



**Rockland Economic Development Corporation (REDC)  
2016 ACHIEVEMENTS, MEASUREMENTS AND OPERATIONS**

**MARKETING FOR BUSINESS ATTRACTION, EXPANSION & NEW JOBS:**

1. REDC helped to facilitate the approval and permitting process for new development projects by meeting with town supervisors and village mayors to get a clearer understanding of their building department and planning department requirements.
  2. REDC continued to build on the strategy in place to expand retention efforts with accelerated visits to existing firms, thus establishing stronger relationships with companies most likely to expand in the county and with greater influence for recruiting new companies.
  3. A YouTube Video was created by REDC telling the "Rockland Story" highlighting the well-educated workforce, quality institutions of higher education, parks and recreational amenities, natural beauty, strategic location and well positioned businesses, both new and long-standing.
  4. REDC instituted "guest presentations" at its board meetings designed to educate or heighten awareness of the board to specific topics and issues affecting Rockland's competitiveness (i.e. the new Tappan Zee Bridge, tax policy, infrastructure).
  5. REDC continued to facilitate the re-positioning of large campus-like sites such as the IRG property in Pearl River, the Novartis property in Suffern, the former Letchworth Village in Haverstraw and the former holdings of RPC in Orangetown and assisted in marketing these sites in accordance with the towns and new owners' plans for Data Centers, R&D, bio-tech, manufacturing or other desired uses.
  6. REDC expanded the role of the REDC Real Estate Council with more frequent meetings and identified dynamic topic-specific programs and roundtable discussions. This year's topics focused on bio-tech initiatives, datacenter industry trends and municipal approval processes. REDC continued to work closely with industrial and office realtors and site selection consultants who have the ability to provide new prospects to grow business in Rockland.
  7. REDC continued working with SUNY Rockland and assisted in establishing its New York State Start-Up NY Innovation Center at the IRG campus. This early stage incubator will fuel regional and New York State growth in the bio-tech/life sciences and digital technologies cluster in the Hudson Valley.
  8. REDC continued working collaboratively with other area economic development organizations including the County Executive and Legislature, Rockland IDA, RBA, WDB, SBDC, O&R and HVEDC, among others, to attract, retain and create jobs, private investment and expand the tax base in Rockland County.
- REDC participated as a Panelist and/or Guest Speaker at the following events in 2015:
    - Leadership Rockland
    - CFA Presentations
    - Small Business Workshop with the Rockland County Clerk
    - Rockland Municipal Planning Federation Annual Dinner
    - Rockland Planning and Land Use Student Symposium
    - Rockland Manufacturers Roundtable
  - A profile of REDC and Rockland County was featured in *Real Estate In-Depth* focusing on Economic Development and economic growth in Rockland County. The special supplement in the December 2016 Issue featured the highlights of Rockland's active market and progress in job creation, inward corporate investment, expanding the tax base and enhanced quality of life. Distributed to more than 6,000 real estate executives, the feature generated several leads from prospective businesses. An additional 1,000 copies were provided to REDC for marketing use in late 2016 and early 2017.

- REDC met with county political, business and community leaders to discuss opportunities, challenges and ways in which REDC could assist on working towards the County's goals. REDC met with business leaders, toured their facilities and learned about the products they manufacture and/or the services they provide, capacity expansion possibilities and ways in which REDC could assist and help manage risk with programs and incentives to match their investment.

**BUSINESS & JOB ATTRACTION & EXPANSION RESULTS:**

**Major Firms located or expanded in 2016 include, but are not limited to:**

- Pearl River Pastry - West Nyack
  - Warby Parker - Sloatsburg
  - Golden Krust- Blauvelt
  - RCC Life Sciences, IRG - Pearl River
  - Syncsort - Pearl River
- REDC continued to host the Procurement Technical Assistance Center (PTAC) Program and partner with SCORE.

**REDC PTAC PROGRAM:**

- **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 their 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 Rockland Economic Development Corporation. The program is administered by the Defense Logistics Agency (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 2016 PTAC conducted:**

- Number of new clients counseled were 133
- Number of total clients were 386
- Number of counseling sessions conducted: 911
- Number of awards received were 682
- Amount of the contracts totaled \$52,563,936.00
- Number of non-sponsored outreach events attended was 12
- Number of sponsored events was 10
- Total events = 22 which includes PTAC seminars and workshops
- Total attendees at events was 2,834

**COMPLIANCE WITH THE NEW YORK STATE AUTHORITIES BUDGET OFFICE:**

- Reaffirmed standing policies and prepared Achievement Summary for 2016 and Mission Statement and Goals for 2017.

**ADOPTED MARCH 22, 2017**