

Actions for Survey Implementation

As unanimously approved by the Economic Development Commission
12/14/2010

(In order of recommended actions ... First 5 items are considered most immediate)

1. Form working group with Land Use Agency, PZC, CofC, EDC, Fairfield Hills Authority and business representatives to identify specific signage problems, rectify same.
2. Do virtual brochure on Town government contact points for new or potential businesses and existing firms for display on EDC Web site.
3. Hire an Economic Development Coordinator, at 19 hours per week, to provide “buddy system” for all businesses needing help in navigating regulations or finding suitable quarters. Said coordinator to provide additional services as listed in proposed job description and be the contact point for media relations and public information.
4. Do presentation at town staff meeting to explain survey findings, gain support and find ways for cooperation. Liz Stocker idea
5. Draft plan for EDC to raise its profile and do more to represent commercial interests. See proposal #3, above.
6. With CofC, launch a “Buy Local” campaign and/or do more town-wide business- focused public events (fairs for Newtown vendors, products or Tastes-of-Newtown)
7. Utilize EDC’s Web site more to communicate with and encourage existing and potential development.
8. Integrate business interests with social media.
9. Decide how best to support neighborhood business districts
10. Find ways to measure payback of implemented measures.
11. Compare Newtown efforts with Ridgefield, others to see how to improve economic development efforts.

Submit revised budget to town agencies to accomplish selected actions.

The full survey report is online at this link:

<http://www.newtown.org/pdf/Business-Survey-FINAL-REPORT.pdf>