



Rockland Economic Development Corporation (REDC) 2013 ACHIEVEMENTS, MEASUREMENTS AND OPERATIONS

Marketing for Business Attraction and New Jobs:

- Rockland continued to build on the momentum and demand seen in 2012. Year-over-year the county gained 3,400 jobs with nearly 152,000 Rockland residents employed, and the unemployment rate is holding steady at 5.7%—compared to 7% this time last year. Since 2012, nearly 2 million square feet of industrial/flex/office space has been absorbed as both attraction and expansion deal flow continues an upward trend. Inquiries from commercial real estate brokers, corporate real estate executives and relocation consultants are now the norm at REDC as we work to facilitate occupancy requirements as well as the approval/permitting process for new construction projects. The Real Estate Council (REC), along with Rick Struck, Director of Economic Development at O&R, Steven Porath, Executive Director of the Rockland IDA, the Rockland WIB, RBA, SBDC and ESD continue to collaborate as a team to induce inward corporate attraction and expansion, and to diversify the tax base and create real jobs... real close to home... in Rockland County.
- REDC continued to play a pivotal role with Pfizer Real Estate and their partners, Cushman & Wakefield Life Sciences Group and Jones Lang LaSalle as the Pearl River Campus is poised for transformation and redevelopment. An RFP was issued earlier last year with more than 70 real estate investment/development firms expressing interest and site tours with nearly a dozen developers visiting the 300 acre campus. REDC participated in the presentations to articulate the market demand, absorption rates, occupancy factors as well as Rockland's competitive advantages such as great schools, a smart work force, reliable utilities, 34,000 acres of parkland, as well as other world-class facilities located here, not to mention that we are at the center of the largest and richest marketplace in the Western Hemisphere.
- To date, monies pledged/secured for the external marketing campaign total more than \$70,000. We will develop an outstanding marketing campaign to build on the positive image of doing business in Rockland, generate awareness and communicate the benefits of living, working and thriving here. While we planned to launch the campaign 4Q13, we made a strategic decision to move the launch to 2Q14, as we continue to raise more resources.
- Participated as a Panelist and/or Guest Speaker at the following events:
 - Bi-County Forum – Hudson Gateway Association of Realtors
 - Hudson Valley EDC Technology Conference
 - SUNY Binghamton Innovation Forum
 - Rockland County Legislative Economic Development Committee
 - ICA of Hudson Valley
 - CFA Presentation at Marist College
 - Small Business Workshop with the Rockland County Clerk
- REDC received requirements from brokers, relocation consultants, Empire State Development (ESD) and end-users; worked with 25 customer prospects that short listed Rockland as a potential relocation/expansion site.
- A profile of Rockland County was featured in *Real Estate In-Depth* which created awareness and buzz regarding the business savvy attitude of Rockland County's Economic Development Team, including REDC, the Rockland IDA, O&R, WIB, RBA and others. The 8-page special supplement in the

June issue featured the highlights of Rockland's dynamic market and the progress we are making 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.

- REDC's Real Estate Council (REC) continued to grow as each meeting featured timely issues and/or workshops including: presentations from school superintendents, the New York State CFA process and protocols, the Rockland County Planning Department's mapping & GIS system as well as its demographic data, the StartUp NY Program, and more. Also, with O&R, co-sponsored the IOREBA Annual Developers Night, which was well attended by 300 industrial and office brokers, corporate real estate executives, and relocation consultants.
- As part of its continuing effort to enhance Rockland's small business community, including existing as well as start-up businesses, REDC and First Niagara Bank partnered and offered a free two-part "Business & Bagels Breakfast Seminar Series"— a valuable and informative seminar to enhance business success for small business owners and entrepreneurs. Each interactive session was 90 minutes long, and attendees learned the keys to success from expert advisors including: planning a small business, how to start a business, how to write a business plan, financing assistance, payroll services & solutions, business banking. In addition, expert advisors presented programs and services available to small business owners and entrepreneurs that have been in business for at least one year and want to expand their horizons, including: doing business with the government, investment planning-employer-sponsored retirement plans, insurance requirements for employers, and succession planning.
- 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.

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

- **2013 HIGHLIGHTS INCLUDE**

- **10-Point Action Plan**

- Developed and implemented new strategies to promote business growth

- Results**

- Nearly 2 million square feet of office/industrial/flex space absorbed
 - Capital investment = \$500+M
 - 3,400 jobs
 - Current unemployment rate = 5.7% *

- * Rate a/o November 2013; NYS Department of Labor*

- Major Firms (located or expanded) include, but not limited to:**

- Raymour & Flanigan – Suffern
 - FedEx Ground – Blauvelt
 - Protein Sciences – Pfizer Pearl River Campus
 - Nice-Pak Products, Inc. – West Nyack
 - Bloomberg LP – Orangeburg
 - Anellotech – Pfizer Pearl River Campus
 - Cerovene – Orangeburg
 - Power Pac – Clarkstown

- 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 three (3) micro loans to start-ups and businesses denied bank loans.
- **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 2013 PTAC conducted:

- Number of new clients counseled were 131
- Number of total clients were 748
- Number of counseling sessions conducted (new and follow up) were 638
- Number of awards received were 3,620
- Amount of the contracts totaled \$116,813,319
- Number of non-sponsored outreach events attended was 18
- Number of sponsored events was 12
- Total events = 30 which includes 15 educational PTAC seminars and workshops
- Total attendees at events was 2,316

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

- Received notification that REDC was in compliance for the 2012 reporting year.
- Reaffirmed standing policies, and prepared Mission Statement and Goals for 2014 and Achievements for 2013.

ADOPTED MARCH 19, 2014