

Nassau County Industrial Development Agency 2018 Operations and Accomplishments

Marketing and Outreach

Commencing 2013, the Nassau County Industrial Development Agency (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 official and other community and business leaders.

During 2018, the Agency scheduled and executed more than seventy-five (75) marketing meetings with top real estate developers and brokers, site selection 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 attended numerous events, conferences, meetings and tradeshows, with the singular goal of increasing Agency visibility to result in increased deal flow.

The Agency intends to continue its community outreach during 2019, by scheduling meetings with, among others, a number of professional service firms located within Nassau County, These firms have extensive relationships in the Nassau County business community, and the Agency hopes to leverage these relationships.

Press Activity

The Agency, working with an experienced public relations consultant, prepared or participated in numerous press releases and press events related to its activities during 2018. Press releases were prepared for every deal approved by the Agency. Agency transactions were regularly covered by the leading business publications in Nassau County, including Newsday and The Long Island Business News.

Deal Metrics

During 2018, the Agency approved and induced twenty (20) projects that will: (A) create or retain 2,411 direct full-time equivalent jobs, and 87 permanent household spending-related jobs; (B) create or retain 1,835 indirect full-time equivalent jobs; (C) create 937 temporary direct construction jobs; (D) create 601 temporary indirect construction jobs; and (E) create 705 new residential housing units, including 115 affordable units. During 2018, the combined twenty (20) projects approved by the Agency will generate more than \$10 billion in economic impact, and will generate approximately \$78 million in new tax revenue to affected taxing jurisdictions.