



ONE REGION
15 TOWNS
UNLIMITED POTENTIAL



REGIONAL ECONOMIC XCELLERATION
ONE REGION. 15 TOWNS. UNLIMITED POTENTIAL.

Who is REX Development?

- Formerly known as Regional Growth Partnership
- REX is your resource to the amazing things that are happening in our 15 towns. Created in 1996, REX was formed as the economic development entity for the fifteen towns served by the South Central Regional Council of Governments.



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Regional Vision Statement

The South Central Connecticut Region of 2028 will pride itself on being a global center of innovation with successful businesses, a competitive, welcoming and business-friendly environment, and an excellent standard of living for all. Its residents will constitute a high quality, adaptable and productive workforce.





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Methods

- Institute a memorable & energetic name, logo and identity for REX
- Focus on retaining and expanding existing businesses and providing information and services to keep graduating students in the region – build a foundation for enticing additional businesses to relocate here
- Provide relevant information and services through an enhanced community website – blogs, RSS feeds on business related issues and job postings, regional economic news, case studies and available properties



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SEARCH



REXBUSINESS REXTALENT REXCOMMUNITY REXSITESELECT REXCONNECT

Say Hello to REX.

REX is your resource to the amazing new things that are happening in the region. Want help in expanding your business? Need advice on how to find a great job nearby? Want to connect with other local talent who share your passions? Rex is your place. Check back often. There's a lot going on.

TOP STORIES



College Design is National Model

(Hartford, CT) Governor M. Jodi Rell announced the unveiling of the design for the new campus of the Gateway Community College in New Haven.

THE REGION



THE FEED



YaleMedAlumYale Lyme Disease "App" For iPhone Developed by Yale School of Public Health: <http://bit.ly/cgiskk> via @addthis



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Collateral & Tools

Retention

- Education re: available resources, tricks & tips to facilitate processes
- Access to funding
- Entrepreneurial Challenge
- Technical support
- Partnerships between small businesses and students to provide necessary services at a low price and provide real-life experience to students.



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Collateral & Tools

Recruitment

- Research
- Developing business support through our retention initiatives
- Outreach to commercial brokers to identify potential new opportunities
- Gap analysis between what is currently available and what site selectors and businesses who are considering location need to make an educated decision



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Public Relations

- Identify the most influential publications for the economic development areas we would like to target
- Issue frequent press releases (via Press Wire or eNews) to raise the region's profile
- Host writers, journalists, site selectors and developers



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Trade Shows & Conventions

- ❑ International Manufacturing Technology Show
 - ❑ Chicago, IL
 - ❑ September 13-18, 2010
- ❑ BIOMEDevice
 - ❑ Boston, MA
 - ❑ April, 2011
- ❑ Bio International Convention
 - ❑ Washington, DC
 - ❑ June 26-30, 2011



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Moving Forward

- ❑ Regionalization is the answer
 - ❑ Better position to move quickly as the nation's economy recovers
 - ❑ Concentration of opportunities
 - ❑ Quality of life
 - ❑ Continue the Regional Brownfields Program
 - ❑ Designation as an Economic Development District by US Department of Commerce, Economic Development Administration