



## **Nassau IDA launches new marketing initiative promoting "Get Your Economy Rolling" campaign**

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The Nassau County Industrial Development Agency (IDA) has launched a marketing initiative that includes a new website designed to provide businesses with one-stop convenience for economic development tools, new newspaper advertising, and forums to provide area businesses with financing information, business workshops and support.

"At a time when the nation's economy and the economy of Nassau County have slowed, we are offering a local stimulus plan aimed at expanding business and bringing more jobs into Nassau that are so vital for our future," Nassau IDA chairman Leonard Steinman said.

The launch of the new web site - [getyoureconomyrolling.com](http://getyoureconomyrolling.com) - was accompanied by a full-page advertisement published in Newsday under the headline "If you build it they will stay."

Under the subhead "Let's get our economy rolling," the ad continues: "The Nassau County Industrial Development Agency is dedicated to promoting the economic welfare and prosperity of Nassau County. We help foster sustainable development and growth. We cannot sit idly by if we want to preserve our way of life in Nassau County. We must create new jobs, grow our tax base, build next generation housing, and keep our young people and seniors from leaving. It's time to start building. For more information, visit [getyoureconomyrolling.com](http://getyoureconomyrolling.com)."

The redesigned website is designed to make access to government business resources and support simple and convenient.

The home page of the new IDA web site states, "The best way to get your economy rolling is right here in Nassau County, Long Island. And the best place to start is with us. We're the Nassau County Industrial Development Agency (IDA), and we're a team of professionals who will take the time to fully understand your business and recommend a unique solution that works for you. From site selection to tax incentives and rebates, we're here to help."

"We can help businesses get the funds, financing and advice they need to get their economy rolling with just one number to call, one website to access," Steinman said. "Our goal is to make local government work for and encourage business."

The Nassau IDA can provide information and assistance to qualified businesses to help secure financing from \$1,000 to \$10 million.

The campaign also will feature forums to provide local businesses with information on securing financing, business workshops and support from a range of government agencies and other resources. Dates for the forums have not yet been set.

The Nassau IDA has helped such well-known businesses as Arizona Iced Tea, Sleepy's, Cold Spring Harbor Laboratory and Kozy Shack.