2022 Year-End Summary
2022 Transaction Overview

In 2022, the Suffolk County IDA Closed on Transactions for 6 Projects

Total Private Capital Investment: $140,729,776
Total Jobs Created and Retained: 1,066
Total Annual Payroll: $63,952,651
SUCCESS IN VARIOUS INDUSTRY SECTORS
Success Stories – Manufacturing and Distribution

David Peyser Sportswear, Inc.
Premier manufacturer, importer and distributor of men’s and women’s sportswear, outerwear, activewear and accessories
- Founded in 1948 in Bayshore, David Peyser Sportswear, Inc. the company has expanded to several locations throughout the country and now also owns several other brands, including the Weatherproof® Garment Company, 32 Degrees®, Weatherproof® Vintage and Junior Gallery. It also holds the outerwear license for TUMI.
- $33.7M investment to purchase and renovate the existing 167,729 square-foot Bayshore space.
- Adds 50 full-time positions with an average salary of $40,878
- Pushes company’s total headcount on Long Island to nearly 330.

Importance of Supporting David Peyser
- The purchase of the new building would allow it to double its operation space, bringing its entire workforce under one roof, helping the company to attract new talent and develop a more advanced, cohesive work culture for its employees.
- The company’s current $11.4 million payroll in Suffolk County is expected to rise to more than $13.4 million with the addition of 50 new employees.

Source: Long Island Business News
Success Stories – Industrial

104 Lake Avenue South LLC
Multi-tenant Industrial Complex

- A family-run owner, manager, and developer of industrial, commercial and office real estate, based on Long Island for over 40 years.
- The project will create approximately 60,000 square feet of industrial space, providing up to 27 individual units (close to approximately 2,400 square-feet) specifically designed to meet the needs of smaller industrial operations.
- It is estimated to create 135 full-time jobs with average salaries ranging from $40,452 to $64,763 per year, as well as 25 construction jobs.

More about 104 Lake Avenue South & the IDA

- The target tenants are light industrial, service, and research and development type companies.
- The purpose is to fill the need to provide small industrial/office spaces to users which will fill a market-void for this type of local workspace.
- The vacant property taxes were approximately $3,100 per year. Upon year one of the agreement, the tax revenue will increase to $62,000, escalating to more than $111,000 per year in the final year of the project term.

Source: O’Shea Properties
Rechler at Gabreski, LLC

Real Estate Development

- Rechler Equity Partners has provided high quality products and services available in Long Island’s ever-expanding real estate market for over 60 years.
- 230 Rogers Way is the last building to be constructed at the IDA incentivized Hampton Business District.
- This project encompasses a 98,581 square-foot facility representing a more than $36.1 million investment in the community.
  - Will create 68 new full-time equivalent (FTE) jobs with an average salary of $35,000, as well as 90 to 100 construction jobs.

More about Rechler at Gabreski

- The overall project has proved exceptionally beneficial to the community since it began in 2013, as it is already the home to businesses such as Tate’s Bake Shop, A/C Electric, Carrier Enterprises and the Westhampton Beach Brewing Company.

Source: Long Island Business News
The final phase of the Hampton Business District is a milestone achievement. All involved are extremely proud of what has been accomplished.

- Planning to develop 53-acres of county-owned property at Gabreski Airport began in 2004. The first phase of infrastructure construction began in 2009 and was completed in 2013.
- Its primary purpose was to provide a modern industrial/warehouse and business park so businesses of varying types and sizes serving the eastern end of Long Island would have the space and modern buildings necessary for their needs.
- Focused highly on design, green space creation, non-airport uses and quality of life.
- The Hampton Business District demonstrates a great example of what is possible when public and private entities come together with their host community.
THOUGHT LEADERSHIP & EVENT PARTICIPATION
34th Annual HIA-LI Trade Show

• Each year, the HIA-LI hosts their annual trade show event & conference to bring over 4,500 business professionals together.
• Hosted at Suffolk County Community College’s Grant Campus, the event had representation from each industry including Energy/Environmental, Technology, Manufacturing, Finance, Hospitality, Health Care, Media/Advertising, Education, Government & Workforce Development.
• The Suffolk IDA was a proud sponsor of the 34th Annual HIA-LI Trade Show. As a lead sponsor, SCIDA had a prominent presence, helping other Long Island businesses learn how they can work with us to help their business succeed in Suffolk County.
The Suffolk County IDA was recognized as a 2022 Honoree for IDA of the Year at the LIBN Real Estate, Architecture & Engineering Awards.

Former SCIDA Chair and Commissioner of the Suffolk County Department of Economic Development and Planning Natalie Wright was featured during the event as the Keynote Speaker.
• Included in the January 5th edition of the paper

• Sarah’s insights were part of a broader feature study which included entries from dozens of regional businesses leaders and executives.

• The Suffolk IDA is poised for another successful year in attracting and retaining businesses, to generate significant private capital investments into our economy and to create jobs for our residents.
SCIDA ADVERTISEMENTS

As seen in:

- HIA-LI
- Long Island Business News
- NY Mets Yearbook
- Annual EDC Conference
- Altice Media (Digital)
IMPROVING DIGITAL ASSETS
Email Marketing

**Strategy Overview:**
- In 2022, Suffolk IDA committed to targeting high-quality, highly-engaged leads, and made it a point to reignite interest with previously-engaged leads.
- The focus of email campaigns is to develop and implement industry- and geography-specific targeted campaigns, as well as seeking to capture any new leads.
- Overall, the aim is to identify potential clients for the Suffolk IDA and move them to the application funnel with strategically-timed emails with clear, direct calls to action.

**Lead Scoring:**
- Email contacts are assigned point values based on engagement that help determine which type of email they will receive next.
- The process for setting point values only needs to be set once, after which HubSpot (contact database) will automate the process of assigning values to contacts.
- This allows us to prioritize a lead's value and interest based on how many emails they've opened or clicked, which pages they've visited on the website, which forms they've filled out, and more.
Types of Targeted Contacts:

- Highly-engaged leads (leads with a score of 100+)
- C-level executives (CEO, CFO)
- VP of Sales
- VP of Marketing
- VP of Development
- VP of Finance
- Systems Managers
- HR Professionals

2022 Email Marketing Results Overview:

- 26 individual email campaigns
- 62,561 total emails sent
- Average open rate of 18.03% (on par with industry average)
Email Marketing (cont’d)

Suffolk IDA Success Story — Bolstering the Multi-Family Housing Market

Since 2017, the IDA has incentivized mixed-use and multi-family housing developments that have led to a more than $122 million investment that created 330 units.

Jobs and housing go hand in hand. If you have jobs and no housing for housing and no jobs, the local economy will suffer. The Suffolk IDA can help get these types of projects off the ground by providing a host of financial incentives.

Here’s an example:
The area around the Huntington train station has been going through dramatic redevelopment. Blue & Gold Holdings is the first developer to build multi-family housing in this area as part of the Town’s new overlay district for the downtown. The company invested in five different housing developments, three of which were projects done with Suffolk IDA’s assistance, that have led to the creation of 62 units of rental housing and eight new spaces for retail establishments. These transit-oriented developments have helped revitalize Huntington Station and made it a destination for future residents and the growing workforce, all while adding more tax revenue for local municipal entities.

To make these projects happen, the Suffolk IDA provided Blue and Gold Holdings with:

- Property tax abatements
- Sales tax abatements
- Mortgage recording tax exemptions

How the Suffolk IDA Can Help Your Business

The Suffolk County IDA offers financial incentives and access to other critical business resources and can help mobilize local and regional assets to help your business thrive.

In 2021 alone, the IDA produced $372,756,054 in total private capital investment and helped create and retain more than 1,000 jobs for the region.

Our resources and incentives have helped a wide range of industries, including:

- Warehouse/Distribution/e-commerce
- Energy
- Manufacturing & production
- Housing
- And many more

Suffolk IDA Success Story — D3, LLC

D3, LLC is a manufacturer of retail displays including in-store fixtures, kiosks, shelving and digital displays. They deliver services to a number of markets and consumers including the travel retail industry in airport stores as well as numerous prominent retail chains throughout the globe.

With the support of the SCIDA, D3, LLC made more than $3 million investment to expand and improve their design, manufacturing, warehousing and distribution operations, which span across these locations in Melville, NY. The assistance allowed the company to retain their 192-person employee base and add 62 new, full-time positions at an average salary of $64,000 per year.

LEARN MORE ABOUT HOW WE HELP

Meet With Us
Search Engine Optimization (SEO)

Our website is a resource for the public, elected officials, current and future businesses. It is imperative for us to ensure that our website is operating at the highest possible level. Here is what we do to ensure that:

**Significant Updates Made in 2022:**

**On-Page SEO:**
- Adding additional Calls to Action (CTA’s) throughout webpages
- Adding additional internal and external links for easier crawling in Google
- Optimizing images with ALT text
- Updating page headings
- Rewrote all page titles and meta descriptions

**Technical SEO:**
- Fixing site errors such as 404’s
- Solving broken internal and external links
- Adding page redirects for easier readability

**SCIDA Website Analytics: 2021 Q4 vs 2022 Q4**
- Organic traffic to the SCIDA website is up 13%
- 16% increase in new users
- 11% increase in sessions

- **Ranking more keywords than ever:** *(Ranking more keywords means more visibility for topics for the website.)*
  - In Q4 2021, SCIDA ranked for an average of 968 keywords.
  - In Q4 2022, SCIDA ranked for an average of 1561 keywords, a 61% increase.
IN CLOSING...

HARD WORK PAYS OFF
New York State Comptroller’s Report Findings

Suffolk County Leads The Way In Job Creation

• In its 2022 annual review, the New York State Comptroller found that Suffolk County once again led the way in job creation (2020 data).

• According to the report, 139 of the Suffolk IDA’s active projects resulted in the creation of 14,246 – the second largest number of new jobs in the state, trailing only behind the New York City IDA.

• Projects value more than $2.2 billion.
Leveraging Partnerships and Fostering Holistic Approach to Business Development

Improving Services by Maximizing Potential Resources for Clients

EIGHT REGIONAL IDAs

NEW YORK STATE OF OPPORTUNITY. Empire State Development

SUFFOLK COUNTY Economic Development and Planning

SC DOL Suffolk County Department of Labor, Licensing & Consumer Affairs

WDI Workforce Development Institute

PSEG Long Island

LONG ISLAND Economic Development Collective

EIGHT REGIONAL IDAs

nationalgrid HERE WITH YOU. HERE FOR YOU.