



February 16, 2022

Dear Chief Elected Officials of SCRCOG,

Over the last month, REX has been focused on regional recovery efforts with an emphasis on manufacturing, workforce development, and tourism/hospitality marketing.

In the manufacturing area, we are collaborating with Marcia LaFemina of Penn Globe, New Haven city officials, and other partners to create a not-for-profit job training center called Manufacturing and Technical Community Hub (MATCH). The program would develop in-demand manufacturing skillsets, provide inclusive programming in both English and Spanish, and offer extended hours to promote upskilling. The identified location is on two existing bus routes.

As a member of Workforce Alliance's planning committee, we are participating in the RFP process for selecting the One-Stop Service Provider. The successful applicant will have addressed issues regarding program outreach, services provided (in-person and virtual), support hours, professional development, and equity and inclusion practices in the company.

Anticipating an uptick in demand for vacations and other leisure activities based on last summer's experience, Visit New Haven will execute a spring marketing blitz with advertising including tourismfun.com and promoting the new Visit New Haven app. We expect continued digital marketing with AAA and the distribution of the 2022 Greater New Haven Visitors and Relocation guide at key transportation centers in New England and the tri-state area. We are continuing our discussions with the Bradenton CVB for tourism cross-promotion opportunities as well as meeting with Bradenton economic development administrators to identify potential synergies.

Committees for 2022 CEDS Annual Update and Performance Report are preparing updates on the 2018-2023 goals and objectives. Community participation at the outreach presentations has been enthusiastic and insightful. The realities of the pandemic's impact and the funding to execute plans has been invigorating for the economic development commissions.

Graphs of regional unemployment claims are attached. If you would like the spreadsheet by town, please let us know.

Sincerely,

Ginny Kozlowski
Executive Director

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BETHANY BRANFORD EAST HAVEN GUILFORD HAMDEN MADISON MERIDEN MILFORD
NEW HAVEN NORTH BRANFORD NORTH HAVEN ORANGE WALLINGFORD WEST HAVEN WOODBRIDGE

REX

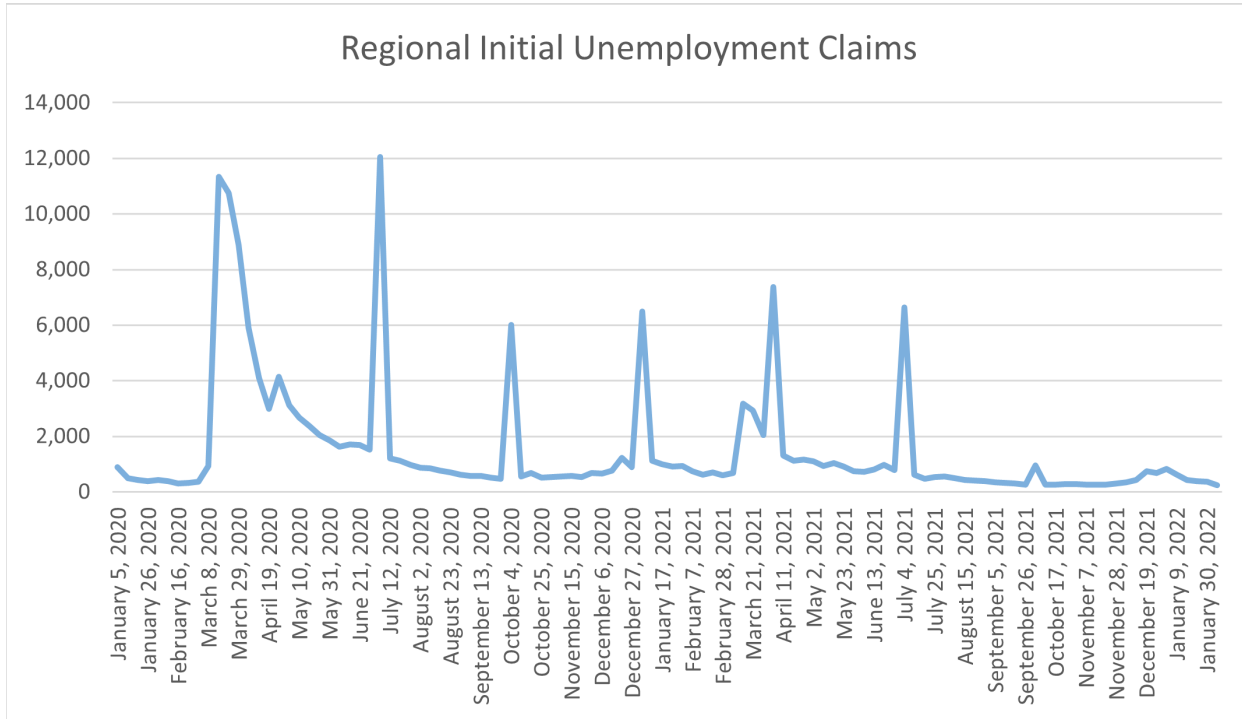
DEVELOPMENT

Regional Initial Unemployment Claims – Updated February 14, 2022

Dept. of Labor Office of Research

Claims after January 26, 2022 are incomplete.

Note: The spikes, January 3, 2021 & April 4, 2021, July 4, 2021 and October 3, 2021, are due to the QRS (Quarterly Record Search)



REX

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Regional Continuing Claims – Updated February 14, 2022
Dept. of Labor Office of Research
Claims after January 22, 2022 are incomplete.

