In 2011, the Agency embarked on a multifaceted marketing and outreach strategy. Employing aggressive public relations, online and traditional marketing tactics, the Agency was able to reach a broad and diverse pool of potential applicants, elected officials and other community leaders. Specifically:

The Agency contracted with marketing consultants and specialists to assist in introducing the Agency to prospective businesses within Nassau County and businesses outside of New York. These relationships resulted in over twenty (20) meetings in 2011.

In 2011, the Agency launched its new intuitive and interactive website. A printed brochure, modeled on the website soon followed.

Agency staff attended numerous events and tradeshows with a singular goal of increasing Agency awareness to result in increased deal flow.

The Agency intends to continue its community outreach in 2012 by scheduling meetings with, among others, a number of professional service firms located in Nassau County. These firms have extensive relationships in the business community in the County and the Agency hopes to leverage these relationships.

In addition to the foregoing, the Agency prepared or participated in a number of press releases and press events related to its activities during 2011; indeed a press release was issued for every deal approved by the Agency and for every deal that was closed.

Lastly, the Agency hired veteran public affairs professional Nicholas Terzulli to serve as Director of Business Development. In this role, Mr. Terzulli will assist in relationship driven outreach, and represent the Agency at events throughout the County and outside the state.

In 2011, the Agency focused on using the structures and policies implemented in 2010 and the outreach program outlined above had a banner year. The Agency approved thirteen (13) transactions in 2011 resulting in the creation of 1,600 new jobs, the retention of 1,000 jobs which will generate an estimated $1.3 billion in economic activity for the County.

Work with Nassau County and town, city and village officials, departments and affiliates to ensure that current business issues are addressed (i.e., business development, workforce training, corporate retention, etc.)

The Executive Director and members of the Agency met with and had conversations with a number of County, town, city, village and school district officials during 2011 to address current business issues facing the County.
Work with Nassau County Department of Economic Development to coordinate marketing efforts directed at entrepreneurs and businesses looking to start up, expand in or relocate to Nassau County.

Upon the resignation of the Deputy County Executive for Economic Development, the Agency Executive Director was named acting Deputy County Executive for Economic Development on a volunteer basis. As such, the Executive Director solidified the Agency’s close working relationship with the Department. The Agency attended numerous meetings during the year with the Department for purposes of making proposals to businesses seeking to start up, relocate to or expand their operations in the County.

This close relationship was instrumental in the County’s proposal to the New York State Regional Economic Development Council, Long Island region. Indeed, Agency staff drafted a significant portion of the proposal, of which the State is considering allocating resources to assist large-scale County economic development projects and priorities.