

Nassau County
Industrial Development Agency
2012 Operations and Accomplishments

Marketing and Outreach

In 2012, 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 twenty (20) marketing meetings with top real estate, 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 attended numerous events and tradeshow with the singular goal of increasing Agency awareness to result in increased deal flow.

The Agency intends to continue its community outreach in 2013 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.

Small Business Program

In 2012, the NCIDA launched a new program to provide financial assistance to Nassau County's small and mid-size business community. With this new program, LEADS (Local Enterprise Assistance and Development Services) small and mid-size businesses have access to integral business resources such as financial assistance, tax exemptions and other unsurpassed opportunities..

LEADS offers sales and use tax exemptions to existing small businesses and an information kiosk designed to expeditiously answer regulatory and licensing issues. LEADS also connects businesses with our local, state and federal economic development partners. Staffed by an experienced team of economic development professionals, LEADS is dedicated to fostering the growth of Nassau County's small business community.

Available for the first time anywhere in New York State, the IDA is now able to provide a sales tax exemption letter to qualifying small businesses that will assist them in purchasing furniture, fixtures and equipment and making capital improvements and renovations through the LEADS program. Saving small business owners 8.625% on their projects could be the difference between job creation and contraction.

LEADS creates a one-stop-shopping experience for any and all regulatory, governmental and economic development questions a small business may have. Navigating the layers of government is our job, not yours. Call or email LEADS with any question, and an economic

development professional will provide guidance within 24 hours. From licensing to energy incentives to becoming a Nassau County vendor, LEADS is ready to lead the way.

Response to Super-Storm Sandy

NCIDA provided immediate relief to businesses affected by Sandy by creating a dedicated website – www.NassauBackinBusiness.org – and an email address and phone number, staffed by volunteers from Hofstra University, TD Bank, JP Morgan Chase and Deloitte to assist small business owners with loan and grant applications, and track those applications from drafting through submission and determination.

NCIDA also provided sales and use tax relief to any affected businesses with one singular goal: have the affected businesses re-open. To date, NCIDA assisted 122 small businesses providing them over \$3.5 million in savings. This program, first of its kind in New York State, provided tremendous relief to the many affected businesses.

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 2012; 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 the LEADS program and Sandy relief program.

Deal Metrics

In 2012, the Agency continued to focus on using the structures and policies implemented in 2010 and the outreach program outlined above had a banner year. The Agency approved nine (9) transactions in 2012 resulting in commitment for the creation of 603 new jobs, the retention of 558 jobs which will generate an estimated \$813 million in economic activity for the County.

Work with Nassau County and town, city and village officials, departments and affiliates to ensure that current business issues are addressed (i.e., business development, workforce training, corporate retention, etc.)

The Executive Director and members of the Agency met with and had conversations with a number of County, town, city, village and school district officials during 2011 to address current business issues facing the County.

Work with Nassau County Department of Economic Development to coordinate marketing efforts directed at entrepreneurs and businesses looking to start up, expand in or relocate to Nassau County.

Upon the resignation of the Deputy County Executive for Economic Development, the Agency Executive Director was named acting Deputy County Executive for Economic Development on a volunteer basis. As such, the Executive Director solidified the Agency's close working relationship with the Department. The Agency attended numerous meetings during the year with the Department for purposes of making proposals to businesses seeking to start up, relocate to or expand their operations in the County.

This close relationship was instrumental in the County's proposal to the New York State Regional Economic Development Council, Long Island region. Indeed, Agency staff drafted a significant portion of the proposal, of which the State is considering allocating resources to assist large-scale County economic development projects and priorities.