

# The Legislature of Rockland County



## **NANCY LOW-HOGAN**

Legislator, District 17

Chairwoman, Economic Development Committee  
Vice-Chairwoman, Environmental Committee

### Members Present:

Leg. N. Low-Hogan, Chair (6:15 pm)  
Leg. H. Cornell, Vice Chair  
Leg. C. Carey  
Leg. D. Jobson (6:10 pm)  
Leg. J. Meyers (6:15 pm)  
Leg. I. Schoenberger  
Leg. A. Wieder

### Others Present:

E. Yeger, Esq.     S. Powers  
M. DiTullo        N. Doliner

MINUTES  
***ECONOMIC DEVELOPMENT COMMITTEE***  
WEDNESDAY, JANUARY 29, 2014  
**6:00 PM**

### ROLL CALL

ADOPTION OF MINUTES, MEETING OF SEPTEMBER 12, 2013

**NO ACTION**

1. REF. #5128 - ***DISCUSSION ITEM: ROCKLAND ECONOMIC DEVELOPMENT CORPORATION (REDC) UPDATE/PRESENTATION (MICHAEL DITULLO) (HONS. NANCY LOW-HOGAN, CHRISTOPHER J. CAREY, LEGISLATURE)***

Mr. Mike DiTullo, President and CEO, distributed a handout outlining REDC's 2012-2013 Accomplishments & Priorities (see attached). Mr. DiTullo expressed his heartfelt gratitude to Leg. Harriet Cornell for her commitment to the REDC as an ex-officio board member by virtue of Chairwoman of the Legislature over the past 9 years.

Chairwoman Low-Hogan questioned Mr. DiTullo on a State Authorities Budget Office report that criticized the REDC after a review of their activities and expenditures. The report criticized the REDC for underwriting the cost of staff parties, financially supporting competing organizations, not reporting a revolving loan fund in its financial statements and financing expenditures for a former director to attend a charity fundraiser in Washington DC as the rep of another organization.

Mr. DiTullo stated they have provided a written response to the state Authorities Budget office and would adhere to their recommendations. Mr. DiTullo said REDC's participation with Hudson Valley Economic Development Corp. was beneficial because it made businesses aware of the Hudson Valley and its attributes and therefore could potentially be lured to Rockland County. Mr. DiTullo said you could access the REDC website and click Public Documents to view the resolutions on policies and procedures adopted in response to the audit which took effect January 22, 2014

Mr. DiTullo also spoke on the newly formed Real Estate Council to showcase prime business properties in Rockland. The Council provides a forum for developers, builders and commercial brokers to support viable industrial and office projects. The Council plans to meet at least each month.

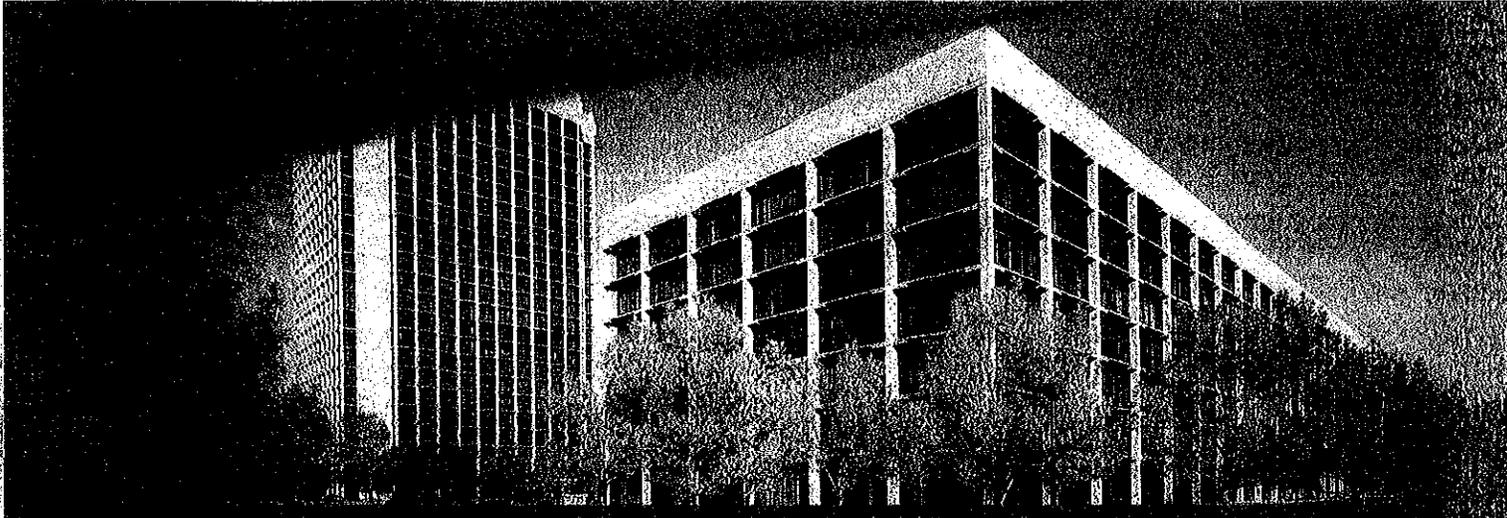
Leg. Carey suggested a prioritization program be instituted that would identify key companies. This program could include county and local officials working along with the REDC to provide pro-active customer service and ways to assist these high profile companies. Mr. DiTullo was very receptive and agreed to follow-up with Leg. Carey.

**MOTION TO ADJOURN:           6:45 PM**  
**CAREY/CORNELL**

**UNAN**

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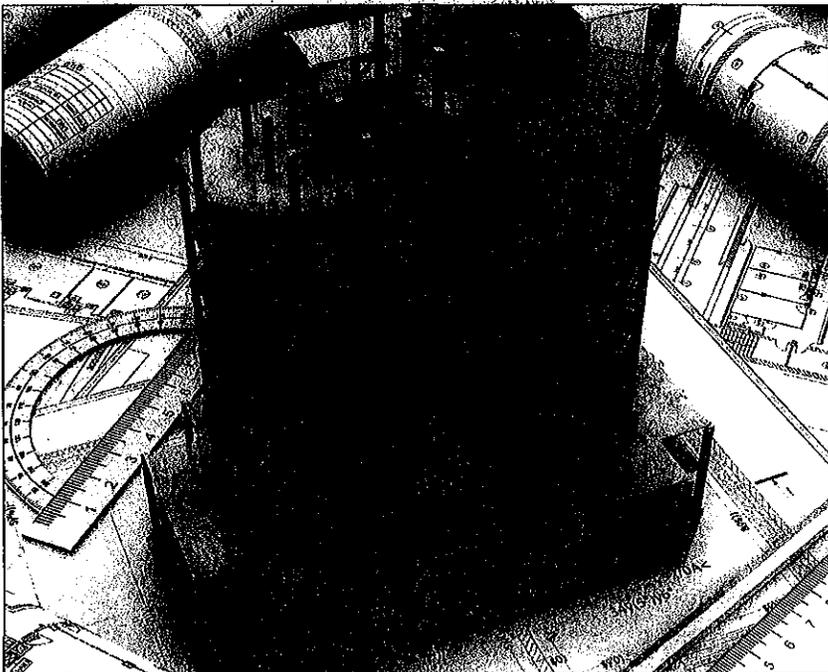


REDC 2012-2013  
Accomplishments & Priorities

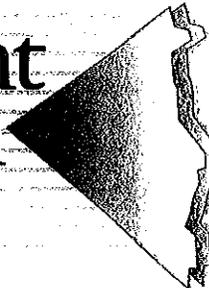
Michael DiTullo  
President & CEO

*Presented to*  
Rockland County Legislator—Economic Development Committee  
January 29, 2014

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Rockland  
Economic  
Development  
Corporation



# 2013 SUMMARY

As we begin the first quarter of 2014, Rockland continues to build on the momentum and demand we saw in the first half of the year. In fact, year-over-year the county has gained 3,400 jobs with nearly 152,000 Rockland residents employed, and the unemployment rate is holding steady at 5.7%—compared to 7% this time last year. Since 2012, nearly 2 million square feet of industrial/flex/office space has been absorbed as both attraction and expansion deal flow continues an upward trend. Inquiries from commercial real estate brokers, corporate real estate executives and relocation consultants are now the norm at REDC as we work to facilitate occupancy requirements as well as the approval/permitting process for new construction projects. The Real Estate Council (REC), along with Rick Struck, Director of Economic Development at O&R, Steven Porath, Executive Director of the Rockland IDA, the Rockland WIB, RBA, SBDC and ESD continue to collaborate as a team to induce inward corporate attraction and expansion, and to diversify the tax base and create real jobs... real close to home... in Rockland County.

We continue to play a pivotal role with Pfizer Real Estate and their partners, Cushman & Wakefield Life Sciences Group and

Jones Lang LaSalle as the Pearl River Campus is poised for transformation and redevelopment. An RFP was issued earlier last year with more than 70 real estate investment/development firms expressing interest and site tours with nearly a dozen developers visiting the 300 acre campus. REDC participated in the presentations to articulate the market demand, absorption rates, occupancy factors as well as Rockland's competitive advantages such as great schools, a smart work force, reliable utilities, 34,000 acres of parkland, as well as other world-class facilities located here, not to mention that we are at the center of the largest and richest marketplace in the Western Hemisphere!

To date, monies pledged/secured for the external marketing campaign total more than \$70,000. We are very grateful for the on-going support of the business community and with their commitment, partnership, and sponsorship, we will develop an outstanding marketing campaign to build on the positive image of doing business in Rockland, generate awareness and communicate the benefits of *living, working and thriving* here. While we planned to launch the campaign 4Q13, we made a strategic decision to move the launch to 2Q14, as we continue to raise more resources.

## 2012-2013 HIGHLIGHTS

- ▶ **10-Point Action Plan**
  - Developed and implemented new strategies to promote business growth
- ▶ **Results**
  - Nearly 2 million square feet of office/industrial/flex space absorbed
  - Capital investment = \$500+M
  - 3,400 jobs
  - Current unemployment rate = 5.7% \*
- ▶ **Major Firms (located or expanded) include, but not limited to:**
  - Raymour & Flanigan – Suffern
  - FedEx Ground – Blauvelt
  - Protein Sciences – Pfizer Pearl River Campus
  - Nice-Pak Products, Inc. – West Nyack
  - Bloomberg LP – Orangeburg
  - Anellotech – Pfizer Pearl River Campus
  - Cerovene – Orangeburg
  - Power Pac – Clarkstown

\* Rate a/o November 2013; NYS Department of Labor

## 2012-2013 KEY INITIATIVES

- ▶ **10-Point Action Plan Highlights**
  - **2012: Creation of the Real Estate Council (REC)**  
To provide a forum for developers, builders and commercial real estate brokers to meet and discuss common challenges, customer requirements, lead generation and the means to support viable industrial and office projects in Rockland County.
  - **2013: Developed a dedicated External Marketing Fund**  
A campaign to expand REDC's multi-media marketing and target industry specific clusters including pharmaceutical, biotech, life sciences, advanced manufacturing, data centers, and Class A office.

Also, target competitive neighbors including New Jersey, Connecticut, and the NY metro region



## 2014 ACTION PLAN & PRIORITIES

- Finalize the External Marketing campaign, ready to launch early 2Q14. Build on the foundation of the current messaging (eNewsletter, website, ad copy, palm card and digital media) to design attraction thrust aimed at industry cluster targets—life sciences and biotech, data centers, corporate headquarters and advanced manufacturing. Formed a dedicated Marketing Committee specifically to work with a selected professional agency to develop the framework of the message, theme and media channels with a focus on our competitive neighbors—New Jersey, Connecticut and the NY metro region. To date, nearly \$70,000 has been pledged or secured from private sector investment.
- In conjunction with current marketing initiatives, enhance public relations opportunities utilizing regional media contacts. The narrative will feature the new County Executive, Edwin J. Day, to articulate the competitive advantages of doing business in Rockland County, accentuate our highly skilled and educated work force, recent corporate investments and attractions as well as other advantages.
- Continue to build on success of the Real Estate Council (REC) as participation grows and inquiries/leads from brokers, relocation consultants and corporate real estate executives trend upward. Enhance our site selection process with more outreach to corporate park developers, builders and end-users. Also, further collaboration with the County Planning Department to take advantage of the County's GIS (Geographic Information Systems) Portal—a powerful resource used in many diverse areas, including: environmental management, planning, economic development & site selection, real property information & records, transportation & infrastructure, homeland security & public safety, business assistance, and data collection.
- Continue our pivotal role with Pfizer Real Estate and their partners, Cushman & Wakefield Life Sciences Group and Jones Lang LaSalle as the Pearl River campus is poised for repositioning and redevelopment with a pending sale to a national real estate development firm. REDC has been and continues to be a key player on the team and will work with the new owners to re-brand and market the 2.8 million square feet of space/28 building campus.
- Increase collaboration with economic development strategic partners including: the REC, Rockland IDA, Rockland WIB, NYS SBDC, HVEDC, ESD, O&R... and with the new County Executive and his team to work together in a proficient, customer driven style... as a team to attract, retain and create capital investment, jobs and expand Rockland's tax base.

## REDC'S PTAC 2014 GOALS

The focus for 2014 is to increase participation of small businesses and prime contractors in the REDC PTAC program and to increase the number of awarded contracts. Methods to attract more participation include:

**Social Media:** Targeted geographically, this will enable PTAC to reach more potential clients and procurement specialists more efficiently.

**Market and Get on Contract:** REDC PTAC will work with all clients to create and implement a Stay-in-Touch Campaign aimed at developing relationships with targeted government entities and prime contractors. Also, will work with applicable clients to get a General Services Administration Federal Supply Schedule (GSA Contract) so federal agencies can purchase their goods/services without needing to engage in the bidding process. And, as appropriate, have clients establish relationships with NYS contracts contact people to increase their chances to participate in NYS applicable contracts.

**Additional Counselor:** Will search for and hire a counselor who has the right combination of business background and business coaching to work with REDC PTAC clients.

He/she will enable PTAC to work most effectively with more clients.

**Active Clients:** The goal for 2014 is a 10% increase from 170 to 187 (17 additional new clients).

**Seminars:** In 2014, Rockland County seminars will include, but are not limited to:

- March 13<sup>th</sup>:** Maximize Your M/WBE Certification sponsored by Assemblywoman Ellen Jaffee with Liz Kallen, REDC PTAC Program Manager, as the speaker
- May 15<sup>th</sup>:** Matchmaker events sponsored by Assemblywoman Ellen Jaffee and organized by REDC PTAC
- June 12<sup>th</sup>:** How to do business with Rockland County and the Empire State Purchasing Group
- July 10<sup>th</sup>:** How to do Business with the MTA, and a human resource component presented by The DHF Group
- To be scheduled...** Workshops on various topics such as:
  - ▶ Understanding and Demystifying Solicitations
  - ▶ Teaming
  - ▶ Who's Buying What I'm Selling?
  - ▶ How to Market to Government Agencies
  - ▶ Stay-In-Touch Campaigns

# LOOKING BACK...

## 2012 SUMMARY

2012 was a year of transformation and progress for REDC. In March, the IDA announced its new Executive Director, Steven Porath, and in April, the REDC Executive Committee announced the appointment of Michael DiTullo as President & CEO. Quickly, Michael put a 10-point Action Plan into place that developed and implemented new strategies and redeveloped existing ones that promote business growth in Rockland.

In 2012, nearly 1.4 million square feet of industrial/flex/office space was absorbed with attractions and expansions such as Raymour & Flanigan, Hunter Douglas, Protein Sciences, FedEx Ground, The Martin Group, to name a few. By December 2012, year over year the County gained 1,200 private sector jobs with a 6.4% unemployment rate, the

second lowest in New York State.

As part of the Action Plan, REDC implemented a Real Estate Council (REC) to provide a forum for developers, builders and commercial brokers the means to support viable industrial and office projects in Rockland. In September 2012, the REC hosted its first 'virtual' Broker Tour at the Pfizer Pearl River campus where more than 70 industrial and office real estate brokers and developers from the tri-state area convened to showcase 20 prime business properties in Rockland County. Co-hosted with O&R, the tour highlighted profiles of available buildings and sites ranging from 2.8 million square feet of space—and 28 buildings available at Pfizer itself—to the 1 million square feet of space and 50 buildings available on the Rockland Psychiatric Center campus—to every size and shape of property in between.

## 10-POINT ACTION PLAN UPDATE

**1** ACTION: Interview REDC staff and assess skill sets; review job descriptions.

RESULT(S): Interviewed each team member to determine job descriptions, responsibilities and protocols. Established weekly Team meetings at which time each member describes accomplishments of the preceding week and goals and items to be implemented in upcoming week(s). The spirit of the collaboration is mutual respect and regard, and all team members running in the same direction.

**2** ACTION: Interview REDC Executive Committee and select Directors.

RESULT(S): In the first month, met with each Executive Committee member to determine their observations, insights and advice regarding REDC's accomplishments, goals, and priorities, as well as County, State and agency relationships; funding and resources and their vision for the future of REDC. This information has proven to be invaluable for it provided a context and narrative regarding REDC past actions, accomplishments and programs.

**3** ACTION: Meet with developers, builders and commercial brokers. Tour business parks, commercial centers.

RESULT(S): Within the first few months, met with major Rockland developers, builders, commercial/industrial brokers. Toured all business parks, corporate campuses, industrial sites. Communicated new REDC priority to work very closely with real estate sector to enhance site selection, approval/permitting process, agency approvals, property inventory, lead generation and other issues that influence final real estate transactions and site selection. This has resulted in a marked increase of prospect generation and pipeline with many more potential deals flowing into REDC pipeline. Also, meet weekly with O&R Economic Development director and IDA to compare notes and progress and assign follow-up diligence to help drive the transactions home.

**4** ACTION: Create Real Estate Council that will meet at least each month.

RESULT(S): Through increased communication with Rockland's real estate community, created REDC's Real Estate Council (REC), co-chaired by Rick Stuck, Economic Development Director at O&R. Initially, meetings were scheduled with a dozen participants but grew to nearly 30 by year end. At each meeting issues of common concern are discussed including: site selection and prospects, incentives, development issues, mandates, approval/permitting process, marketing and other items that affect our competitiveness. Each meeting has a focus such as; NYS-IDA and utility incentives, Town Supervisors, Brokers Tour, School District Superintendents, among others.

**5** ACTION: Interview key political, business, education, healthcare and community leaders. Look to establish teams in each sector.

RESULT(S): On a regular basis, met with county political, business and community leaders. Meetings focused on opportunities and challenges and most proficient ways in which we can work together on resolutions. On average, met with and continue to meet with 5-8 business leaders per month and toured their facilities and learned about the products and services they produce, capacity expansion possibilities and ways in which REDC can assist and help manage risk with programs and incentives that match their investment. Also, when appropriate, engaged government or other agency reps in response to a specific requirement.

**6** ACTION: Meet with other agency leaders— RBA, tourism, arts, planning, IDA, ESD, HVEDC and others – to begin groundwork for collaborative efforts.

RESULT(S): Met with and continue to meet with all government/agency leaders on a regular basis. RBA, IDA, WIB, County Planning, Legislative Chair, Executive Office, RCC, HVEDC, O&R, NYS ESD-DOT-Labor Dept. among others. Established ground work and protocols to encourage collaborative efforts and results. Meeting has helped to reaffirm a professional, positive and inter-dependent relationship with the goal to service our customer's needs and requirements. Continue to build on these relationships and invite involvement early on with a prospect.

**7** ACTION: Formulate a development committee (fund raising) to increase private sector support for dedicated external marketing initiative.

RESULT(S): After discussions with key real estate council members it was decided to put external marketing on hold until 2013, therefore, a development committee to raise funds has not yet been established. Do have early indications from some for support later this year as uplift in real estate market and economy and uncertain federal tax policy becomes clear. Did increase the budget line to \$28,000 in 2013, thus have a base to work from.

**8** ACTION: Develop baseline marketing materials for inward corporate investment thrust to commence in late Q3. This will be real estate driven with intensive involvement from the developer/broker/owner sector.

RESULT(S): Baseline marketing materials were in place under direction and initiative of Marketing Director Liz Cranston. A new website was launched in April as well as Facebook, Twitter and YouTube sites... With positive reviews and much activity and utilization. Sites are updated with announcements, event photos, press releases, etc. Comprehensive eNewsletter is produced quarterly and emailed through Constant Contact to more than 4,000 people as well as the media. In addition, it's posted on REDC's website and printed color copies are produced in-house and used at speaking events. Annual report, Annual Luncheon Ad Journal, Forty Under 40 Program, Brokers Tour Presentation, among others, proved to be proficient and productive marketing vehicles as we enhanced REDC brand with our internal customers. Will utilize this baseline material and build on a common message to our external customers.

**9** ACTION: Use contacts at *The Journal News*, *Wall Street Journal*, *NY Times*, *YNN-TV*, *HV Biz Magazine*, *Associated Press*, *National Public Radio*, *Google Alerts*, *HV Magazine* and *Crain's NY* to announce new pro-active external marketing campaign.

RESULT(S): Media coverage of REDC activity has increased with feature articles in all county and regional media including YNN TV, Associated Press, Newsday, among others. Also, social media efforts are producing video content and slide show presentations as postings generate many hits and likes.

**10** ACTION: Launch Speaker's Bureau to create awareness, knowledge, enthusiasm and support from internal customers — service clubs, social/community groups, towns, villages and private firms.

RESULT(S): To date, a formal "Speaker's Bureau" has not been structured. However, more than 30 presentations were made to business and service groups, municipal meetings, real estate groups, college conferences and seminars, HVEDC and ESD meetings. On occasion, the REDC Chair participated in the presentations.