



Rockland Economic Development Corporation (REDC) 2012 ACHIEVEMENTS, MEASUREMENTS AND OPERATIONS

Marketing for Business Attraction and New Jobs:

- Launched a new website as well as Facebook, Twitter and YouTube sites. Sites are updated with announcements, event photos, press releases, etc. Comprehensive eNewsletter is produced quarterly and emailed through Constant Contact to more than 4,000 people as well as the media. In addition, it's posted on REDC's website and printed color copies are produced in-house and used at speaking events. Annual report, Annual Luncheon Ad Journal, Forty Under 40 Program, and Brokers Tour Presentation among others proved to be proficient and productive marketing vehicles as we enhanced REDC brand with our internal customers. Will utilize this baseline material and build on a common message to our external customers.
- Participated as a Panelist and/or Guest Speaker at the following events:
 - Bi-County Forum – Hudson Gateway Association of Realtors
 - Innovation Conference at Rockland Community College
 - ICA of Hudson Valley
 - CFA Presentation at Marist College
 - SBDC Forum
 - Small Business Workshop with the Rockland County Clerk
 - Palisades Institute's "The Rockland Business Economy"
- Met with major Rockland developers, builders, commercial/industrial brokers. Toured all business parks, corporate campuses, industrial sites. Communicated new REDC priority to work very closely with real estate sector to enhance site selection, approval/permitting process, agency approvals, property inventory, lead generation and other issues that influence final real estate transactions and site selection. This has resulted in a marked increase of prospect generation and pipeline with many more potential deals flowing into REDC pipeline. Also, met weekly with O&R Economic Development director and IDA to compare notes and progress and assign follow-up diligence to help drive the transactions home.
- Created REDC's Real Estate Council (REC), co-chaired by Rick Stuck, Economic Development Director at O&R. Initially, meetings were scheduled with a dozen participants but grew to nearly 30 by year end. At each meeting issues of common concern were discussed including: site selection and prospects, incentives, development issues, mandates, approval/ permitting process, marketing and other items that affect our competitiveness. Each meeting has a focus such as; NYS-IDA and utility incentives, Town Supervisors, Broker's Tour, School District Superintendents, among others.
 - Hosted a virtual *Broker Tour* at the Pfizer Pearl River campus where more than 70 industrial/office real estate brokers and developers from NY, NJ and CT convened in Pearl River at a symposium designed to help market 20 prime business properties in Rockland County. The Tour offered profiles that included location, square footage and prices of the available buildings and sites and on-site access to their brokers. The locations ranged from the 2.8 million square feet and 28 buildings available at Pfizer itself to the 1 million square feet and 50 buildings on the Rockland Psychiatric Center campus to every size and shape of property in between.

- Met with county political, business and community leaders. Meetings focused on opportunities and challenges and proficient ways in which we can work together on resolutions. On average, met with and continue to meet with 5-8 business leaders per month and toured their facilities and learned about the products and services they produce, capacity expansion possibilities and ways in which REDC can assist and help manage risk with programs and incentives that match their investment. Also, when appropriate, engaged government or other agency reps in response to a specific requirement.
- Met with and continue to meet with all government/agency leaders on a regular basis. RBA, IDA, WIB, County Planning, Legislative Chair, Executive Office, RCC, HVEDC, O&R, NYS ESD-DOT-Labor Dept. among others. Established ground work and protocols to encourage collaborative efforts and results. Meeting has helped to reaffirm a professional, positive and inter-dependent relationship with the goal to service our customer's needs and requirements. Continue to build on these relationships and invite involvement early on with a prospect.
- Partnered with First Niagara Bank to sponsor REDC's Small Business Center (SBC). The SBC offers small business owners the use of a computer, phone and other office equipment as well as office space and a conference room. Business owners have access to the Internet and productivity software such as Microsoft Office 2007, Business Plan Pro and Marketing Plan Pro. In addition, they also have access to First Niagara professionals who are on speed dial by phone and available by appointment for consultation about lending, cash management and other financial services, and can provide introductions to business resources through the SBA, SBDC, and SCORE.

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

- In 2012, nearly 1.4 million square feet of industrial/office/flex space was absorbed with corporate attractions such as Hunter Douglas, Raymour & Flanigan, FedEx, Protein Sciences and The Martin Group. Inward corporate investment exceeded \$100 million of capital investment as the County gained 1,200 private sector jobs. REDC works in collaboration with our IDA, NYS ESD, and its Real Estate Council to attract and facilitate these transactions.
- Maintained a One-Stop Shop for businesses by providing office space and partnership with the Rockland County Industrial Development Agency, Rockland Economic Assistance Corporation, the Procurement Technical Assistance Center (PTAC) Program, Westchester/Rockland Loan Program and SCORE.
- **The Westchester/Rockland Micro Loan Program** (established by a grant from the New York State Department of Economic Development in the early 2000s.) Made six (6) micro loans to start-ups and businesses denied bank loans.
- **Retention efforts:** REDC worked with and facilitated retention and expansion projects at Advanced Manufacturing firms such as Nice-Pak, Aluf Plastics, Novartis, among others to increase capacity and jobs, added new lines and accelerated capital investment at their Rockland County facilities.
- **The Procurement Technical Assistance Center (PTAC) Program**, a nationwide program started by the Department of Defense in 1985, is a FREE comprehensive resource for small businesses that seek to market and sell its products and services to government agencies – the U.S. Department of Defense (DOD), federal, state and local governments and their prime contractors. PTAC acts as a bridge between a government buyer and supplier.
 - REDC PTAC, which serves as a Procurement Technical Assistance Center in the lower Hudson Valley of New York, is funded through a cooperative funding agreement between the U.S. Department of Defense and the REDC, in cooperation with Rockland County, the Orange County Industrial Development Agency and the County of Westchester Industrial

Development Agency. PTACs are funded in part through a cooperative agreement from the Department of Defense (DOD) through a program that is administered by the Defense Logistics Agency (DLA). The content of any written materials or verbal communications of the PTAC does not necessarily reflect the official views of or imply endorsement by DOD or DLA.

PTAC provides:

- Notification of bids, guidance through applications and registrations, help with bid preparation, subcontracting and quality requirements.
- PTAC sponsored training which educates small businesses about how to do business with various government agencies and how to effectively market to government entities and prime contractors.

In 2012 PTAC conducted:

- Number of new clients counseled were 172
- Number of total clients were 764
- Number of counseling sessions conducted (new and follow up) were 715
- Number of awards received were 2,651
- Amount of the contracts totaled \$93,504,520
- Number of non-sponsored outreach events attended was 25
- Number of sponsored events was 14
- Total events = 39 which includes 15 educational PTAC seminars and workshops
- Total attendees at events was 1,152

Based on this data, it is calculated that 187 jobs were created.

Compliance to the New York State Authority Budget Office/Operations:

- Received notification from David Kidera, ABO Director that REDC was in compliance for the 2011 reporting year.
- Contracted for the 2012 annual audit.
- Prepared Policies, Mission Statement and Goals for 2013 and Achievements for 2012.

ADOPTED MARCH 20, 2013