case Building in West Leyden.

## Developing a Regional Tourism Partnership

Naturally Lewis, Inc. continued efforts of formalizing a regional partnership for tourism promotion of our community's greatest recreational asset - Tug Hill. This partnership allowed for a marketing agency to take on digital marketing efforts for Discover Tug Hill in late-2024. Stay tuned for growth in 2025!

### *Partnership Highlight:*

A regional partnership with Jefferson County, Oneida County, and Oswego County allowed for small business, Novel Marketing Co. to be awarded the contract for digital marketing for Discover Tug Hill. Hannah Roukous, entrepreneur driving Novel Marketing Co. forward, is a Tug Hill native.

## Additional Wins:



Continued content collection efforts for tourism promotion, using funding from the EDA Sub-Awards Grant Program.



Strategized and implemented marketing efforts for Discover Tug Hill, digital tourism promotion brand by Naturally Lewis.



Led tourism development partner meetings with local partners



Hosted a tourism industry roundtable to bring various tourism industry stakeholders together for discussion.



Photo of Naturally Lewis, Inc. staff.

## Hiring a Finance & Operations Manager to Enhance Efficiency

In 2024, Naturally Lewis, Inc. took a significant step toward enhancing efficiency and effectiveness by welcoming a Finance & Operations Manager to the team. This role was created to strengthen internal financial management, technical operations, and analytical support, ensuring that the organization operates at its highest potential.

With this addition, Naturally Lewis has made great strides in streamlining operations and optimizing internal processes. A newly developed internal process management system (PMS) now provides a structured approach to workflow and accountability. The transition to QuickBooks Online has modernized financial tracking and reporting, improving accuracy and accessibility. Membership processes, as well as grant and loan management, have been automated—reducing administrative burdens and enhancing responsiveness to our business community. Additionally, a comprehensive financial analysis has provided valuable insights, guiding strategic decisions for long-term sustainability.

These advancements, and many more, reflect Naturally Lewis' ongoing commitment to operational excellence, allowing us to better serve our businesses, communities, and partners while maximizing our impact across Lewis County.



"Efficiency and effectiveness are at the core of how we drive impact at Naturally Lewis. By streamlining processes, refining strategies, and focusing on collaboration, we ensure that every initiative we undertake maximizes value for our businesses, communities, and stakeholders. A more agile and responsive organization means stronger support for economic growth, deeper connections with our partners, and a greater ability to adapt to the evolving needs of Lewis County."

*Trish Michael*  
Finance & Operations Manager



## Being Awarded the "Lucky Entrepreneur Coin"

At the 2024 Naturally Lewis Economic Development Conference, Brittany Davis and Naturally Lewis were awarded the "Lucky Entrepreneur Coin" by Christa O. Franzi, Vice President of Entrepreneurship at Camoin Associates. This Coin, by *Right to Start*, is a symbol of Naturally Lewis' commitment to championing grassroots growth to promote an entrepreneurial ecosystem and declare Lewis County, NY the "most entrepreneur-friendly community" in New York State.

**"I SUPPORT YOUR RIGHT TO BUILD YOUR DREAMS"**

SLOGAN OF RIGHT TO START



## Being Awarded a NYSACC Award

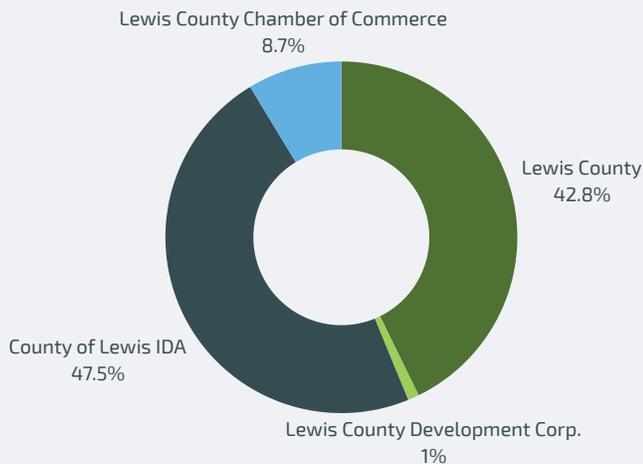
The County of Lewis IDA and Chairman Joseph Lawrence were recognized with a New York State Association of Conservation Committees Environmental Excellence Award in the Fall of 2024.

Since 2020, the County of Lewis IDA, in collaboration with Lewis County partners, has developed and implemented a forward-thinking Universal Tax Exemption (UTEP) Policy aimed at incentivizing solar development on marginal farmlands. This initiative was championed by LCIDA Chairman Joe Lawrence, a Cornell University staff member and a strong advocate for preserving our agricultural industry.

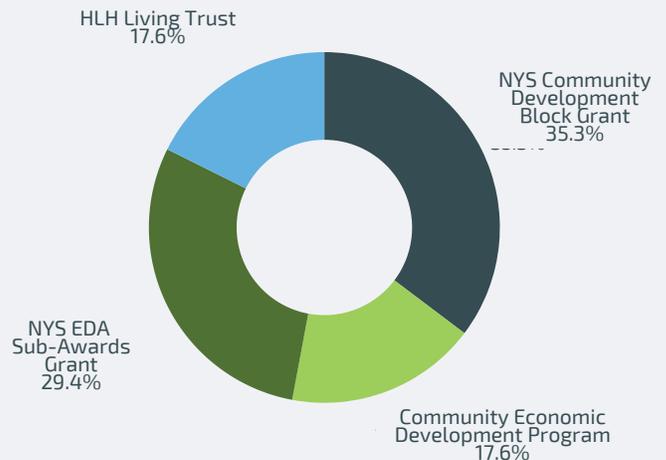
## Securing Funding Streams

In 2024 Naturally Lewis, Inc. secured a number of outside sources of funding for operations and economic development initiatives. Our operational funding sources include our administered entities - the County of Lewis IDA, the Lewis County Development Corporation, and the Lewis County Chamber of Commerce - and Lewis County. Funding for economic development programming has been made available by the Community Economic Development Program, NYS Office of Homes & Community Renewal Community Development Block Grant, HLH Living Trust, and the NYS EDA Tourism Partner Sub-Awards Grant Program.

### Operational Funding:



### Programming Funding:



# 2024 Event Calendar



## Business & Professional Events:

- Business & Community Leaders Breakfast (x2)
- Jefferson-Lewis Manufacturers Alliance (x2)
- Tourism Industry Roundtable
- Naturally Lewis Economic Development Conference
- Membership Awards Night

**HUNDREDS**  
OF CONNECTIONS MADE



## Naturally Lewis Economic Development Conference

JUNE 12, 2024 | 3 WILLOWS EVENT CENTER | LYONS FALLS, NY

Themed "Dear Lewis County," the 2024 Naturally Lewis Economic Development Conference was a testament to the community that has served us. From its rich history to its unmatched potential, this community has served us the way we have all served it. At this year's conference we thanked Lewis County for everything it has done for us, and embraced the future we're working towards.

- ~125 Attendees
- Full Day Conference
- 100% Sponsorships



## Membership Awards Night

NOVEMBER 21, 2024 | TOWN HALL THEATER | LOWVILLE, NY

Membership Awards Night was held to celebrate a year of growth and success for Naturally Lewis Members and honor the recipients of the Naturally Lewis Annual Awards. This event was an immersive downtown experience, with a happy hour and after party at Jeb's Restaurant and award presentation at the Town Hall Theater.

- ~100 Attendees
- Immersive Downtown Experience
- 100% Sponsorships



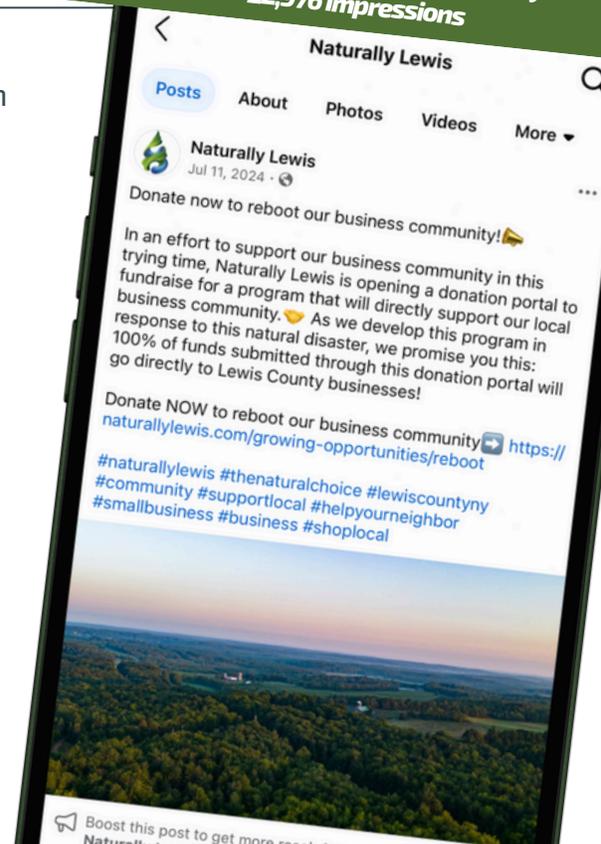


## Creating a Sense of Place

In 2024 Naturally Lewis hosted various placemaking events to bring energy to our communities and instill local pride. Placemaking events include:

- Food Truck Fridays (x4)
- Art in the Park (Month-Long Event)
- RiverFest
- Fall Foliage Tour

## TOP POST OF 2024: Reboot Our Business Community 22,976 Impressions



## Advancing Our Marketing Strategy

In our first year of operations as a nonprofit organization, Naturally Lewis, Inc. shifted its marketing efforts to promote itself and its services to gain and retain clients and make the community aware of opportunities in the Lewis County business community. This shift is essential as without communications to our target audiences, the work of Naturally Lewis, Inc. will not produce results.

Marketing Wins of 2024:

- ✓ 4,800+ Email Contacts
- ✓ 5.7K Followers on Facebook
- ✓ Prioritizing Direct Outreach & Communications
- ✓ Engagement Continues to Rise on Facebook

**95.7K**  
ACCOUNTS REACHED  
↑ 78%

**17.7K**  
PROFILE VISITS  
↑ 116%



Marketing and events are more than just promotion—they're about storytelling, connection, and impact. At Naturally Lewis, we craft experiences and narratives that showcase the energy, innovation, and opportunity in Lewis County. By engaging businesses, residents, and visitors through strategic marketing and dynamic events, we're not just driving awareness—we're fostering relationships, inspiring investment, and strengthening our community.

*Kaylee Tabolt*  
Economic & Tourism Development Specialist

## IDA Incentives Recipients:

- ★ **Brandt's** | Carthage, NY
- ★ **Carthage Solar Fund LLC** | Carthage, NY
- ★ **ClearPath Energy LLC Farney** | New Bremen, NY
- ★ **ClearPath Energy LLC Zehr** | New Bremen, NY
- ★ **Copenhagen Wind** | Copenhagen, NY
- ★ **Domagala Solar** | Port Leyden, NY
- ★ **Duke Energy Renewables Leyden Solar** | Leyden, NY
- ★ **Flat Rock Solar Fund LLC** | Martinsburg, NY
- ★ **Flat Rock Wind** | Martinsburg, NY
- ★ **GSPP 9557 E Rd s, LLC** | Denmark, NY
- ★ **GSPP 9605 E Rd, N, LLC** | Denmark, NY
- ★ **Johnson Lumber** | Carthage, NY
- ★ **Lakeside** | Beaver Falls, NY
- ★ **Maple Tap Solar LLC** | Glenfield, NY
- ★ **Martinsburg CSG LLC** | Martinsburg, NY
- ★ **McRez Packing International LLC** | Lyonsdale, NY
- ★ **MDBB Enterprises** | Castorland, NY
- ★ **Number Three Wind** | Lowville, NY
- ★ **NY USLE Copenhagen CR194 LLC** | Copenhagen, NY
- ★ **OTIS Products** | Lyons Falls, NY
- ★ **Port Leyden Portal** | Port Leyden, NY
- ★ **Roaring Brook LLC** | Lowville, NY
- ★ **Red Barn Meats, Inc.** | Croghan, NY
- ★ **Tug Hill Artisan Roasters** | Lowville, NY
- ★ **Turin Highland Lodge** | Turin, NY
- ★ **Turin Solar Fund LLC** | Turin, NY
- ★ **Victorian Light** | Lowville, NY
- ★ **Waters Road N, LLC** | Lowville, NY
- ★ **Waters Road S, LLC** | Lowville, NY

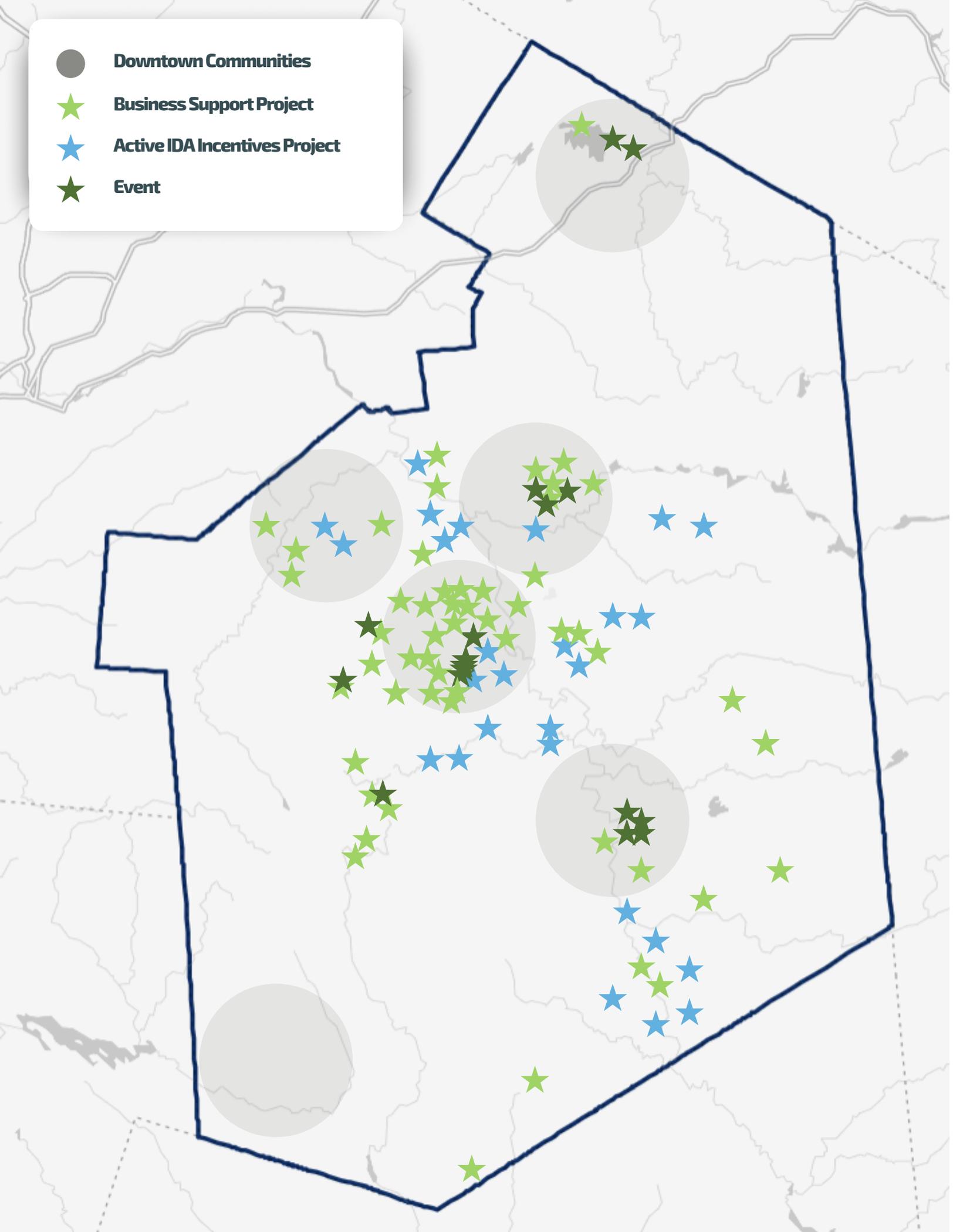
## Events:

- ★ **Business & Community Leaders Breakfast (x2)**
- ★ **Jefferson-Lewis Manufacturers Alliance (x2)**
- ★ **Tourism Industry Roundtable**
- ★ **Naturally Lewis Economic Development Conference**
- ★ **Membership Awards Night**
- ★ **Food Truck Fridays (x4)**
- ★ **Art in the Park (Month-Long Event)**
- ★ **RiverFest**
- ★ **Fall Foliage Tour**

## Business Support Projects:

- ★ **1812 House Bed & Breakfast**
- ★ **Beaver Camp**
- ★ **Case Building**
- ★ **Catch 19 Designs**
- ★ **Cedar Bridge Properties**
- ★ **Coffee & Clay Cafe**
- ★ **Coughlin Printing Group**
- ★ **Crown Jules Realty**
- ★ **Crumbs. Bakeshop**
- ★ **Double Play Community Center**
- ★ **E.M.M. Heating**
- ★ **Foothills Market**
- ★ **GreeneAcres Processing, LLC**
- ★ **Harrisville Food Pantry**
- ★ **Hartley's Meat Market**
- ★ **Hopenhagen Farm**
- ★ **HumbleBee Farms**
- ★ **International Maple Museum**
- ★ **Lakeside Lather Soap Company**
- ★ **Little Village Mushrooms**
- ★ **Looking Glass Windows**
- ★ **Lowville Apartments - Stevens Block**
- ★ **Mainline Electric**
- ★ **Maple Ridge Center**
- ★ **MDBB - Grand Slam Safety, LLC.**
- ★ **MPI**
- ★ **North Country Cycle Works**
- ★ **North Country Property Maintenance**
- ★ **Northern Beginnings Realty**
- ★ **Old Croghan Engine House**
- ★ **Omnia Advanced Materials**
- ★ **Open Sky Wellness Center**
- ★ **Port Leyden Portal**
- ★ **Quantify Consulting**
- ★ **Red Barn Meats**
- ★ **Red Sunset Enterprises**
- ★ **ReNew Bremen, Inc.**
- ★ **Riverside Equipment Rentals, LLC**
- ★ **Roads End Orchards, Inc.**
- ★ **S&S Spray Foam Insulation**
- ★ **Snow Ridge Resort, LLC.**
- ★ **Snyder's Sugar Shack**
- ★ **Squishy's BBQ & Catering**
- ★ **Steeple & Hearth Marketing Collective**
- ★ **The Lewis County Humane Society**
- ★ **Tug Hill Estate**
- ★ **Vanucchi - Kellogg Block**
- ★ **Village of Castorland**
- ★ **Village of Port Leyden**

- Downtown Communities
- ★ Business Support Project
- ★ Active IDA Incentives Project
- ★ Event



## *County of Lewis IDA*

### **Mission Statement:**

The mission of the County of Lewis IDA is to stabilize, strengthen, and grow communities through strategic community partnerships, innovative incentive programs, responsible leverage of our financial resources, and thoughtful policy development to advance economic growth and ensure a brighter and more inclusive future for all.

### **LCIDA Board of Directors:**

- Joe Lawrence, Chairperson
- Gagan Singh, Vice Chairperson
- Jessica Moser
- Herb Frost
- McKenzie Lehman
- Darlene Rowsam
- Candace Randall, Legal Counsel

## *Lewis County Development Corporation*

### **Mission Statement:**

The mission of the Lewis County Development Corporation is to drive economic prosperity in Lewis County through innovative property development, strategic funding initiatives for business development and transparent community collaboration.

### **LCDC Board of Directors:**

- Tim Petersen, Chairperson
- Tyler McDonald, Vice Chairperson
- Mick Lehman
- Christie Andrus Nakano
- Jessica Clemons
- Larry Dolhof
- Shellie Marks
- Terry Thisse
- Eric Virkler
- Ian Gilbert, Legal Counsel

## *Lewis County Chamber of Commerce*

### **Mission Statement:**

The mission of the Lewis County Chamber of Commerce is to empower Lewis County communities through innovative tourism initiatives, leveraging the Discover Tug Hill brand to foster pride, attract visitors, and enhance the quality of life.

### **LCCC Board of Directors:**

- Nick Mir, Chairperson
- Calvin Company, Vice Chairperson
- Blaine Company
- Lisa Hetzner
- Megan Dolhof
- Jackie Mahoney
- John Exford
- Ian Gilbert, Legal Counsel



# 2025-2027 Strategic Plan

## Roadmap for Intentional Economic Development

In July 2024, the Naturally Lewis, Inc. and administered entities worked to develop the 2025-2027 Strategic Plan for Naturally Lewis, Inc. Staff continued to identify the 3 year initiatives and 2025 goals in Fall of 2024. The strategic pillars for our organization from 2025-2027 include:



### *Building Our Community*

#### STRATEGIC PILLAR

Three-year initiatives include developing businesses, developing properties, developing place, and developing tourism.



### *Inspiring People*

#### STRATEGIC PILLAR

Three-year initiatives include developing business and community leaders, developing youth, developing resident pride-in-place, and developing entrepreneurs.



### *Partnership & Collaboration*

#### STRATEGIC PILLAR

Three-year initiatives include growing regional and state economic development partnerships, regional and state tourism partnerships, county and municipal partnerships, and developing foundations of thriving communities.



### *Sustaining Our Legacy*

#### STRATEGIC PILLAR

Three-year initiatives include growing the Naturally Lewis Membership, strategic funding development, expanding community partnerships, and compliance, policy, and systems development.



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