

# GOALS & OBJECTIVES



**Community Based Planning**  
Clinton Economic Development Commission

## High Level Charter Downtown Business Outreach

### Problem Statement (The Pain - Opportunity for Improvement):

There is no process to engage Downtown Businesses for long-term success that includes listening to, building relationships, collecting data, information, issues and concerns.

### Event Dates:

Start: 5/25/023

End: 5/31/024

### Deliverables (Relief Of The Pain):

Provide TC, TM, EDC and others with a flow of accurate, reliable, actionable data and information to make informed decisions.

Town and Downtown Businesses have a deeper understanding of needs/issues that impact each other.

Establish an environment in Clinton to sustain, grow current businesses and attract future businesses.

Accurate and projectable data.

Timely information.

Systematic, sustainable.

Filter and reporting of data to customers in user friendly format (simple, clear, articulate.

**Sponsor:** John Allen,  
EDC Commissioner

**Team Leader:** Bob Murdock, .....

**Facilitator(s):** Bob Werner,.....

### Core Team

#### Members:

Bob Murdock  
John Allen  
Hank Teskey  
Dylan Walter  
Jeff Mastroianni  
Emily Roy

#### Outside Resources:

Town Council, Town Manager,  
Others....

### Project Scope Information (Process Boundaries):

Process Start: Grove Street

Process End: Firehouse

**Commandments:** Management by Fact, Balance interest of all stakeholders, , Rely on the wisdom of the team, Be supportive of all ideas and Don't try to solve the problem before completing the analysis!!!

**Customer Value:** This will become more focused once interviews have been conducted

Ability to make informed decisions.

Understand the needs of businesses for success in town.

Town Council has better understanding of business needs (same as previous)

### Anticipated Benefits:

Town Council takes action to benefit customers.

Broader scale.

Business community feels more involved with community.

Focus precious resources where most needed.