

Nassau County
Industrial Development Agency
2014 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.

The Agency scheduled and executed thirty (30) 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 2015 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.

The Nassau IDA created a Main Street Business Advisory Committee consisting of Presidents of Chambers of Commerce. This Committee provides a forum for Main Street businesses to discuss policy and business issues with Nassau County's economic development team. A goal of the Committee is to generate ideas for forums and events to help Main Street businesses. As a result of the Committee, the IDA hosted a seminar "Increasing Sales & Revenue through Social Media" in June of 2014, to help educate main street business owners on the advantages of using various social media platforms. Over 100 small business owners attended the event.

In addition, during the 2014 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 Oct. 27 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 2015, 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 2014; 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 Main Street Business Program.

Deal Metrics

In 2014, 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 4679 new jobs, the retention of 3730 jobs, which will generate an estimated \$9,630,153.156 in economic activity for the County.