



# Economic Development & Community Engagement

**Presented by: Suzanne Brienza and Michael Presti**  
**Prepared for: LIPA Board of Trustees**

March 26, 2025

# Discussion Topics

 Overview of Large Business Programs (non-managed)

 Overview of Small Business Programs

- Vacant Space Revival
- Main Street Revitalization
- Community Thrive
- Small-Medium Business Outreach

 Large Customer – Major Accounts

# Programs for Large Business

# Programs for Large Business

- **Business Development Rate:**
  - 5-year bill credit program for new or expanding Long Island businesses
  - 2021: 18 customers, \$410,000 in discounts
  - 2022: 16 customers, \$476,975 in discounts
  - 2023: 18 customers, \$322,679 in discounts
  - 2024: 19 customers, \$398,875 in discounts
- **Excelsior Jobs Program:**
  - Statewide program providing utility rate discounts and tax credits to incentivize job creation, retention, and local investment
  - On Long Island, over 6,200 jobs were retained or added, with \$150 million in capital investment
  - 116 Long Island projects accepted in the program
  - 2021: \$916,058 in discounts paid to 20 NYS-certified accounts
  - 2022: \$986,686 in discounts paid to 19 NYS-certified accounts
  - 2023: \$613,242 in discounts paid to 19 NYS-certified accounts
  - 2024: \$959,649 in discounts paid to 21 NYS-certified accounts\*
- **Recharge New York:**
  - Energy commodity program with lower-cost hydro and market energy provided by NYPA, with PSEG Long Island as the delivery agent
  - 230 PSEG Long Island customers participate in this program

# Small Business Program: Vacant Space Revival

- **Vacant Space Revival Program**
  - Helping local business districts fill vacant commercial spaces
- **Program Goals:**
  - Drive economic growth in local business communities
  - Create electric revenue from existing infrastructure assets
  - Create local jobs
- **Incentives:**
  - Subsidizes first-year electricity costs for new businesses
  - Rate 280 credits up to \$3,000
  - Rate 281 credits up to \$10,000
- **Participation & Incentives** (note: we did not promote during the pandemic)
  - 2018 levels – 29 customer applications, 25 approved & \$26,979 incentives paid
  - 2019 levels – 36 customer applications, 24 approved & \$31,254 incentives paid
  - 2020 levels – 16 customer applications, 11 approved & \$55,536 incentives paid
  - 2021 levels – 24 customer applications, 12 approved & \$49,891 incentives paid
  - 2022 levels – 37 customer applications, 27 approved & \$25,647 incentives paid
  - 2023 levels – 40 customer applications, 24 approved & \$87,064 incentives paid
  - 2024 levels – 48 customer applications, 27 approved & \$90,743 incentives paid

# Small Business Program: Main Street Revitalization

- **Main Street Revitalization Program**
  - Revitalizing underutilized business districts
- **Program Goals:**
  - Support local communities and small businesses
  - Optimize the existing electric infrastructure
  - Create jobs and leverage capital investment
- **Incentives:**
  - Up to \$100,000 grant with match, up to \$25,000 without match
  - Projects with greater economic benefits to the community earn higher incentives
- **Accomplishments To Date:**
  - 69 projects supported
  - Projects have provided \$164 million in direct investment and created over 1,110 jobs
  - Total PSEG Long Island grants of \$1,716,562 awarded since 2018
  - 2024: 27 projects, \$386,000

# Small Business Program: Community Thrive

- **2020 / 2021 /2022: Main Street Revitalization - Chamber of Commerce Grants**
  - Provided grants of up to \$5,000 to Chambers of Commerce to enable & enhance outdoor commerce
  - 53 individual grants provided, totaling \$218,525
- **2021/ 2022: Chamber of Commerce Beautification Grants**
  - New program providing grants of up to \$2,000 to Chambers of Commerce for landscaping and beautification to improve appeal of business community
  - Increased incentives in 2022 from \$2,000 to \$3,500
  - 34 individual grants provided, totaling \$91,268
- **2023: Chamber of Commerce Combined Program**
  - New program providing grants of up to \$10,000 to Chambers of Commerce to enable and enhance outdoor commerce, landscaping and beautification to improve appeal of business community
  - 39 individual grants provided, totaling \$215,263
- **2024: Community Thrive - Chamber of Commerce Combined Program**
  - Continuation of the existing program - providing grants of up to \$10,000 to Chambers of Commerce to enable and enhance outdoor commerce, landscaping and beautification to improve appeal of business community
  - 23 individual grants provided, totaling \$114,600



# Small-Medium Business Outreach & Engagement

BCA Progress 2023	YE
Team Size	12
Businesses Visited <i>100% Proactive Approach</i>	37,075
Zip Codes Visited	186

BCA Progress 2024	YE
Team Size	4
Businesses Contacted <i>Proactive/Reactive Approach</i>	40,504
Zip Codes Contacted	228

\*First 6 months were 100% proactive visits.



\*Major program changes in 2025 due to funding cuts.



# Main Street Revitalization Grant

## Abandoned Office Building, Woodmere

- Main Street Revitalization Award: \$25,000
- Received over \$10,000 in rebates for new heat pumps, VRF, and LED lighting
- Created 20+ permanent jobs
- Invested more than \$1,200,000 in new office building
- The site was abandoned for years



*Before*



*After*



Brian Norman/Herald

Joel Preminger, with scissor, was welcomed to the community by Hewlett-Woodmere Business Association President David Friedman, second from right, and PSEG LI reps.

## From eyesore to opportunity: Revitalizing 1015 Cedar Lane

By Brian Norman

[bnorman@herald.com](mailto:bnorman@herald.com)

Members of PSEG Long Island and the Hewlett-Woodmere Business Association helped welcome Joel Preminger and the renovated 1015 Cedar Lane property to the community.

Preminger has revitalized the prop-

erty vacant for seven years now and with the help of PSEG Long Island, he was able to completely rejuvenate the building, while making it environmentally friendly at the same time.

"I demolished the old dilapidated building that was vacant here for about seven years here and thankfully there's 14 offices here and we brought

# Main Street Revitalization Grant

## Romeo's Deli & Pizza, Roosevelt

- Main Street Revitalization Award: \$25,000
- Receiving Vacant Space Revival bill credits
- Created 8 permanent jobs
- Invested more than \$300,000 in new business
- First time business owner who grew up in the community and wanted to bring healthy food options to the area
- Identified as a NYS Disadvantaged Community

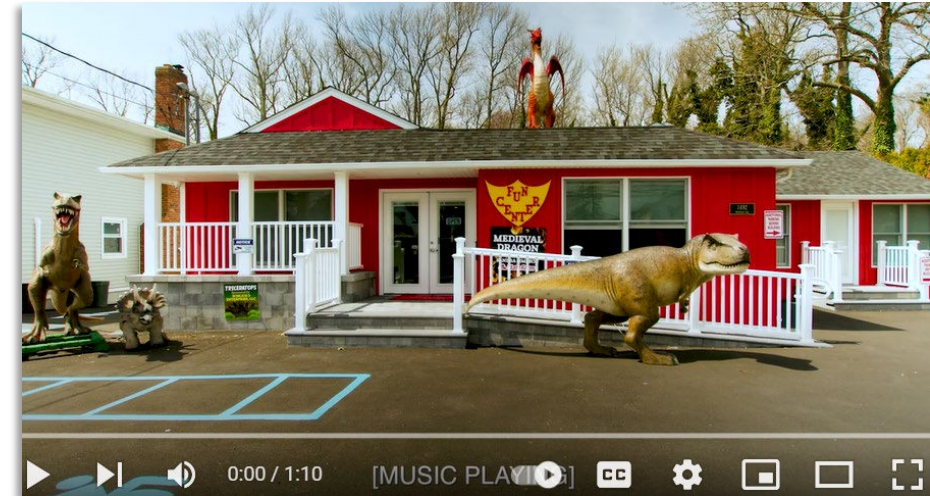




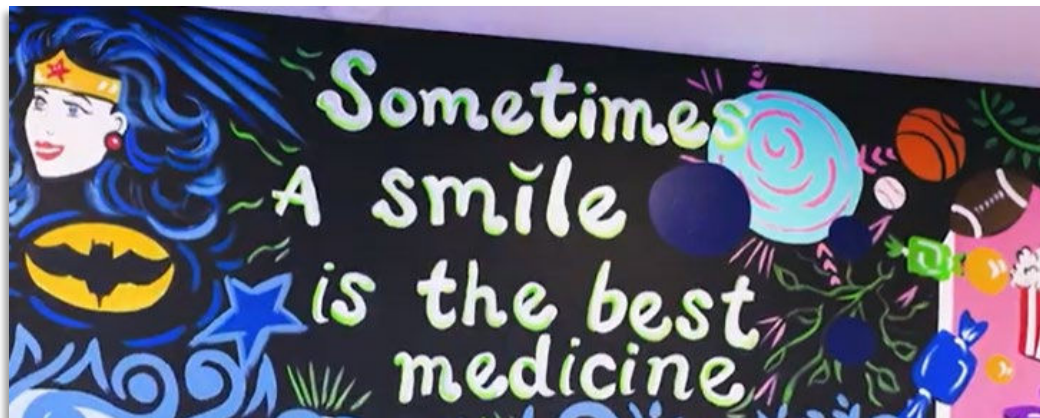
# Main Street Revitalization Grant

## John Theissen Children's Foundation Fun Center

- Main Street Revitalization Award: \$50,000
- PSEG Long Island sponsored the Arcade Room at their new JTCF Fun Center
- Foundation runs events and parties for disadvantaged children, auctions gift cards for local businesses, helps other foundations, and is active in helping communities across Long Island.



[PSEG Long Island and John Theissen Children's Foundation Support Children in Need. - YouTube](#)



# Vacant Space Revival Program: 12 Month Bill Credits



The Baking Coach, Bellport



L. I. Salty Kids, Patchogue



iSmash, Farmingdale



Issi Beauty Spa, Port Washington



Doublefish Sushi, Malverne



# Community Thrive Program: Social Testimonials

## Glen Cove Chamber City of Long Beach Huntington BID



**Glen Cove Chamber of Commerce**  
November 1, 2024 · 🌐

The Glen Cove Chamber of Commerce was alerted to a litter issue at the entryway along Cedar Swamp Road, primarily due to a shortage of trash receptacles near local businesses.

In support of this community need, Chamber President Dr. [Maxine Cappel Mayreis](#) and our Board of Directors convened to create a lasting solution.

Vice President Dr. [Eve Lupenko](#) Ferrante and Past President [Matt Nartowicz](#) led the initiative, reaching out to PSEG to participate in their beautification grant program. With PSEG's generous grant, the Chamber partnered with the City of Glen Cove, Mayor Pam Panzenbeck, and the Department of Public Works to install new receptacles and arrange for regular garbage pickup.

Eve and Matt carefully selected locations for six new receptacles in front of businesses most in need, enhancing the area's cleanliness and appeal.

Their efforts, along with the commitment of our Board, reflect the Chamber's dedication to making Glen Cove a welcoming place for all.

Thanks to [PSEG Long Island](#) for their partnership and investment in our community. We also extend our gratitude to the Department of Public Works, the City of Glen Cove, and Mayor Panzenbeck for their essential support and collaboration in bringing this project to life.

**Huntington Station Business Improvement District** is in Huntington Station, NY · Follow  
January 10 at 3:05 PM · 🌐

Earlier today Friday, January 10th the Huntington Station BID met to celebrate the funding received from PSEG's Thrive Program for Outdoor Commerce and Beautification!

It is with this grant that the BID was able to purchase much needed garbage cans to continue to keep our business community clean.

Our board members were joined by PSEG's Economic Development specialists Christine Bryson & Linda Herman as well as Town of Huntington Supervisor: Ed Smyth, Deputy Supervisor: John McCarron, Citizen Advocate, Jonas Wagner, Town Councilman, Sal Ferro and Suffolk County Legislator, Rebecca Sanin.

#PSEGLI #BusinessFirst #bid #






# Small-Medium Business: Social Media Outreach

**PSEG Long Island** November 30, 2024

When you shop small, you're doing more than making a purchase—you're helping a food on the table and keep their dreams alive 🌟 This #SmallBusinessSaturday, we're spotlighting a few local businesses we supported through our Business First program in our community.

Tag your favorite local businesses and show them some extra love this weekend! 📸 #ShopSmall




**PSEG Long Island** 6h


This February, show some love to the small businesses that make our community special! ❤️ Through our Business First program, local entrepreneurs are filling vacant spaces and bringing fresh energy to our business districts. With special incentives for eligible businesses, we're working together to create vibrant, growing neighborhoods.

Meet some of the passionate businesses making a difference:

- 📍 ZUZU Farmingdale
- 📍 The Pizzeria of Lindenhurst
- 📍 Dukes House of Bowls
- 📍 Castaways Port Jefferson
- 📍 Victoria Elizabeth Suite Experience
- 📍 Harborfields Music Center
- 📍 Valentina Paige Hair Studio



**ZUZU**  
Farmingdale, New York




**The Pizzeria**  
Lindenhurst, New York

**PSEG Long Island** December 13, 2024

20 artists.  
9 days.  
Bay Shore's history is now alive in color 🎨

This incredible mural celebrates the town's roots with vintage postcard-inspired visuals of cherished landmarks like the Entenmann's bakery, Soldiers and Sailors Memorial Building, and the historic Post Office. It's more than paint on a wall—it's a heartfelt tribute to the community. Made possible through our \$7,100 Business First THRIVE grant, this project honors Bay Shore's past while investing in its future.

Stop by, soak it in, snap a photo, and support the local businesses that make this town so special ❤️





# Small-Medium Business: Marketing Promotions



## Supporting Long Island's small businesses is *a big deal.*



Just because a business is small doesn't mean it isn't important. The small businesses on our island are 43% of our economy. These businesses are part of the fabric of our communities. They're vital. We've been proudly supporting our small businesses since 2014 with cost-saving programs and savings. Show your support, too, by shopping locally during Small Business Week (and all year long). It's no small thing to let them know they matter.

The PSEG Long Island Business First Program offers many ways to help small businesses on our island, including:

- Free energy assessments
- Rebates for energy-saving improvements
- Incentives for renovating commercial spaces in struggling business districts
- Gift credits for occupying vacant downtown spaces
- Grants for outdoor beautification in downtown areas
- Business Customer Satisfaction
- Business Solutions Center hotline (800-966-4818)
- Business planning and customized solutions

[psegliny.com/business](http://psegliny.com/business)







### Business First: Powering Small Business in Greenlawn

In commemoration of PSEG Long Island's long history of supporting small businesses. | [Watch Now](#)



**Small Business Spotlight**  
Harborfields Music Center



**February 20, 2025**

**Featured Articles:**

Business Energy Use: Asking the Right Questions

Energy Efficiency: The Hidden Benefits

Electrify Your Kitchen: The Recipe for Savings and Efficiency





**"I couldn't have afforded to open my distillery without help. *PSEG Long Island came through.*"**

—John Pawluk, Twisted Cow Distillery, East Northport

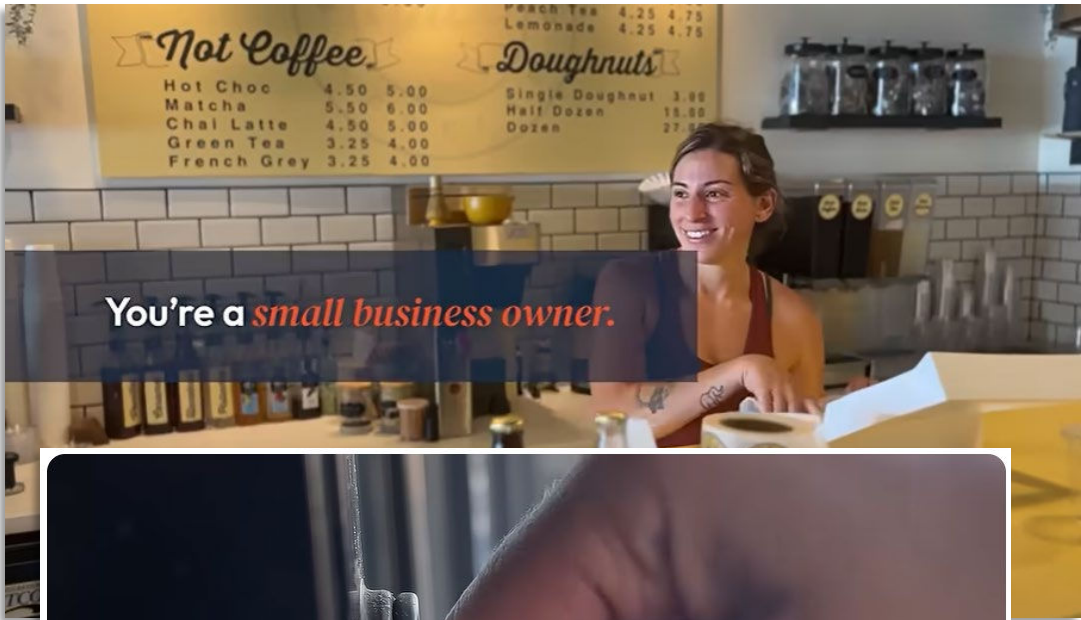
Infusing local ingredients into distilled spirits. This has been John Pawluk's dream since he opened Twisted Cow Distillery in East Northport. Through programs like our Main Street Revitalization and Vacant Space Revival, John qualified for more than \$35,000 in incentives.



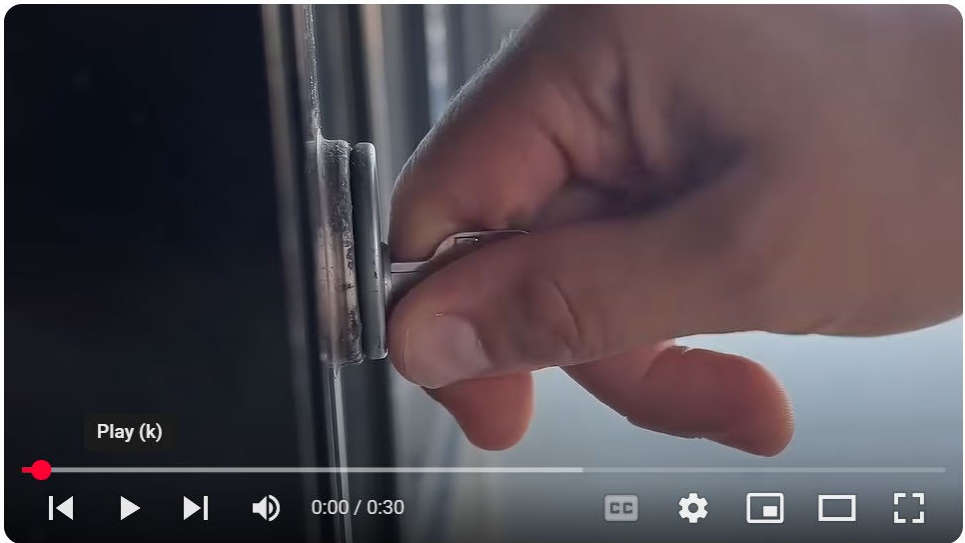
How can we help support your small business?  
[psegliny.com/EcoDev](http://psegliny.com/EcoDev)




# Small-Medium Business: Video Content & Testimonials



You're a *small business owner*.



Welcome - Small Business First Program Introduction

 PSEG Lon...  
5.66K...

Subscribed ▾

Like

Share

...




 **PSEG LONG ISLAND** The Business First Program supports local small businesses



 **PSEG LONG ISLAND** **SMALL BUSINESSES** drive our local economy

Business First Program

 PSEG Lon...  
5.66K...

Subscribed ▾

Like

Share

...

# Major Accounts High Visibility Projects Business Customer Solutions



# Roslyn School District: Electric School Bus (ESB) Transition

- NYS has mandated for all school districts that stipulate all new school bus purchases must be ESBs starting in 2027 (all school buses in operation must be electric by 2035)
- Roslyn School District is already planning its transition and is working with Blue Bird to purchase 67 ESBs that will be district-owned and operated
- Transition expected to begin in Summer 2024 and will take a few years to complete
- Working with district engineers (BBS Engineers) to conduct studies for potential site locations for a bus depot along with electric infrastructure needs
- State and Federal funding is available to assist districts with the costs associated with the transition to ESBs



# Good Samaritan Hospital - Advanced Surgical Pavilion



Good Samaritan Hospital is nearing completion of its \$525 million, 300,000 square-foot Advanced Surgical Pavilion (ASP), which started in 2022. When open, the ASP will feature a 75-bay, 70,000 square-foot emergency department with 16 high-tech replacement operating rooms and three floors of private patient rooms. The rooms will feature larger and enhanced clinical areas that have closer access within the hospital to key services.

This year, PSEGLI installed and energized the new Underground Loop for the ASP building. The loop is fed from separate feeders and consists of 2 LBD risers, a new ATO, PMH-9 Switchgear, and 3 1500KVA Pad mounts. The project accounts for approximately 4 MW of additional load to the system.

Major Accounts has also worked closely with Catholic Health Services personnel and contractors to support this endeavor along with various PSEGLI Internal Department

The ASP is expected to officially open in late 2025

# Tritec – Station Yards



Well-positioned at the crossroads of road, rail, and air, Station Yards spans 53+ acres surrounding the Ronkonkoma Long Island Railroad Station and will consist of approx.:

- 1,450 homes
- 195,000 ft<sup>2</sup> of retail space
- 360,000 ft<sup>2</sup> of office space
- 60,000 ft<sup>2</sup> of hospitality space

When complete, will add approximately **10 MW of additional load.**



Major Accounts has worked closely with internal PSEG LI Departments including:

- Design Planner
- OH/UG Construction
- Meter & Test
- TRC for CEP Rebates
- EV Program Team
- Real Estate
- Legal



# Wegmans Food Market – First Long Island Location



## Project Details:

- First Wegmans on Long Island located at the DSW shopping center in Lake Grove
- New construction of the 95,000 square foot supermarket began in 2023, including a demo of existing retail space
- At project inception, Major Accounts proactively provided introductions and adopted Wegmans under the portfolio of LCS managed accounts
- Proactive promotion of CEP applications and opportunities is actively being reviewed

## About Wegmans:

- Headquarters: 1500 Brooks Ave., Rochester NY 14603
- The Wegman family owns and operates 110 supermarkets in eight states
- Employs over 53,000 workers
- Lake Grove expected to exceed 500 employees
- Grand Opening February 26, 2025

# Roosevelt School District PV Solar Project

- Honeywell - Energy Performance Contract for PV Installation
- PV Solar Project to be installed Districtwide:
  - **Ulysses Byas Elementary School – 150 KW Photovoltaic Panels**
  - **Washington Rose Elem. School – 150 KW Photovoltaic Panels**
  - **Centennial Elementary School – 337.50 KW Photovoltaic Panels**
  - **Roosevelt Middle School – 1,150 KW Photovoltaic Panels**
  - **Roosevelt High School - 700 KW Photovoltaic Panels**
- Substantial substation upgrade work required:
  - Circuits 5R-166; 4W-234
  - Customer contribution for upgrade work - \$528K
  - Approved by School Board to move forward
  - High District Building Aid (NYS subsidy) makes project profitable
  - Project submitted to SED (State Ed. Dept.) awaiting State approval





# Verizon Fleet Electrification & Fuel Cell Projects

Over the next 2 years, Verizon will install **132** electric vehicle charging stations and will electrify their fleet of utility trucks at three locations within the PSEG Long Island territory.

## **EV Charging Stations:** 129 Level 2 and 3 DCFC chargers

- *Bohemia*: Added load of 750 kW
  - 52 Level 2 and 1 DCFC chargers
- *720 Larkfield Ave*: Need new 500 kVA transformer and switchgear
  - 25 Level 2 and 1 DCFC chargers
- *Duffy Ave Hicksville* : Added load of 750 kW
  - 52 Level 2 and 1 DCFC chargers

**Fuel Cell projects:** Twenty-two (22) projects. PAM and Design Planners are actively working with the customer.

- Phase 1 (2024 – 2025): 14 sites
- Phase 2 (2025 & beyond): 8 sites

The Verizon logo, consisting of the word "verizon" in a bold, red, sans-serif font.

# Questions?



Suzanne Brienza  
Michael Presti

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## **FOR CONSIDERATION**

March 26, 2025

**TO:** The Finance and Audit Committee of the Board of Trustees

**FROM:** John Rhodes

**SUBJECT:** Recommendation to Approve of the Annual Report on the Board's Policy on Economic Development and Community Engagement

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### **Requested Action**

The Finance and Audit Committee (the "Committee") of the Board of Trustees (the "Board") of the Long Island Power Authority ("LIPA") is requested to adopt a resolution: (i) approving the annual report on the Board Policy on Economic Development and Community Engagement (the "Policy"); and (ii) finding that LIPA has complied with the Policy since the last annual review, which resolution is attached hereto as **Exhibit "A"**.

### **Background**

The Board adopted the Policy in March 2017 to promote the economic growth and vitality of the service territory through the efficient use of utility plant and equipment, consistent with LIPA's mission to its customer-owners. The Board last reviewed and amended the Policy in September 2022.

### **Compliance with the Policy**

LIPA Staff recommends that, for the reasons set forth below, the Board find that LIPA has complied with the Policy since the last annual review.

The Policy provides that "LIPA's vision for economic development and community engagement is to promote the economic growth and vitality of our service territory by encouraging the efficient use of utility plant and equipment and by attracting personnel to LIPA and its service provider who are purpose-oriented and dedicated to Long Island and the Rockaways." In furtherance of that vision, the Policy directs LIPA to "[attract] both large and small commercial customers to the service territory and helping such customers grow their businesses through electric rates that are discounted below LIPA's average cost of service." The Policy also provides that LIPA will "[o]ffer economic development rates and programs consistent with those offered by other utilities in the State or best practices within the electric utility industry." Since the last annual review of the Policy, LIPA's economic development rates and programs achieved the following results:

- 187 large business accounts received discounted power through the Business Development Rate and legacy New York State programs, such as the Excelsior Jobs program in 2021-2024. These businesses received approximately \$5.1 million in discounts in 2021-2024

(\$1.6 million from the Business Development Rate and \$3.5 million from the Excelsior program).

- 841 large business accounts received power through the Recharge New York program, with commodity delivered by LIPA and its agent, PSEG Long Island in 2022-2024, reflecting 213,810 jobs and \$5.2 billion in capital spend.
- 149 applications were submitted, with 90 small business customers approved through the Vacant Space program in 2021-2024. The program encourages new businesses to occupy spaces that have been vacant for at least one year. The total cumulative incentive awarded during 2021-2024 was \$253,345.
- A total of \$386,000 of incentives were awarded to support twenty-seven community projects through the Main Street Revitalization program in 2024. Since 2021, 52 projects have received \$1.18 million in grants for community projects. This has enabled communities to leverage over \$27.3 million in private capital investment, along with creating over 681 jobs.

The Policy further provides that LIPA and the service provider will “[engage] in community events, volunteerism, educational programs, and selected grant-making consistent with LIPA’s powers, duties, and purpose and the framework of this Policy, with a general preference for engaging with governmental entities, not-for-profit organizations, and businesses located in the service area.”

- During the COVID-19 pandemic, two new programs were developed and introduced to the Chambers of Commerce in LIPA’s service territory. Grants of up to \$5,000 to enable outdoor commerce began in 2020. 2020-2022 Outdoor Renovation grants totaled \$219K. In 2021, the program was expanded to include grants for up to \$3,500 for landscaping and beautification. 2021-2022 Beautification grants totaled \$91K. In 2023, the program combined outdoor renovation with beautification and introduced the “Thrive” campaign designed to support local Main Street business projects to enhance communities and encourage commerce. The Community Thrive program offers grants of up to \$10,000 per Chamber. 2023 Thrive grants totaled \$215K. In 2024, 23 grants totaling \$114,600 were issued to participating Chambers.

Lastly, the Policy provides that LIPA will “[endeavor] to be an agent of local economic development as a large purchaser of goods and services. In doing so, in selecting among alternatives, LIPA will take into consideration the operational, environmental, and economic benefits to the service territory, including any impact on long-term local employment.”

- LIPA has identified and engaged a third party to do an assessment of LIPA and PSEG Long Island’s local and WMBE spending by category next year. The initiative will also develop a strategy to reach out to potential local and MWBE suppliers and assist them in becoming more competitive and knowledgeable about LIPA and PSEG Long Island.

### **Annual Review of the Policy**

LIPA Staff has reviewed the Policy and recommends no changes at this time.

### **Recommendation**

Based upon the foregoing, I recommend approval of the above-requested action by the adoption of a resolution in the form attached hereto.

### **Attachments**

**Exhibit “A”** Resolution

**RESOLUTION RECOMMENDING APPROVAL OF THE ANNUAL REPORT ON THE BOARD POLICY ON ECONOMIC DEVELOPMENT AND COMMUNITY ENGAGEMENT**

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**WHEREAS**, the Board Policy on Economic Development and Community Engagement (the “Policy”) was originally approved by the Board of Trustees by Resolution No. 1356, dated March 29, 2017; and

**WHEREAS**, the Policy was last reviewed and amended by the Board in September 2022; and

**WHEREAS**, the Finance and Audit Committee (the “Committee”) has conducted an annual review of the Policy and recommends that the Board adopt the annual report.

**NOW, THEREFORE, BE IT RESOLVED**, that consistent with the accompanying memorandum, the Committee hereby recommends that the Board approve the annual report, as presented at this meeting.

Dated: March 26, 2025