

Nassau County
Industrial Development Agency
2016 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 2016, 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 2017 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 2016 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 in November 2016 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 2017, 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 2016. 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 2016, the Agency approved and induced twelve (12) projects that will: (A) Retain five hundred seventy one (571) full time equivalent jobs; (B) Create three hundred fifty nine (359) full time equivalent jobs; (C) Create five hundred sixty four (564) temporary construction jobs; and, (D) create two hundred ten (210) housing units. In 2015, the combined twelve (12) projects approved by the Agency will generate approximately \$2.7 billion in economic impact and will generate approximately \$20 million in new tax revenue to affected taxing jurisdictions.