



## **2012 MISSION STATEMENT AND PERFORMANCE GOALS**

**Mission Statement:** The mission of the Rockland Economic Development Corporation is to stimulate the economy of Rockland County by fostering the creation and attraction of new business, retaining and expanding jobs and assisting in the retention and expansion of existing businesses.

### **List of Performance Goals:**

#### **Marketing for Business Attraction and New Jobs:**

- Design new website.
- Maintain a list of available commercial and industrial properties.
- Form a Real Estate Council to work with REDC to generate leads, identify existing business expansions and relocations, and outreach to educate business on available benefits.
- Outreach to brokers and businesses in New Jersey for potential relocations to Rockland.
- Respond to leads generated internally and externally from Empire State Development, Hudson Valley Economic Development Corporation, Brokers, and Site Selection Consultants.
- Support industry clusters such as biotechnology and commerce through marketing and attendance at sector specific events.

#### **Business and Job Attraction, Business Expansion and Retention, and Business Services:**

- Continue to be a One-Stop Shop for businesses by providing office space and partnership with the Rockland County Industrial Development Agency, Procurement Technical Assistance Center, Westchester/Rockland Loan Program and SCORE.
- Manage a Revolving Loan Program for micro loans to start-up business and businesses unable to obtain bank financing.
- Apply for federal funding to continue the Procurement Technical Assistance Center (PTAC) Program for businesses in Rockland, Westchester and Orange Counties.
- Assist businesses in accessing government contracts for services and goods through the PTAC Program.
- Undertake mailings, public appearances and workshops to educate businesses on existing programs.
- Develop incentive packages for eligible businesses including referrals to workforce training programs, SBA financing, ESD assistance, NYSERDA energy efficiencies assistance and others as available.
- Respond to inquiries generated by marketing efforts.

- Make referrals as needed.

**Operations and Compliance to the New York State Authority Budget Office:**

- Undertake Governance and Audit Committee reviews of policies and best practices.
- Review and improve Corporation's level of compliance.
- Comply with state website postings requirements.
- Review and update internal financial controls.
- Continue Board Meetings every two months.
- Establish a calendar of compliance deliverables.
- Review the needs for issuances of RFPs for professional services.

**Additional Questions:**

1. Have the Board Members acknowledged that they have read and understood the mission of the public authority? **Yes**
2. Who has the power to appoint the management of the public authority? **The Board of Directors.**
3. If the Board appoints management, do you have a policy you follow when appointing the management of the public authority? **Yes, based on the skills required in the advertisement of the job opening. The Executive Committee conducts interviews and makes recommendations to the full Board for approval.**
4. Briefly describe the role of the Board and the role of management in the implementation of the mission. **The Board makes policy, establishes best practices, directs and monitors the management of the Corporation. It directs Agency goals, and monitors achievements/completion of tasks. The CEO is responsible for the day to day operations of the Corporation in compliance with its By-Laws, and with guidance by the Executive Committee as needed. The CEO makes reports to the Board and confers with the Executive Committee.**
5. Has the Board acknowledged that they have read and understand the responses of each of these questions? **Yes.**

**Adopted: May 23, 2012**