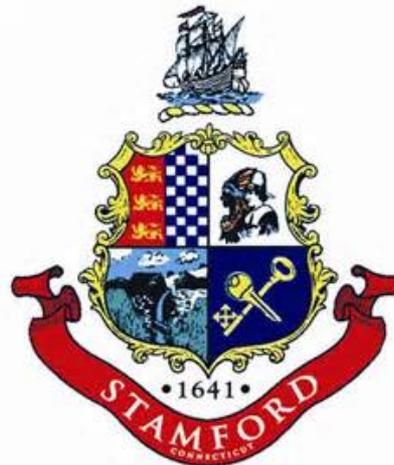


City of Stamford Economic Development

FY 2019-120 Budget Presentation





Services Provided

Program (s)	Services Provided (include Volume - if applicable)
Critical & Mandated Programs Services	<ul style="list-style-type: none">• City promotion and site selection assistance for companies;• Small business start-up assistance;• Enterprise, Entertainment and Urban Jobs program assistance and monitoring;• Ongoing monitoring of critical bills at State and Federal level affecting the city;• Regional economic development planning and implementation efforts.• Arts and Culture Commission
Basic Services Quality of Life Programs	<ul style="list-style-type: none">• Prepare regular progress reports for the Mayor and the Boards of Finance and Representatives;• Coordination of development applications with City Departments and Boards.• Research, identify and utilize resources for economic development, including sources of funding and technical expertise.
Other Services	<ul style="list-style-type: none">• Coordination of City economic development strategies and initiatives through board seats and appointments to:<ul style="list-style-type: none">• Stamford Innovation District, Stamford Partnership, Energy Improvement District, 2030 District, Mill River Park Collaborative, DSSD, Chamber of Commerce, Connecticut Convention, Sports and Tourism Board, CCM Sustainability Task Force



Other Department Resources

<i>Function</i>	<i>Title</i>	<i>Role - Responsibility</i>
Federal Lobbyist	Holland Knight	<i>Follow and track federal legislation on behalf the city, seek and submit funding application, liaison with federal departments</i>
State Lobbyist	Gaffney Bennett & Associates	<i>Follow and track state legislation on behalf the city, liaison with state departments</i>
Mayor's Youth Employment Program	City of Stamford	Supplement staff to help with work projects within the department
Summer Interns	Various Universities	Supplement staff to help with work projects within the department
Marketing Company	TBD	Layout and update of city's marketing material for proposed events
City Website	Granicus	New city website and sub-sites



2018-19 Highlights

Major Projects:

1. “Job Growth and Business Retention Program”

- Fairfield Five – Five Reasons for Fairfield County – recruitment event
 - Event on September 2018 at Indeed in NYC.
- Advertisement strategy
 - International – Foreign Direct Investment Magazine, Global Trade, Delta Sky Magazine
 - Nation- Area Development, Site Selector magazine, Business Facilities Magazine, Business In Focus
 - Local – New England Real Estate Journal, Fairfield County Business Journal
- “Choose Stamford” Business Development Portal
 - Cooperation with Mayor’s Youth Employment Program and Economic Development intern program
 - Site stats



2018-19 Highlights

Major Projects:

2. Company Outreach and Relocation

- Meet with 16 companies about relocating, expanding or staying in Stamford:
 - Henkel 24,000 SF Expansion
 - ITV (450 people), Pricewater Cooper (400 people), Sema4 (200 people), Mayborn Group (50 people), KPMG (100 people), Indeed (500 people), Springworks (55 people), McDonalds (~30 people);
 - Companies staying in Stamford - Charter Communications (1000 people),
 - Two additional companies (100 and 750 employees) are in the final phases of the decision making process.
 - Two of these companies have the potential to grow over the next three years.



2018-19 Highlights

Major Projects:

3. Innovation District – Gigabit Wi-Fi project (Stamford partnership)

- 8 POPs have been installed.
- Working with:
 - Frontier – Innovation District Fiber Connections

4. Innovation District – Marketing (Stamford Partnership & URC)

- Developing new website for the city
- Expand upon current print and digital marketing efforts

5. Innovation District – Wayfinding (DSSD)

- Study to completed by June 30
- Two-Three year project to complete fabrication and installation



2018-19 Highlights

Major Projects:

6. Arts and Culture Commission

- New responsibility for Economic Development
- Programmatic element: Initial survey of the cultural and artistic resources of the City, database of City owned Art, Calendar of events, Seek out and receive grants for artistic and cultural programs.
- New Arts Acceptance policy that is going before BOR

7. URC realignment

- Responsibility is now under Economic Development
- Director of Economic Development serves Executive Director
- Issued two RFP's for final pieces of URC property
- Financial house is in order for future audits

2018-19 Highlights

Major Projects:

8. Opportunity Zones

- OZ prospectus
- Outreach to OZ funds



2018-19 Highlights

On Going:

- Executive Briefings with Mayor and largest company CEO's in Stamford
- “Rapid Approval Process Coordination” for critical projects
- Ongoing monitoring of critical bills affecting the city and testified before the legislature on those having major impact on the city's economy
- Partnered with the Business Council of Fairfield on the 2030 district that will help with marketability of Stamford.



Department Challenges

Key Program/Department

- Funding for job growth and business retention strategy.
- Continued lack of coordination between State and Municipalities on State's economic direction.
- Increase in new programmatic elements:
 - Arts and Culture Commission
 - URC
 - Economic Development Commission
 - City Website
- Budget reductions will:
 - Restrict the amount of time and effectiveness of staff to help with the additional responsibilities given to the department;
 - Department will not be able to complete legislative mandate programs;
 - Restrict "Job Growth and Business Retention Program."



Performance Metrics

- Number of new jobs added by companies
- Growth Grand List
- Number of Business outreach meetings
- Enterprise Zone application processed and site visits
- Amount City infrastructure grants received by the city



2019-2020 Goals

1. City Website

- Implementation 2019
 - New contract to redo the City Website
 - Make the site more responsive to residents.

2. Innovation District Projects

- **Gigabit Wi-Fi project (Stamford Partnership)**
 - 1. 8 POPs have been installed.
 - 2. Working with Frontier – Innovation District Fiber Connections
- **Marketing (Stamford Partnership & URC)**
 - 1. Developing enhanced website for the economic development and innovation district
 - 2. Expand upon current print and digital marketing efforts
- **Wayfinding (DSSD)**
 - 1. Study completed as June 30
 - 2. Two-Three year project to complete fabrication and installation (seeking grant funding)

2019-2020 Goals

3. Autonomous Vehicles

- **Grant partnering with CTDOT and UConn**
 - \$11 Million Grant application
 - Awaiting announcement
- **State Pilot project submission for designation**

4. Job Growth and Business Retention Program

- Fairfield 5 – NYC Attraction Event
 - Partnership with local building owners, real estate brokers, CERC and DECD to host two events a year in NYC to attract business
 - Information event to reach out to companies about the benefits of Stamford and region
 - Need funding for booth and presentation materials as part of budget



2019-2020 Goals

5. Job Growth and Business Retention Program

- ULI Conference
 - Partnership with local building owners and real estate brokerage firms
 - Conference booth at convention
 - need to money for booth materials as part of budget
- Corporate Video Update for Choose Stamford Website
 - Collaborating with local CEO's to give testimonial videos on Stamford
- Small Business Portal Update
 - Summer interns will update the site with most current information
 - Project Expected Completion – Summer 2018



2019-2020 Goals

5. Job Growth and Business Retention Program

- Marketing Material Update
 - Partnership with local building owners and real estate brokerage firms
 - Interns will conduct research to update existing information
 - Need money for marketing materials as part of budget for prospective companies looking at Stamford
- Quarterly Economic Development
 - Economic Development Analysis and Interns will conduct research to update existing information
 - Report to be sent to BOF, BOR and EDC
- Company Outreach
 - Using proprietary software, the department will generate lists of potential companies that are suitable to join the Stamford market
 - The department will approach those companies on relocating to Stamford



2019-2020 Goals

6. Arts & Culture Commission

- Economic Development will provide staff support to the commission through assignment of duties of the Economic Development Analysis and interns;
- Commission expects to complete in the first year:
 - Finish survey of the cultural and artistic resources of the City, including, but not limited to a survey of the arts by each subject deemed to be of significance by the Commission ;
 - Update a monthly calendar of art and cultural activities in the City which shall be accessible on the City's website;
 - Update database of all art work owned by or loaned to the City, or installed on City property which database shall be updated annually;
 - Develop guidelines and provide guidance to the City regarding care, maintenance and preservation of the City's art collection as well as regarding potential purchases by, or gifts to, the City of new art;
 - Seek out and receive grants for artistic and cultural programs, develop programs for the expenditure of such funds, and assist Stamford based art and cultural organizations in preparing applications for such funds;
 - Assist the City in securing and sustaining public and private facilities for the display and presentation of the arts



2019-2020 Goals

7. Urban Redevelopment Commission

- Plan for closing of current projects – issue RFP's for property
- Look to update the URC Redevelopment Plan

8. Economic Development Commission

- Start Economic Development Strategy



Department Changes

- Arts and Culture Commission
 - Staffing of the Commission for meetings
 - Plan to supplement workload with interns
- Urban Redevelopment Commission
 - Staffing of the Commission for meetings
 - Development of projects for closeout
- Economic Development Commission
 - Staffing of the Commission for meetings
 - Plan to supplement workload with interns
- Small Business Portal and City Website Update