

Town Council Presentation



Mission Statement Alignment

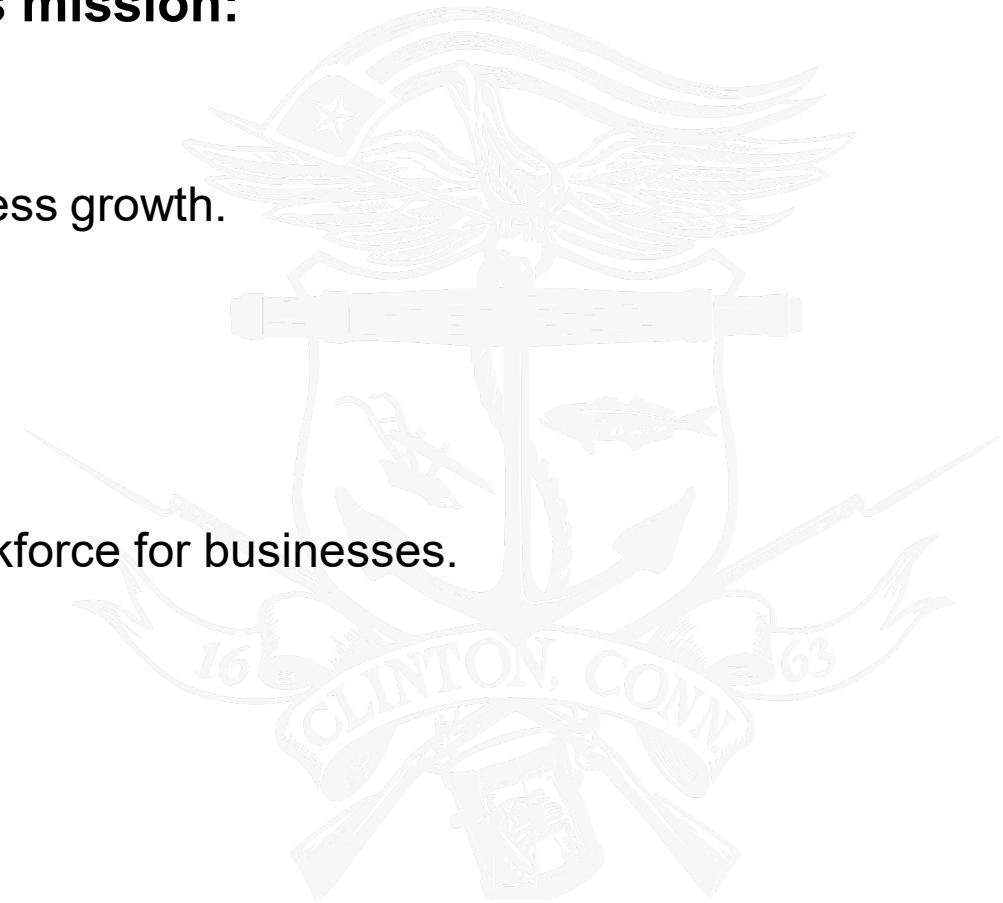
*“The **Clinton Town Council** is committed to providing quality, efficient and effective services for our citizens; serving as stewards of the Town’s finances, assets and environmental resources; maintaining our desirable location by encouraging opportunities; and displaying honesty, respectfulness, and fairness in all relationships.”*

*“The **EDC** develops resources and an environment driven by the needs of our customers that results in compatible economic growth that Improves the quality of life.”*

How do we measure success?

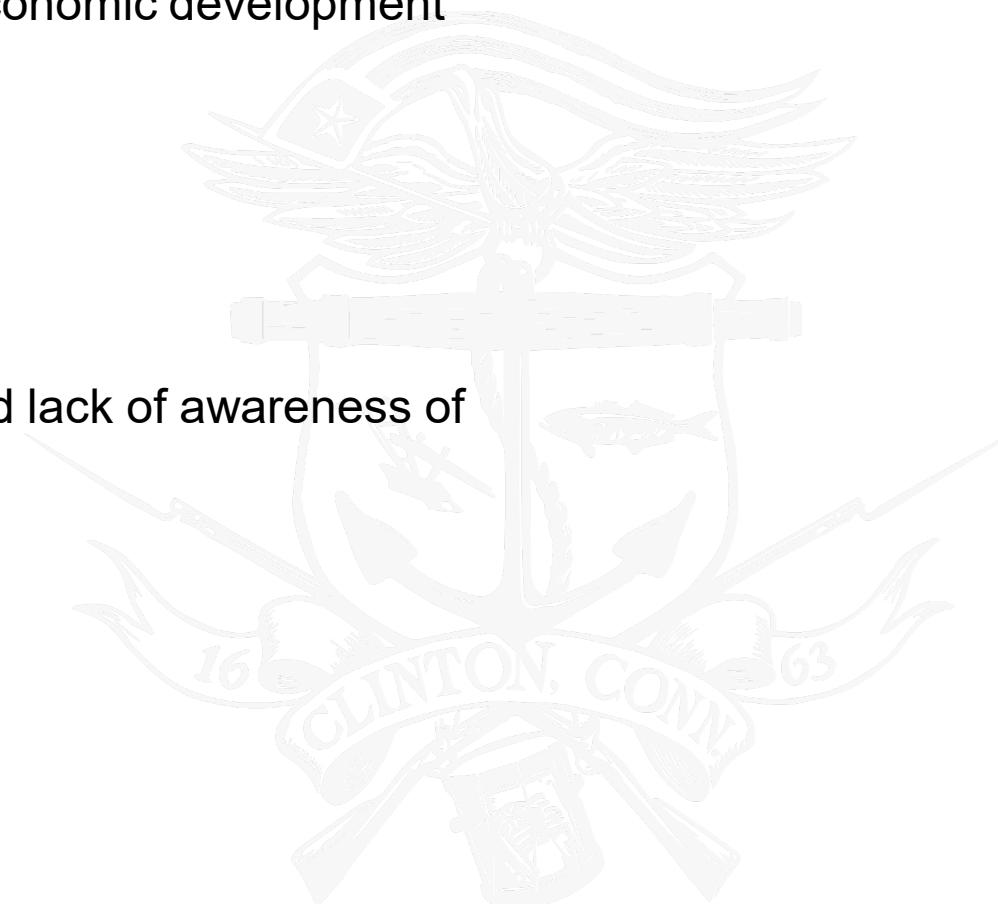
The EDC must be successful in the following to fulfill it's mission:

- Sustained engagement with the business community.
- Ability to advocate for policies and programs that support business growth.
- Making connections so businesses can thrive in Clinton.
- Ability to triage business needs and prioritize actions.
- More quality job opportunities for area residents and skilled workforce for businesses.



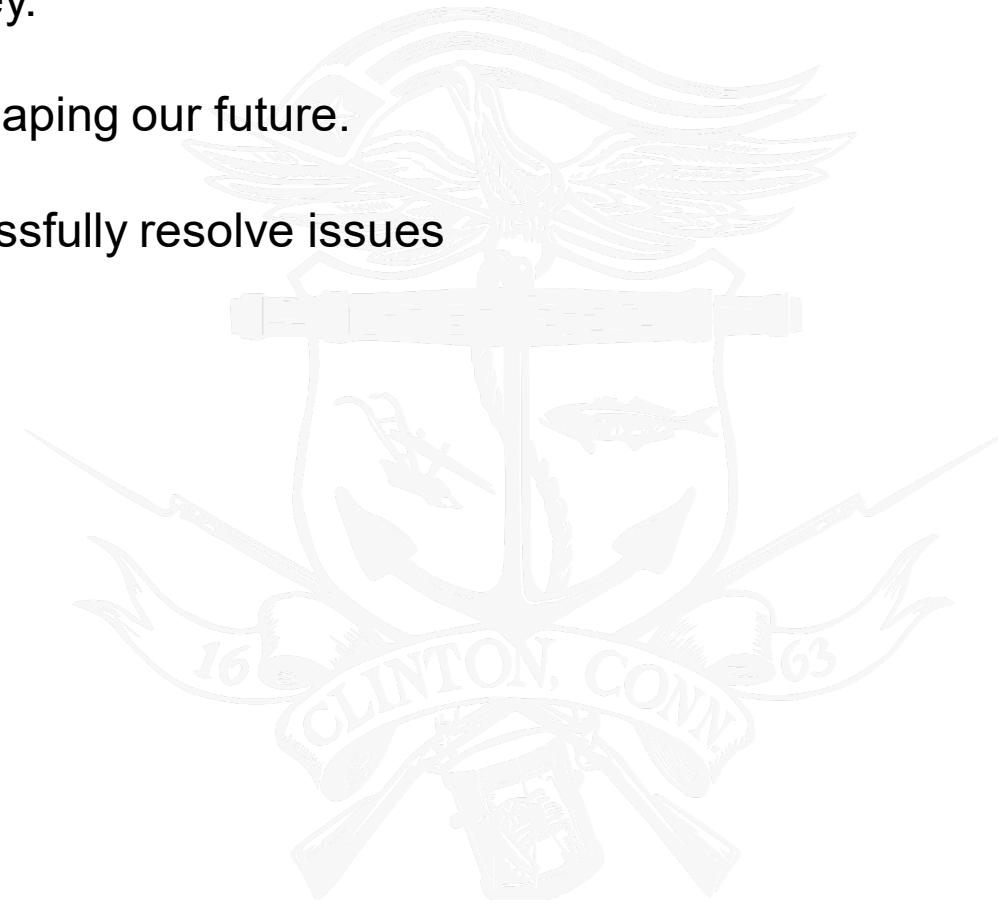
Critical Issues Identified

- Need to improve EDC member knowledge and awareness of economic development issues, tools and resources.
- Fully engaged, active EDC membership and finding partners.
- Lack of follow through.
- Strengthen relationship with other Boards and Commissions and lack of awareness of EDC activities.



Benefits of setting goals

- Serve as a guide, from how to use time and how to spend money.
- Improved meetings by focusing on the most important issues shaping our future.
- Building community partnerships with those necessary to successfully resolve issues and accomplish our objectives.
- Assisting the EDC in decision making.



Goals for the EDC

#1

Create and implement a consistent business visitation program.

- Hire part-time Economic Development Coordinator to facilitate and meet with businesses.
- Develop interview format and key data measures to come from business visits.
- Develop a database of local businesses to visit and track issues/concerns.
- Prioritize needs and identify action steps that can be taken by the EDC.

Initial Identified Customer Segments:

Manufacturing
Marinas
Restaurants
Small Businesses

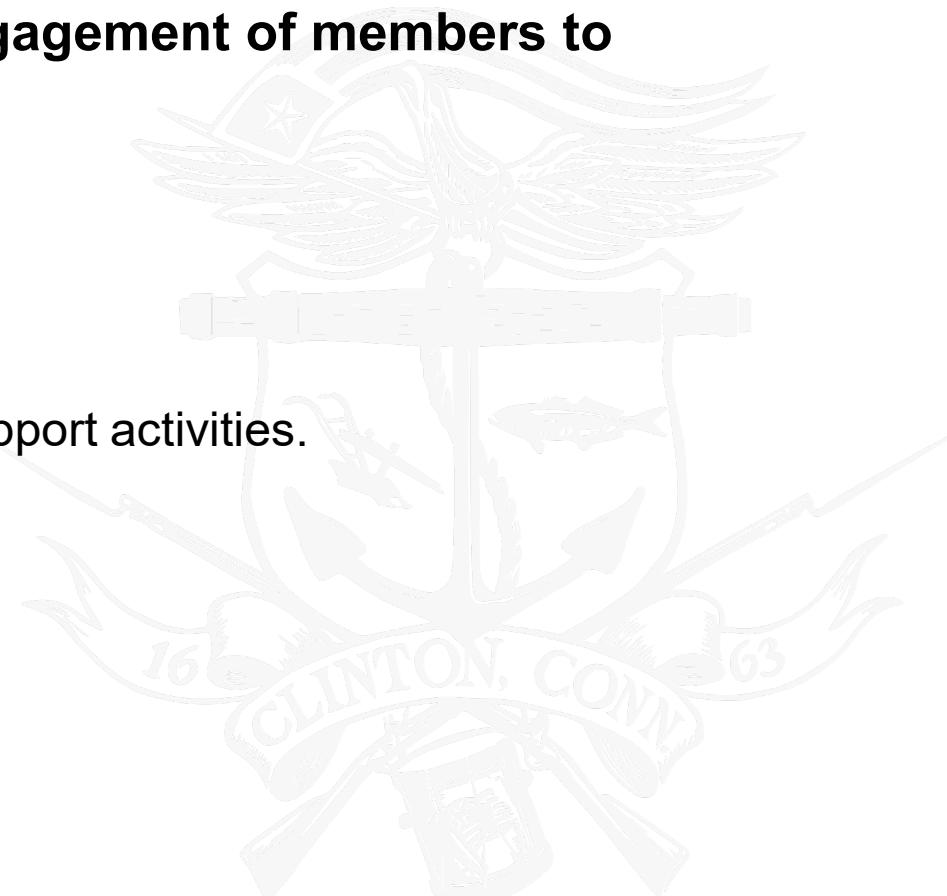
Community?

Goals for the EDC

#2

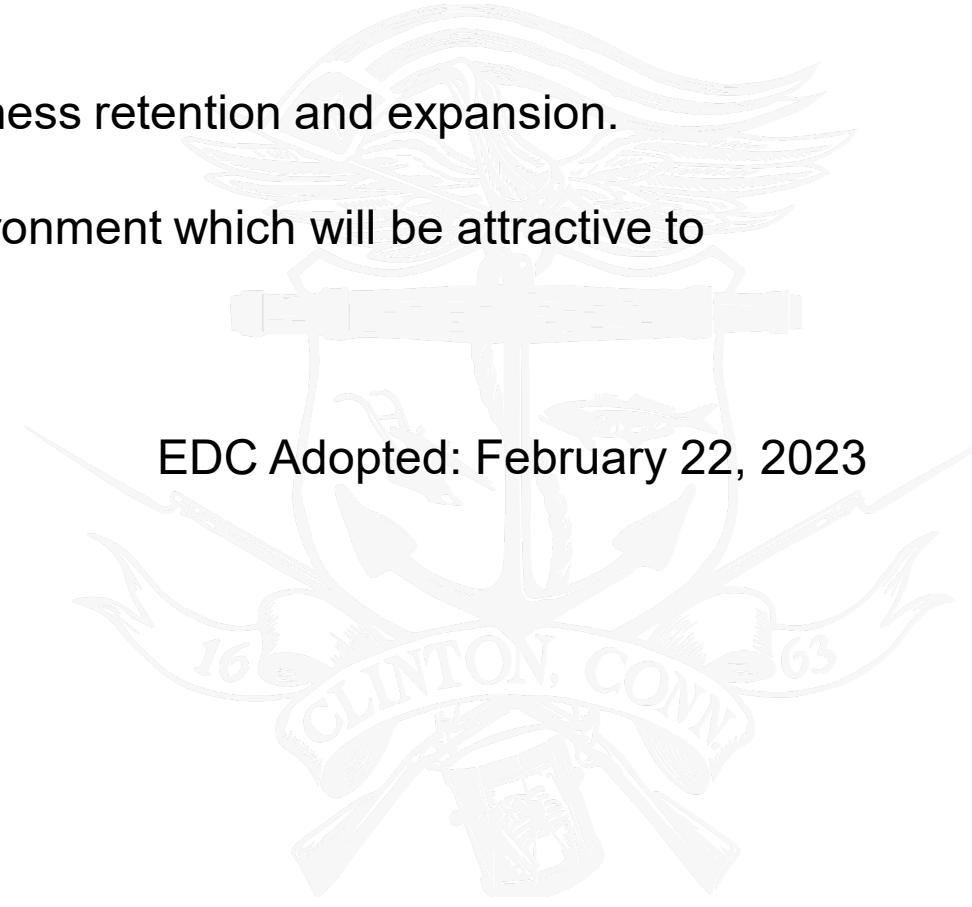
Identify areas to improve EDC knowledge and engagement of members to support the mission.

- Check in with EDC Members.
- Identify knowledge and resource gaps to be addressed.
- Pull in resources and partners outside of the EDC to support activities.
- Continual education.



Implicit in these goals is an orientation in the EDC to focus on business retention and expansion.

Success in supporting our existing businesses will result in an environment which will be attractive to businesses looking to relocate to Clinton.

A faint watermark of the Clinton, Connecticut seal is visible in the background. The seal features a central shield with a plow, a sheaf of wheat, and a sheaf of corn, surrounded by a circular border with the text "CLINTON, CONN." and the years "1662" and "1863". Above the shield is a crest with a plow and a sheaf of wheat, and a scroll below it.

EDC Adopted: February 22, 2023

GOALS & OBJECTIVES

