



2020
COMPREHENSIVE
ECONOMIC
DEVELOPMENT STRATEGY
JANUARY 2020

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDs) – WHAT IS IT AND WHY IS IT IMPORTANT?



REX ONE REGION
15 TOWNS
UNLIMITED POTENTIAL

The South Central Connecticut region includes the fifteen towns from Milford to Meriden to Madison

- An effective CEDs planning process identifies locally-grown strategies that will guide regional economic development, encourage partnerships and collaboration, and improve economic outcomes and overall quality of life in our region.
- It is also a requirement from the US Economic Development Administration to maintain eligibility for federal funding.
- CEDs Committees: Business Development & Retention; Workforce & Housing; Infrastructure; Real Estate, Land Use & Sustainability; Marketing, Communications & Stakeholder Education

	South Central Region		New Haven Labor Market Area		New Haven County	
	2010	2017	2010	2017	2010	2017
Population	570,001	570,865	597,172	596,649	862,477	862,127
Households	222,620	221,157	231,769	231,125	334,502	327,402
Median Household Income	\$64,653	\$69,217	\$66,425	\$70,450	\$61,114	\$64,872
Per Capita Income	\$32,849	\$36,639	\$33,027	\$37,411	\$31,720	\$35,085
Median Age	39	40.3	39.4	40.9	39.3	40.1

SNAPSHOT

ADDITIONAL DEMOGRAPHIC INFORMATION CAN BE FOUND IN THE 2019 SCRCOG DEMOGRAPHIC AND SOCIOECONOMIC TRENDS REPORT. WWW.SCRCOG.ORG

BUSINESS DEVELOPMENT & RECRUITMENT

Towns are being encouraged to apply for the CEDAS Best Practices program.
www.cedas.org

Limited land for development. Working on an inventory of lab and office space.

The GNHCC received an ECIC grant and funding from RWA for business outreach

LARGEST EMPLOYERS

(MORE THAN 1,000
EMPLOYEES)

SMALL EMPLOYERS

ACCORDING TO THE SBA,
SMALL BUSINESSES IN
CONNECTICUT EMPLOY 49%
OF THE WORKFORCE

[HTTPS://WWW.SBA.GOV/SITES/DEFAULT/FILES/ADVOCACY/2018-
SMALL-BUSINESS-PROFILES-CT.PDF](https://www.sba.gov/sites/default/files/advocacy/2018-small-business-profiles-ct.pdf)

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Yale New Haven Health

Yale University

Medtronic/Covidien-Surgical Devices

Southern Connecticut State University

Masonicare Health Center

VA Connecticut Healthcare System

LATICRETE International Inc.

WORKFORCE

- 2018
 - Aging manufacturing workforce
 - Increased need for healthcare workers
 - Increasing demand for hospitality workers
- 2020
 - Unemployment
 - 2013: 8.1%
 - 2017: 5.1%
 - 2019: 3.3%
 - Increased collaboration between businesses and educational institutions
 - Skill Up Manufacturing Program, Manufacturing (Housatonic Community College & Gateway Community College)
 - Increase certification programs for workers, especially CNAs and home healthcare aides
 - Coding Certificate at Gateway Community College & Holberton School
 - Bioscience Career Ladder
 - Hospitality Career Initiative
 - Workforce Alliance funding opportunity



Housing issues are being addressed by the region's towns at the SCRCOG Housing Committee created this year.

Lack of housing for younger and senior demographics.

Housing boom continues in New Haven.

WORKFORCE & HOUSING

INFRASTRUCTURE



ISSUES INCLUDE HEROES TUNNEL (WEST ROCK), TWEED AIRPORT AND THE PORT OF NEW HAVEN.



2019: APPROXIMATELY 50,000 ENPLANEMENTS
“SOUTHERN AIRPORT”
DISCUSSION



PLANNING FOR THE FUTURE SHOULD INCLUDE ACTIVELY PURSUING 5G INTERNET ACCESS IN ALL TOWNS.



UTILITY UPDATES WILL BE FORTHCOMING. RENEWABLE ENERGY WILL BE INCLUDED IN THE DISCUSSION.

TRANSPORTATION



Continue to increase use of public transportation

More coordinated service
Faster, more reliable service into Grand Central Terminal and Penn Station



Align transportation investment with workforce needs



Continue Transit Oriented Development



Advocate for Tweed New Haven Regional Airport



Pursue economic development opportunities with the Port of New Haven

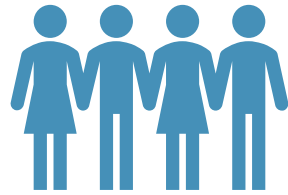
REAL ESTATE, LAND USE & SUSTAINABILITY

- Committee is emphasizing the need for brownfield assessment and remediation funding. Federal EPA funding has been approved to support the state programs.
- The Transfer Act was modified in the 2019 legislative session, reducing the amount of time EPA can require an audit from 3 years to 1 year. This change reduces the risk for potential developers.
- Towns are grappling with antiquated zoning regulations.
- Utilizing the work done by Sustainable CT to guide our regional priorities.
www.sustainablect.org

MARKETING, COMMUNICATIONS & STAKEHOLDER EDUCATION

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- Updating collateral and websites
 - Continuing e-newsletters
 - Tourism funding
 - Working in conjunction with the Central Regional Tourism District on both tourism and college student retention.

CENSUS 2020



Ensure accurate population count



Connecticut is a donor state

- Net federal funding: -\$2,900 per resident
- Total revenue from fed. gov.: \$41.1 billion (22nd least)
- SNAP benefit reciprocity: 12.0 percent (tied - 23rd highest)
- Median household income: \$74,168 (5th highest) [usatoday.com](https://www.usatoday.com)



QUESTIONS & COMMENTS



THANK YOU!

A PDF OF THIS PRESENTATION CAN BE FOUND AT
WWW.REXDEVELOPMENT.COM