

3.0 Economy

Employment characteristics influence the community's ability to generate income and are also important to know when targeting commercial activity within a community. The income characteristics of residents are an indicator of the financial stability of a community and influence a community's ability to pay for municipal services. It is important to examine a variety of income characteristics because no one statistic can accurately demonstrate the economic character of a community.

3.1 Labor Force

The labor force consists of individuals over age 16, who are willing and able to work and is affected by the number of retirees, the number of single income families and those that have dropped out of the workforce. Labor force participation is an indicator of the availability of workers in the community. In 2000, the Town of New Hartford had a labor force of 10,151, which represented 59% of its residents that were 16 years or older. The Town had a lower percentage (3%) of unemployed residents in the labor force than all comparison areas.

Table 3-1 Labor Force Characteristics
Town of New Hartford and Comparison Communities

	New Hartford	Whitestown	Kirkland	City of Utica	Oneida County	New York State
Population 16 years and older	17,142	14,940	8,423	47,540	186,008	14,805,912
In labor force:	10,151	8,738	5,262	26,609	109,496	9,046,805
In Armed Forces	8	1	13	45	345	23,709
Civilian:	10,143	8,737	5,249	26,564	109,151	9,023,096
Employed	9,813	8,385	4,758	24,342	102,740	8,382,988
Unemployed	330	352	491	2,222	6,411	640,108
Not in labor force	6,991	6,202	3,161	20,931	76,512	5,759,107
% In Labor Force	59.2%	58.5%	62.5%	56.0%	58.9%	61.1%
% Unemployed in Labor Force	3.3%	4.0%	9.3%	8.4%	5.9%	7.1%

(Universe: Persons 16 and over)

Source: US Census Bureau

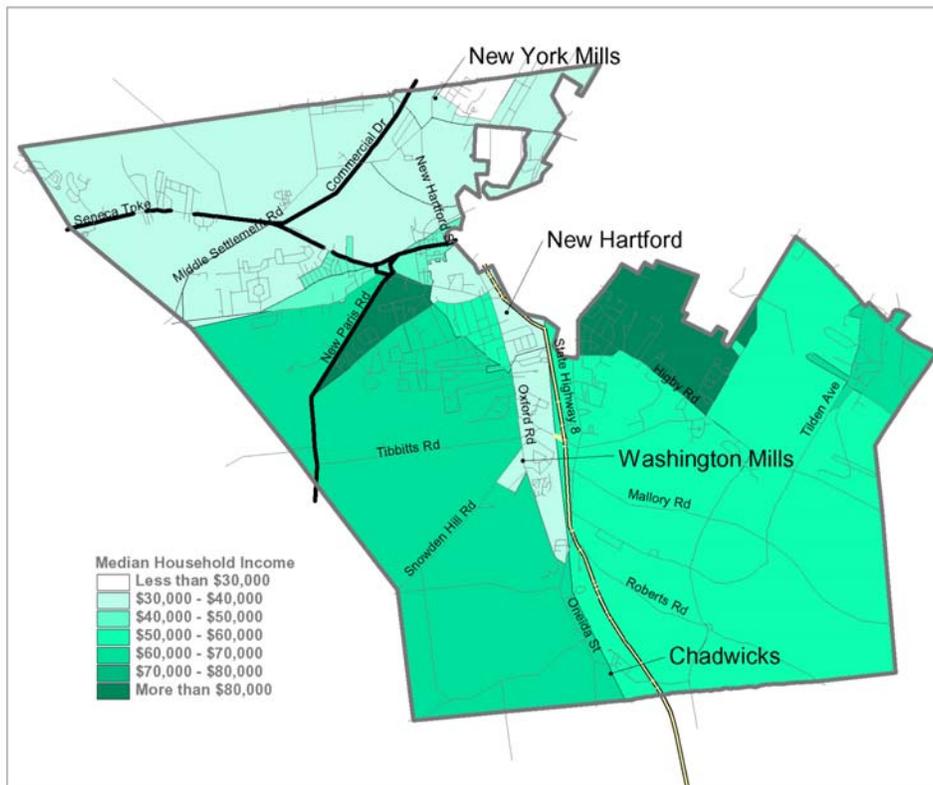
3.2 Income

Per capita and median household incomes are two measures used to determine a community's wealth. Per capita income is an indicator of the wealth of the community while median household income shows the distribution of income within the community. Per capita income is determined by dividing the total income of residents by the population. The median household income is the level at which the number of households with higher incomes is equal to those with less.

In 1999, the Town of New Hartford had a per capita income of \$26,528 and a median income of \$45,991. The Town had a higher per capita and median income than all comparison areas in 1999 as well as in 1989. Between 1989 and 1999 (when 1989 value was converted into the value of a dollar in 1999) per capita income increased by 15% in the Town of New Hartford.

The figure that follows shows the spatial distribution of household income levels in the Town.

Figure 3-1 Median Household Income
Town of New Hartford



Source: US Census Bureau and peter j. smith & company, inc.

Table 3-2 Income Characteristics – 1999
 Town of New Hartford and Comparison Areas

	New Hartford	Whitestown	Kirkland	City of Utica	Oneida County	New York State
Less than \$10,000	5.9%	8.1%	7.1%	20.3%	11.0%	11.5%
\$10,000 to \$19,999	13.5%	14.5%	11.1%	20.9%	15.8%	12.2%
\$20,000 to \$29,999	13.4%	14.4%	11.5%	16.9%	15.3%	11.6%
\$30,000 to \$39,999	10.6%	12.9%	11.8%	12.0%	12.8%	11.0%
\$40,000 to \$49,999	10.4%	11.8%	13.0%	8.5%	11.0%	9.5%
\$50,000 to \$74,999	19.7%	21.3%	20.4%	12.5%	19.1%	18.4%
\$75,000 to \$99,999	10.7%	9.6%	11.5%	5.0%	8.1%	10.6%
\$100,000 to \$124,999	5.6%	4.2%	6.4%	2.0%	3.2%	6.0%
\$125,000 to \$149,999	3.4%	1.7%	3.6%	0.7%	1.5%	3.1%
\$150,000 to \$199,999	3.4%	1.1%	1.6%	0.4%	1.1%	2.9%
\$200,000 or more	3.5%	0.5%	2.1%	0.7%	1.0%	3.3%
Median	\$45,991	\$40,084	\$45,875	\$24,916	\$35,909	\$43,393
Per Capita Income	\$26,528	\$19,507	\$21,164	\$15,248	\$18,516	\$23,389
% Below Poverty Level	5.0%	9.1%	7.7%	24.5%	13.0%	14.6%

Source: US Census Bureau

The Town of New Hartford had a 5% poverty rate in 1999, which was somewhat lower than the Town of Kirkland and significantly lower than all other comparison areas. The poverty rate for the County was 13%, the State 15% and the City of Utica 25%.

3.3 Employment

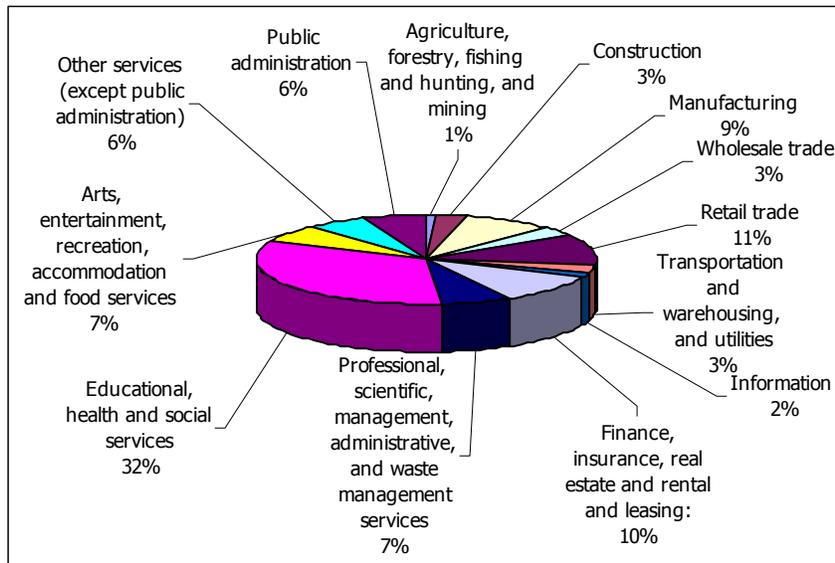
Industry of employment and occupation are indicators of the quality of jobs residents hold and their buying power as certain industries and occupations tend to offer higher wages than others. In 2000, most Town residents (33%) were employed by the education, health and social services industry. It was also the most significant industry of employment for all comparison areas. The other two most significant industries of employment for the Town of New Hartford were retail trade (11%) and finance, insurance, real estate and rental and leasing (10%). This was also true for the comparison towns of Whitestown and Kirkland. Manufacturing did not play as important a role in the Town of New Hartford as in the City of Utica and the County and the State in 2000.

Table 3-3 Industries of Employment
Town of New Hartford and Comparison Communities

	New Hartford	Whitestown	Kirkland	City of Utica	Oneida County	New York State
Agriculture, Forestry, Fishing and Hunting, and Mining:	0.8%	0.3%	0.7%	0.3%	1.4%	0.6%
Construction	3.1%	4.1%	3.7%	3.1%	4.3%	5.2%
Manufacturing	8.6%	11.5%	8.3%	14.0%	13.8%	10.0%
Wholesale Trade	3.5%	3.0%	3.4%	3.3%	3.0%	3.4%
Retail Trade	10.8%	14.1%	9.3%	11.2%	12.2%	10.5%
Transportation and Warehousing, and Utilities	2.9%	4.7%	2.8%	3.5%	3.9%	5.5%
Information	2.2%	1.1%	2.4%	2.9%	2.4%	4.1%
Finance, Insurance, Real Estate and Rental and Leasing	10.1%	13.0%	8.9%	9.4%	8.4%	8.8%
Professional, Scientific, Management, Administrative, and Waste Management Services	6.7%	5.0%	7.4%	6.8%	5.9%	10.1%
Educational, Health and Social Services	33.0%	27.1%	37.2%	26.8%	25.8%	24.3%
Arts, Entertainment, Recreation, Accommodation and Food Services	6.7%	5.7%	7.4%	7.2%	7.3%	7.3%
Other Services (Except Public Administration)	5.5%	4.3%	3.7%	5.7%	4.9%	5.1%
Public Administration	6.2%	6.0%	4.9%	5.8%	6.8%	5.2%

Source: US Census Bureau

Figure 3-2 Industry Sectors of Employment
Town of New Hartford Residents



Source: US Census Bureau and peter j. smith & company

Almost one third (30%) of the Town's residents were employed in professional and related occupations in 2000. This was a larger percentage than all comparison areas, except the Town of Kirkland (32%). Town residents also held many office and administrative support (15%) and management, business and financial operations (14%) occupations. These were also the major occupations of residents in the Towns of Kirkland and Whitestown and the State.

Table 3-4 Occupations – 2000
Town of New Hartford and Comparison Areas

	New Hartford	Whitestown	Kirkland	City of Utica	Oneida County	New York State
Management, business, and financial operations occupations:	13.7%	13.6%	13.3%	9.0%	10.9%	13.5%
Professional and related occupations:	30.3%	23.4%	31.6%	18.1%	20.8%	23.2%
Healthcare support occupations	2.2%	3.1%	2.2%	4.5%	3.3%	3.0%
Protective service occupations:	2.9%	2.8%	2.5%	2.8%	3.2%	2.8%
Food preparation and serving related occupations	4.4%	4.6%	4.3%	5.3%	5.2%	4.5%
Building and grounds cleaning and maintenance occupations	3.2%	1.5%	3.2%	5.2%	3.2%	3.4%

	New Hartford	Whitestown	Kirkland	City of Utica	Oneida County	New York State
Personal care and service occupations	3.3%	2.7%	2.8%	3.3%	3.1%	2.9%
Sales and related occupations	11.8%	11.4%	9.5%	9.1%	9.8%	10.8%
Office and administrative support occupations	15.0%	17.7%	17.4%	18.9%	17.0%	16.3%
Farming, fishing, and forestry occupations	0.5%	0.2%	0.6%	0.3%	0.6%	0.3%
Construction and extraction occupations:	2.6%	3.7%	3.2%	3.2%	3.7%	4.3%
Installation, maintenance, and repair occupations	3.0%	3.1%	2.0%	2.7%	3.9%	3.2%
Production occupations	3.6%	6.8%	4.0%	12.1%	9.6%	6.4%
Transportation and material moving occupations:	3.6%	5.5%	3.5%	5.6%	5.7%	5.3%

Source: US Census Bureau

Businesses where residents are employed are not necessarily located within the communities in which they live. To get an understanding of the types of businesses that were located in the Town of New Hartford, the US Census Bureau’s Economic Census was used. In 2002, the most recent year for which information was available from this source, the Town of New Hartford, including the Village of New Hartford but not the Village of New York Mills, had 585 business establishments with a total of 10,903 employees. These figures had increased from 1997 when there were 565 businesses with 9,531 employees. In addition to changes in the total number of businesses there was also change in the types and sizes of businesses.

In 1997, the retail trade (212), health care and social assistance (80) and accommodation and food services (68) industries had the largest number of establishments in the Town. These industries were also the largest employers with the exception of manufacturing, which had 20 establishments but had the second highest number of employees (1,479). In 2002, the same three industries dominated in terms of numbers of establishments but there was some change in number of employees in these sectors. The 20 manufacturing firms had dwindled to 14 and both the number of establishments and employees in the health and social assistance sector had significantly increased. Between 1997 and 2002 significant growth was also seen in the information sector as well as the professional, scientific and technical services sector.

Table 3-5 Business Patterns 1997-2002
Town of New Hartford

Industry	Number of Establishments		Shipments, Sales, Receipts or Revenue (\$1,000)		Annual Payroll (\$1,000)		Number of Employees	
	2002	1997	2002	1997	2002	1997	2002	1997
Total	585	565	1,080,362	974,707	232,337	182,767	10,903	9,531
Manufacturing	14	20	191,793	276,591	30,364	52,948	1,275	1,479
Wholesale trade	25	25	119,935	57,607	7,372	3,923	211	139
Retail trade	204	212	547,532	441,825	56,627	46,714	3,598	3,855
Information	10	0	N	0	3,057	0	120	0
Real estate & rental & leasing	35	36	19,692	19,481	3,052	1,890	133	106
Professional, scientific, & technical services	52	37	23,383	11,960	8,053	4,391	287	186
Administrative & support & waste management & remediation service	30	37	19,944	20,366	10,183	11,648	907	894
Educational services	6	4	D	381	D	89	b	12
Health care & social assistance	105	80	272,365	79,699	120,247	42,149	3,746	1,105
Arts, entertainment, & recreation	10	10	8,487	6,381	2,936	2,122	198	165
Accommodation & food services	66	68	45,376	38,509	13,906	11,202	1,400	1,305
Other services (except public administration)	42	36	23,648	21,907	6,904	5,691	303	285

Source: 2002 Economic Census and peter j. smith & company

D: Withheld to avoid disclosing data for individual companies; data are included in higher-level totals.

N: Not available or not comparable, b: 20-99 employees

3.4 Major Employers

There are several large employers in the Town of New Hartford. The following table presents the largest employers within the Town. The number of employees was reported by each of the businesses. The numbers may not reflect the actual number of employees that work within the Town of New Hartford.

Table 3-6 Major Employers – 2005

Town of New Hartford

Employer	Type of Business	Number of Employees
Niagara Mohawk	Utility Company	6500
CONMED Corporation	Medical Equipment	3000
Faxton-St. Luke's Health Care	Health Care	2900
Utica National Insurance	Insurance	1400
PAR Technology Corporation	Computer Systems	1200
Hartford Insurance	Insurance	650
BOCES	Education	513
Sitirin Health Care Center	Health Care	460
Presbyterian Home	Nursing Home	430
New Hartford Central School	Education	414
Special Metals Corporation	Manufacture of Metals	365
Slocum-Dickson Medical Group	Health Care	350
Home Depot	Home Improvement	150
Smurfit-Stone	Manufacture of Corrugated Board	130
Mohawk Ltd.	Equipment Sales and Servicing	85

Source: Town of New Hartford Planning Department

3.5 Economic Development Projects

The Town of New Hartford continues to attract commercial development. Proposed projects within the community include the following:

3.5.1 Proposed Business Park

The development of a business park has been proposed for over 100 acres at the intersection of Wood Highway and Seneca Turnpike. Plans are being finalized and should be submitted for Planning Board approval by early 2006. The project would provide over 500,000 square feet of building space.

3.5.2 Proposed Retail Center

Twenty acres of a 70-acre parcel at 4685 Middle Settlement Road is undergoing Planning Board review for the development of a retail center. This project is being sponsored by COR Development Company and will provide over 180,000 square feet of building space.

3.6 Town Budget

The Town of New Hartford adopted a 2006 budget that totals approximately \$12.6 million gross. The following is a summary of the revenues and expenditures included in the 2006 budget.

3.6.1 Revenue Sources

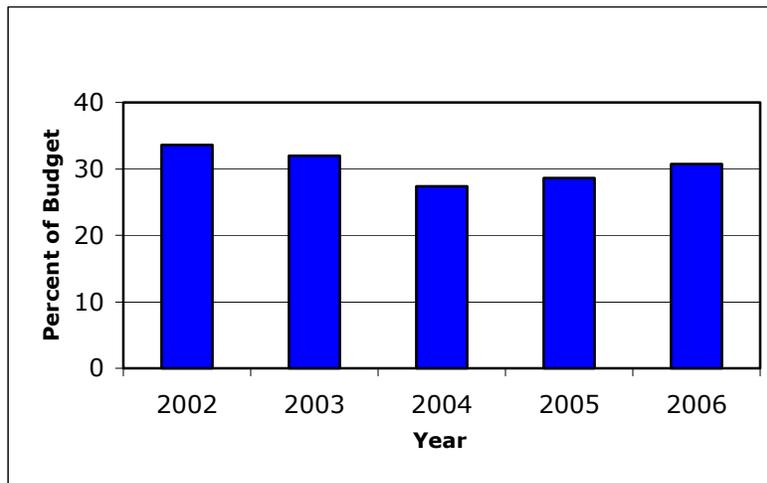
In the 2006 adopted budget, non property tax items is the most significant revenue generator; accounting for approximately 42% (\$5.4 million) of the Town's revenues. The other major revenue sources are real property taxes and the appropriated fund balance. Real property taxes provide 31% (\$3.9 million) of the Town's revenues are generated from property taxes. The Town had more than \$1.3 million in total fund balance from the previous year, which contributes 11% of the Town's overall revenue sources in 2006.

Real property taxes play a smaller role in the Town's budget than in the average town within the state. The average town in New York State generated 51% of its revenue from real property taxes, 11% from non property taxes, 12% from state aid, 3% from federal aid and 23% from all other source during the 2002-2003 fiscal year.¹¹

The figure that follows shows the role that property taxes have played in the Town's budget between 2002 and 2006.

Property Taxes as a Percentage of Total
Town Budget (2002-2006)

Town of New Hartford



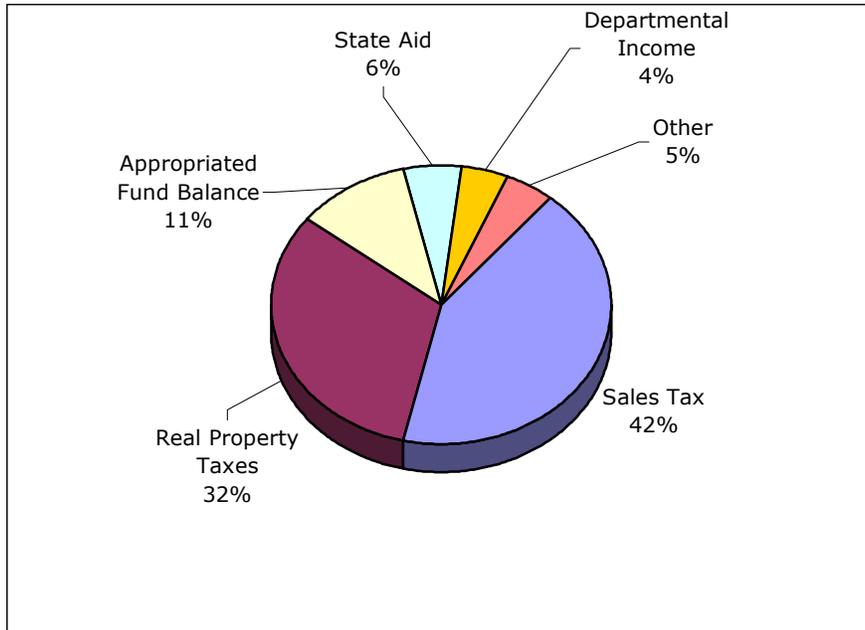
Source: Town of New Hartford

¹¹ Office of New York State Comptroller, 2005 Annual Report on Local Governments

In addition to the various revenue streams that are part of the Town’s budget, programs and projects within New Hartford also receive annually funding from other sources that are applied on a direct basis. Bond issues are not part of the revenue sources for the 2006 budget.

The figure that follows shows the percentage breakdown of all revenue sources.

Figure 3-3 Revenue Sources – 2006 Budget
Town of New Hartford



Source: Town of New Hartford

3.6.2 Expenditures

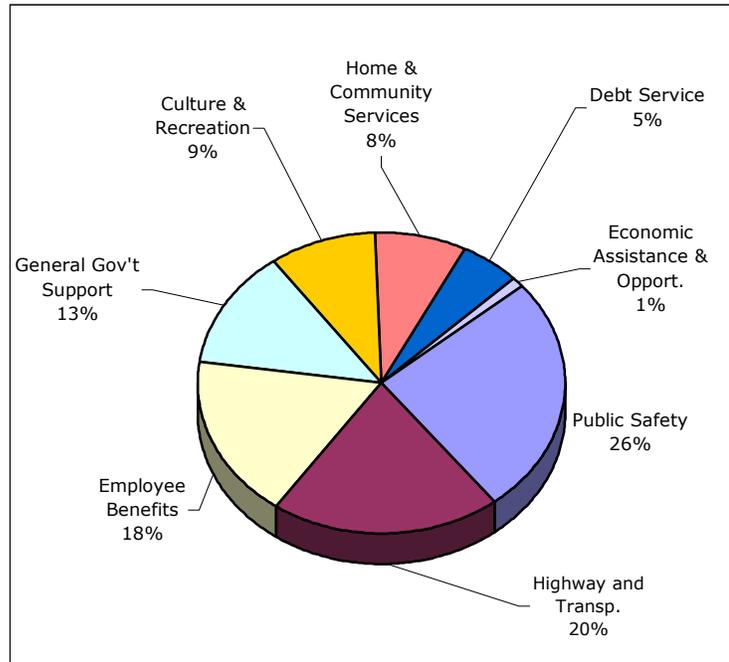
Public Safety is the Town of New Hartford’s largest expense, accounting for 26% (\$3.2 million) of the Town’s budget. Highway and transportation is the Town’s second largest category of expenditure, accounting for 20% (\$2.5 million) of the budget. The two other major expenditure categories in the Town’s budget are employee benefits (18% or \$2.2 million) and general government support (13% or \$1.6 million).

The average town in New York State used 75% of its revenue from current operations (includes personal services, employee benefits and contractual expenditures), 16% for capital outlay and 9% for debt service during the 2002-2003 fiscal year.¹² Debt service accounts for 5% (\$663,165) of the Town of New Hartford’s 2006 budget. Between 2002 and 2006 debt service has accounted for between 9% and 5% of the Town’s expenditures.

¹² Office of New York State Comptroller, 2005 Annual Report on Local Governments

The figure that follows shows the percentage breakdown of all expenditures in the 2006 budget.

Figure 3-4 2006 Budget Expenses
Town of New Hartford



Source: Town of New Hartford

3.7 Economy Findings

- In 2000 about one-third of the population was employed in the education, health and social services sector
- Approximately 30% of the Town's residents were employed in professional and related occupations in 2000
- New Hartford's residents continue to be more affluent than other communities in the region
- The total number of commercial establishments in the Town grew between 1997 and 2002
- Among businesses located in the Town of New Hartford those in the health care and social assistance, retail trade and accommodations and food service sectors had the largest number of employees in 2002



Sangertown Square is a regional retail magnet

- Between 1997 and 2002 the Town of New Hartford had a significant growth in the number of establishments in the information sector and the professional, scientific and technical services sector
- A business park with over 500,000 square feet of building space and a retail center with over 180,000 square feet of building space have been proposed and are undergoing reviewed by the Planning Board
- The Town operates a balanced budget of roughly \$12.6 million
- Real property taxes play a smaller role in the Town's budget than in the average town within the state

3.8 Economy Policies

Policy 1 - Diversification of the Town's economy should be considered. It can be accomplished through identification of growing market groups and clusters not currently represented in the Town at present

Policy 2 - Smaller retail establishments serving local and neighborhood needs should be encouraged and sustained

Policy 3 - Commercial development should take place in areas whose character will comfortably accommodate it

Policy 4 - The Town should participate in and support efforts to attract and retain high quality jobs in New Hartford

Policy 5 - Where appropriate, commercial and residential developments should be encouraged to link together in diverse mixed-use neighborhoods

Policy 6 - The Town should make the monetary investments necessary to continue and enhance the quality of life in the community

Policy 7 - The Town should assess the balance of commercial, residential and industrial development in order to assure sound community development

Policy 8 - The Town should continue to acquire and dedicate parks and develop recreational facilities as part of a strategy to attract and retain businesses

Policy 9 - The Town should maintain appropriate communication with representatives from existing business and industry to keep apprised of needs and future plans

Policy 10 - Economic development planning should embrace a regional approach

Policy 11 - Commercial design standards should be instituted to encourage a high quality built environment