

# EXECUTIVE DIRECTOR'S REPORT JANUARY 2018 Ginny Kozlowski



## Business Recruitment, Retention & Expansion

Working with three healthcare/bioscience companies on retention and expansion opportunities

Meeting with new business, Fitstyle

Exhibited at ICSC at Javits Convention Center (International Council of Shopping Centers)

## Infrastructure

Branding campaign for launch of jet service at Tweed

## Marketing & Communications

2018 tradeshow coordination with Metro-Hartford and CERC

Visitor and Relocation Guide publications

ICSC retail recruitment collateral

Supplied content for gnhbizsource.com with the Greater New Haven Chamber of Commerce

Provided South Central Connecticut content for CERC CelebrateCT publication

### Presented/Hosted/Sponsored Events

Presentation at Executive Leadership Program

CEDS presentations

- GNHCC January Board of Directors Meeting
- Milford Economic Development Commission



Connecticut  
Economic  
Resource Center

*Collaboration at Work*

January 26-30  
American Bus Association Meeting  
& Marketplace Tradeshow

New Date: January 30  
Regional Legislative Breakfast

November 30  
CERC CelebrateCT Awards

### Featured Development Site

243 Foxon Rd., North Branford  
1.61 acres for Sale  
13,500 average daily traffic

# Regional Collaboration/2018 CEDS

Strategic Planning Committee

Subcommittee Meetings

- Business Recruitment, Retention & Expansion
- Workforce & Housing
- Infrastructure
- Real Estate, Land Use & Sustainability
- Marketing, Communication & Stakeholder Education

Current Status Reports

Completion of SWOT Analysis

Continuing business/sector interviews

Due on 2/2

- Recommendations for:
  - Goals
  - Objectives
  - Evaluation structure
  - Short & long term tasks

## Media

Alisa Talk & Sip Radio Show: Knights of Columbus Creche Exhibition

Arvinas (multiple media outlets)

Smart Meetings

Group Tour Media

Omni Hotels Escape Magazine

Boston Spirit

## Awards & Accolades

CERC CelebrateCT awards presented to:

- First Selectman Mike Freda of North Haven for Amazon project
- Stony Creek Brewery for the development of a new tourism destination

## REDFO

January 26, 2018

Patrick McMahon

CT Main Street

## Community Outreach

- CBRE Brokerage Tour in Wallingford
- Sema4 presentation at BioHaven hosted by BioCT (CURE)
- West Haven Chamber of Commerce Board Meeting
- Greater New Haven Chamber of Commerce Governmental Affairs/Economic Development Committee Meetings
- CERC Board of Directors
- CERC Regional Quarterly Marketing Meeting
- African American Mayors Association Luncheon
- Science Park Bioscience Networking Breakfast
- Town Green Special Service District Board Meeting

## Visitor Newsletter Features

- Flights of Fancy
- Yale Repertory Theatre 2018 Season
- New Year's Eve
- Holiday Events
- Knights of Columbus

# Integrate Arts, Culture & Preservation with Economic Development

## Tourism

Meeting with Commissioner Sullivan of DRS regarding short-term online booking tax model

Meeting with Tourism Coalition

Presented at SCSU for Tourism Program

Tourism Packaging 101 Workshop at Milford Chamber of Commerce

American Bus Association Meeting & Marketplace Tradeshow, 1/26-30

Provided logistical support for

- NEPC (New England Parking Council) event
- CT Entrepreneurial Awards
- New Haven Food Truck Festival
- African American Mayors Association: Women in Leadership Conference

Connecticut Lodging Association

- Board Meeting
- TIP (Trafficking in Persons) Council
- ISHAE Winter National Conference, 12/6-8

## Education & Training

### Entrepreneurs & Startups

Launching the Elm City Innovation Collaborative (CTNext \$2 million award)

Sponsor of Startup Grind—New Haven Events

- Steve Shwartz (CEO & Co-founder of Device 42)
- 4/4 Steve Kokinos (Co-founder & Executive Chairman of Fuze)

## Advocacy

Testimony in support of Hotel Duncan renovation

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