

REX DEVELOPMENT

YEAR IN REVIEW

•
2016



REX

545 Long Wharf Drive, 4th Floor
New Haven, CT 06511

Advanced Manufacturing
Bioscience
Entrepreneurs
Healthcare
Higher Education
Retail
Tourism

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Bethany | Branford | East Haven | Guilford | Hamden | Madison | Meriden | Milford | New Haven
North Branford | North Haven | Orange | Wallingford | West Haven | Woodbridge

ABOUT REX DEVELOPMENT

REX Development is a public/private partnership promoting economic development in South Central Connecticut. Funded by private sector partners and the towns of the South Central Regional Council of Governments, REX supports programs and policies aimed at making the region more competitive in the global economy. REX also coordinates the development and implementation of the Comprehensive Economic Development Strategy.

2016 was an incredibly exciting and productive year for REX Development. Over the course of the year, we represented the region at international and national tradeshows, provided technical assistance to a broad spectrum of companies, expanded our global presence, advocated on key issues and filled the tourism marketing void created with the dissolution of the Central Regional Tourism District. With an eye to the goals and objectives set forth in the Comprehensive Economic Development Strategy, we strengthened our relationships with organizations and agencies, boosted our collaboration with local colleges and universities, and continued our longstanding tradition of communicating essential information to Greater New Haven's economic development community. Through our extensive network of contacts, we connected entrepreneurs, new businesses and established companies with necessary resources.

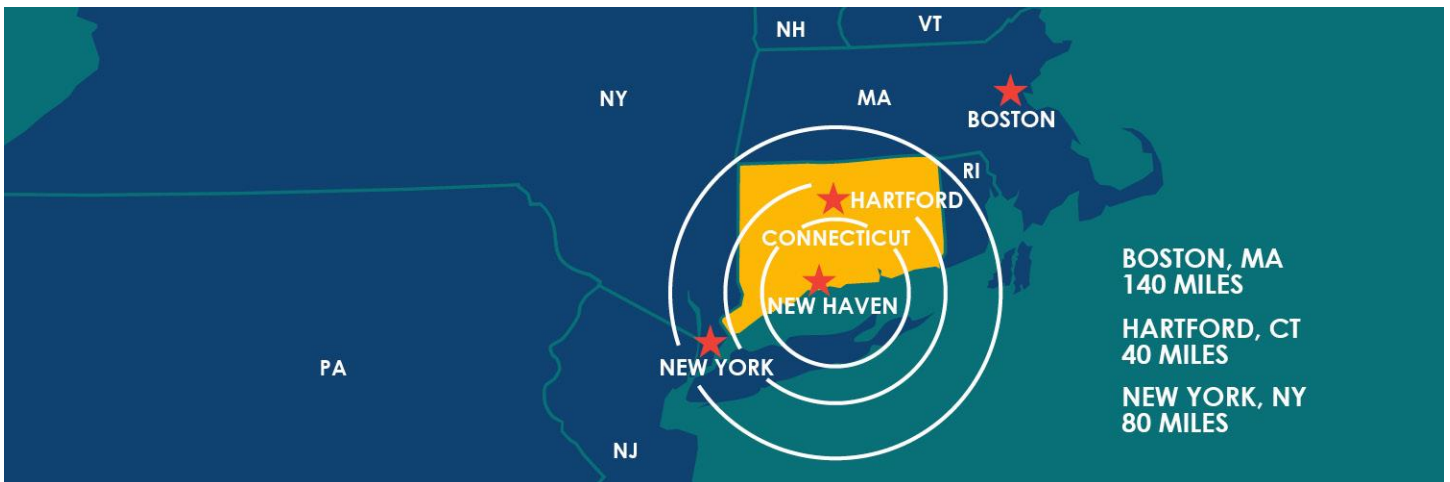


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Tourism

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BUSINESS RECRUITMENT, RETENTION & EXPANSION



Key Sector Tradeshows

- International
 - International Manufacturing & Tradeshow (Chicago)
 - 2016 BIO International Convention
 - Hannover Messe Manufacturing Tradeshow
- National
 - International Council of Shopping Centers Conference: New York National Deal Making
 - Bio San Francisco
- Regional
 - MD&M East (Medical Device & Manufacturing)
 - Biopharma Roundtable
 - BioMed Device Boston
- State
 - CERC Sitefinder Showcase
- Local
 - Hamden Regional Chamber of Commerce Business Expo
 - GNHCC: The Big Connect

Targeted Business Recruitment

- Advanced Manufacturing
- Bioscience
- Retail
- Tourism

Expanded Global Interactions

- Established an international bioscience and tech sector pipeline with CTNext
- Brazil
- Canada
 - Notman House, Montréal's Technology Hub and home of the web (notman.org)
 - Meeting with Global Cultural Districts Network (GCDN), a federation of global centers of arts and culture that fosters co-operation and knowledge-sharing among those responsible for conceiving, funding, building, and operating cultural districts and/or clusters with a significant cultural element.
 - Meeting with the Mayor of Montréal
 - Presentation of the City of Montréal Economic Development Strategic Plan (major projects)
 - Meeting with The Life and Health Technology Cluster (Montréal-invivo.com)
 - Meeting with Montréal Urban Development Director and Work Live and Play (discussion about cities new urban development projects)

- Visit of the Environmental Complex of Saint-Michel (formerly a quarry and is now the home of an indoor soccer complex and trails)
- China
- Germany
 - Attended Hannover Messe Tradeshow (the world’s largest advanced manufacturing tradeshow)
 - Ongoing follow-up with 17 companies and site selectors from the show
 - Post-tradeshow debrief with DECD International Team
- Ireland
 - Located CTNext Venture Clash participant from Ireland (specializing in clinical support information systems) in New Haven with 3 current positions, with expected growth to 35 employees.
 - Connected another Irish company (specializing in bio system process automation) with venture capitalist with the expectation they will locate in Greater New Haven. Connected them with regional ecosystem through Protein Science in Meriden and Achillion in New Haven.
- Japan
- Netherlands
- Saudi Arabia
- Turkey
- United Kingdom

Technical Assistance by Industry

- Biotech
- Food Production
- Hospitality & Leisure
- Retail
- Industrial Manufacturing
- Site Development
- Breweries
- Energy
- Printing
- Medical Device Manufacturing

Entrepreneurs, Startups & Young People

- Teaming up with a broad spectrum of local leaders to submit grant for CTNext Innovation Places
- NYC/Boston Talent Attraction Meeting with EMI
- Promoted New Haven Hackathon
- Hosted CTNext Venture Clash participants who were competing for a total of \$5M in awards
- Attended Yale Entrepreneurial Institute (YEI) presentation
- Provided logistical support for the SeeClickFix User Conference
- Attended “Evening with Entrepreneurs” with Governor Malloy and Commissioner Smith at the Connecticut Open
- Meeting with Connecticut Innovations and Southern Connecticut State University on Technology Talent Bridge opportunities for the region
- Submitted letter of support for CHAMP Workforce Alliance Grant
- Sponsored Startup Grind
- Attended YEI Demo Day
- Promoted funding opportunity for startups from CTNext

- Participated in Bio Path Board Advisory Meetings
- Attended 2016 Business Expo and Comcast Business Entrepreneurs for Innovation luncheon
- Attended Yale Tech Entrepreneur Bootcamp
- Project Pasta
- Aeolian Kitesurfing
- Anonymous travel industry venture
- Yale Economic Development Symposium
- Crossroads Venture Group: Venture Debt Panel and Company Showcase
- Clarity Software – assistance with tech talent procurement
- Attended New Haven Manufacturers Associations’ presentation on The Importance of STEM Education: Making Our Students Ready after High School
- Attended Workforce Alliance Annual Meeting
- Met with Representative Jim Himes on building the Connecticut Innovation Ecosystem
- Yale School of Management contact regarding startup space needs

Business Assistance

- Submitted OneSource database review findings to SCRCOG. The database is to be used as a tool for business attraction and retention.
- Distributed North Branford Business Survey to all municipalities to serve as a launch point for municipality-specific surveys
- Site Visits
 - All American Waste
 - 290 Pratt St., Meriden
 - Burns & McDonnell in Wallingford
- Referrals/Follow-ups
 - GestVision
 - FreshBev
 - Anonymous ammunitions manufacturer
 - Anonymous medical device manufacturer
 - Prospective facilities identify for CT business in Milford
 - Titus Kaphar Studio
 - Geltman’s Restaurant
 - Local developer
 - Two breweries
 - Two prospects for open market/café concept
 - Hotel developer
 - Ice cream startup
 - Discovering Amistad
 - Local sporting apparel company
 - Teach Haven
 - Queen Graphics
 - Oberon Fuels
 - Rfsmart

- Printing company
- Frontier Communications
- Self-storage facility
- Quinnipiac University
- Ricky D's Rib Shack
- New Haven Village & Suites
- Upjohn site developer
- Milford manufacturing company

BROWNFIELDS

-
- Providing assistance to a former dry cleaning site for possible housing development on Dixwell Ave.
- Identifying brownfield assessment funding for two properties in North Haven
- Funding expanded remediation of brownfield site at 1 Church St., Branford (\$350,000) through Brownfield Revolving Loan Fund
- Attended Connecticut Brownfield Conference
- Finalized 43-53 Atwater assessment
- Ribbon-cutting at Putnam Place Apartments in Hamden
- Approved a Brownfield Assessment Grant for a Phase III study for expansion of NeighborWorks New Horizon

MARKETING & COMMUNICATIONS

-
- Published the Greater New Haven Relocation booklet (60,000 copies for distribution to municipalities, realtors and employers for employee recruitment).
- Quarterly statewide economic development marketing meetings at CERC
- Submitted two projects for 2016 IEDC Awards (Alexion and Bioscience Career Ladder)
- Created Economic Development brochure for Hannover Messe
- Digital Marketing
 - Bi-monthly REX/EDC economic development newsletter
 - Social media
- Media Interaction – 84
- Community Outreach
 - Shoreline Chamber of Commerce
 - West Haven Chamber of Commerce
 - CEDS Update to municipalities (14)

- Milford Progress
- Greater New Haven Chamber of Commerce (Board of Directors, Economic Development & Governmental Affairs meetings)
- Regional Leadership Council
- CERC/GNHCC Economic Development 101
- Regional Alliance
- Connecticut Main Streets
- Business After Hours at the Potato & Corn Festival (North Branford)
- Mill River Community Meeting
- North Branford Economic Development Commission UI presentation
- Regional Economic Development Update at Core Informatics

REGIONAL COLLABORATION, NETWORKING, CONNECTIONS & INFORMATION SHARING



-
- UI Annual Economic Development Conference: Confronting Challenges
 - New Haven Manufacturers Annual Meeting
 - Connecticut Main St. Gala
 - Arranged Frontier Communications: Fiber is the Future presentation
 - Marcum & GNHCC 2016 Real Estate Forum
 - UI Cool Communities event
 - Monthly meetings of the GNHCC Economic Development Committee
 - GNHCC Annual Meeting
 - Town Green Special Services Annual Meeting
 - North Haven Economic Development Commission Breakfasts
 - Regional Leadership Council meetings
 - Northeast Recycling Spring Conference
 - New Haven Manufacturing presentation on CT Manufacturing in the context of the National Business Cycle
 - Regional Economic Development Forum with Commissioner Smith
 - Co-hosted Real Estate Tech Session with Frontier Communications and GNHCC
 - Regional Alliance
 - Regional Leadership Council
 - CERC Celebrate CT
 - State Office of the Arts Charrette at the Arts Council of Greater New Haven
 - Arts Industry Coalition Meetings
 - Mayors Fall Economic Forum for the Knowledge Corridor
 - Northeast Economic Development Association Annual Meeting (co-hosted)
 - Attended International Economic Development Forum at Yale University

INFRASTRUCTURE



- Initiated a project with Tweed New Haven Regional Airport, the City of New Haven and a consultant to update the Air Service Development Plan
- Attended Destination Marketing Association International Webinar on Air Service Development and its impact on tourism
- Vetted Buzz Airlines proposal for Tweed New Haven Regional Airport

EDUCATION & PROGRAMS



- Hosted 10 Regional Economic Development Forums (REDFO)
- Planning community outreach on energy assistance programs with Johnson Controls and the Connecticut Green Bank
- Arranged Liberty Bank micro-lending classes
- Actively participated in the planning and execution of the 2016 Northeast Economic Development Association Conference
- Attended Connecticut Collaborative Data demonstration for instruction on accessing data from the Secretary of State's website regarding new business registrations.
- Launched SGIA funded Municipal Internship Program with 5 interns placed
- Collaboration with Gateway Community College, Southern Connecticut State University to develop workforce preparedness curriculum
 - Bioscience Career Path
 - Web Coding Certification

REGIONAL STRATEGIC PLANNING



- Annual Comprehensive Economic Development Strategy (CEDS) update
- Community Outreach Meetings
- Collaboration with partners
- Participated in the Regional Water Authority Economic Development Project with Blane Canada

GRANTS



- Regional Performance Incentive Grant submissions for:
 - Food-based incubator project
 - Regional Asset Mapping
 - Municipal Revenue Sharing Study
- Awarded \$70,000 EDA Capacity Building Grant
- \$340,000 in federal grants
- SGIA Municipal Internship Program (SCRCOG)
- SGIA Tourism Funding (SCRCOG)
- SGIA IEDC Data Sets (SCRCOG)

ADVOCACY



- Roundtable with US Department of Commerce on re-establishing a foreign trade zone for the region
- Presented South Central Connecticut's Comprehensive Economic Development Strategy to the Connecticut Legislature's Commission on Economic Competitiveness
- Attended US Department of Labor webinar
- Attended GNHCC Candidate Forum for legislators
- Moderated Shoreline Economic Outlook Breakfast at Stony Creek Brewery
- Attended public hearings and submitted letters of support for a NEC Future route that would include Union Station, New Haven
- Regional leadership meeting with Commission of DMV, Michael Bzdyra
- Submitted Certificate of Need testimony on behalf of Yale-New Haven Health Services regarding acquisition of Lawrence and Memorial Hospital
- Attended Connecticut Business Day at the Capitol
- Attended GNHCC Annual Legislative Breakfast
- Attended The Governor's Economic Development Forum
- Human Trafficking Classes/Press Conference
- Roundtable with US Department of Commerce on re-establishing a foreign trade zone for the region
- Members of the GNHCC Governmental Affairs Committee
- Shoreline Economic Development Summit
- Regional Leadership Council's Chief Elected Officials Annual Event
- Attended GNHCC meeting with Transportation Commissioner Redeker

ACCOLADES



- CERC Celebrate CT Awards for Downtown Madison and Meriden 2020
- IEDC Gold Award for the Alexion/Downtown Crossing project
- CEDAS President's Award for hosting NEDA conference
- IEDC Silver Award for Newhallville Redevelopment

TOURISM VISIT NEW HAVEN



Tourism marketing suffered significant decreases in funding in 2016. All of the regional tourism districts were eliminated, resulting in a \$55,000 shortfall in the REX budget. Fortunately, SCRCOG provided \$70,000 in SGIA to maintain the tourism efforts of Visit New Haven. Without this support, the promotion of the region as a destination would have resided solely with the State Office of Tourism, a department that has also sustained dramatic budget cuts over the past five years. The State was forced to close the Welcome Centers (including the facility in Westbrook), eliminate all television marketing and decrease its digital marketing program. The anticipated fall printed collateral, with distribution throughout the NY metro area, has also been eliminated.

TRADESHOWS & SALES



- International
 - Discover New England Summit
 - International Society of Hotel Association Executives (ISHAE)
 - National
 - HX: The Hotel Experience & BDNY Show
 - American Bus Association (ABA) Marketplace
 - Regional
 - Metro-North Getaway Day at Grand Central Station
 - Direct Sales
 - Connecting hoteliers and event planners with groups and tour operators
 - Working with Connecticut Convention and Sports Bureau, Yale Conference and Events, and Yale Athletics to attract sporting events to the region
 - Hosted 24th International Conference on Health Promoting Hospitals & Health Services and 3rd Annual Craft Brew Races
 - Collaborating with the Community Foundation for Greater New Haven on bioscience conference in fall 2017
-

MARKETING & COMMUNICATIONS



- Published 2016-2017 Annual Cultural & Visitors Guide (80,000 copies)
 - Hosted Fam Trips (tour operator and travel writer tours of the region)
-

- Aer Lingus Media
- Aer Lingus Business
- MEGA Fam with Brand USA with guests from China
- German travel writers
- German travel operators
- UK travel operators
- Digital Marketing
 - Website
 - Online calendar of events
 - More than 20,000 followers on social media
 - Weekly visitor newsletter
 - Monthly tourism partner newsletter
 - Bi-monthly Connecticut Lodging Association newsletter
- Maps
- Collaborated with the State Office of Tourism
 - Provided regional tourism data for the State Office of Tourism’s new website (over 1600 listings)
 - Promoted the benefits of the State Office of Tourism’s new website (ctvisit.com) as a free marketing tool for tourism-related businesses in the region
- Collaborated with New Haven partners to create the Downtown New Haven Guide
- Met with members of the CT Beer Trail to identify methods of promoting the trail as a destination

EDUCATION & PROGRAMS



- Tourism Funding Update Meeting for constituents
- Placed two interns (Albertus Magnus and Notre Dame) at Visit New Haven
- Hosted CT Green Lodging Seminar
- Presentation at Connecticut Planning & Zoning Annual Meeting regarding Short-term Online Rentals
- AAA Tourism Conference
- Hosted Trivago presentation
- Hospitality industry presentations at the University of New Haven and Southern Connecticut State University

REGIONAL COLLABORATION, NETWORKING, CONNECTIONS & INFORMATION SHARING



- Attended Department of Transportation presentation on tourism attraction signage

- CLA Annual Meeting and Awards
- CLA American Society for Asset Protection Seminar
- Eastern Connecticut Chamber of Commerce Annual Tourism Breakfast with Deputy Commissioner Tim Sullivan
- Connecticut Governor’s Conference on Tourism
- Attended Destination Marketing Association International Webinar on Tourism Master Planning: A Living Case Study
- Regional Brochure Swaps
- Working with the American Hotel & Lodging Association Education Institute to expand programming statewide to meet the needs of the growing hospitality sector.
- Promoted the Connecticut Office of Tourism Listening Tours in the wake of the elimination of the Regional Tourism Districts

ADVOCACY



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- American Hotel & Lodging Association Partner State Conference Calls & Webinars
 - Website Accessibility
 - Federal Legislation
 - Attended Connecticut Legislative Tourism Caucus meetings
 - Attended CT Human Trafficking Council Meetings
 - Tourism Coalition meetings
 - Attended American Hotel & Lodging Association Legislative Action Summit and met with representatives from Senators Blumenthal and Murphy’s Offices
 - Submitted testimony to State Legislature in support of sustainable statewide tourism marketing funding
 - Met with Representative Jeff Berger (Chair of the Finance, Revenue and Bonding Committee) to discuss lodging tax issues
 - Submitted testimony to State Legislature in support of regional tourism marketing
 - Attended CT Tourism Coalition Day
 - Attended US Travel Association’s Travel & Tourism Roundtable with Senator Blumenthal