



**Rockland Economic Development Corporation (REDC)**  
**2016 MISSION STATEMENT AND PERFORMANCE GOALS**  
**JANUARY 1-DECEMBER 31, 2016**

**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.

**AUTHORITIES BUDGET OFFICE:**

With the enactment of the Public Authorities Accountability Act of 2009, the New York State Authorities Budget Office determined that the corporation is subject to compliance with its requirements for transparency, best practices and oversight.

**REDC 2016 PERFORMANCE GOALS:**

- REDC's program will facilitate the approval and permitting process for new development projects by meeting with each town supervisor and village mayor to get a clearer understanding of their building department and planning department requirements. REDC will also transmit this necessary information to prospects.
- REDC's program will continue 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.
- A YouTube Video 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 those that have been in Rockland for years.
- Op-eds published by REDC to educate and create awareness and appreciation for Economic development and employment growth resulting in business interests from new sources.
- REDC will institute '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).
- REDC will continue to facilitate the re-positioning of large campus-like sites such as the IRG property formerly owned by Pfizer in Pearl River, the Novartis property in Suffern, the former Letchworth Village in Haverstraw and the former holdings of RPC in Orangetown and market these sites in accordance with their new owner's plans for R&D, bio-tech, manufacturing or other uses they may pursue. REDC will also assist the property owners with community acceptance of new and innovative uses for these properties.
- REDC will expand upon the success of the REDC Real Estate Council with more frequent meetings and identify dynamic topic specific programs and roundtable discussions in 2016. This year's topics will focus on bio-tech initiatives, datacenter industry trends, municipal approval processes and possibly a broker tour of the county. REDC will continue 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.

- REDC will continue working with SUNY Rockland, Stony Brook University and SUNY Research Foundation to establish the New York Innovation Accelerator (NYIA) in Rockland. 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. NYIA will create and retain “Intellectual infrastructure” essential to attract and grow this cluster in Rockland. The projected new owners of the site have met with REDC and partners regarding these concepts and have expressed interest in supporting the proposal which will incubate and drive down risk, provide academic assistance and resources.
- REDC will continue working collaboratively with other area economic development organizations under the banner of “Team Rockland” - the County Executive and Legislature, Rockland IDA, RBA, WIB, SBDC, O&R, HVEDC, among others, to attract, retain and create jobs, private investment and expanded tax base to Rockland County.

### **REDC PTAC 3-1-16 – 2-28-17 GOALS:**

The REDC PTAC’s goals for our federal funding agreement include 165 new clients, 330 counseling hours and 20 participated events. We will host and participate in at least 20 events.

In addition, PTAC’s goals include:

1. Using our website and social media to dig deep into Rockland County looking for clients as well as promoting the program.
2. Focus on exploring sub-contracting opportunities for our individual clients and connecting them to primes.
3. Going Green! We are using on-line tools of our website and our CRM tool to provide our clients with continued value through providing resources, templates and up-to-date government contracting information that they are able to access and download if needed. This will prevent us from handing out an overabundance of paper.

Seminar topics for 2016 include:

- M/WBE Certification and Local Procurement with Rockland County Purchasing Department
- M/WBE Certification Why? How? And Now What?
- Doing Business with Mission & Installation Contracting Command at West Point and the Carlisle Barracks in PA.
- Doing Business with Rockland County
- GSA 101
- The GSA Marketplace
- A series of three webinars: “Capability Statement Who Needs One” 1. What is it? 2. How to Write one? 3. How to Use it?

### **REDC NEW BUSINESS ATTRACTION, RETENTION & EXPANSION:**

- REDC will continue to be a One-Stop Shop for businesses by providing office space and partnership with the Procurement Technical Assistance Center (PTAC) Program, and the Westchester/Rockland Loan Program and SCORE;
- REDC will continue to manage a Revolving Loan Program for micro loans to start-up business and

businesses unable to obtain bank financing;

- REDC will continue to apply for federal funding and contract with the Department of Defense to continue the Procurement Technical Assistance Center (PTAC) Program for businesses in Rockland and Orange Counties;
- REDC will continue to assist businesses in accessing government contracts for services and goods through the PTAC Program;
- REDC will undertake mailings, internet and social media outreach and public appearances and workshops to educate businesses on existing programs and be vigilant in identifying potential beneficial programs desired by businesses;
- REDC will develop incentive packages for eligible businesses including referrals to workforce training programs, Rockland County IDA, O&R incentives, SBA financing, ESD assistance, NYSERDA energy efficiencies assistance and others as available;
- REDC will respond to inquiries generated by marketing efforts; and,
- REDC will make referrals as needed.

#### **OPERATIONS AND COMPLIANCE WITH THE NEW YORK STATE AUTHORITIES BY BUDGET OFFICE:**

- Hold Board Meetings every two months.
- Hold meetings of the established Committees including Governance and Audit Committees.
- Comply with state website postings requirements.
- Review and update internal financial controls.
- Issuance of RFPs for professional services, if needed.

#### **ADDITIONAL COMPLIANCE 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.**
3. 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 MARCH 16, 2016**