



**Rockland Economic Development Corporation (REDC)
2017 ACHIEVEMENTS, MEASUREMENTS AND
OPERATIONS**

MARKETING FOR BUSINESS ATTRACTION, EXPANSION & NEW JOBS:

1. Economic Development Strategic Plan

- a) Developed an economic development strategy through a series of corresponding action plans;
- b) Provided recommendations that assisted the county in optimizing its potential for economic growth;
- c) Incorporated an entrepreneurial components which:
 - Analyzed the business climate and utilized economic development tools to identify, engage, and assist start-ups and spin-off companies; and
 - Assessed “new” and “emerging” industries and the potential for creating space for them within the county.

2. Business Retention, Expansion and Attraction

- a) Gauged Rockland County’s economic development strengths, weaknesses and traction in key market sectors in order to build on momentum that facilitates a healthy and diverse environment for business;
- b) Made recommendations as to what activities the County should initiate to prepare “shovel-ready” projects, including the suitability and/or availability of real estate, flexible zoning scenarios, logistical and transportation-related infrastructure improvements and place-based economic development;
- c) Identified and developed business development goals and plans to achieve job retention and expansion;
- d) Furnished advice and assistance to businesses and industry prospects which may open or relocate in the county;
- e) Pursued tailored grant opportunities for REDC, county businesses and organizations;
- f) Maintained and provided a list of priority development sites;
- g) Established performance measures and tracked market activity for business development efforts.
- h) Provided job creation, retention and private business investment numbers for businesses that REDC assisted; and

New location, relocation or expansion of major firms within Rockland County include, but are not limited to:

- Precision Techniques – Relocation
- Brosnan Risk Consultants - Relocation
- Linen Choice/Sanders Collection – Relocation
- Cambridge Security Seals - Expansion
- Endo/Par – Expansion
- United Structural Works – Expansion
- USIS - Expansion
- JP Morgan Chase Data Center – New
- Valley Rock Inn (Sloatsburg “Rt. 17/Main Street Gateway Project”) - New

3. Economic Development Resources & Partners

- a) Provided and maintained an Economic Needs Assessment catalog;
- b) Maintained a guide of available commercial real estate properties to match with business prospects, developers and investors; highlighted unique assets and resources targeting appropriate uses in priority industry sectors; and
- c) Worked with the Rockland County Industrial Development Agency, the Rockland Business Association, regional economic development organizations, stakeholders, educational and other institutions to assist in the attraction, retention and expansion of business and to facilitate greater participation in the workforce.
- d) REDC continued to manage a Revolving Loan Program for microloans to start-up business and businesses unable to obtain bank financing.
- e) REDC continued to provide office space and partner with SCORE.

4. Marketing REDC & Rockland County

- a) Launched innovative economic development marketing and branding campaign strategies.
 - Modernized web site; integrated digital/social media; refreshed messaging;

- Featured regionally significant industry clusters through marketing, events, programs and round tables;
 - b) Emphasized importance of important corridors and gateways;
 - c) Helped municipalities to position large properties with creative real estate marketing and P3 models; and
 - d) Promoted “Made-in-Rockland” and facilitated B2B connections.
- REDC participated as a Panelist and/or Guest Speaker at events such as:
 - Leadership Rockland , NYS CFA Grant Presentations, 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 2017 Issue featured highlights of Rockland’s active market and gains in job creation, inward corporate investment, tax base diversification and enhanced quality of life. Distributed to more than 6,000 real estate executives, the feature generated several leads from prospective businesses.
 - REDC met with county elected officials, 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.
 - 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 2017 PTAC conducted:**
 - Number of new clients counseled were 128
 - Number of total clients were 402
 - Number of counseling sessions conducted: 773
 - Number of awards received were 731
 - Amount of the contracts totaled \$50,000,000.00
 - Number of non-sponsored outreach events attended was 14
 - Number of sponsored events was 13
 - Total events = 27 which includes PTAC seminars and workshops
 - Total attendees at events was 1856

COMPLIANCE WITH THE NEW YORK STATE AUTHORITIES BUDGET OFFICE: Reaffirmed standing policies and prepared Achievement Summary for 2017 and Mission Statement and Goals for 2018.

ADOPTED MARCH 26, 2018