

Marketing and Outreach

In 2013, the Agency embarked on a multifaceted marketing and outreach strategy. Employing aggressive public relations, online and traditional marketing tactics, the Agency was able to reach a broad and diverse pool of potential applicants, elected officials and other community leaders. Specifically:

The Agency scheduled and executed thirty (30) marketing meetings with top real estate developers and brokers, title companies, accounting and legal firms on Long Island to introduce and re-introduce the agency and discuss our programs and incentives.

In addition, Agency staff presented at numerous events, conferences, meetings and tradeshows with the singular goal of increasing Agency awareness to result in increased deal flow.

The Agency intends to continue its community outreach in 2014 by scheduling meetings with, among others, a number of professional service firms located in Nassau County. These firms have extensive relationships in the business community in the County and the Agency hopes to leverage these relationships.

Adaptive Reuse and Transit Oriented Development

The adaptive reuse of vacant and underperforming commercial properties and the creation of housing units in transit oriented downtown developments are among the cornerstones of our Agency's 2013 economic development policy.

To help incentivize the adaptive reuse of aging and underperforming properties and the creation of transit oriented developments, the NCIDA amended its Uniform Tax Exempt Policy to allow for greater flexibility in granting financial assistance to the following projects:

- I. The development, redevelopment, betterment and more complete use of "downtown," underdeveloped and highly distressed areas;
- II. The construction, reconstruction, maintenance and operation of affordable or "workforce" housing;
- III. Projects involving the acquisition, renovation, installation and/or equipping of existing aging or underperforming buildings without material expansion (adaptive reuse).

Press Activity

The Agency – working with an experienced public relations consultant- prepared or participated in a number of press releases and press events related to its activities during 2013; indeed a press release was issued for every deal approved by the Agency and for every deal that was closed. Agency transactions were regularly covered by the leading business publications in Nassau County: Newsday and The Long Island Business News. In addition, the Agency generated positive news coverage for NCIDA's Adaptive Reuse and Transit Oriented Development initiatives.

Deal Metrics

In 2013, the Agency continued to focus on using the structures and policies implemented in 2010 and the outreach program outlined above the Agency had a banner year. The Agency, since the appointments of a new Board in 2010, has approved forty transactions resulting in commitment for the creation of 4385 new jobs, the retention of 3419 jobs, which will generate an estimated \$5,785,124,686 million in economic activity for the County.