

# 5 POINT PLAN

## 1. **Preserve Ridgefield's Image and Personality:**

- Safeguard Ridgefield's unique "Norman Rockwell" persona.
- Promote Ridgefield as a leading Cultural and Arts destination.

## 2. **Strive for Sustainable Economic Growth:**

- Identify Internal and External Best Practices that can support existing businesses. All Ridgefield businesses can expect ECDC support, regardless of their Ridgefield address.
- Secure new tenants to include regional and / or national occupants that would significantly increase foot traffic and contribute meaningful tax revenue.
- Identify short and long term parking solutions.

## 3. **Geographic Focus:**

- Focus **initially** on Main Street, as well as Catoonah, Bailey, Governor & Prospect.
- Promote & Support the potential Branchville TOD Project.
- Support the Implementation of an approved Schlumberger Plan.

## 4. **Innovation & Branding:**

- Develop Active Marketing, primarily supported by the imminent re-design of our ECDC & Town websites.

## 5. **Improved Coordination & Communication:**

- BOS <> State & Federal EDC <> COC <> P & Z <> Parking Authority

# **2017 Objectives, Goals, Strategies & Measures (O.G.S.M.)**

## **Objectives:**

**To improve the commercial tax base with economic development, focused on an inclusive and coordinated digital strategy that leverages the new ECDC website.**

# Goals:

- 1. Strategically Coordinate town marketing.**
- 2. Hire/assign a part time resource, skilled in WordPress to manage ECDC web content.**
- 3. Create economic growth with new strategic retailers to enhance the business community.**
- 4. Build awareness of *ridgefielddevelopment.com* through coordinated digital marketing.**
- 5. Drive entrepreneurs and businesses to lease Ridgefield's low cost commercial office space.**
- 6. Facilitate a “*Make Ridgefield Business Friendly*” strategy.**

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GOOD Trying Dead

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## Other Meaningful Goals We Need?

1. ECDC sponsored **“Buy Local”** campaigns.
2. ECDC becoming partners in the **Town Procurement** process.
3. Search **adjacent towns** for Ridgefield Merchant candidates.
4. ECDC involvement in **Student Business Career Path** Initiatives.
5. ECDC investigating **State and Federal Incentives** for Small Businesses.
6. ECDC working with local banks to establish **Lower Cost small business Financing.**

<u>Commissioner</u>	<u>Project Leadership</u>	<u>Coordination Leadership</u>
<b>Arnold Light</b>	<b>ECDC Chairman</b>	<b>B.O.S.- CT EDC</b>
<b>John Devine</b>	<b>Events / Marketing</b>	<b>DTR – PA - Press</b>
<b>Bob DeFalco</b>	<b>Website / S.M. supporting the website</b>	<b>Town IT &amp; Procurement / Arts Council</b>
<b>Gus Ryer</b>	<b>Branchville TOD</b>	<b>B. O. Realtors / Banks</b>
<b>Karen Sulzinsky</b>	<b>ECDC Sponsored Educational Programs / ECDC Promo campaigns i.e. “Career Path Initiatives”</b>	<b>Library – BOE - Universities</b>
<b>Stephany Sanderson</b>	<b>First Floor Retail / ECDC promo campaigns i.e. “Buy Local” Search adjacent towns for new merchants</b>	<b>Chamber / P&amp;Z</b>
<b>Paul Levine</b>	<b>Small Business Incentives –</b>	<b>ECDC Council</b>

## **Further Clarification**

- 1. All commissioners are expected to assist each other as recommended by the chairman. If you need assistance on your project, the chairman should decide on resource distribution.**
- 2. Each commissioner should contribute to Website Content. Posts, Articles, Commercial Properties, Photos; especially, but not necessarily related to their primary projects. Each commissioner can / will receive “Contributor LOGIN Credentials” for adding Posts and or Properties to the ECDC website. Please consider taking WordPress courses at the library.**
- 3. New projects (not related to the OGSM) should be approved by the commission under Roberts Rules.**