

REX

DEVELOPMENT

July 22, 2021

Dear Chief Elected Officials of SCRCOG,

In our continuing efforts to advance the region's economic recovery, REX is collaborating with the state on several levels. We continue to attend monthly AdvanceCT/DECD Municipal and Regional Partners Meetings for insight into the state's economic development plans. CT Communities Challenge and Innovation Corridor initiatives will launch today providing up to \$100 million in state co-investment that will seed three transformational, place-making projects in cities (including 101 College Street) and CT Communities Challenge – a competitive grant program (\$1M - \$10M in size) to improve livability and vibrancy in communities throughout the state.

As we all know, hiring challenges are affecting many businesses in the region. Bill Villano will be presenting at the July 22nd REDFO meeting to address this issue and to provide an update to the municipal economic development administrators and commission members regarding Workforce Alliance programs.

REX's outreach initiatives continue with presentations to Bio NextGen and the Greater Valley Chamber of Commerce. We also continue our bioscience recruitment efforts with BioCT, participate in affordable housing initiatives, and work with municipalities regarding brownfield funding.

We eagerly await the announcement of Avelo Airlines' destinations from Tweed New Haven Regional Airport. Community meetings and planning for the marketing launch continue. While regional hotels have been faring better this summer with leisure travelers, we anticipate a decline this fall if infections continue to rise and leisure travel wanes. We are hoping to offset some of the drop with active marketing, including the Greater New Haven Visitors & Relocation Guide, Visit Widget (an itinerary building app), updated topical brochures in conjunction with the Central Regional Tourism District, and advertising with AAA as we focus on the drive market. In addition, we attended our first in-person conference at the International Society of Hotel Associations where we gathered insights and best practices that we are sharing with our hotels. In addition, two very positive features from TripAdvisor Weekender and Getaway Mavens highlighted our region's assets.

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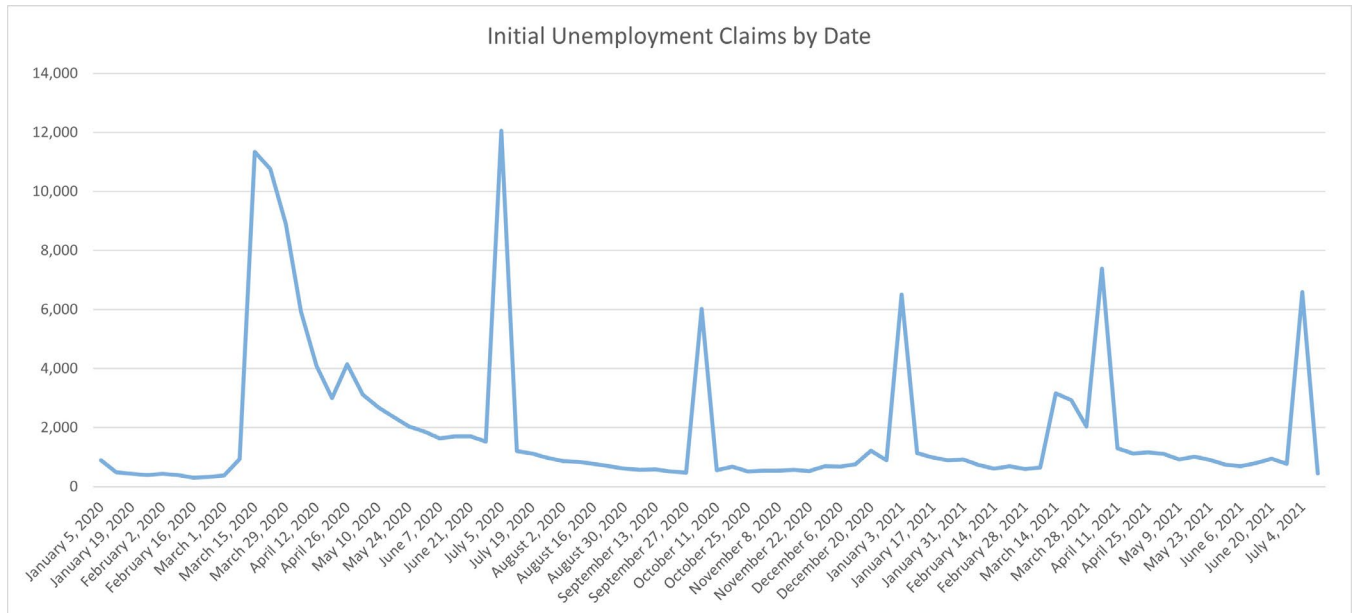
BETHANY BRANFORD EAST HAVEN GUILFORD HAMDEN MADISON MERIDEN MILFORD
NEW HAVEN NORTH BRANFORD NORTH HAVEN ORANGE WALLINGFORD WEST HAVEN WOODBRIDGE



Regional Initial Claims – Updated July 19, 2021

Dept. of Labor Office of Research

January 3, 2021 & April 4, 2021 & July 4, 2021, increases due to the QRS (Quarterly Record Search)



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Regional Continuing Claims – Updated July 19, 2021
 Dept. of Labor Office of Research
 Claims after June 26, 2021, incomplete

