

Nassau County  
Industrial Development Agency  
2015 Operations and Accomplishments

### **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.

In 2015, the Agency scheduled and executed over seventy five (75) marketing meetings with top real estate developers and brokers, title companies, Chambers of Commerce, real estate networking groups, 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 2016 by scheduling meetings with, among others, a number of professional service firms located in Nassau County. These firms have extensive relationships in the Nassau County business community and the Agency hopes to leverage these relationships.

### **Main Street Business Program**

Leveraging our existing relationships with Nassau County Chambers of Commerce, the Nassau IDA launched a program designed to assist and educate the County's Main Street Business Community.

During the 2015 Holiday Season, the Nassau County Industrial Development Agency launched a new marketing campaign aimed at encouraging residents to shop local merchants.

The print, TV, radio and social media marketing campaign launched on November 26, 2015 and continued through December. The ads, which feature seven local businesses, appeared in local newspapers and aired on area radio stations and on Optimum and Fios television channels.

In 2016, the Nassau IDA will build upon the success of the Main Street program and develop additional seminars and events focusing on the needs of Nassau County's small business community.

### **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 2015. Press releases were issued for every deal approved by the Agency. 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 Main Street Business Program.

### **Deal Metrics**

In 2015, the Agency continued to focus on using the structures and policies implemented in 2010 and the outreach program outlined above. The Agency has approved forty transactions resulting in commitment for the creation of 8879 new jobs, the retention of 4435 jobs, which will generate an estimated \$12,222,090,839 in economic activity for the County since 2010.