



**Rockland Economic Development Corporation (REDC)
2018 ACHIEVEMENTS, MEASUREMENTS AND
OPERATIONS**

REDC 2018 PERFORMANCE GOALS:

1. Marketing Rockland County: REDC continued the branding campaign it launched in 2017 to highlight the county’s advantages and assets, and leverage significant private investment in a range of priority industry sectors. REDC focused on evolving commercial trends and “place-based” industry to attract, retain and expand business in targeted market clusters. Social and digital media was used to promote Rockland’s advantages for business and to generate meaningful engagement that leads to “next-step” action.
2. Governmental & Not-for-Profit Collaboration: REDC continued to work collaboratively with the towns and villages to help them identify economic development opportunities by:
 - serving as a liaison between businesses and municipalities in order to enhance communication, provide predictable outcomes and signify that Rockland County is a business-friendly community, especially with respect to local land use approval and permitting processes;
 - continuing to meet with mayors and supervisors individually and through round tables or on task forces to develop strategies for encouraging appropriate business and fostering sustainable development to create jobs and tax ratables;
 - working closely with municipalities to prepare publicly-owned and leased real estate for redevelopment (e.g., corridor and gateway enhancements, mixed-use, transit-oriented development, waterfront access; etc.); andREDC worked closely with the county’s not-for-profits instrumental in supporting a healthy local economy by:
 - highlighting the resources of these organizations which are the county’s largest employers;
 - assisting with social enterprise strategies for sustainable business models and growth; and
 - promoting business-to-education links that advance the workforce skills and training in demand by tomorrow’s employers.
3. Business Development:
 - Conducted individual, group and digital outreach with existing major businesses, property owners, developers and investors to make them aware of REDC expansion and retention services, as well as allied incentive partners and funding opportunities;
 - Performed targeted recruitment in emerging local, regional and global markets to cultivate thematic commercial ventures (e.g., food companies; renewable energy and tech, etc.);
 - Provided grant research and writing consultations and letters of support for financing
 - Applied tactical suburban planning principles to help drive downtown/village center revitalization and corridor/gateway improvement efforts that support contextual redevelopment and small business.
4. Economic Development Project Activity Inventory:
 - REDC continued to maintain an inventory of notable economic development projects used for recruitment purposes and to illustrate industry clusters to pursue and promote; and
 - REDC continued to track leads and available building space and land to accommodate the demands of the market for commercial facilities.

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 2018 PTAC conducted:
 - Number of new clients counseled were 160
 - Number of total clients were 402
 - Number of counseling sessions conducted: 1125
 - Number of awards received were 1211
 - Amount of the contracts totaled \$120,000.000
 - Number of non-sponsored outreach events attended was 16
 - Number of sponsored events was 12
 - Total events = 28 which includes PTAC seminars and workshops
 - Total attendees at events was 3522

COMPLIANCE WITH THE NEW YORK STATE AUTHORITIES BUDGET OFFICE: Reaffirmed standing policies and prepared Achievement Summary for 2018 and Mission Statement and Goals for 2019.