



REGIONAL ECONOMIC XCELLERATION  
ONE REGION. 15 TOWNS. UNLIMITED POTENTIAL.

# South Central Connecticut CEDS Update

Commission on Economic Competitiveness

September 27, 2016

Shelly Saczynski, Chairperson

Ginny Kozlowski, Executive Director

Barbara Malmberg, Director of Marketing



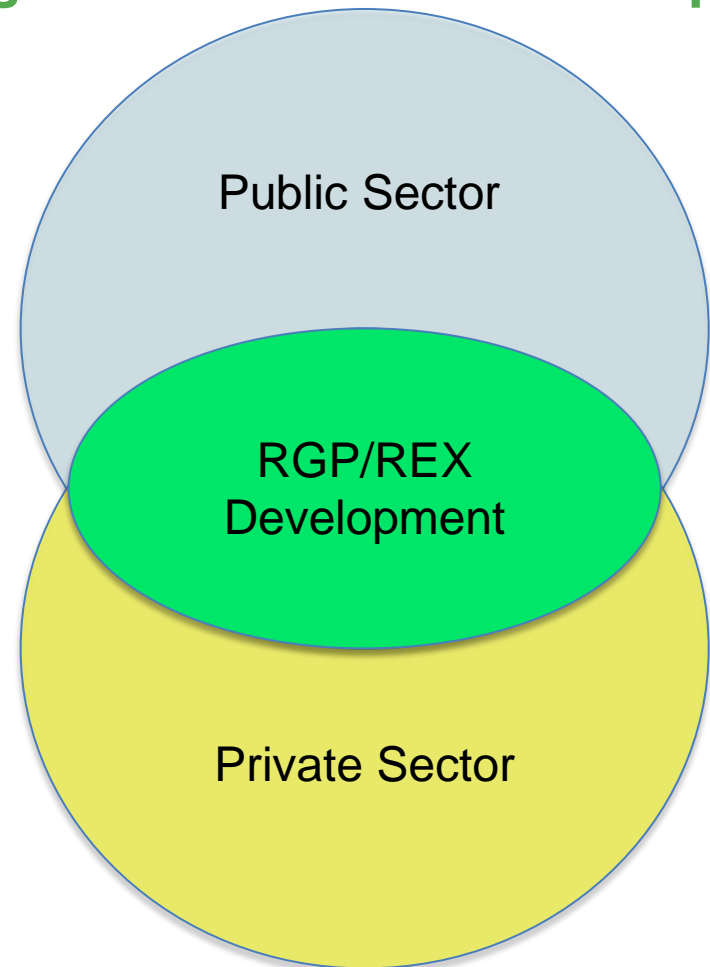
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## Purpose of REX Development/Regional Growth Partnership

REX Development, formerly known as the Regional Growth Partnership (RGP), was formed in 1996 as the economic development public/private corporation of the South Central Regional Council of Governments, serving the 15 municipalities in the Greater New Haven Region.

The primary mission of RGP was to encourage cohesiveness between the public and private sectors in the development of policies and programs designed to make the South Central Region a vibrant, sustainable and competitive economy. RGP developed the region's Comprehensive Economic Development Strategy in 2003 and 2008.

**In 2010, the role of REX shifted from encouragement and policymaking to program execution.**





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## Evolution

- 1996– South Central CT Regional Economic Development Corporation DBA Regional Growth Partnership Founded
- 2001 – State of Connecticut DECD Grant for Regional Brownfield Assessment Program
- 2003 – Region’s First Comprehensive Economic Development Strategy (CEDS) approved and adopted
- 2003 - \$1M EPA Revolving Loan Fund Awarded
- 2008 – Region’s Five Year CEDS Update approved and adopted



Department of Economic and  
Community Development



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2010 – Regional Growth Partnership and Greater New Haven Convention & Visitors Bureau merged

- Created Visit New Haven to maintain our tourism foothold and continued services for the Connecticut Lodging Association
- Contracted with the Central Regional Tourism District and Connecticut Lodging Association to provide funding

2013 – Leveraged relationship with EDC New Haven



River Valley / CONNECTICUT  
Greater New Haven / CONNECTICUT



## 2010 Expanded Scope for REX

- Active management of the execution of the Comprehensive Economic Development Strategy (CEDS) Action Plan
- Vigorously market the region to attract and retain businesses, residents and visitors, using a regional approach to present a richer product with the REX brand
- Perform business recruitment & retention activities beyond marketing, especially in navigating financial and regulatory processes
- Serving as an essential conduit for connecting individuals, businesses and resources to efficiently guide projects and initiatives forward
- Identify stakeholders and use data and research to support our programming

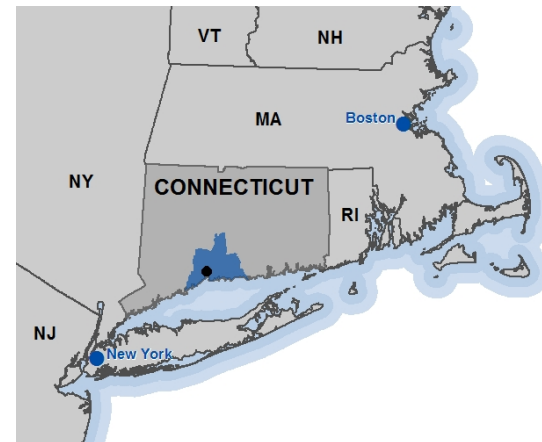




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## Methodology

- **Pursue opportunities with the greatest regional impact**
- Build coalitions on a permanent and ad hoc basis to achieve our stated objectives
- Maximize the public relations and marketing opportunities available in a fiscally responsible manner
- Creatively provide value to the region with limited resources
- Balance the sometimes conflicting demands among the public sector, private sector and residents
- Advocate for responsible legislation
- Actively pursue additional funding through grants, fundraising, barter, and additional private sector partners
- Capitalize on the diversity of staff members' education, training and experience to achieve wide-ranging objectives





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## Tradeshows

- Hannover Messe – Germany
- International Manufacturing & Technology Show - Chicago
- Medical Design & Manufacturing Show – Philadelphia/NYC
- Eastec – Springfield
- Bio 2016 – San Francisco
- BioMed Device – Boston
- International Council of Shopping Centers – NYC/Hartford
- Manufacturing4theFuture – Hartford
- Local B2B Trade shows/presentations





## Accomplishments – Federal Economic Development Funds

- First State & Federal Economic Development District in Connecticut – **provides all 15 municipalities access to federal funds typically restricted to federally defined distressed communities**
- Hamden – EDA Funding of \$1.5M for Business Incubator
- Region – EDA Funding of \$185,000 over 3 years for CEDS/Capacity Building for REX
- 2013 5 year CEDS update to include Regional Action Agenda with lead implementers

SOUTH CENTRAL CONNECTICUT  
Comprehensive Economic Development Strategy

2013-2018



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## Accomplishments – Brownfields

- Manage EPA Brownfield Revolving Loan Fund – Increased the RLF funding to \$2.3M
- \$75,000 DECD Brownfield Assessment for 43/53 Atwater Street, Bethany
- \$75,000 DECD Regional Brownfield Inventory



## Accomplishments - Marketing

- Rebranded Regional Growth Partnership to

REX Development  
One Region. Fifteen Towns. Unlimited Potential.

- Websites (2010 & 2014)
- Sector Brochures
- Relocation Guide
- Social Media
  - Facebook
  - Twitter
  - Linked In

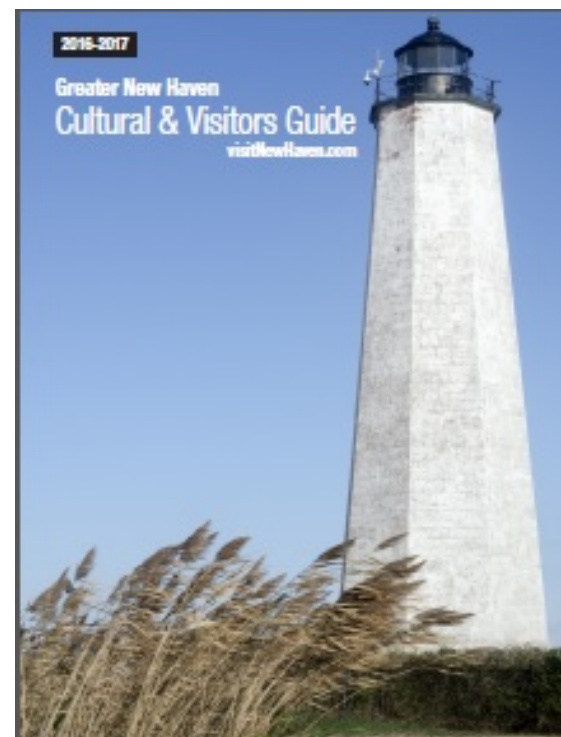




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## Accomplishments - Marketing

- Visit New Haven
  - 80,000 printed Annual Cultural & Visitors Guides
  - Interactive online Visitors Guide
  - [www.visitNewHaven.com](http://www.visitNewHaven.com)
    - 82 Accommodations
    - 653 Restaurants
    - 528 Attractions
    - More than 100,000 event listings
  - Populated VNH data on CRTD's website ([www.centerofct.com](http://www.centerofct.com))
  - Provided data for new State website ([www.ctvisit.com](http://www.ctvisit.com))





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## Accomplishments – Public Relations

- Marketing & Public Relations

- New York Times
- The Today Show
- WCBS 880 Newsradio
- Hartford Courant
- Boston Globe
- Stamford Advocate
- CT Post
- The New London Day
- NBC Connecticut (WVIT)
- WTNH
- FOX61
- Yale Daily News
- US Airways Inflight Magazine
- National Geographic Germany
- Amtrak Arrive Magazine
- Drive I-95 (annual book)
- AAA Horizons
- Connecticut Magazine
- Expedia Inc: Destination Travel Guides
- Frommer's
- Hartford Business Journal
- Meeting Focus Magazine
- Northeast Real Estate Business Journal
- New Haven Independent

## Tourism – Jobs & Revenue Generator

- Represents \$13M in Real Estate and Personal Property Taxes
- Sector represents 10% for the employment in the State
- Provides employment opportunities for broad spectrum of our residents
- Hotels and attractions are fixtures in our communities that will be here for the long haul
- Generated \$116M in occupancy tax for the state in FY 2015 and is currently outpacing that number in FY 2016





## Business Recruitment, Retention & Expansion

- Mt. Sinai Icahn School of Medicine - Branford
- P2 Science – Woodbridge
- Tri-Con Construction – Hamden
- Isoplexis – Branford
- Bavarian US Offices for Economic Development – New Haven
- Industry Roundtables





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## Business Assistance, Retention

- DME Tool - Milford
- Summit Screw - Milford
- Ancera – Branford
- Space Craft – New Haven
- BarTron – New Haven
- American Greenfuels (formerly GreenLeaf Bio) – New Haven/East Haven line
- Bender Plumbing – regional presence
- Trevi Therapeutics – New Haven
- GreyWall Software – New Haven
- New Haven Villages Complete Renovation (extended stay on Long Wharf)
- Numerous businesses in manufacturing (med device, food, aerospace pipeline), wholesale, retail and bio requesting anonymity; cannot publish name





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## Business Assistance, Attraction

- Distributor of medical supplies - 100k-150k sq. ft user, close to finalizing deal
- GestVision – 2k sq. ft lab user, lease signing is imminent
- Large restaurateurs in Fairfield and Hartford counties looking to expand into GNH region
- Numerous requests for assistance (space, incentives, financing tools) in the region made through inquiries to REX Development
- Queen Graphics utility assistance



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## Jobs & Small Business Support

- SubCon Job Fairs
- Cash Mobs
- Buy Local Study

# Post-Chronicle

Covering Hamden, North Haven and Wallingford

**Cash Mob descends on Books & Co. resulting  
in store's most successful day**



## Preparing the Workforce

- REX, the City of New Haven and Gateway Community College collaborated to develop a new certificate program
- Bioscience Career Ladder at Southern Connecticut State University
- Bioscience Clubhouse, CURE & The Grid
- New Haven Manufacturers Association
- Presentations at local colleges and universities



### Web Development Certificate



**NEW!**

Get the practical knowledge you need to achieve your professional goals.

**Software Development for Commercial Websites:**  
Learn to code in PHP, MySQL, jQuery, HTML5 and CSS3

**Program Description**  
This 26 week, professional certification program is designed to teach 'in-demand' web development skills including PHP, MySQL, jQuery, HTML5 and CSS3. Training is concentrated into a total of 400+ hours of study, including 200+ hours with instructor and 200+ hours of faculty assigned web based 'homework'.  
The non-credit Web Development Certificate program is an ideal professional development option for those seeking a career change or retraining as a software developer or entrepreneur. Students in this program are required to participate in an internship and to create a published Web Portfolio.

**Payment Information**  
Cost: \$ 3500

**Admission Requirements**  
GED or High School Diploma  
Prospective students will demonstrate competency in computer literacy, math, logic and reasoning.

**Graduates will have the skills to:**

- ✓ Develop, debug and maintain code on commercial websites
- ✓ Design, query and optimize relational databases
- ✓ Utilize version control systems and cloud computing resources

**Job Description**  
Multiple employment or career outcomes are possible; ranging from building websites, testing website installations or maintaining websites.

**Employment Outlook**  
2022 employment forecasts indicate there will be a 22% growth for software computer programmers.  
Salary Expectations - \$30K+ for an entry level software developer.

**Program Schedule - LIMITED SEATS AVAILABLE**  
Days: Tuesday & Thursday, November 2015 - June 2016  
Time: 5:30 PM - 9:30 PM - Room: N103  
Instructor: Colin Ryan

**SIGN UP FOR AN ORIENTATION**  
**CALL TODAY (203) 285- 2300**

All potential students must attend an orientation and assessment session to be considered for this program. Please call to register for one of the following dates:

DATE	TIME	ROOM
Thursday, October 29	5:30 PM - 7:30 PM	N103
Wednesday, November 4	5:30 PM - 7:30 PM	N103
Thursday, November 5	5:30 PM - 7:30 PM	N103

**For more information**  
Joe Ogle  
The GREAT Center at Gateway  
(203) 285-2300  
jogle@gatewayct.edu

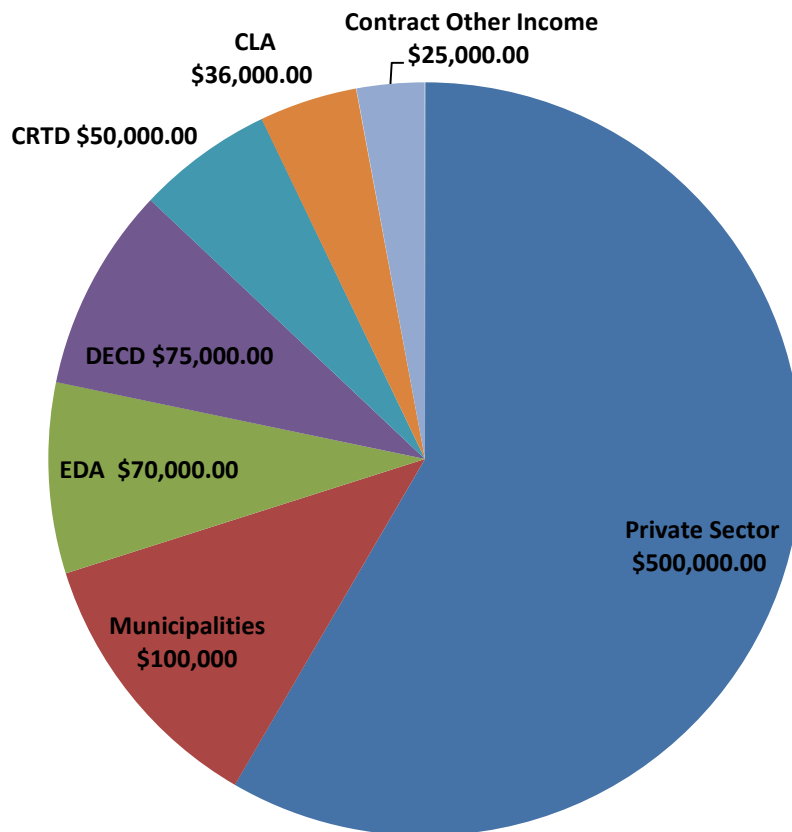
**Fall 2015**





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## REX Funding FY2016





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**Thank You!**

We appreciate this opportunity to share with you  
the purpose, actions and accomplishments of  
REX Development.