



**Rockland Economic Development Corporation (REDC)
2011 ACHIEVEMENTS, MEASUREMENTS AND OPERATIONS**

Marketing for Business Attraction and New Jobs:

Website Redesign – REDC hired a firm to redesign website for the REDC, County of Rockland IDA and Rockland Economic Assistance Corporation; \$5,000 for each organization.

- Maintained an inventory of available industrial and commercial sites and properties.
- Attended Bio Tech Trade Shows:
 1. NYS Bio Tech Association
 2. Trade Mission to Israeli Bio Tech Conference
 3. Regional Bio events
- Spoke to brokers and businesses in the county and out of state on the average of four calls or visitations a month.
- Hosted a meeting with lawyers and accountants on available programs to assist businesses to stay in the county and grow.
- Responded to 3-4 inquiries and leads for relocation and retention per month generated internally and externally from Empire State Development, Hudson Valley Economic Development Corporation, Brokers, Site Selection Consultants and direct requests.
- Developed incentive packages for eligible businesses including referrals to workforce training programs, SBA financing, ESD assistance, NYSERDA energy assistance and others as available.

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

- Participated in a workshop on the Regional Council assistance process. Met with state officials to discuss Regional Council Bio Tech Cluster development in the county.
- Maintained 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.
- **The Westchester/Rockland Micro Loan Program** (established by a grant from the New York State Department of Economic Development in the early 2000s.) Made 6 micro loans to start-ups and businesses denied bank loans.
- **Retention efforts:** Dress Barn acquired another company and moved their outdated distribution center and 40 jobs to Ohio. The REDC is exploring several alternatives to retain the company's HQ and several jobs in Rockland.
- **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 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. This agreement also includes Rockland Economic Development Corporation (REDC), in cooperation with Rockland County, the Orange County Industrial Development Agency and the County of Westchester Industrial Development Agency.

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 2011, PTAC conducted:

- Number of new clients counseled were 182
- Number of total clients were 589
- Number of counseling sessions conducted (new and follow up) were 957
- Number of awards received were 4,825 contacts
- Amount of the contracts totaled \$270,108,434
- Number of non-sponsored outreach events attended was 29
 - Number of sponsored events was 19, this includes 10 educational PTAC seminars
- Total attendees at events was 4,482

Based on this data, it is calculated that 540 jobs were created.

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

(It should be noted that Efforts to disqualify the Corporation from mandates of the PAAA 2005 and 2009 failed.)

- Amended and Adopted changes to the By-laws of the organization.
- Reporting and Compliance – Board approved seeking a firm or consultant to bring the organization into compliance with the PAAA of 2005 and the Authority Reform Act of 2009.
- Contracted for the 2011 annual audit.
- Prepared Policies, Mission Statement and Goals for 2012 and Achievements for 2011.
- Prepared job description for a new CEO.

Adopted: May 23, 2012