

City of Stamford Economic Development

FY 2017-18 Budget Presentation





Services Provided

(to citizens / to departments)

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	Sustainable Strategies	<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



2016-17 Highlights

Major Projects:

1. “Job Growth and Business Retention Program”

- Coordinated with Stamford Partnership on new city logo for marketing and branding campaign
 - Logo and Use manual
- Advertisement strategy
 - International – Foreign Direct Investment Magazine, Global Trade
 - Nation- Area Development, Site Selector magazine, Business Facilities Magazine, Business In Focus
 - Local – New England Real Estate Journal, Fairfield County Business Journal
- “Why Stamford?” Business Development Portal
 - Cooperation with Mayor’s Youth Employment Program and Economic Development intern program
 - Employed seven interns to research and design the site (saved over \$200,000)



2016-17 Highlights

Major Projects:

2. Company Outreach and Relocation

- Meet with nine companies about relocating or staying in Stamford:
 - Henkel (300 people), Octagon (200 people), ParnterRe (220 people) are moving to Stamford;
 - Solvay (Cytech) will stay in Stamford and expand by another 75,000 SF;
 - Hubbub (CT Innovations winners - \$1M) located to Stamford
 - Four additional companies (150 People) are in the final phases of the decision making process.
 - Two of these companies have the potential to grow by another 200 jobs each, over the next three years.



2016-17 Highlights

Major Projects:

3. Energy Improvement District – Energy and Resiliency Upgrades to City and School Buildings

- Supervising service contractor (Con Edison Solutions)
 - \$11 Million total project cost
 - \$2 Million in Eversource rebates
 - \$9 Million Net project cost.

4. Stamford Innovation District Development Plan

- Economic Development plan has morphed in the Innovation District plan as prescribed from the State SB-1
 - Focus on – Transportation/Infrastructure, Business Development, Work Force Development, Arts, Culture and Tourism



2016-17 Highlights

Major Projects:

5. State/City Gigabit Fiber Project

- Continued to work with State on the next steps of the project
- Working with:
 - Dash Networks – Wireless Gigabit
 - Level 3 & Lighttower – Fiber Expansion
 - Frontier – Innovation District Fiber Connections

6. Community Video Update

- Collaborating with CGI Communications, Inc. and Stamford Partnership on the project.
- Project Expected Completion – late Spring 2017



2016-17 Highlights

Major Projects:

7. Approval of Economic Analyst position by HR

- New position approved in April 2016
- Position was defunded (2016-2017 Budget)

8. New 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, Calendrer of events, Seek out and receive grants for artistic and cultural programs.

9. URC realignment

- New responsibility for Economic Development,
- Director of Economic Development will serve as new Executive Director



2016-17 Highlights

On Going:

- Executive Briefings with Mayor and largest company CEO's in Stamford
- “Rapid Approval Process” for critical projects (e.g. the “Hole in the Ground.”)
- 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
- 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



2017-2018 Goals

What are your department goals and plans for 2017-18?

- List Goals and Priorities for your department in 2017-18
- Describe in detail the plan to achieve them
- What are the obstacles to attaining your goals?
- How will you measure your success?



2017-2018 Goals

1. Innovation District Plan

- Target completion date – Spring 2017 – Implementation 2017-2022
 - The plan involves working with the Implementation Steering Committee and four working group subcommittees;
 - Big Tent approach to working with the different groups within City;
 - \$5M in competitive funding within the state.

2. Job Growth and Business Retention Program

- NYC Business 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
 - Need for booth and presentation materials as part of budget



2017-2018 Goals

2. Job Growth and Business Retention Program

- ULI Conference
 - Partnership with local building owners and real estate brokerage firms
 - Conference booth at convention
 - Need for booth materials as part of budget

- Community Video Update
 - Collaborating with CGI Communications, Inc. and Stamford Partnership on the project.
 - Project Expected Completion – Spring 2017

- Small Business Portal Update
 - Summer interns will update the site with most current information
 - Project Expected Completion – Summer 2018



2017-2018 Goals

2. 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 for booth materials as part of budget
 - Need for material 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



2017-2018 Goals

3. 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:
 - Make an initial 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 ;
 - Create and update a monthly calendar of art and cultural activities in the City which shall be accessible on the City's website;
 - Create a 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



2017-2018 Goals

4. Urban Redevelopment Commission

- Economic Development Director will take over as Executive Director
 - Plan for closing of current projects
 - Develop action plan for future direction of the URC



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 Update