NWCT Economic Development Summit 2017
Think Regionally, Act Locally: Jobs & Vibrant Main Streets
How can we work together to move the region forward in meeting its land use goals over the next 10 years?
**Focus group session & timeline**

**Focus Groups**
- June 30\(^{th}\) Food & Agriculture
- Sept. 14\(^{th}\) Housing
- Sept. 29\(^{th}\) Climate & Energy
- Nov. 30\(^{th}\) Conservation & Recreation
- Jan. 2017 Jobs & Vibrant Main Streets
- March 30\(^{th}\) Meeting Needs of Aging Population & Attracting Younger People

**Timeline**
- July Data/trends & analysis completed
- Aug-Jan We visit your town!
  - web-based resident input survey
  - visit high schools & senior centers
- Summer 2017 Draft Plan ready for comment
- Fall 2017 Final Plan adoption & website toolkit
NHCOG Current Projects

- Comprehensive Economic Development Strategy (CEDS)
- Assistance to local economic development committees
- Staff Regional Housing Council
- NWCONNect ($200K RPI grant)
- NWCT Food Hub ($45K DoAg grant, $25K NHCOG commitment)
- *(NEW)* regional trail map & assessment of trail connectivity
- Host annual economic development summits
Resident Input Survey results

- 1,275 responses

- 86% agree that “the region should place a priority on **small business development** with a focus on existing business retention and expansion.”

- 75% agree that “the region should support initiatives designed to improve both the quality and quantity of the region’s **workforce to meet employer needs**.”

- 73% agree that the region should attract and retain a diverse population including **young adults and young families**.

- 73% agree that the region should develop its **tourism** industry by promoting its historic, cultural, arts, and recreational assets.

- 64% agree that “all households and businesses in the region should have access to **fiber optic broadband** communications infrastructure”.
Student input survey results

"I'd be more likely to stay in or return to the region after I graduate if only there were..." (177 responses)

Top 4:
43% ...more jobs I’d be interested in
37%...more nightlife/activities
37%...ability to live in town centers/downtowns where I could walk to shops, restaurants, library, cafe
29%...housing options I could afford
E.D. Summit survey results

What do you think are the main challenges to economic development in our region that the strategies in our new Regional Plan of Conservation and Development should actively address? (38 responses)

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
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<tbody>
<tr>
<td>Housing affordable to the workforce</td>
<td>65.79%</td>
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<tr>
<td>Declining number of working-age residents</td>
<td>60.53%</td>
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<tr>
<td>Vacant storefronts in &quot;Main Streets&quot; and village center areas</td>
<td>52.63%</td>
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<td>Spotty cell phone coverage in the region</td>
<td>47.37%</td>
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<td>Lack of high speed internet</td>
<td>44.74%</td>
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<tr>
<td>Effective tourism marketing</td>
<td>42.11%</td>
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<tr>
<td>Access to public transportation to and from work</td>
<td>28.95%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>23.68%</td>
</tr>
<tr>
<td><strong>Total Respondents: 38</strong></td>
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</tbody>
</table>
E.D. Summit survey results

What (if any) planning and zoning issues have been barriers to economic growth in your town?

- “Pushback from people on "change" and "growth". Fear of what the town could turn into.”
- “not allowing signage”
- “Zoning regs are not structured to consider business needs”
- “Contradictory zoning regulations regarding home based businesses.”
- “2 ac. zoning just creates suburbia”
Proposed NHCOG strategies to address region’s economic development challenges:

HOUSING

ATTRACTION YOUNG PEOPLE & FAMILIES

SUPPORT “MAIN STREET”

ADDRESS NEED FOR HIGH SPEED INTERNET & CELL COVERAGE

SUPPORTING AGRICULTURE

Circle your top 3 strategies on the handout!
Harwinton Tax Incentive Program

Harwinton, CT
Norfolk, CT
Goals include:

(1) **An enhanced cellular network** to increase mobile coverage everywhere in the twenty-one-town region,

(2) **Bringing a fiber optic network to every home and business** within the twenty-one-town region and,

(3) **Promoting the benefits of both** for economic development, universal service, education, safety, community health care, and the general well being of the region.

*Working to bring twenty-first century communications to Connecticut’s northwest corner*
NWCT Food Hub will launch in 2017!
Panel:
Best Practices of local economic development committees & tourism marketing

- **Mike Goman**, Principal, Goman+York Property Advisors
- **Janet Carlson**, CEO, One Eleven Group and Cornwall EDC Chair
- **Jessica Fowler**, Chair, NWCONNect and Sharon Selectman
- **John Simone**, President, CT Main Street Center
- **Tammy Warner**, Ph.D., Business Advisor, CT Small Business Development Center
- **Courtney Hendricson**, Vice President of Municipal Services, CERC
Northwest Connecticut Economic Development Summit

Mike Goman
Goman+York
mgoman@gomanyork.com
860-814-3271
Local Economic Development – Best Practices

• Business visits – *ongoing communication*
• Town green activities – *one location*
• Tourism marketing – *collaborate w/area towns*
• Economic Development Budget – *Fund it!*
• NWCONNnect Initiative – *Support it!*
• Work closely with Board of Education
The Website

- Over 30k page views in 2016
- Top website visitors
  - CT 52%
  - NY 18.4%
  - MA 11%
- Over 12k users
- ½ male, ½ female
- 65% b/w 18 - 34
- 16% are 35-44
- Usage
  - 58% desktop
  - 31% mobile
  - 11% tablet
Social Media

Facebook: 1,697 likes, 23% growth
Twitter: 171% growth in followers
Instagram: New account with 465 followers
Goals include:

(1) **An enhanced cellular network** to increase mobile coverage everywhere in the twenty-one-town region,

(2) **Bringing a fiber optic network to every home and business** within the twenty-one-town region and,

(3) **Promoting the benefits of both** for economic development, universal service, education, safety, community health care, and the general well being of the region.
To be the catalyst that ignites Connecticut's Main Streets as the cornerstones of thriving communities
OUR HISTORIC MAIN STREETS
Centers of Community Life

Vibrant neighborhoods with a mix of uses:

- Retail & dining
- Residential & office
- Government & institutions
- Multi modal transportation

However, there were forces and trends that changed the course of Main Street…
Connecticut Main Street Center utilizes a preservation & place-based economic development strategy.
Main Streets must be managed.
What is Needed?

- A public/private management function appropriate for - and that engages – the community

- Consistent and ongoing leadership

- Adequate resources to create ample capacity
Downtown’s Major Program Areas

Transportation
- Walkable & Bikeable
- Transit
- T.O.D
- Multimodal Connectivity

Environment
- Smart Growth
- Public Health

Sustainability
- Urban Equity
- Cultural Values
- Neighborhoods of Choice

Place
- Historic Preservation
- Place-making
- Fun Events

Economics
- Support Local Business
- Innovation
- Jobs
- Economic Vitality
- Housing
- Downtown-Friendly Regulations
- Managed Downtowns
- Public/Private Partnerships
- Community Engagement

Inclusiveness
- Stewardship
The CT Main Street Network

12 Professionally Managed Main Street Districts

29 General Members

2 Regional Members, representing 35 communities
It’s Downtown’s Time!
John Simone
President & CEO
Email: john@ctmainstreet.org
Phone: 860.280.2023
Website: www.ctmainstreet.org
CT Small Business Development Center

• Funded by the SBA and State of CT, housed at UCONN
• Offer one-on-one advising services to help small businesses in CT start, grow, and succeed
  – Most services no-cost
    • Investor prep – financial analysis and projections
    • Advising for growth – via “Growth Wheel” and other tools
    • Start-up assistance
    • Navigation of other resource options
  – Some services entail moderate cost
    • Intensive workshops/training
    • Some market research reports
CT Small Business Development Center

• Meet clients
  – At their business location or
  – At local Chamber offices or
  – other public places (libraries, coffee shops)

• Our clients’ successes!
  • Over $132MM in capital infusion – banks, community lenders, and angel/venture investment
  • Over 1000 new jobs created and 213 business starts

• To contact us: www.growct.com or
  – 860-428-7232 for the main office
Courtney Hendricson | Vice President of Municipal Services
Panel:
Arts, Culture, and Agriculture based economic development strategies & Town center housing for economic growth

• **Amy Wynn**, Executive Director, Northwest Connecticut Arts Council

• **Bill Burgess**, Executive Director, Partners for Sustainable Healthy Communities NWCT

• **Kay Carroll**, Director, Litchfield Hills Farmers Market

• **Julia Scharnberg and Kate Johnson**, Foundation for Norfolk Living

• **Michael Everett**, President, Kent Historical Society and Kent Incentive Housing Zone Steering Committee member
COMMUNITY INITIATIVES

Exemplary creative placemaking initiatives posted by organizations.
Partnerships for community revitalization and growth.

Share your creative placemaking initiative below.

Keyword
State
- Any

Square One Initiative
Olneyville Housing Corporation
Providence, RI
SUBMITTED BY: Chris Ackley
POSTED DATE: December 16, 2014
PROJECT DATES: 2012 - ongoing
Agriculture Strategies for Economic Development

**Requirements for Selling Into Wholesale Markets**

- Field heat must be removed with proper cooling.
- The “cold chain” must be maintained from the field to the customer with refrigerated storage of most fruits and vegetables.
- Products must be sorted uniformly to match USDA grades.
- Food safety procedures must be followed including necessary record keeping.
- Many wholesale buyers need large quantities.
- Production should yield a consistent supply.
- Producers must build relationships with wholesale buyers and stay in touch regularly to communicate issues such as timing, quantity, price, quality, etc.
FOUNDATION FOR NORFOLK LIVING, INC.
40 AND 46 GREENWOODS ROAD WEST,
NORFOLK, CONNECTICUT

DEVELOPER:
FOUNDATION FOR NORFOLK LIVING
NORFOLK, CT 06050

ARCHITECT:
HERRICK ASSOCIATES, INC.
5 Karen Way
FARMINGTON, CT 06032
(860) 879-9000

ENGINEER:
HRICA ASSOCIATES LLC
14 MAPLE VEN TRAIL
LITCHFIELD, CT 06759
(860) 567-2112

STRUCTURAL ENGINEER:
SZCZECZAK ASSOCIATES
200 FISHER DRIVE
AVON, CONNECTICUT 06001

CONSULTING ENGINEERS:
WALTER McIVRUS ASSOCIATES, INC.
158 WEST MAIN STREET
AVON, CONNECTICUT 06001

29, 31 AND 33 GREENWOODS ROAD EAST,
NORFOLK, CONNECTICUT
Town of Norfolk
Historic District Boundary
Est. 1963

Expansion Properties:
Lot 201 (29-33 Greenwoods Road East)
Lot 155 (40 Greenwoods Road West)
Lot 154 (46 Greenwoods Road West)
Kent: proposed Incentive Housing Zone
NWCT Economic Development Summit 2017

Think Regionally, Act Locally: Jobs & Vibrant Main Streets

Please don’t forget to circle your top 3 strategies!