



Focus on Economic Growth: *An Update on CT's Economic Development Strategy*

Topics

- **Connecticut's Economic Development Strategy Updates** *Catherine Smith*
- **International Overview** *Beatriz Gutierrez*
- **CTNEXT (Innovation Ecosystem) Overview** *Casey Pickett/
Tim Coates*
- **Clean Energy Finance and Investment Authority Role in Strategy** *Bryan Garcia*
- **Q&A**

Metrics Update

Metric	How Measured	2010	2011	2012	% Change 2012 vs 2011
Net Job Growth	Total Nonfarm Jobs (annual average)	1,607,758	1,625,067	1,639,200	+0.9%
Retain Large Companies	Total Large Company Jobs (4 quarter avg.)	299,894	301,070	298,333	In Line
Net Firm Creation	Business Starts Minus Stops (cumulative)	2,603	2,485	3,842	+54.6%
Exports	Billions	\$16.056B	\$16.212B	\$15.866B	-2.1%
Tourism	Major Attraction Visitors	1,540,388	1,601,782	1,691,826	+5.6
Build and Renovate Affordable Housing	Number of Units (Total are estimates include non-assisted units)	DECD 1,221 CHFA 1,311	DECD 718 CHFA 1,813 Total: 2,742	DECD 2,892 CHFA 1,207 Total: 5,044	+2300 units +83%
State Revenues	Billions (end of fiscal year)	\$18.806B	\$18.875B	\$19.795B	+4.9%



International Overview

Beatriz Gutierrez

Strategic Charter

VISION:

To position Connecticut as the destination of choice for companies looking to establish a North American presence with preference to those in the areas of bioscience, precision manufacturing, fuel cells and renewables, and for those looking to establish North American headquarters.

KEY AREAS OF EXECUTION:

- Develop an international brand for the State
- Build an opportunity pipeline
- Strengthen the relationship management process – **CONCIERGE** Program

FOCUSED GEOGRAPHIC TARGETS:

- China
- Germany & Western Europe
- Israel
- Brazil

China Business Development Mission, 9/2012



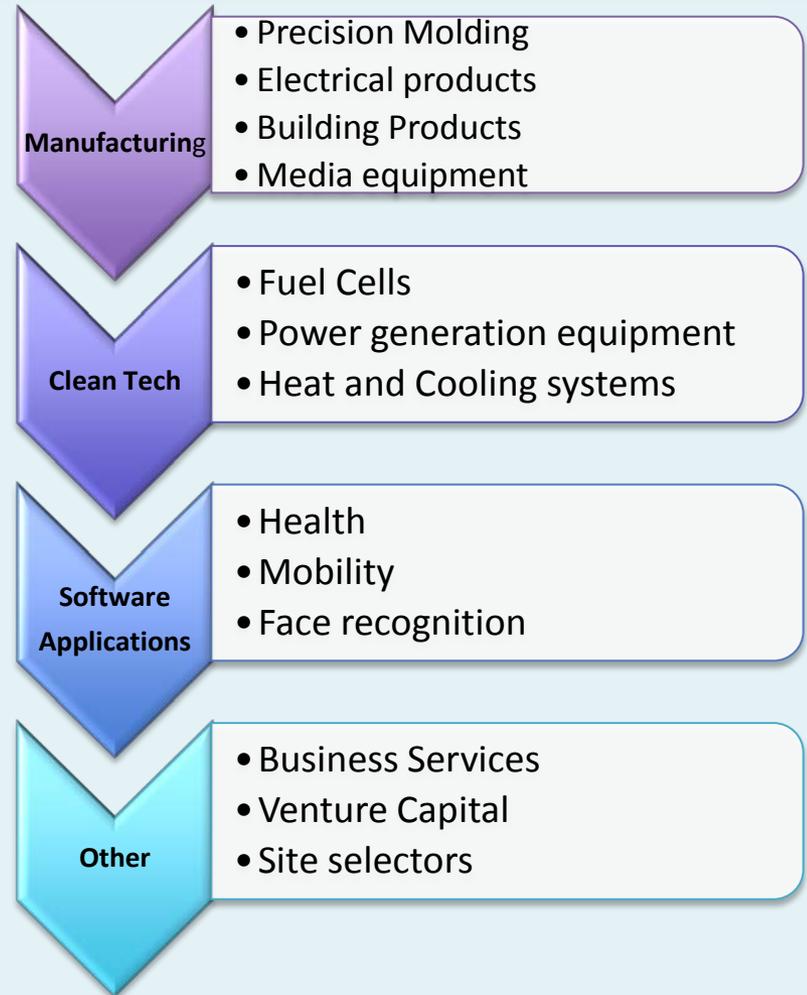
- Governor Malloy, Commissioner Smith
- 1st official visit since 1987
- 7 Cities: Beijing, Tianjin, Jinan, Guangzhou, Shenzhen, Hong Kong, Taipei
- Biotechnology, Investment Focus

Significant Follow-Up Activity

- Ambassador's Forum in Beijing – Dec 5, 2012
- Bioscience delegation visited in January (22 delegates)
- Other delegations in February and April
- Aigo Entrepreneurs Alliance – Headquarter finalist
- Confucius Institute – CCSU
- “Study CT” initiative – Partnership with the Department of Commerce

Europe FDI Road Show

- **European Foreign Direct Investment focus:**
 - Hannover, Germany
 - Brussels, Belgium
 - Eindhoven and Rotterdam, Netherlands
 - Copenhagen, Denmark
- **Exposure at National Branding Expo**
- **Meetings with 50+ companies and cluster associations in key segments of interest**
- **Introduced concierge program in Europe**



Strengthening CT's brand in the global markets

Growing CT's Footprint Abroad - Trade

Partner with Department of Commerce in Middletown to support:

- Personalized export assistance – Veterans program
- ITAR Compliance program
- Ready to export – web development and webinars
- Trade assistance

FY12 results:

- Assisted exports to 39 countries for 62 companies
- Total assisted value of \$548.6MM which would equate to 2,785 jobs*
- Unreported dollar amounts could account for another 300-400 jobs or more



Supporting CT Businesses Through Strategic Partnerships

**According to the US Department of Commerce for every \$197,000 of exports one job is created*

Source: http://www.trade.gov/mas/ian/build/groups/public/@tg_ian/documents/webcontent/tg_ian_003639.pdf

STEP Grant

■ State Trade and Export Promotion (STEP) Grant:

- \$30 Million SBA Pilot-Grant to help small businesses increase exports
- Eligibility Requirements per federal SBA definition
- Assist businesses with participation in regional and industry focused export opportunities and international business development opportunities

■ STEP Summary:

- CT received grant awards of \$546,822 in Year One and \$339,319 in Year Two
- Offsets/Reimbursements to CT companies in Year One: 178
- Reimbursements ranged from \$50-\$5,000 in Year One

■ Projects, Events, In-State Training Opportunities:

- **Medica**, Dusseldorf, Germany (2012 & 2013)
- **Hannover Messe**, Hannover, Germany (2012 & 2013)
- **Air Show**- Farnborough, U.K (2012) and Paris, France (2013)
- **Global Trade & Innovation Summit**- Uncasville, CT (2012)
- **General Assistance Fund** launched in April 2012



Connecticut at Hannover Messe Hannover, Germany - April 2013

- State's booth featured 5 Connecticut hydrogen and fuel cell companies
- Strong leads from Germany and Canada
- Connecticut's public/technical forum presentations:
www.youtube.com/user/H2FCHannover



Future Projects

- Connecticut at **Hydrogen + Fuel Cells Conference**, Vancouver, Canada, June 2013
 - 3 companies in Connecticut booth
- **China Trade and Investment Mission – May 17-26**
- **Connecticut-Israel Technology Summit**
(In cooperation with MHA) - June 12, 2013
- **Paris Air Show**, Le Bourget, France, June 2013
 - 13 companies in this year's Connecticut booth;
Connecticut's 8th year at the air show
 - \$162 million in new business reported
by the companies who exhibit within the
Connecticut space



Next Steps

- Implement a statewide international activity scorecard
- Monitor global trends and identify potential sweet spots
- Collect VOC to strengthen Concierge Program
- Continue to strengthen strategic partnerships





CTNEXT

Finding and Supporting Connecticut's Most Promising Entrepreneurs

Tim Coates & Casey Pickett

CTNEXT is a:

Vision: Connecticut as a global region of innovation

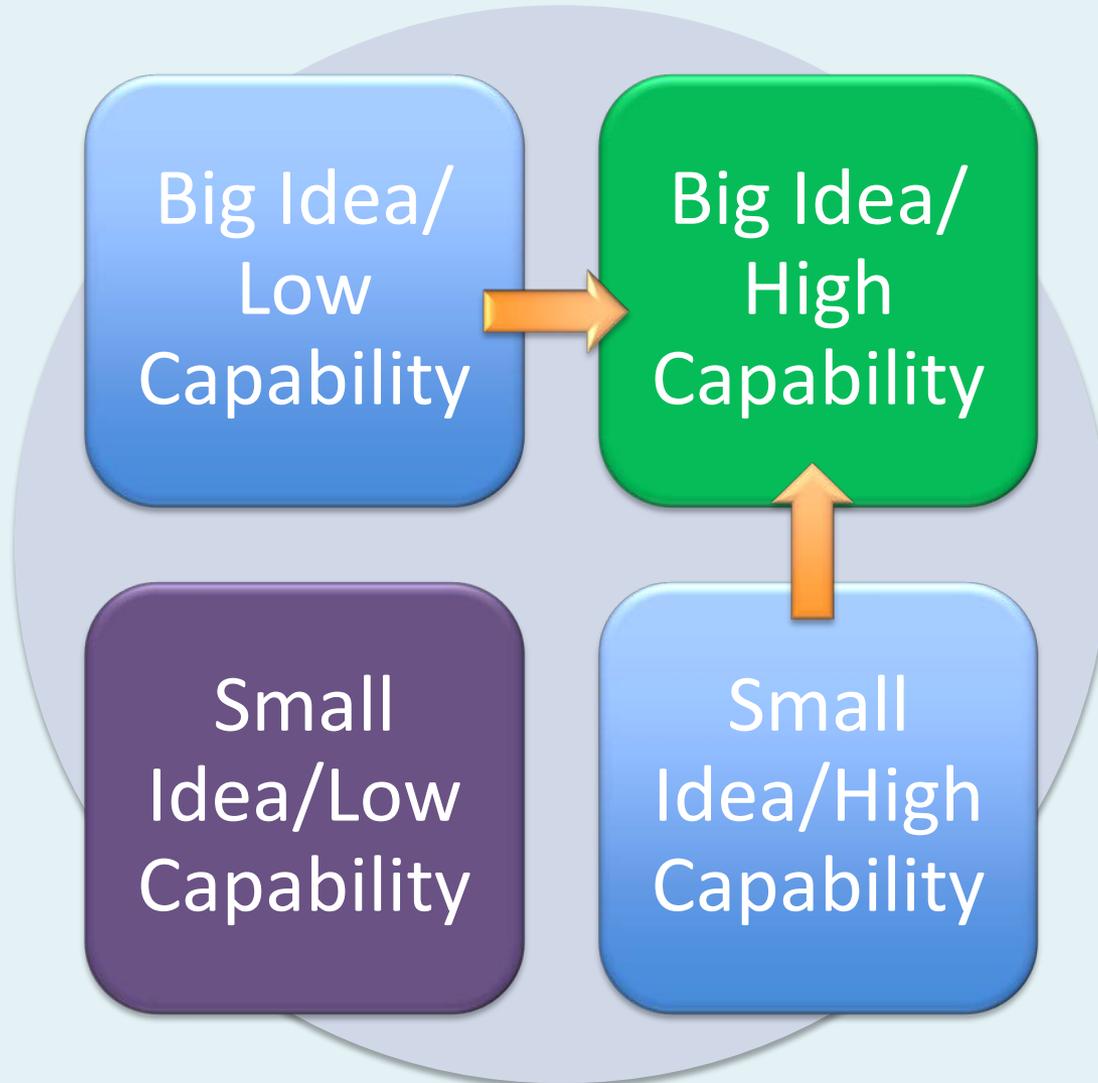
Platform: Enabling entrepreneurs and their supporters to achieve greater success

Network: Deepening and connecting existing entrepreneur networks to increase access to ideas, talent, investment and community

Partnership: Public-private partnership in search of new partners

Learning community supported by data collection and analysis to improve CT's ability to grow successful companies

CTNEXT helps companies with growth potential improve their ideas and capabilities





HOW DO YOU BUILD A SUCCESSFUL COMPANY? WITH A NETWORK



Entrepreneurs

[Start Here >](#)



Mentors

[Start Here >](#)



**Subject Matter
Experts**

[Start Here >](#)



Service Providers

[Start Here >](#)

What's Trending on CTNext Daily

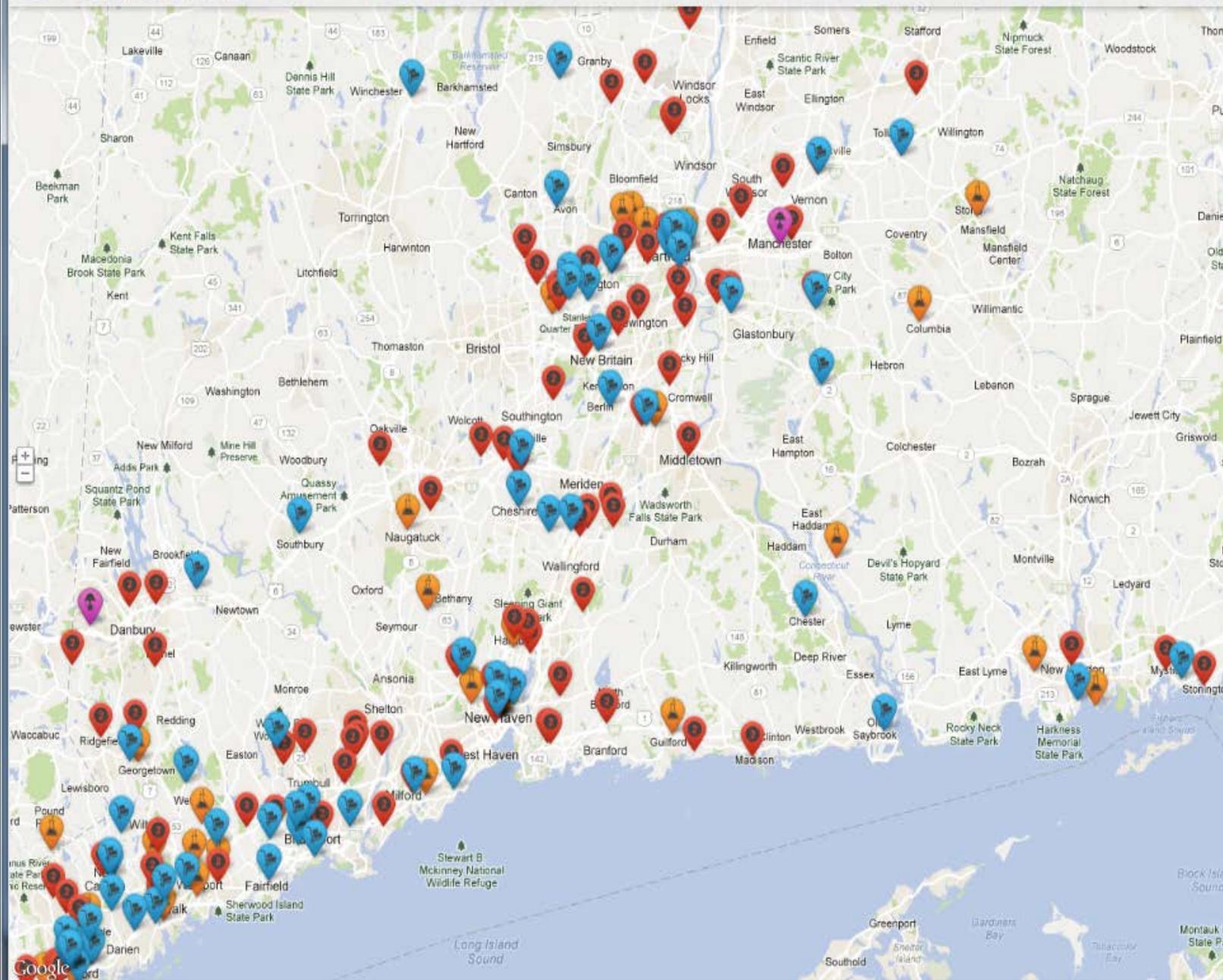
Ask an Expert: Who Pays for Lunch?

May 16, 2013

No two startups are identical – but they are often similar. As an entrepreneur, you'll find that carving your own path to success can leave you with a lot of questions. As part of our mission

Newsletter Signup

Join Our Newsletter



Only Show If Hiring

Only Show CTNEXT

- Startup (44)
- Stage 2 (107)
- Coworking Spaces (3)
- Service Providers (61)

This map was made to connect and promote the Connecticut tech startup community. Let's put CT on the map!

Based on RepresentLA

Partners



CTNEXT Organizes Connecticut's Entrepreneurial Community

Community Building

Events

Attraction, networking, training, inspiration, community building, fun

- LaunchHaven
- Startup Weekends
- Launching with the Stars
- Startup Success Series
- XCellR8

Online community building

Whiteboard/CTNEXTdaily
Catalyst Media

Infrastructure

Co-working space

- The Grove
- Stamford iCenter
- reSET Incubator
- Innovation East in Storrs and Groton

Processes and online tools for entrepreneur supporters

- Monthly Growth Advisor Meetings, CRM, Entrepreneur Map, Resource Directory

Growth advisory services

- Entrepreneurs in residence
- Assessments, action plans, referrals
- Progress tracking
- Innovation vouchers

Training

Skill development

- Lean Launch Pad and reSET Accelerators
- A100 Coder Training
- Innovation Quest
- Sikorsky Entrepreneurial Challenge

Mentor network

- Pairing entrepreneurs with mentors

Progress in Organizing the Entrepreneurial Community, at 6 month mark

As a result of work with CT**NEXT**, companies report:

Increased market share	11
Increased revenues	11
Grew jobs	9

Companies Reviewed:	349
Events:	139
Attendees:	4909
News Stories on CT Entrepreneurial Community:	33
Mentors Oriented:	73

Examples of Other Organizations Engaged:

- UConn Stamford Accelerator Lab
- Yale Entrepreneurial Institute
- University of Hartford
- Eastern CT State University
- Connecticut Health Foundation
- CT Invention Convention
- CURE
- CCAT
- CONNStep
- Domus Future 5
- SECTER
- SCORE Norwalk
- Remarkable STEAM
- Waterbury Chamber
- City of Hamden
- Deep River Incubator
- Stamford Library
- Westport Library
- Venture for America



Clean Energy Finance & Investment Authority Role in Strategy

Bryan Garcia

Clean Energy Finance and Investment Authority

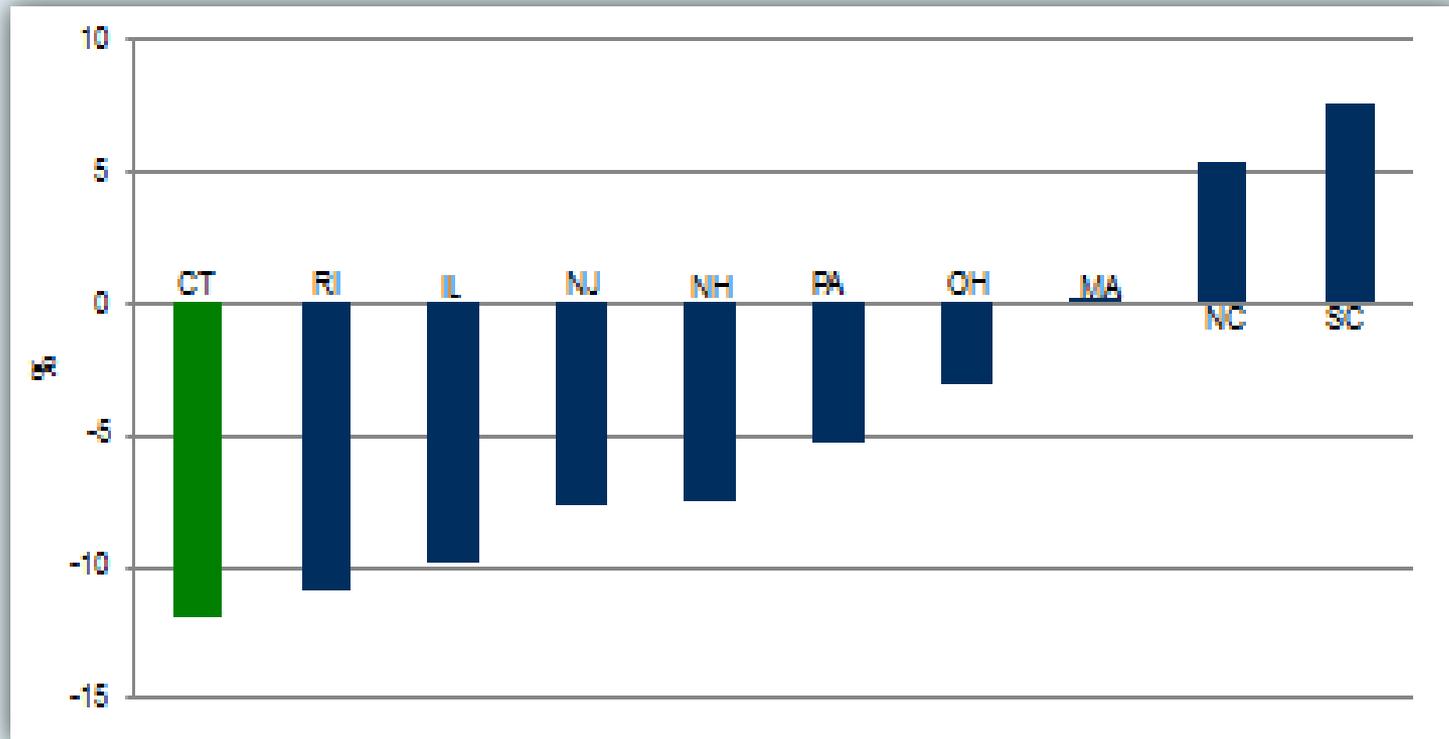
...CEFIA was established in 2011 to develop programs that will leverage private sector capital to create long-term, sustainable financing for energy efficiency and clean energy to support residential, commercial, and industrial sector implementation of energy efficiency and clean energy measures.



Energy Costs and Economic Competitiveness

- Delivering cleaner, cheaper, and more reliable sources of energy is essential for our economic competitiveness

Percent Change in Average Electricity Prices in the Industrial Sector (2010-2012)



Partnerships with DECD and DEEP

- **ZREC and LREC Program** – over \$1 billion in incentives to support the deployment of on-site zero (i.e. solar PV) or low (i.e. fuel cells) emitting clean energy technologies
- **Clean Energy Business Solutions** – \$5 million program with DECD to strategically address energy cost challenges for existing Connecticut businesses or potential new arrivals
- **Commercial Property Assessed Clean Energy (C-PACE)** – innovative financing structure that enables commercial, industrial, and multi-family property owners to access financing for qualified energy upgrades and repay through a benefit assessment on their property tax.

Private capital provides 100% upfront, low-cost, long-term funding

Repayment through property taxes

A senior PACE lien is put on the property and stays regardless of ownership

C-PACE Addresses Key Barriers

Lack of funding?

Near term plan to sell?

Cannot assume more debt?

Split incentives?

Uncertain savings/technical expertise?

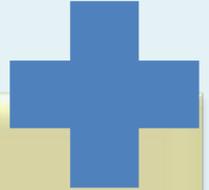
100% upfront, 20-year financing

Tax obligation fixed to property

PACE assessments qualify as OPEX

Assessment/savings pass to tenants

Technical underwriting / SIR>1



C-PACE Upgrades – What’s Eligible?

Anything that saves energy from baseline

- High efficiency lighting
- HVAC upgrades
- New automated building and HVAC controls
- Variable speed drives (VSDs) on motors fans and pumps
- High efficiency chillers, boilers, and furnaces
- High efficiency hot water heating systems

... as long as it isn't going anywhere

- Combustion and burner upgrades
- Fuel switching
- Water conservation
- Heat recovery and steam traps
- Building enclosure/envelope improvements
- BMS
- Renewable energy systems

C-PACE Cities and Towns (as of May 23, 2013)

- Avon
- Beacon Falls
- Bridgeport
- Canton
- Coventry
- Danbury
- Durham
- East Haddam
- East Hartford
- Glastonbury
- Greenwich
- Hartford
- Killingworth
- Manchester
- Meriden
- Middletown
- New London
- Newtown
- Norwalk
- North Branford
- Old Saybrook
- Putnam
- Simsbury
- Southbury
- Southington
- Stamford
- Stratford
- Tolland
- Torrington
- Waterbury
- West Hartford
- Westbrook
- Westport
- Wethersfield
- Wilton
- Windham
- Windsor

Contact Us

Clean Energy Business Solutions

Jacob Galloza

Executive Director of Business Development

Department of Economic and Community Development

(860) 270-8036

jacob.galloza@ct.gov

Commercial Property Assessed Clean Energy

Jessica Bailey

Director of C-PACE

Clean Energy Finance and Investment Authority

(860) 257-2888

jessica.bailey@ctcleanenergy.com



Q & A