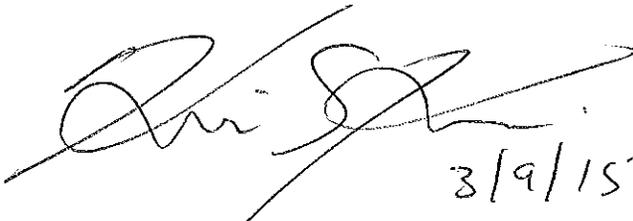


# Memo

**To:** Directors of the BTDC  
**From:** Kim Kaiman, Executive Director   
**Date:** March 9, 2015  
**Re:** Report on Operations & Accomplishments for 2014

---

Attached, please find my Director's Reports for the year 2014, covering the operations and accomplishments.



3/9/15

Program Director's Report:

1. Long Island Regional Economic Development Council (LIREDC) –Round 3 – Top Winner of State 2013 NYS Regional Economic Development Council Competition: \$83.0 Million, 98 Projects for region - \$1.183 Million to North Hempstead directly (\$58,000 for Project Independence, \$1,000,000 for North Hempstead Alternative Fuel Network for construction of a compressed natural gas [CNG] fueling station, location of 10 plug-in hybrid electric vehicle charging stations and funding to purchase 5 new plug-in hybrid electric vehicles and convert 5 existing municipal fleet vehicles to CNG, \$125,000 for feasibility study to refurbish the Town Dock) and an additional \$92,900 for 2 North Hempstead firms (\$42,900 to Johnson & Hoffman, LLC, a Carle Place precision die stamp manufacturer principally involved with the auto industry - Operations & Software training from NYS Dept. of Labor [btw, the BTDC quarterbacked the firm to apply and receive Regional Significant Project Status to be included in the NYS Empire Zone economic development program], \$50,000 to Long Island Traditions, a Port Washington based non-profit for educating the public on the traditions of maritime communities. It is a tourism based program that will provide new occupational opportunities for working and retired fishermen, boat builders, decoy carvers and other maritime artists and performing artists).
2. Bank of America - \$25,000 for ArtsBuild New Cassel. Monies will be used to support the ongoing revitalization efforts. According to the grant request, Bank of America funds will be "targeted towards areas underfunded by other initiatives".
3. State Senator Jack Martins has committed to securing \$75,000 in State Funds for Trash & Recyclable Receptacles for a Clean, Green Zone for Middle Neck Road, GN as part of the Great Neck Now! Downtown Revitalization initiative. (many, many thanks to Fran Reid, North Hempstead Chief Sustainability Officer).
4. At the request of BTDC Board Member, Anna Kaplan, who urged the BTDC to have representation at Great Neck Library meetings regarding their \$10.4 million Bond Referendum, Roy Smitheimer, attended the Great Neck Library's Thursday, January 16, 2014, 7pm, Building Advisory Committee meeting. The projected date for the final schematic design for the Main Library Building Renovation is Monday, February 24<sup>th</sup>. The next meeting of the Building Advisory Committee is Wednesday, February 12<sup>th</sup>. Both the Dormitory Authority of the State of New York (DASNY) and the BTDC were specifically listed in the Library's Bond Referendum as potential conduits for the issuing of the bonds.
5. A meeting has been scheduled for Wednesday, January 29th with Richard Foster, Managing Director of LaunchPad LI, Peter Goldsmith, President, Long Island Software & Technology Network (LISTnet), Kris Torkan (Villadom Corp.) and Hooshang Nematzadeh (Nemat Homes) President, Great Neck Chamber of Commerce to explore the possibility of establishing a Great Neck satellite office of LaunchPadLI as part of the Great Neck Now! Downtown Revitalization

effort. LaunchPad LI is a high tech incubator capitalized with private venture funds dedicated to bringing new companies and their products to market. There is an intense screening process involved to determine which entrepreneurs have the savvy, expertise and financial smarts to make their endeavor a success.

6. Winter Wonderland was held on Saturday and Sunday, December 14 & 15, 2013, from 12noon to 4pm at Clark Botanic Garden in Albertson. Unfortunately, attendance was low for the weekend due to a snow storm on Saturday. Sunday was much better but not enough to bring overall attendance to last year.



Town of North Hempstead  
**BUSINESS & TOURISM DEVELOPMENT CORP.**  
220 Plandome Road, Manhasset, NY 11030  
Telephone (516) 869-7759 / Fax (516) 869-2468

*Executive Director*  
Kim S. Kaiman

*Economic Development Specialist*  
Roy J. Smitheimer

*Chair*  
Judi Bosworth

*Board Members*  
Dina M. De Giorgio  
Thomas K. Dwyer  
Angelo P. Ferrara  
Anna M. Kaplan  
Viviana Russell  
Lee R. Seeman  
Peter Zuckerman

## **Executive Director's Report**

BTDC – March 27, 2014 Board Meeting

1. NYS Authority Budget Office ("ABO")
  - a. The BTDC has state filing requirements under the ABO through the Public Authorities Reporting Information System ("PARIS"). The 2013 deadline for filing our reports through PARIS is the end of this month, March 31, 2014. We have been working on these reports over the last several weeks and have completed them. Once we receive board approval, we will file them in order to be in compliance.
  - b. The ABO also requires any newly appointed Board Member or employee, to attend an online Training Webinar. This training satisfies the requirements of participating in State approved training, as required by Section 2824 of Public Authorities Law, regarding one's legal, fiduciary, financial and ethical responsibilities as of an authority. Judi Bosworth completed the webinar on 2/26/14; I completed the webinar on 3/5/14; and Peter Zuckerman is registered for the webinar 4/4/14.
2. AVZ
  - a. Albrecht, Viggiano, Zureck & Co. ("AVZ") are the independent auditors for the BTDC. Since first appointed as Executive Director, both Roy and I have worked diligently to prepare and supply AVZ with all their document requests in order for them to complete their audit. This audit is also necessary as part of the ABO PARIS filing requirement. The audit was recently completed - Please note that the it was a clean audit and there were no deficiencies.
3. Town Dock Brochure
  - a. We have met with Councilwoman DeGiorgio and the communications department in coordinating the effort to re-do the Town Dock brochure. We are currently in the draft phase, with an outline / idea of what it will look like and are currently looking to see how many advertisers we will be able to include in the brochure.
  - b. Presently, there are 5 companies in Port Washington that have expressed an interest in advertising in the new brochure, and I expect more within the weeks to follow.
  - c. I also plan on attending the next Waterfront Advisory Committee meeting on April 7, 2014, to have a discussion with its members regarding the Town Dock brochure.
4. My North Hempstead App
  - a. North Hempstead residents and visitors want to explore destination areas that deliver 'must-see' attractions, high-quality amenities and great experiences. Areas that achieve those goals can generate significant traffic and revenue growth for their specific community. With this in mind, we are currently working with both the Town's DOITT and Communications Departments to include the ability for app users to identify local areas of interest within a few miles from where they are situated when using the My North Hempstead App.
  - b. This new feature, tentatively titled "What's Around Me", will be GPS specific to the user,

and will enable the user to narrow down their search via categories such as "Restaurants", "Shopping", "Parks"...etc.

- c. My long term goal is to have welcome signs throughout North Hempstead encouraging both visitors and residents to download the My North Hempstead App. Ideally, these signs will be in locations such as the Town Dock, the various LIRR stations, and the Town Parks.

#### 5. LaunchPad Long Island

- a. Prior to my commencement with the BTDC, Roy Smitheimer had already been in communication with LaunchPad Long Island. LaunchPad Long Island is a business accelerator and co-working community. Currently, they have established themselves in Mineola and Huntington. It was created to help entrepreneurs improve the odds of startup success and build successful companies on Long Island. Their mission is to: Rapidly launch ideas & concepts that have low startup costs and minimal barriers to success; Create an entrepreneurial community that fosters collaboration & innovation; Mentor entrepreneurs and assist them with taking their idea/business to the next level; Seed the startup of many, many Long Island companies & accelerate their growth; Inspire entrepreneurs; and Create jobs.
- b. We have met with them several times to help facilitate partnerships with local building owners and landlords with the hopes of bringing them to downtown Great Neck. An ideal location which is close to NYC, the LIRR, and which hosts an energized downtown area.

#### 6. Business Buzz - NHTV

- a. We recently taped our 1<sup>st</sup> show which featured two local businesses. We hope to have the editing done and have this 1<sup>st</sup> episode ready to air within the next few weeks both on the NHTV government access channels on both Cablevision and Fios, and to also make it available online through social media. The two featured business were:
  - i. Delux Transportation – We were able to coordinate a day in which Delux was scheduled to pick-up 2 seniors through the Town's Project Independence Shopping Day. We first interviewed Andrea Majer from Delux, then hopped into the back seat of the taxi and drove with them to pick-up the two PI seniors. While in the car, we interviewed the driver and both seniors all the way to their shopping destination. The seniors were thrilled to participate and Delux was honored to have been asked to be one of the 1<sup>st</sup> businesses highlighted in this new program.
  - ii. Shish-Kebab – We also interviewed Ayhan Hassan, who owns several restaurants in the town of North Hempstead. We were invited to help him prepare some of his favorite dishes during lunchtime, back in the restaurant's kitchen. While preparing these dishes, we interviewed him about his restaurants, where they are located, his love for the town and community, and he shared some of his cooking tips & tricks.
  - iii. Our next taping will be in May where we will focus on the businesses surrounding the Port Washington waterfront and Town Dock area.

#### 7. Project Independence ID Senior Discount Program

- a. Project Independence has a Senior Transportation Program for all Town residents age 60 and over. One of the services in this program is to provide transportation to shopping centers where the senior can go grocery shopping, visit a drug store, or get some banking done. However, there are several other stores that are also available in these shopping centers.
- b. I had the opportunity to discuss the idea of a North Hempstead Project Independence Senior Discount Program with Commissioner Caisy Meyers. The idea is to reach out to those businesses within the shopping centers that our seniors frequent and ask them to offer our seniors a discount upon presenting their PI Senior ID card.
- c. Project Independence is currently in the process of implementing the PI ID card. Once this is done, we will move forward with contacting those businesses in those shopping centers.

8. TV & Filming Industry

- a. We met with the town Clerk Wayne Wink to discuss how we can move forward with a more streamlined approach to encourage the TV and Film Industry to conduct their business here in the town. We are ideally situated and could really create a niche for this type of endeavor. At the moment, Maxine Moss from the clerk's office has been the primary contact on behalf of the town, as location scouts reach out to her seeking permits to conduct their work. Maxine has done an amazing job and I would really like to bring this outreach to the next level.
- b. I have spoken with communications about creating an online brochure which would highlight some of the more popular areas within the town that have been used in previous filming within the town by major motion pictures and national television shows. We will continue to work on this in the weeks to come.

9. Senator Martins -- Matching Funds Program

- a. We met with Senator Martins to seek funding for two proposed programs:
  - i. Façade Improvement Program -- Here, we sought seed money to set-up a Facades Improvement Matching Fund Grants Opportunities Program. The Program would be developed as a 50/50 Grant match, up to \$10,000.00 per store front. Part of the 50% match may come from a municipality or nonprofit with a minimum of 10% for commercial property owners or tenants. Eligible applicants would be commercial property owners, commercial tenants, municipalities, and nonprofits. Eligible locations would be retail or mixed-use corridors.
  - ii. Downtown Beautification Program -- Here too we sought funding to develop Downtown Beautification Matching Fund Grant Opportunities Program. The Program would be a 50/50 Grant Match between the BTDC and eligible applicants. Those who eligible are nonprofits, local LDCs, and local municipalities. Eligible areas are retail or mixed use corridors.

10. Newsday FunBook Ad

- a. The Newsday FunBook is the complete summer guide to Long Island's restaurants, entertainment hotspots, and exciting weekend getaways. With listings for the best shopping, family activities, and dates for all local fairs and festivals, it is one of the most comprehensive guides to everything fun on Long Island. This guide is delivered to home subscribers right before Memorial Day weekend. The BTDC worked with the communications department to create a full page ad highlighting a few of the town's most popular summer events including the Town's fireworks.

Respectfully submitted,



Kim S. Kaiman  
Executive Director  
North Hempstead Business & Tourism Development Corporation



Town of North Hempstead  
**BUSINESS & TOURISM DEVELOPMENT CORP.**  
220 Plandome Road, Manhasset, NY 11030  
Telephone (516) 869-7759 / Fax (516) 869-2468

*Executive Director*  
Kim S. Kaiman

*Deputy Director*  
Roy J. Smitheimer

*Chair*  
Judi Bosworth

*Board Members*  
Dina M. De Giorgio  
Thomas K. Dwyer  
Angelo P. Ferrara  
Anna M. Kaplan  
Viviana Russell  
Lee R. Seeman  
Peter Zuckerman

## **Executive Director's Report**

BTDC – May 15, 2014 Board Meeting

### 1. BTDC Seminar Series

- a. The BTDC met with Larry Levy, Executive Dean at Hofstra University for the National Center for Suburban Studies, to discuss ways we could partner with them. After several ideas emerged, co-hosting one of our upcoming business seminars was decided upon.
- b. We are partnering with Hofstra University with first seminar in our series of three seminars, which will be held on June 6, 2014, at Harbor Links Club House. This seminar is titled "*Getting it Done – The Men & Women Who Made Downtown Revitalization a Reality*". We have scheduled a list of speakers who will be covering a multitude of downtown revitalization topics such as building grassroots momentum, developing your downtown plan, streetscape improvements, the arts as a downtown anchor and financing your downtown efforts.
- c. Our morning key note address will be given by Vanessa Pugh, Deputy Commissioner, Suffolk County Office of Economic Development/formerly of the Nassau County Office of Economic Development who has had extensive experience in Long Island revitalization projects such as New Cassel in North Hempstead and Wyandanch in the Town of Babylon. We will also have a panel of Village Mayors speaking on how they effected change in their respective communities.
- d. Our luncheon plenary session will feature North Hempstead Supervisor Judi Bosworth and Michael Puntillo, Jr., President at Jobco. Mr. Puntillo is an expert in urban planning, design and building, and his business has been in North Hempstead for 64 years.

### 2. Town Dock Brochure

- a. We are continuing with this project to re-do the Town Dock Brochure. Several meetings have taken place with Councilwoman DeGiorgio, the Communications Department, and the Waterfront Advisory Committee ("WAC").
- b. As a result of all these meetings, the brochure will consist of Walking Maps of both Main Street and Shore Road, and several businesses that are along those two main arteries that lead to and/or run along the Port Washington's waterfront.
- c. Several hundreds of photographs were sifted through and set aside for consideration to be used in the brochure. The final selection is still underway as several other considerations are still being determined such as layout and design.
- d. We also secured several advertisers. Currently, we have 11 PAID advertisers at \$350 per ad and are looking for our final 12<sup>th</sup> advertiser.

### 3. Bonding

#### a. The Great Neck Library

- i. The Great Neck Library has been considering using the BTDC as their bonding issuer since July 2013. At the January 2014 BTDC Board Meeting, the BTDC Board was updated with the status of this ongoing project. On April 30, 2014, the Great Neck Library submitted an application to the BTDC to issue a Bond to assist in financing their project consisting of the renovation of the Library's existing approximately 47,125 square foot library building on an approximately 3 acre parcel, located at 159 Bayview Ave, in Great Neck.

#### b. Local Sikh Group

- i. Two community leaders from our town's Sikh community called the BTDC to inquire about bonding for an upcoming project they are currently working on. At no cost to the town or the two gentlemen, we set-up a meeting with them and Harris Beach to determine whether this was something the BTDC could do.
- ii. It was determined at this meeting that the project they were interested in financing was still very much in its infancy stage and too premature at this time. Perhaps this may be a project for some time in the future and something is something to possibly revisit.

### 4. Carle Place Visit with Civic Leaders

- a. We met with John Hommel, (He is the President of the Carle Place Civic Association AND is also the Legislative Aide to Nassau County Legislator Laura Schaefer who represents Carle Place in her district) and a few other community leaders from Carle Place.
- b. They expressed an interest in some façade improvements for their downtown, along with sidewalk repairs, tree planting, and yellow striping along the side streets.
- c. We suggested that Mr. Hommel, in his professional capacity, look into CRP Funds (Community Revitalization Project monies) that would be available to them through his boss, Legislator Schaefer. At this time, nothing has resulted on their end from that suggestion.
- d. The BTDC is looking into purchasing flags for their light pole fixtures and also into possibly having some trees planted.

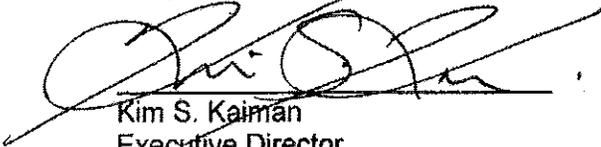
### 5. Business Buzz – NHTV

- a. The first episode of Business Buzz went live this past weekend. In this episode, we featured Delux Transportation and Project Independence, during one of their PI Grocery Shopping trips. We rode with two PI seniors and interviewed them about their experience with PI and with Delux Transportation too. We also featured Ayhan Hassan, who owns several restaurants in the town of North Hempstead including Shish-Kebab, where we helped him prepare some of his favorite dishes back in the restaurant's kitchen.
- b. This 30 minute episode will be made available to PI, Delux and Mr. Hassan, so they too can use it to promote their business via the town, the BTDC, and NHTV.
- c. We also just completed filming our 2<sup>nd</sup> episode which was specifically targeted to feature some of the Town's waterfront business community in Port Washington. We interviewed Bill Gordon from LI Boat Rentals, John Thomson from Atlantic Outfitters, Chris Nihil from Port Sailing Center and Mal Nathan who is one of the town's Bay Constables. During these interviews, we had the opportunity to participate in some of the waterfront activities and services that they provide to residents and tourists such as water tubing, kayaking and sailing. We hope to

have this edited and on air by the end of this month / beginning of next month, to attract business just in time for the summer season.

6. Project Independence ID Senior Discount Program
  - a. Project Independence is currently in the process of implementing the PI ID card. Once this is done, we will move forward with contacting businesses in those shopping centers that they provide transportation to.
  
7. TV & Filming Industry
  - a. We had a follow-up meeting with Town Clerk Wayne Wink and with Batia Zareh, a writer and producer who lives in North Hempstead, who is very interested in seeing more filming done here in the town.
  - b. She shared with us some very creative ways in which to encourage and attract the filming industry to the town, many of which we will explore to see if it's feasible with the current resources that are available to us.
  
8. Wells Fargo
  - a. Receiver of Taxes Charlie Berman coordinated a meeting with the new local bank manager Trey Williams, at Mr. Williams request. Mr. Williams expressed an interest in getting Wells Fargo more involved in the community. As relating specifically to the BTDC, we are currently in talks with him about sponsoring one of our upcoming business seminars.

Respectfully submitted,



Kim S. Kaiman  
Executive Director  
North Hempstead Business & Tourism Development Corporation



**Town of North Hempstead**  
**BUSINESS & TOURISM DEVELOPMENT CORP.**  
220 Plandome Road, Manhasset, NY 11030  
Telephone (516) 869-7759 / Fax (516) 869-2468

*Executive Director*  
Kim S. Kalman

*Deputy Director*  
Roy J. Smithelmer

*Chair*  
Judi Bosworth

*Board Members*  
Dina M. De Giorgio  
Thomas K. Dwyer  
Angelo P. Ferrara  
Anna M. Kaplan  
Viviana Russell  
Lee R. Seeman  
Peter Zuckerman

## **Executive Director's Report** BTDC – September 2014

### **Port Washington Town Dock Brochure**

The Port Washington Town Dock Brochure was completed in the beginning of the summer. Approximately 10,000 brochures were distributed to local merchants and marinas throughout Port Washington, as well as surrounding marinas from other areas.

Follow-up discussions since the printing and distribution of the brochure was to investigate the possibility of issuing an RFP for a fundraising company to assist in securing advertisers for next year's brochure.

### **Great Neck Library Bonding**

The BTDC added a special board meeting for Friday, June 20, 2014 in anticipation of accepting the Great Neck Library's financing application for their library renovation project. However, the Great Neck Library withdrew their application and decided to use Dormitory Authority of the State of New York instead.

### **Carle Place**

The BTDC has met with the Carle Place Civic Association regarding the improvement of Westbury Avenue in Carle Place. We have also met with Councilwoman Russell, the town's Superintendent of Highways, and the town's department of Public Works, to see what the town could do to offer assistance to the Carle Place community.

To date, the following has been done:

- The BTDC has suggested that the Carle Place Civic Association ask County Legislator Schaeffer (LD16) to put in a request for \$100,000 in County Community Revitalization Project (CRP) monies for streetscape improvements along the corridor. The monies can be used for items such as sidewalk accent brick paving. Legislator Schaeffer's Assistant is also the President of the Carle Place Civic Association – John Hommel. He has indicated that the request for CRP funding has been submitted to the County Executive's office.
- American flags were purchased and installed by the town on the battery park lamp posts lining Westbury Avenue.
- Additionally, the striping of the yellow lines leading up to the stop signs on the side roads owned by the town, have also been addressed by the town's Highway Department.

However, several of their concerns remain which needs to be addressed with Nassau County and not the town. This has already been communicated to them:

- Sidewalk Improvements - The sidewalks west of Cherry Lane are in need of repair around tree wells due to cracks and lifting of pavement from tree roots. However, the trees and dead tree roots belong to the County. Therefore, they will have to be properly grinded and removed before the Town can repair the pavement around those tree wells.
- Trees to Replace Those Removed - along Westbury Ave., which is a County road. As such, any trees need to be purchased and replanted by the County.
- Additional Pedestrian Benches - The BTDC has advised the Civic Association that the CRP funding should be used for this.
- Additional Trash Receptacles - Trash receptacles are the responsibility of the Carle Place Garbage District.
- Westbury Avenue - is in need of re-asphalting, pedestrian crosswalks need to be re-stripped and there are major erosion issues around the County's storm drains. Again, this needs to be referred to Nassau County.

#### **TNH BTDC Downtown Revitalization Conference**

The BTDC held its first conference of the year where we partnered with Hofstra University's National Center for Suburban Studies. The conference was titled "Getting it Done – The Men & Women Who Made Downtown Revitalization a Reality" and was held in June at Harbor Links Club House.

We had approximately 180 attendees where the day included Registration, Networking, a Complimentary Breakfast and Lunch, and welcomed several panelists who covered a large amount of downtown revitalization topics such as building grassroots momentum, developing your downtown plan, streetscape improvements, and the arts as a downtown anchor and financing your downtown efforts.

Our morning keynote address was given by Vanessa Pugh, Deputy Commissioner, Suffolk County Office of Economic Development, and our luncheon plenary session featured Michael Puntillo, Jr., President at Jobco, and Kevin Law, President and CEO of the Long Island Association, New York State's largest business organization. Feedback from the conference from a multitude of attendees was that it was a great success.

#### **WIB Meeting at YWCCC**

The BTDC hosted the Oyster Bay /North Hempstead/Glen Cove WIB meeting at the YWCCC back in May. One of the attendees was Kevin Robbins, who works for the NYS Department of Labor. Mr. Robbins was impressed with the YWCCC and felt it would be an ideal place to house one of NYS's newest programs, "Pathways to Citizenship."

The Pathways to Citizenship Program on Long Island is a new and innovative program to assist legal immigrants to fully participate in civic and economic life by helping them apply for naturalization, evaluating foreign earned degrees and certifications, and help them to become financially literate.

The Long Island region includes an estimated 450,000 lawful permanent residents, with approximately 125,000 (28%) meeting basic eligibility for citizenship. According to the Brookings Institute in 2012, 28% of immigrants arrive to the US with a Bachelor's Degree or higher, and 49% of immigrants work in jobs for which they are over-qualified.

This program is grant-driven with funding already secured and they are interested in running this program within the Town of North Hempstead at the YWCCC. We arranged a meeting with Mr. Robbins and Councilwoman Russell to discuss this possibility even further. The Councilwoman was going to share this information from our meeting with the Supervisor and her Administration team.

### **NHTV Business Buzz**

#### **Episode #2 = "On the Port Washington Waterfront"**

This episode was completed in the beginning of the summer. In an effort to continue our focus with helping to promote Port Washington as a destination place, in conjunction with the newly distributed Port Washington Town Dock Brochure, this episode was specifically designed to promote Port Washington's downtown waterfront area featuring waterfront merchants in time for the summer season. The full episode was also edited down into three smaller videos so that each of the featured merchants (Atlantic Outfitters, Port Sailing School, and Long Island Boat Rentals) was able to link to it via social media, and use it for their own marketing on their websites. Additionally, the Port Washington Chamber of Commerce has also linked to it on their Port Washington Guide website.

#### **Episode #3 = "Back to School"**

This episode was filmed mid-August and aired in the beginning of September, just in time before the commencement of the school year. The theme for this episode was "Back to School" where we focused on the southern part of the town featuring local businesses that provide school-aged children, age-appropriate activities: Mineola Bicycle (Bicycle and helmet safety, proper fitting for a bicycle, what type of bicycle is right for you), Grand Master Chung's Tae Kwan Do (How it improves physical strength & balance, concentration, and self-confidence), and Willis Hobbies (Gas & Electric powered cars, boats, airplanes, helicopters, easy-to-assemble kits for beginners, detailed competition models for intermediates and experienced modelers, drones.) The full episode has also been edited down into three smaller videos so that each of the featured merchants is able to link to it via social media, and use it for their own marketing on their websites.

### **TV & Film Industry Meeting**

The BTDC coordinated a meeting between the town's administration, the Parks Department and the Clerk's Office to address several issues that could help make filming in North Hempstead become a major part of our town's economic development.

Currently, the town issues permits to various TV and Film production companies to film within North Hempstead, however, permits are issued by both the Clerk's office and the Parks Department based on the desired location needed for filming. (There is also a 3rd scenario where filming permits are issued by any one of the 31 incorporated villages within our town...) Unfortunately, there was no readily available centralized repository that houses how many

permits are issued in total between the two departments, nor was there a database to determine how much revenue is brought in to the town by this industry.

The TV & Film industry is also eligible for several state tax credits, which is currently on an upswing increasing production, jobs and overall economic development in New York and Long Island. However, the town had not promoted or made these incentives available to potential production companies on our website.

Because of our close proximity to New York City and to several sound stages, North Hempstead is the ideal place for filming. However, without some centralized coordination overseeing this effort, it makes for a very disjointed and confusing process to anyone in an industry that could be very lucrative to the town.

Moreover, the town should have a dedicated individual who is prepared to accompany location scouts once interest is shown in filming in North Hempstead. For every location needed within a script, the film's location scout is responsible for providing several options for the director to choose from. For every needed location, the Location Scout finds typically a minimum of 5 – 10 options. Before the locations are presented to the director, the location scout must have access to potential locations to take photos. This aspect of having an available person accompany a location scout is central and a key component to selling North Hempstead as an ideal place to film. Needless to say, once a positive relationship is established, you are almost guaranteed in having that location scout return.

#### **Local Government Leadership Institute at Hofstra University**

I attended this 1 day conference at Hofstra University which was titled "Strategies to Encourage Civic Engagement: Transparency, Technology and...Twitter?" for the purposes of finding new and original ways to foster and engage the town's business communities with one another.

The New York State Office of the State Comptroller, in partnership with Hofstra University's Center for Real Estate Studies and the National Center for Suburban Studies at Hofstra University, sponsored the 2014 Local Government Leadership Institute. The Institute took place at Hofstra University for a one-day conference in June, involving local governments from Nassau, Suffolk and Westchester counties.

#### **Inn at Great Neck**

##### **Stay & Play Golf Package:**

We met with Alan Mindel, owner of the Inn at Great Neck, about creating a "Stay & Play" Golf Package for his hotel guests. This was something he had expressed an interest in doing, so the BTDC made it happen. We arranged for a meeting between the hotel, the BTDC and Harbor Links.

As a direct result of this meeting, a Stay & Play package was created and was extended to all of the Inn at Great Neck hotel's guests. An email campaign was also generated through the hotel and sent out through the Hotel's Constant Contact list (which was sent to several thousand people) not only promoting the "Stay & Play" package, but also promoting Harbor Links Golf Course by name, photographs, and included a direct link to the Harbor Links website. This is a revenue

enhancement for the town which encourages more tourists who are visiting our area and staying within the town, to use the town's golf facility that they otherwise wouldn't be using.

#### Partnership with Landmark

Another partnership that was established by the BTDC to further foster North Hempstead's businesses among one another, is the newly created partnership between the Inn at Great Neck and Landmark on Main Street.

Currently, Landmark was using an outside North Hempstead hotel to house many of their scheduled talent during their programming year. After several communications, the Inn at Great Neck has agreed to work with Landmark in housing their talent at a discounted rate. In return, they will benefit from sponsorship advertisement in the Landmarks Playbill which is used throughout the programming year at all of Landmark's events.

#### LaunchPad LI Business Incubator

The BTDC has been instrumental in bringing a high-tech business incubator company, LaunchPad LI, to the Village of Great Neck Plaza, after working for several months with all interested parties.

LaunchPad offers co-working spaces for small, start-up businesses which thrive on innovation, collaboration, and productivity. LaunchPad currently has two other locations: Mineola and Huntington.

After a site visit to the company's Mineola location to learn more of what LaunchPad offers to young entrepreneurs and experienced businesses, the BTDC took an aggressive approach as a business broker to locate another property for them within the town.

Over the last several months, we arranged meetings with property owners, developers, Class A office building managers, and leasing agents to find the right fit for LaunchPad's next business model here within North Hempstead. We also reached out to the Village of Great Neck Plaza, Mayor Jean Celender, who was able to help identify a property owner who expressed an interest in the LaunchPad concept.

The BTDC was present at the Village of Great Neck Plaza trustees' August 20<sup>th</sup> board meeting, where we spoke in favor of LaunchPad opening a 2<sup>nd</sup> site within the town. The board of trustee's voted unanimously in approving LaunchPad's conditional-use permit. A target date for its official opening is tentatively set for some time in October.

#### Gold Coast International Film Festival (GCOFF)

##### Chambers:

The BTDC has met several times with the folks from the GCOFF in anticipation of their upcoming film festival which will be held this year from November 3<sup>rd</sup> – November 9<sup>th</sup>.

Much of our focus has been targeted to the local business communities and how we can engage them in supporting the film festival, which in turn, will have a direct effect in supporting each individual business.

We have attended individual chamber meetings and have coordinated a multi-chamber meeting to discuss developing and distributing a coupon book offering products and services from the Great Neck, Manhasset, Port Washington and Roslyn Chamber members to Festival attendees and to other community partners.

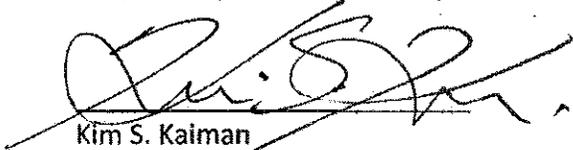
The goal is to use the Film Festival as a vehicle to drive traffic and business into the four downtowns that the Festival's film screenings will take place in. The BTDC is spearheading this effort. We are of the mind that in order for the Film Festival to be successful, the Gold Coast's business community must be a part of the overall effort.

Louis Zameryka:

Mr. Zameryka is the Regional Director for Booking.com which is part of The Priceline Group. The Priceline Group is the world leader in online accommodation reservations and is composed of 5 primary brands - Booking.com, priceline.com, agoda.com, KAYAK, rentalcars.com, OpenTable and several ancillary brands.

Mr. Zameryka is also a North Hempstead resident in the southern part of town, with a young family. We met with him to see what kind of assistance he may be able to offer with the film festival, both personally by engaging his community, and professionally through his company. A meeting has been scheduled between the BTDC, Mr. Zameryka and the film festival director to further explore any potential opportunities.

Respectfully submitted on September 18, 2014:



Kim S. Kaiman  
Executive Director  
North Hempstead Business & Tourism Development Corporation



**Town of North Hempstead  
BUSINESS & TOURISM DEVELOPMENT CORP.**  
220 Plandome Road, Manhasset, NY 11030  
Telephone (516) 869-7759 / Fax (516) 869-2468

*Executive Director*  
Kim S. Kaiman

*Deputy Director*  
Roy J. Smithelmer

*Chair*  
Judl Bosworth

*Board Members*  
Dina M. De Giorgio  
Angelo P. Ferrara  
Anna M. Kaplan  
Viviana Russell  
Lee R. Seeman  
Peter Zuckerman

## **Executive Director's Report**

BTDC – December 2014

### **Gold Coast International Film festival:**

In its 4<sup>th</sup> year, the Town continues to be the major sponsor of the International Gold Coast Film Festival, which has grown exponentially and continues to stimulate economic activity and growth throughout North Hempstead.

The Festival took place from November 3<sup>rd</sup> – November 9<sup>th</sup> and drew thousands into Great Neck, Manhasset, Roslyn and Port Washington. The festival included 23 feature films and 3 shorts programs as well as Q&A sessions with more than 40 filmmakers and special guests.

The film festival also presented four-time Academy Award-winning Production and Costume Designer (The Great Gatsby, Moulin Rouge!) Catherine Martin with the Gold Coast International Film Festival "Artist of Distinction Award" at the Opening Night Gala, President of the Gold Coast Arts Center, Michael Glickman, accepted the "Man of the Year Award", and Marie Cecile Flageul & Jonathan Cohen, (known as Meres One) received the Art & Activism Award.

### **Vision Long Island Smart Growth Walk-Through in Great Neck Village Plaza**

We attended Vision Long Island's Saturday Smart Growth walk-through that took place throughout several locations on Long Island. Both Roy and I attended the Village of Great Neck Plaza to hear about traffic calming and how this has helped the local businesses receive more customers due to the nature of traffic calming and more walkability to their establishments.

Mayor Celendar gave a presentation that included several studies, and then took everyone on a walking tour of the final product in her village.

### **Vision Long Island Smart Growth Summit – Panelist**

I was asked to serve on a panel during this summit to discuss how to encourage tourism to our local downtowns.

As you know, North Hempstead is a spectacular community infused with unique and diverse downtowns and stores. I was able to share the town's wealth of cultural and economic drivers through the use of our town's television program "Business Buzz" where we have been able to capture several behind-the-scene stories that give our residents an idea of what it takes to run a business and be successful here in our area, and to also attract more people to make use of our local businesses.

I discussed the use of using television as medium and how successful it has been. This form of communication informs, educates, persuades, and reminds viewers about our businesses. The format makes it "interruptive" — that is, it makes you stop thumbing through the newspaper or thinking about your day, long enough to watch the show. And it is also "likable" through its distinctive personality and style. It has visual elements that allow the town to connect to our residents in a manner in which they can relate to relate to, and which offers a multi-sensory appeal.

#### **Business Buzz – Arts & Entertainment**

We filmed and aired another episode of Business Buzz, which featured the Arts & Entertainment as economic drivers in our downtowns. (The Landmark on Main Street, The Gold Coast International Film Festival, The Space at Westbury)

The arts are a powerful economic development tool. Highlighting the arts highlights the value of North Hempstead. It has long been known in economic development and downtown redevelopment circles of the dollar value that the arts bring to communities. Too many times, when valuing the arts, the focus is always placed on the intangible worth of the arts, forgetting the hard dollars that are generated directly into the communities through festivals, art shows, theatre productions, and other arts events. By bringing more attention and awareness to what North Hempstead has to offer through the arts, we are directly impacting our local downtowns.

This latest episode was aired to coincide with the upcoming new programming for the 2014/2015 seasons of performers at these venues and to encourage evenings out as a way to bring business to our downtowns.

#### **BTDC Seminar – Idea to Exit Seminar**

On November 14, 2014, the BTDC held a seminar titled "*From Idea to Exit - how to get a business up and running, funded and sold*" for anyone who was interested in becoming an entrepreneur or who is already a small business owner. This seminar had a goal to provide our attendees with useful information and insights for before, during and after the creation of their business. We hoped that they walked away with practical information, strategies and ideas that can be immediately applied to their future, start-up, or growing businesses. And I believe we achieved that goal.

Our three panelists were: Richard J. Foster, President - Foster Management & Holdings, LLC, President & Founder - LaunchPad Mineola, LLC; Stella Lellos, Esq., Partner at Forchelli, Curto,

Deegan, Schwartz, Mineo & Terrana, LLP; and Michael Breitman, ActionCOACH of Metro New York.

The feedback we received from questionnaires that were distributed at the end of the seminar had several attendees state that it was one of the most informative seminars the BTDC had ever put on, and several had suggested that we follow-up with a "Part 2" to this last seminar.

#### **Small Business Saturday**

We arranged to have Supervisor Judi Bosworth and the Town Board join with leaders of several of the local Chambers of Commerce and other community leaders on November 5th in order to kick off the promotion of this year's Small Business Saturday.

The Town became a proud sponsor of Small Business Saturday, which took place November 29th and is a joint partnership between Women Impacting Public Policy (WIPP) and the Small Business Saturday Coalition. This is a national effort to drive consumers to shop at local independently owned businesses on the Saturday after Thanksgiving.

#### **Landmark Grant from Greentree Foundation**

I met with Landmark's Executive Director, Sharon Maier-Kennelly, regarding a grant that Landmark had recently been awarded from the Manhasset Community Fund's Greentree Foundation. This grant is specifically geared towards senior programming.

After several conversations, and because the town is a "Partner in Performing Arts" with the Landmark for their 2014-15 Season, I suggested that she open whatever senior programming they created to the town's Project Independence clients.

Since then, the Landmark created what is now called their "T.E.A." Program (Theater, Entertainment, Arts), which is a new series of free events specifically for seniors in the Town of North Hempstead. I have forwarded Landmark's TEA Flyers to both Communications and DOSA for distribution.

#### **Filming Industry**

This past June the BTDC coordinated a meeting between members of the Supervisor's Office, the Parks Department and the Town Clerk's Office to address several issues that could help make filming in North Hempstead become a major part of our town's economic development. At the time, there wasn't a centralized repository that houses how many permits are issued in total between the two departments nor was there a centralized database to determine how much revenue brought to the town by this industry.

In addition, the TV & Film Industry is eligible for a number of New York State tax credits. These tax credits have provided an economic stimulus causing more production companies to film in New York and on Long Island. North Hempstead is in a unique position due to our close proximity to

New York City and our treasure trove of waterfront, gold coast homes, suburban tracts and historical artifacts to attract these companies to our jurisdiction. However, the Town has not promoted or made these incentives available to potential production companies either through the Town's website or other forms of communication.

Recently, the BTDC has been tasked with meeting with any and all departments to analyze, encourage and streamline the application process for anyone in the film industry who wishes to film in the town.

Accordingly, we have had follow-up meetings with the Town Clerk's Office, Parks, Highways and Information Technology (IT). We also plan to meet with Administrative Services and Public Safety within the coming days.

Presently, we are working with both the Clerk's Office and Parks Department to address exemptions and lapses with the Town's existing Chapter 36 of the Town Code governing filming and still photography. This included a discussion with the Town Attorney's Office on amending Chapter 36 accordingly. Our meeting with IT addressed setting up an on-line residential and commercial film registry and online fillable PDF forms with the ability to pre-populate film permit applications from prior submissions.

Another issue is that there is currently no formal labor/overtime fee schedule for the different departments. Finally, each Department has been asked to appoint a point person with whom we can interface with from their department.

#### **Nassau County Job Fair**

On Tuesday, October 7<sup>th</sup>, we attended the Nassau County Job Fair held at the Nassau County Coliseum. It was VERY impressive to say the least. They had 14 sponsors, 9 Donors, 3 Media sponsors and over 300 local vendors looking for employees, including 8 veteran resource organizations. It was organized by the Nassau County Department of Social Services. They even had a "Dress for Success" room where attendees could change to more business appropriate clothing for job interviews. The clothing is donated by individual and corporate donors.

Vendors are encouraged to fill-out an Employer Survey. The Survey provides feedback to the organizers on how the employer learned of the event, what they thought of it, the number of attendees they interviewed and their industry. The event was free with free parking.

#### **Huntington Incubator**

On Wednesday, October 15<sup>th</sup>, Cindy Cardinal (Chief of Staff), Nick Guariglia (Deputy Chief of Staff), myself and Roy Smitheimer (Deputy Director of the BTDC) met with Joan Cergol (Director, Town of Huntington Community Development Agency, and Executive Director of both the Town of Huntington Local Development Corp and the Town of Huntington Economic Development Corp.) We were also joined by the Town of Huntington Deputy Town Attorney, Thomas Glascock.

We met at Huntington's Business Incubator to discuss what they do there and how they do it, and our other related initiatives that they currently have in the development stages. We were then taken on a tour of their facility to see first-hand how their programs operate.

**Launchpad in Great Neck**

The Nassau IDA has set a public hearing for Wednesday, December 3rd, 10am, at the Great Neck Plaza Village Hall re: an application they received from the property owner of 3 Grace Avenue for financial assistance related to establishing the site as the Great Neck location of the LaunchPad LI business incubator/accelerator. The BTDC will be in attendance in support of Launchpad's application.

Respectfully submitted on December 3, 2014:



Kim S. Kaimafi  
Executive Director

North Hempstead Business & Tourism Development Corporation