

## **Nassau County Industrial Development Agency 2019 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 2019, the Agency continued its holding 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 tradeshow, 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 2019. 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 2019, the Agency approved and induced eleven (11) projects that will: (A) create or retain 2,158 direct full-time equivalent jobs, and 44 permanent household spending-related jobs; (B) create or retain 2,597 indirect full-time equivalent jobs; (C) create 93 temporary direct construction jobs; (D) create 61 temporary indirect construction jobs; and (E) create 111 age-restricted residential units. During 2019, the combined eleven (11) projects approved by the Agency will generate more than \$19 billion in economic impact.