



March 16, 2022

Dear Chief Elected Officials of SCRCOG,

Since our February update, REX has been exploring strategies to maximize the economic impact of the additional air service at Tweed New Haven Regional Airport. We are in discussions with the Bradenton CVB to determine potential industry collaboration and developing a complementary promotional calendar. REX and its partners are identifying economic development partnerships with the newly announced destinations and press junkets. We are reaching out this week to you, economic development partners, and chambers of commerce for feedback on the Avelo destinations announcements. The long-awaited destinations of Chicago and Baltimore/Washington are expected to have the most significant economic impact and we are eager to gather initial reaction from your constituents. After the flights are in service, we will be performing a more formal survey to gauge response.

In addition, we provided welcome bags for the Avelo Board of Directors meeting recently hosted in New Haven. The bags featured Connecticut made products including Foxon Park soda, PEZ, and Lucibello cookies, as well as other swag.

The CEDS (Comprehensive Economic Development Strategy) sub-committees will be submitting their 2022 annual update and performance report information for inclusion in a first draft of the document. In April, we will be presenting the update to you with a request for a formal vote in May.

We are currently in discussions with MTA (Metro-North) for potential advertising opportunities on both the New Haven line and the LIRR. We have just launched the Visit New Haven page on [visitorfun.com](http://visitorfun.com) and are working on a regional tourism video. We recognize that our hospitality industry has been severely impacted by the pandemic and we are capitalizing on the region's appeal during the summer months when we can expect a significant upturn in leisure travel. Like the rest of the nation, the timing of the return of business travel to the region is unclear.

We scheduled to resume our presence at tradeshow. We will be attending Bio 2022, International Manufacturing and Technology Show (ITMS), and the upcoming EPA meeting. As we get closer to the event date, we will be requesting information from the towns.

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

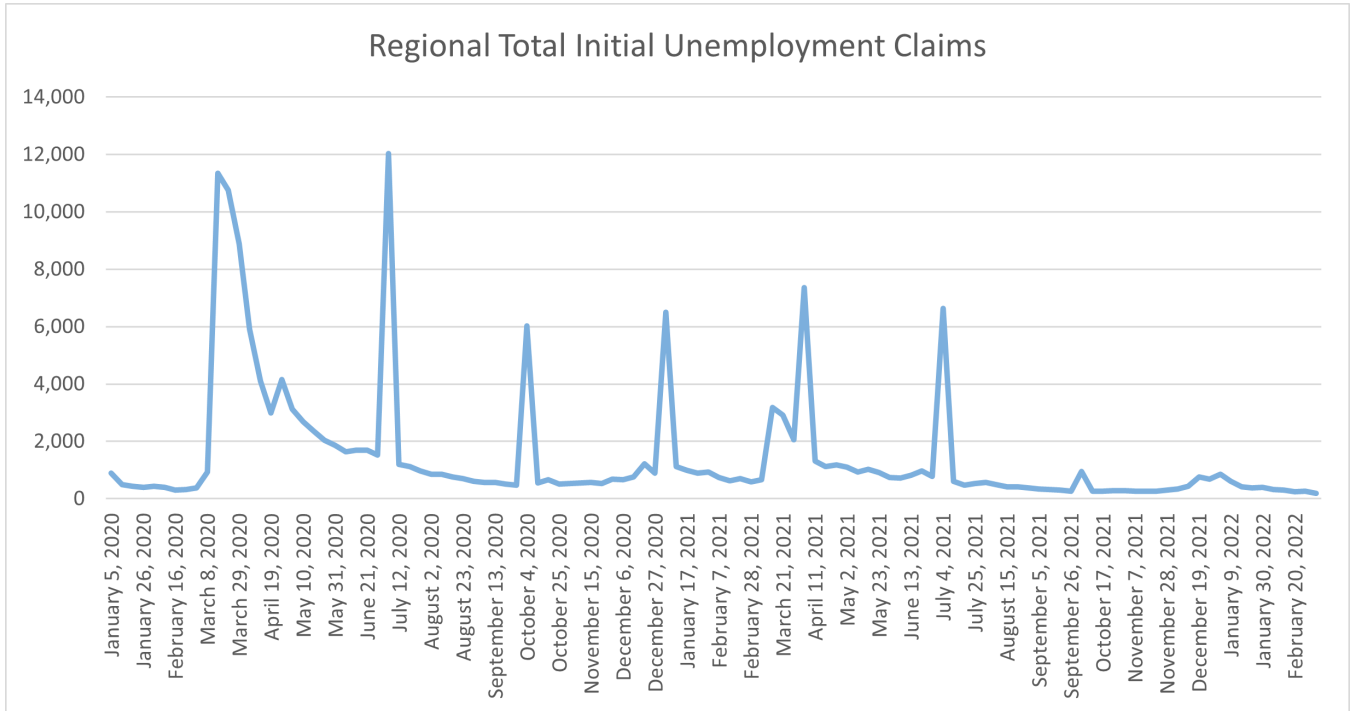
## DEVELOPMENT

Regional Initial Unemployment Claims – Updated March 16, 2022

Dept. of Labor Office of Research

Claims after February 20, 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)



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## DEVELOPMENT

Regional Continuing Claims – Updated March 16, 2022  
 Dept. of Labor Office of Research  
 Claims after February 19, 2022 are incomplete.

