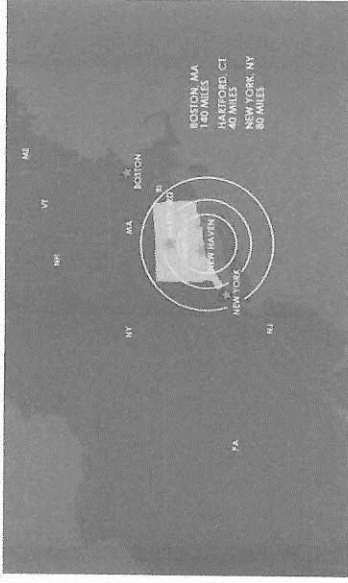




2020
COMPREHENSIVE
ECONOMIC
DEVELOPMENT STRATEGY
JANUARY 2020

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

PERCENTAGE OF
ESTABLISHMENTS: 43.25%

PERCENTAGE OF EMPLOYEES:
95.3%

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WWW.REXDEVELOPMENT.COM

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.

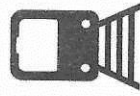
Lack of housing for younger and senior demographics.

Housing boom continues in New Haven.

WORKFORCE & HOUSING

PO BOX 1576 | NEW HAVEN, CT 06506 | 203-821-3682 | WWW.REXDEVELOPMENT.COM

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

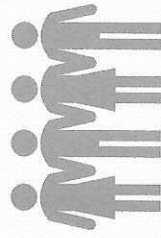
- Committee is emphasizing the need for brownfield assessment and remediation funding. Federal EPA funding has been approved to support the state programs.
- The Transfer Act was modified in the 2019 legislative session, reducing the amount of time EPA can require an audit from 3 years to 1 year. This 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

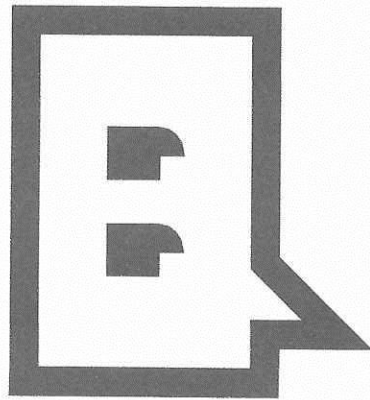


Ensure accurate population count



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



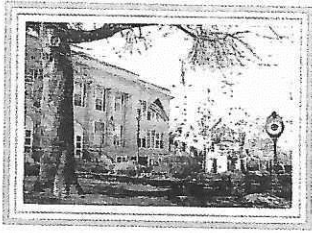
QUESTIONS & COMMENTS

13



THANK YOU!

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



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

EDC MARKETING COMMITTEE Special Meeting Minutes Wednesday, January 29, 2020

The Marketing Committee special meeting was called to order at 8:30 a.m. by Chair Gingras. Commissioners Cymbala, Chair Gingras, Commissioner Fritz and EDC staff member Ryan were in attendance.

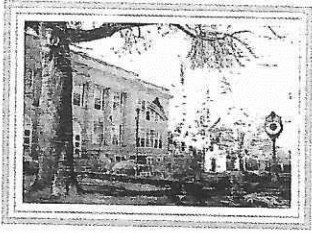
1. Discussion and possible action on December 23, 2019 special meeting minutes - The December 23, 2019 special meeting minutes were approved as presented.
2. Update on: **Manufacturing Resource Forum** - Commissioner Fritz and staff described the successful Manufacturing Resource Forum (Wallingford and North Haven EDC, Quinnipiac Chamber and UCONN) that was held at BYK on Jan. 28, acknowledging that over 40 manufacturers from Wallingford and North Haven were in attendance along with varying resources from throughout the State. Staff was asked to post photographs and materials on the Town's website and on LinkedIn.
3. Update on: **exit interviews** - Staff reviewed the results of exit interviews conducted by the Retention/ Incentive Committee, noting that of the 12 calls made, only 1 business relocated outside of Wallingford and this was the result of a regional consolidation. No other productive takeaways resulted from these calls. The second round of calls is in process.
4. Discussion re: **messaging of and additional locations for billboards** - Chair Gingras started a conversation on potentially changing our messaging from lowest cost of power to more of a workforce access type of message. Credible source messaging was discussed as well, perhaps highlighting those companies that have regional or world headquarters in our Town. In addition, Chair Gingras asked staff to research the viability of converting the I-91S billboard to a wedge billboard so it can also be seen by northbound traffic.
5. Discussion re: **Spring promotional campaign** - Staff had suggested we consider reducing our spend with the HBJ Morning Blend due to the fact that, as a news aggregator, paywalls have been installed behind many of the stories thus reducing the HBJ audience. Staff will research other promotional opportunities.
6. Update re: **Wallingford 350th Jubilee Celebration Business Day** - Staff met with members of the BOE Technology Staff who agreed to build our Made in Wallingford trivia game. Staff will present five business questions by the end of February so that the technology being proposed can be fully tested.

7. Discussion re: letterhead (any changes) - It was suggested that we take the photo of Town Hall off the letterhead and substitute the Gazebo, as the gazebo is becoming a more recognizable Town brand.

8. Next meeting: Feb 20 at 8:30

c: Town Clerk
EDC Staff

MktgCommSMMin012920



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

EDC RETENTION & INCENTIVES COMMITTEE

SPECIAL Meeting Minutes

Thursday, January 23, 2020, 8:30 a.m.

The Retention & Incentives Committee special meeting was called to order at 8:30 a.m. by Chair Fappiano. Committee members Fappiano and Preneta were present, as well as staff member Ryan. Committee member Bracale was absent.

1. Discussion and possible action on November 27, 2019 special meeting minutes - Minutes were unanimously approved as presented.
2. Discussion re: *exit interview process* - Committee members called companies on a business list that was derived from electric meter disconnects in an effort to determine if and why these companies relocated from Wallingford. It was discovered that one company relocated to East Haven as a consolidation of several of their business units. Other scenarios included disconnected phone numbers, ring/no answers and companies that relocated within Town. The November disconnect list was distributed with a total of 5 businesses to reach out to; the results of these calls will be discussed at the next meeting. Staff agreed to reach out to Commissioner Bracale with his call list.
3. Discussion re: *DECD's New Economic Incentive Plan* - The Staff explained the significant shift in the way DECD will administer state tax incentives. Tax incentives will now be issued based on a company's proof of performance vs. money up front for project results. Staff went on to discuss the Governor's new Workforce Development Council and their charge to understand and present solutions to today's workforce needs.
4. Discussion re: *Spring company visits* - The Mayor's Business Visitation Initiatives have been tentatively scheduled for May 5 and May 7.
5. Next meeting - April 3 at 8:30 a.m.

By unanimous vote, the meeting adjourned at 9:30 a.m.

c: Town Clerk

RICommSMMin012320

ECONOMIC DEVELOPMENT COMMISSION
Staff Report
January 2019 Activities
Presented at February EDC meeting

Local Initiatives

- The *Resources for Manufacturers Forum* was a great success. This educational forum was presented jointly by Wallingford EDC, North Haven EDC, QCOC, and UCONN. Along with our host, BYK, we welcomed over 50 people representing manufacturers from Wallingford and North Haven. Presentations from the State's new Chief Manufacturing Officer, Gateway Community College, Wilcox Technical School, UCONN, Workforce Alliance, New Haven Manufacturers Association and the Connecticut Center for Advanced Technologies (CCAT) introduced the resources they represent to help keep our manufacturing segment strong and further illustrate how important manufacturing is to our local and regional economies.
- The revised document outlining the Pedestrian Connectivity Improvements Study has been released. A meeting is being scheduled with the engineering firm, BSC Group, to discuss revised details. A public meeting will follow. Engineering, Planning, Grants and Economic Development are partnering on this endeavor to create a physical connection between the new railroad platform on North Colony Road and our Town Center
- Staff and WCI Executive director met with representatives from CT Main Street Center to begin a process of determining the profile of businesses thrive in New England Town Centers.

Creating Opportunities

- On January 23rd a group of 11 Brazilian business people were introduced to Wallingford. The ½ day event started with greetings from the Mayor and our EDC Chairman followed by a bus tour that included visits to Choate, our industrial parks, Gouveia Vineyards culminating at the new center for innovation at Fritz Elementary School. We extend special thanks to Paseli Consulting for making the event possible, Masonicare for providing the bus, Joe Gouveia for greeting and conversing with the group in his native language, our Superintendent of Schools for programing at the innovation center and leadership at APS Technologies and Atlas Filtri for speaking to the group about international business being done in Wallingford. I think we made a very good impression.
- Staff attended the CBIA Economic Outlook meeting as well as SIOR and the GNHCOC Legislative meeting. In addition, the Mayor hosted a legislative briefing in Town Hall where staff shared subjects for legislative focus in the upcoming session. Being outwardly present gives Wallingford a voice at various business and legislative levels.

Marketing

- Technology resources from our Board of Education will design our Wallingford Trivia Game. June 24, 2020 has been designated as "Business Day" by the 350th Celebration Committee. The Marketing Committee is creating a Made in Wallingford Trivia Game aimed at informing all residents about the many notable products made in our Town.
- Discussions are underway to consider changing the messages on some of our billboards away from the cost of power to more of a workforce access message.
- Staff was asked to research the viability of replacing our I-91 South board with a wedge sign that can be seen from both directions
- Plans for our spring promotional campaign are being formulated. We will research the viability of using LinkedIn to reach specific business audiences.
- EDC letterhead will be updated with a graphic image of the Gazebo as its most often used as a symbol of our Town

Trade Shows

- None scheduled

Website Page Views – January Unique Page Views – 187 (1/1-1/29)

Update on Town Center

- The former Bank of America building at 100 Center St has been purchased. The new owner, Tracy Molton (owner of Healing Hands Chiropractic) hopes to open a Wellness Center. She has met with the Town Planner and is in the process of ironing out zoning criteria.
- EDC Chair, Vice Chair and WCI Chair meet with EDC staff, WCI Executive director and Town Planner to discuss leasing challenges in our Town Center. It was decided that EDC Staff and WCI Executive Director will work together to determine what types of businesses are thriving in Town Centers across CT

Miscellaneous

- The 2019 EDC Annual Update Report has been submitted to the Mayor. A copy has been emailed to the EDC.
- Philips Respirationics will begin the final phase of their departure from Wallingford via layoffs on 3/31 completely closing by year end. Philips, 5 Technology Dr, announced their plans to leave CT last year. Their building is currently for sale.

In the News

- *Tour touts town to Brazilian businesses...RJ, 1/27...* story about our efforts to attract Brazilian based companies to Wallingford
- *Town-business collaboration highlighted...RJ, 1/31...* Mayor's State of the Town Address

New & Expanding Businesses

- Report to be updated next month

Results of EDC Marketing Activities

Advertising	0
Brokers/Site Consultants	1
Direct Contact	7
State/CERC/Chamber/REX	0
Trade Shows	0
Business Assistance	<u>0</u>
Total	8

Respectfully,

Tim Ryan