

# Municipal Services

## CT Economic Resource Center



**Courtney Hendricson**

Vice President of Municipal Services



Connecticut  
Economic  
Resource Center

*Collaboration at Work*



# Physical Value

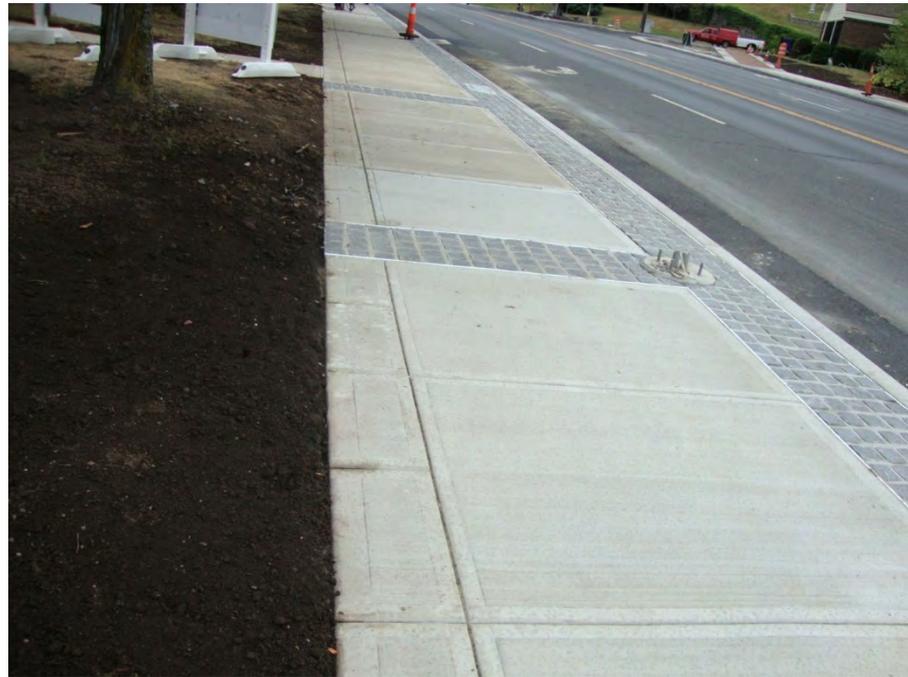






# \$1.3 million in State Grant Funds (and counting...)

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Asnuntuck Street Lot



TOWN OF  
**Enfield**  
CONNECTICUT





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# Social Value





# Enfield's FALL-O-WEEN FESTIVAL



**11am-4pm**

Get Your **Parents** to enter for a chance to win a **BECK'S Halloween Treat**... as Trick (valued at \$1000)

1. Enjoy music, fresh bakery items, kettle corn, farm to table market items and visit crafters!
2. Check out all the food trucks...yummy!
3. Tour Thompsonville Community Garden - all dressed up for Halloween and ready for Trick or Treaters! Plus, touch a fire truck and peek in Scary Strand!
4. What! A professional fire performance... a must see event!
5. End your day with a family movie on Higgins Green...a perfect ending!

Lots of **FREE PARKING AVAILABLE!**

*Artwork by Mickey, Sooty, Amy, Squeaky, Billy*





# I want

\* Trader Joe's \*  
Wegman's  
Christmas Tree Shops  
Jazz Cafe  
New Bleachers  
IKEA  
AFFORDABLE HOUSING!  
High Street Paved!  
Walking Trails  
Develop the waterfront  
A TRAIN STOP  
Brewery  
Leaf collection  
Keep us the good work  
Brewery  
"Smart Growth"  
A Full Transportation System (and a new bike lane with better walk ways)  
TO LIVE  
Ticket cell phone drivers!  
Community Partnership meetings  
New Street Light  
To make out  
Bike Lanes  
Double Tracks  
Park Benches on the Town Green  
Leaf collection  
Keep us the good work  
Brewery  
"Smart Growth"  
A Full Transportation System (and a new bike lane with better walk ways)  
TO LIVE  
Ticket cell phone drivers!  
Community Partnership meetings  
New Street Light  
To make out  
Bike Lanes  
Double Tracks  
Park Benches on the Town Green

# in Enfield.



# Business Engagement

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## Desired Attractions:

43% - Microbrewery

43% - Coffee Shop/Cafe

34% - Interior Design

28% - General Store



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# Economic Value

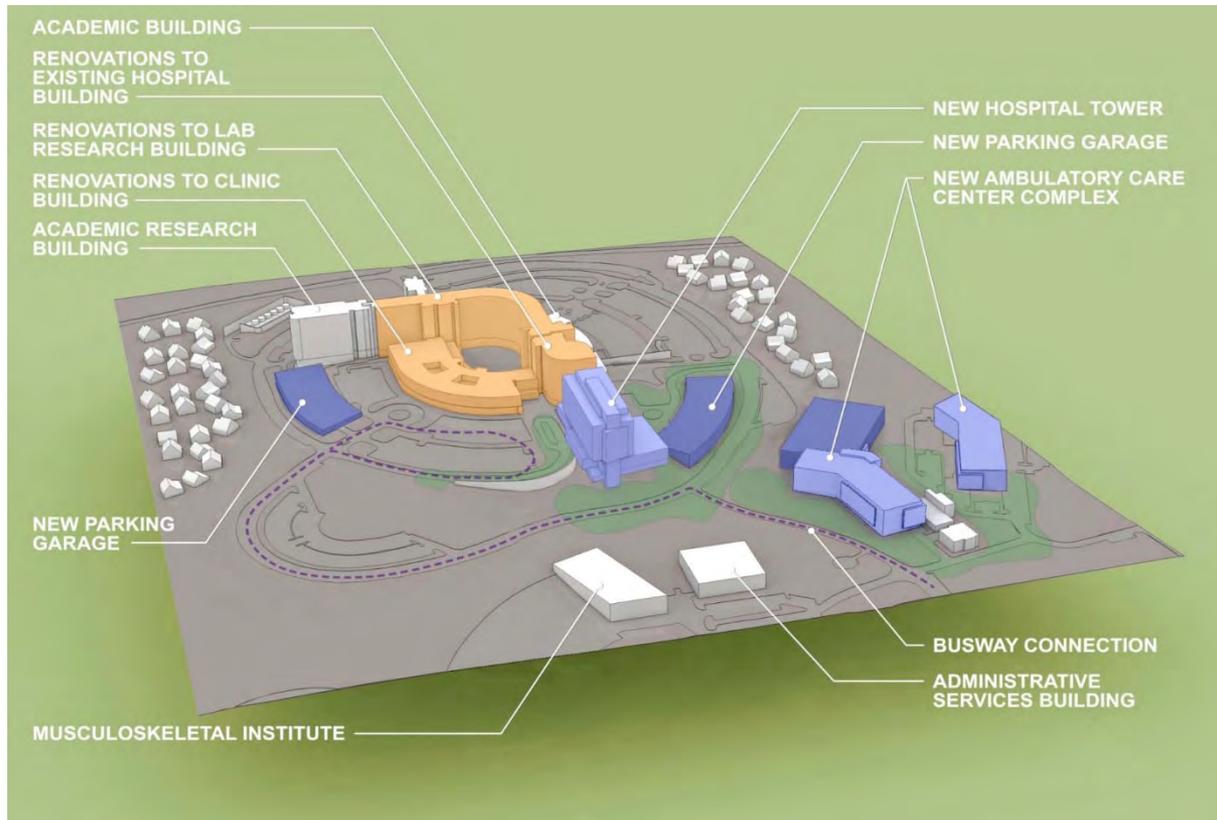


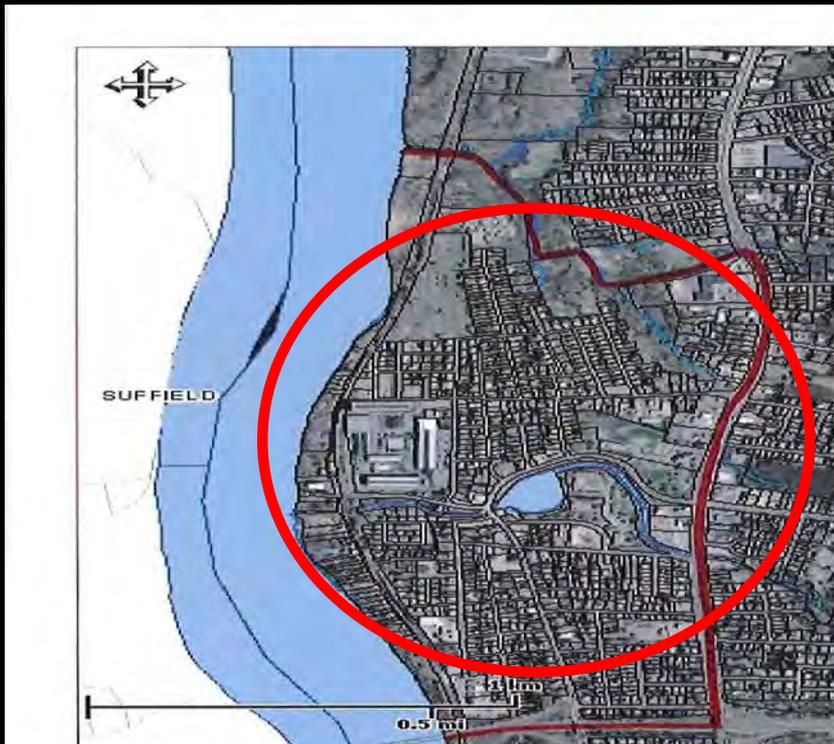
# Economic Development Strategy

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- Riverfront Recapture
- Neighborhood Revitalization
- Village Center
- Retention, Expansion & Recruitment
- Industry Growth
- Leading the Way

# Bioscience Connecticut Master Plan





30% Increase in Value based on  
Downtown Investments



# Economic Value

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	<u>Costco</u>	<u>Downtown Cornerstone</u>
<b>Land Consumed (acres)</b>	<b>19.0</b>	<b>.18</b>
<b>Total Prop. Taxes /Year</b>	<b>\$366,477</b>	<b>\$71,680</b>
<b>Total Prop. Taxes /Acre</b>	<b>\$19,288</b>	<b>\$398,222</b>
<b>Residents/Acre</b>	<b>0</b>	<b>44</b>
<b>Jobs /Acre</b>	<b>5.2</b>	<b>22</b>

# EDC Survey









# Fundamentals

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ON THE GROUND: ROLES AND RESPONSIBILITIES  
OF THE TOWN'S ECONOMIC DEVELOPMENT TEAM

# Who is on the team?

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- Elected officials/municipal offices
- Boards and commissions (P&Z, conservation, etc.)
- Business community and citizens
- Schools and universities
- Chambers, nonprofits and regional ED organizations
- Advocates: housing, transportation, preservationists, environmentalists
- Commercial real estate industry: brokers, developers and site selectors
- Government: state and federal

# Responsibilities of Economic Development Commission & Staff

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- Adopt strategic plan of economic development
- Promote economic development in town and contribute to plan of conservation & development (POCD)
- Identify areas of town for development
- Make recommendations to voting boards in town
- Initiate an application to change a zoning district, propose an economic development zone, present proposed regulations
- Appear before other land use commissions meeting and present position
- Review all other commissions agendas and minutes to keep abreast of developments and timelines

# Definition of Economic Development

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- Business retention
- Business expansion
- Business recruitment
- Business creation
- Character of your community

**SEARCH** HEAT MAPS LAYERS COMPARE

Find:

Buildings Sites Businesses Communities

Square Feet

MIN SIZE - MAX SIZE

For Sale  For Lease

Select Type

Office  Industrial  Retail  Special

MORE FILTERS **SEARCH**

[Reset](#) [Minimize](#)

## Results [Refine Search](#)

[Print](#) [Sort by](#) [Export](#) [Advanced](#)

	<p><b>706 Derby Ave</b></p> <p>Address: 706 Derby Ave City: Seymour County: New Haven Zip Code: 06483</p>	<p>Type: Office, Industrial, ... Min SubDivide: 63 acres Available: 63 acres</p>	<p>Total: 63 acres For Sale: yes Sale Price: \$2,800,000.00</p>	1 of 4
	<p><b>85-101 Bank Street</b></p> <p>Address: 85-101 Bank Street City: Seymour County: New Haven Zip Code: 06483</p>	<p>Type: Retail Min SubDivide: 1.06 acres Available: 10.6 acres</p>	<p>Total: 1.06 acres For Sale: yes Sale Price: \$800,000.00</p>	2 of 4

# Components of a Successful Economic Development Program

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- Business visitation
- Liaison between the business and the town
- Ambassador efforts and partnerships
- Single point of contact for business
- Realistic understanding of your community's current economic situation
  - Know what you control
  - Collect data
- Workforce strategy that includes businesses, colleges and high school
  - Anchor institutions

# Components of a Successful Economic Development Program

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- Marketing (eNews, social media, CERC SiteFinder®)
  - Common understanding of what the town is (and unique attributes)
  - Elevator speech
- Intergovernmental relations – Know your reps, grants
- Financing solutions – DECD, local banks
- Incentives – Both local and state
- Heritage tourism – Enhances quality of life
- Shovel-ready initiatives – DOT permits, wetlands flagging, utility extensions
- Utility contacts

# Increasing Value in Your Community

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- Physically
- Socially
- Economically

*Great downtowns don't just happen – they are created!*

# Regulatory Process Needs to Be...

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- Predictable
- Clear
- Reliable
- Consistent
- Effective (Does the right thing)
- Efficient (Does things right)

*One of the best business incentives is a streamlined regulatory process.*

# Contact

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