



# + NWCT Economic Development Summit 2017

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Think Regionally, Act Locally: Jobs & Vibrant Main Streets



How can we work  
together to  
**move the region  
forward** in meeting  
it's land use goals  
over the next 10  
years?

Local Food &  
Agriculture

Jobs &  
Vibrant Main  
Streets

Housing

Land  
Conservation  
& Recreation

## Northwest Hills Council of Governments

Regional Plan of Conservation & Development



# Focus group session & timeline

## Focus Groups

June 30 <sup>th</sup>	Food & Agriculture
Sept. 14 <sup>th</sup>	Housing
Sept. 29 <sup>th</sup>	Climate & Energy
Nov. 30 <sup>th</sup>	Conservation & Recreation
Jan. 2017	Jobs & Vibrant Main Streets
March 30 <sup>th</sup>	Meeting Needs of Aging Population & Attracting Younger People

## Timeline

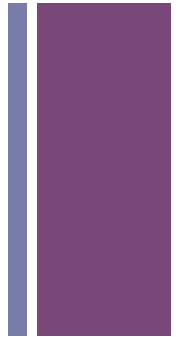
July	Data/trends & analysis completed
Aug-Jan	We visit your town! web-based resident input survey visit high schools & senior centers
Summer 2017	Draft Plan ready for comment
Fall 2017	Final Plan adoption & website toolkit

# + 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

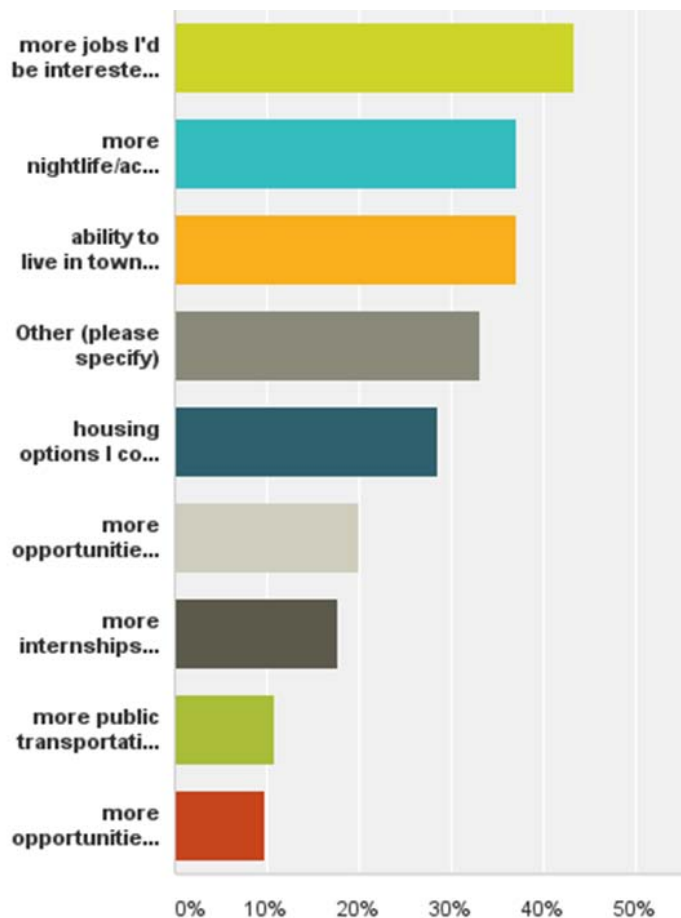
## + Resident Input Survey results

- 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)

Answer Choices	Responses
Housing affordable to the workforce	<b>65.79%</b>
Declining number of working-age residents	<b>60.53%</b>
Vacant storefronts in "Main Streets" and village center areas	<b>52.63%</b>
Spotty cell phone coverage in the region	<b>47.37%</b>
Lack of high speed internet	<b>44.74%</b>
Effective tourism marketing	<b>42.11%</b>
Access to public transportation to and from work	<b>28.95%</b>
Other (please specify)	<b>23.68%</b>
<b>Total Respondents: 38</b>	

## + 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 NHCORG strategies to address region's economic development challenges:

HOUSING

ATTRACT YOUNG PEOPLE & FAMILIES

SUPPORT “MAIN STREET”

ADDRESS NEED FOR HIGH SPEED INTERNET &  
CELL COVERAGE

SUPPORTING AGRICULTURE

Circle your top 3 strategies on the handout!



Washington, CT



## Harwinton Tax Incentive Program

Harwinton, CT



Winsted, CT



Norfolk, CT



KidsPlay Children's Museum



Arethusa Farm and Dairy



# CELEBRATE CONNECTICUT!

Celebrating the many successes in growing our  
communities, regions and the state.

## 2016 AWARDS



# NWCONNECT

*Working to bring twenty-first century communications  
to Connecticut's northwest corner*

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.

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

January 30, 2017

# Northwest Connecticut Economic Development Summit

**Mike Goman**

Goman+York

[mgoman@gomanyork.com](mailto:mgoman@gomanyork.com)

860-814-3271



**GOMAN+YORK**

## Local Economic Development – Best Practices

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



### SATISFY YOUR SWEET TOOTH

Posted on August 11, 2016 by admin

Summer is the time before you know it is so hard to be the sweetest person in town while you have the chance to enjoy the last of the season's sweet treats. Here are some ideas for you to satisfy your sweet tooth.

[READ MORE](#)



### HOT SPOTS TO COOL DOWN IN THE NORTHWEST CORNER OF CONNECTICUT

Posted on July 20, 2016 by admin

Summer is heating up here but the Northwest Corner of Connecticut is home to some amazing scenic spots of water. So long as you're out and about enjoying the beautiful views of the Northwest Corner, you'll also find the best places to cool down.

[READ MORE](#)



### WEEKEND IN NORFOLK

Posted on July 15, 2016 by admin

For another weekend, the region's most scenic spots are ready to welcome visitors. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend.

[READ MORE](#)



### FARMERS' MARKET FUN

Posted on June 24, 2016 by admin

Northwest Connecticut is a great place to visit for a weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend.

[READ MORE](#)



### SUMMER CAMP FUN

Posted on June 15, 2016 by admin

Northwest Connecticut is a great place to visit for a weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend.

[READ MORE](#)



### CRUISING THE NORTHWEST HILLS

Posted on May 19, 2016 by admin

Northwest Connecticut is a great place to visit for a weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend. The beautiful views of the Northwest Corner are just what you need to enjoy the weekend.

[READ MORE](#)

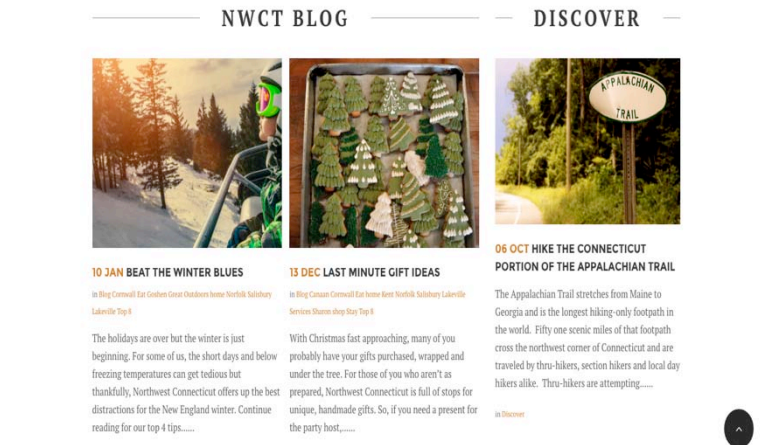


### HOT SO HIDDEN GEMS: BRUNCH SPOTS FOR MOTHER'S DAY

Posted on May 3, 2016 by admin

When it comes to celebrating Mother's Day, there are many ways to do it. One of the best ways is to enjoy a delicious brunch at one of the many beautiful spots in the Northwest Corner.

[READ MORE](#)



## The Website

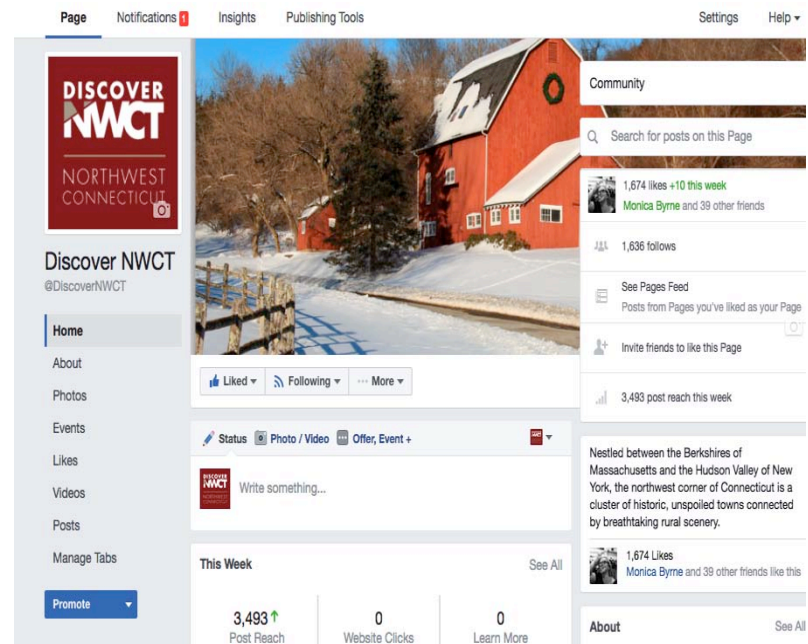
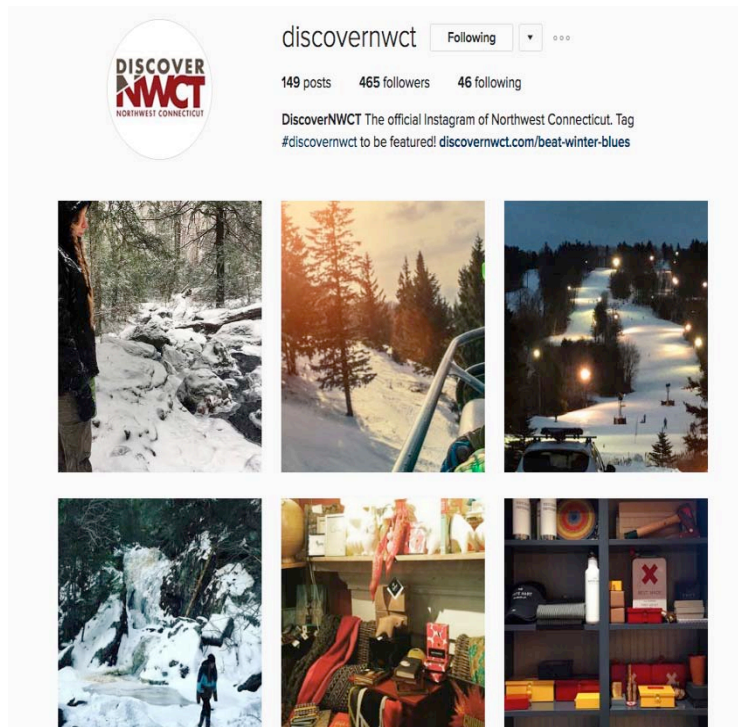
- Over 30k page views in 2016
- Top website visitors
  - CT 52%
  - NY 18.4%
  - MA 11%
- Over 12k users
- 1/2 male, 1/2 female
- 65% b/w 18 - 34
- 16% are 35-44
- Usage
  - 58% desktop
  - 31% mobile
  - 11% tablet

# Social Media

Facebook: 1,697 likes, 23% growth

Twitter: 171% growth in followers

Instagram: New account with 465 followers





# NWCONNECT

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to Connecticut's northwest corner*

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*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.

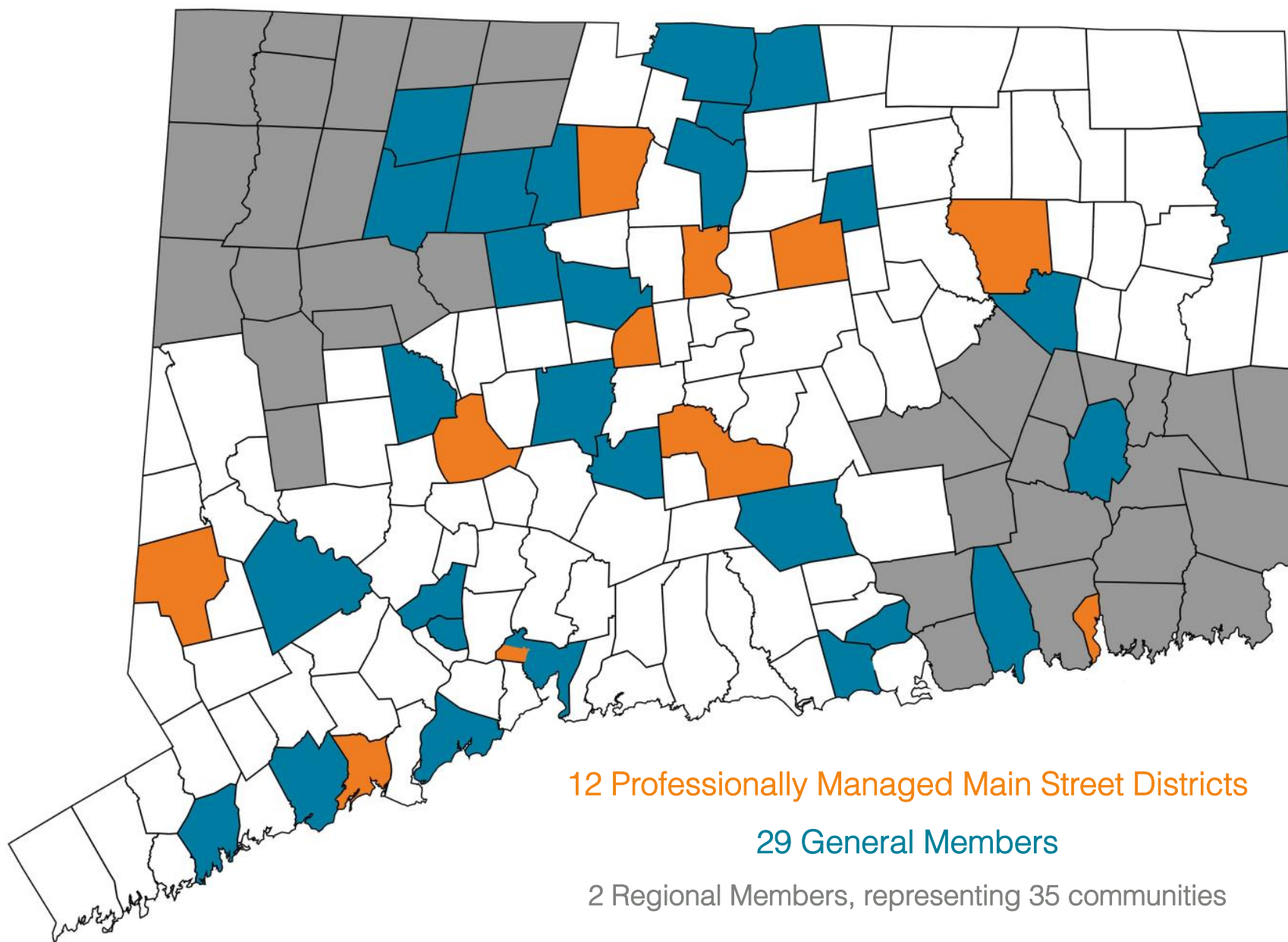
# What is Needed?

- A public/private management function appropriate for
  - and that engages – the community
- Consistent and ongoing leadership
- Adequate resources to create ample capacity

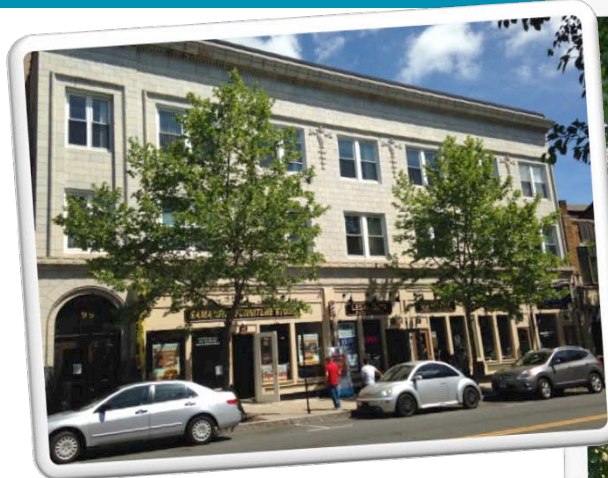
# Downtown's Major Program Areas



# The CT Main Street Network



# It's Downtown's Time!



## NWCT Economic Development Summit 2017



John Simone

President & CEO

Email: [john@ctmainstreet.org](mailto:john@ctmainstreet.org)

Phone: 860.280.2023

Website: [www.ctmainstreet.org](http://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](http://www.growct.com) or
  - 860-428-7232 for the main office



Connecticut  
Economic  
Resource Center

*Collaboration at Work*

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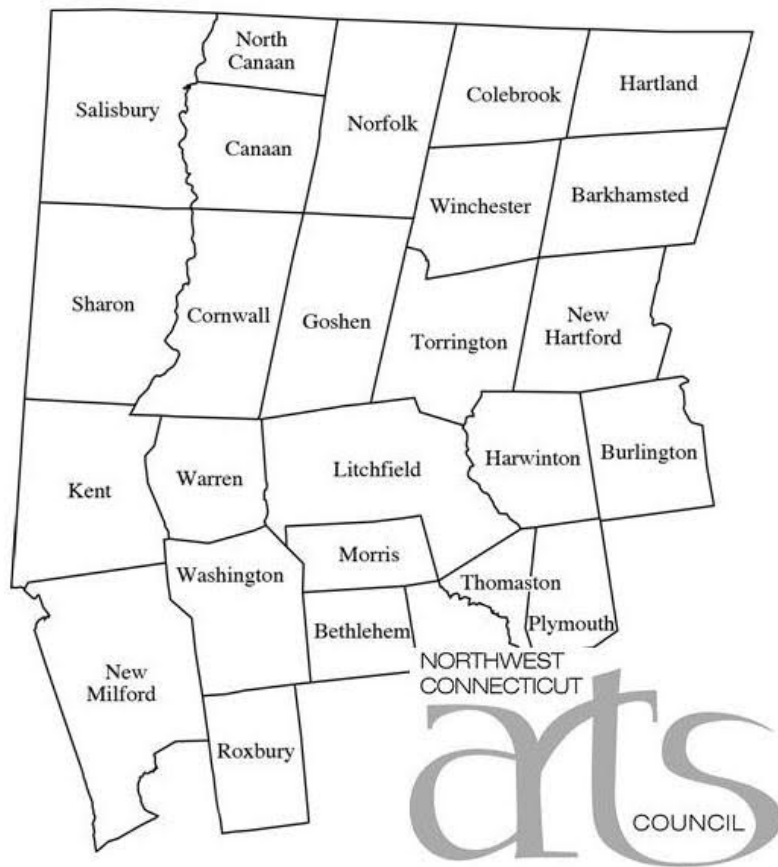
**Courtney Hendricson** | Vice President of Municipal Services



## 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



**2016 OPEN YOUR EYES STUDIO TOUR**

**JUNE 25 & 26**  
LITCHFIELD & THOMASTON  
[OPENYOUREYESTOUR.ORG](http://OPENYOUREYESTOUR.ORG)  
(860) 618-0075

NORTHWEST CONNECTICUT  
**arts**  
COUNCIL

A collage of various artworks, including paintings, sculptures, and photographs, surrounding the text.



Community Initiatives | X

www.nefa.org/creative-economy/initiatives

Apps | gmail Email from Goo | http--www.artsnwct.o | QR Code Generator | QR Code Generator | Other bookmarks

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Meetings & Events

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» Community Initiatives

COMMUNITY INITIATIVES

Exemplary creative placemaking initiatives posted by organization partnerships for community revitalization and growth.

Share your creative placemaking initiative below.

Keyword

State

- Any -

Business Planning

Civic Engagement

Design

Event

Leadership

Marketing

Networking

Policy

Real Estate

Research

Technology

Workforce Development

2011 CCX Workshop

2013 CCX Workshop

2015 CCX Workshop

2017 CCX Workshop

- Any -

APPLY

SUBMIT YOUR COMMUNITY INITIATIVE >

CCX HIGHLIGHTS

Square One Initiative

Olneyville Housing Corporation

Providence, RI

SUBMITTED BY: Chris Ackley

POSTED DATE: December 16, 2014

PROJECT DATES: 2012 - ongoing

Windows 7 taskbar with icons for Internet Explorer, Word, and other applications.

System clock: 11:30 AM 1/30/2017



Exploring Our Town x

Secure | <https://www.arts.gov/exploring-our-town/showcase>

Apps | gmail Email from Goo | http--www.artsnwct | QR Code Generator | QR Code Generator | Other bookmarks

# NATIONAL ENDOWMENT FOR THE ARTS


ART WORKS.

EXPLORING OUR TOWN


Showcase Insights Overview

All Projects By Project Setting By Project Type By Project Location


Grid Map




AIEA, HI  
OLA KA 'ILIMA: CREATIVE CULTURE  
AND ART SPACES




AJO, AZ  
AJO MASTERPLAN




ASHFIELD, MA  
ASHFIELD TOWN SPECTACLE




BALTIMORE, MD  
REVITALIZING STATION NORTH




BEREA, KY  
WAYFINDING DESIGN




BETHLEHEM, PA  
THE BRIDGE




BOSTON, MA  
INNOVATION DISTRICT




BUFFALO, NY  
GRANT STREET GLOBAL VOICES




BURLINGTON, VT  
IMAGINE CITY HALL PARK



CASPER, WY  
CONFLUENCE OF TIME AND SPACE



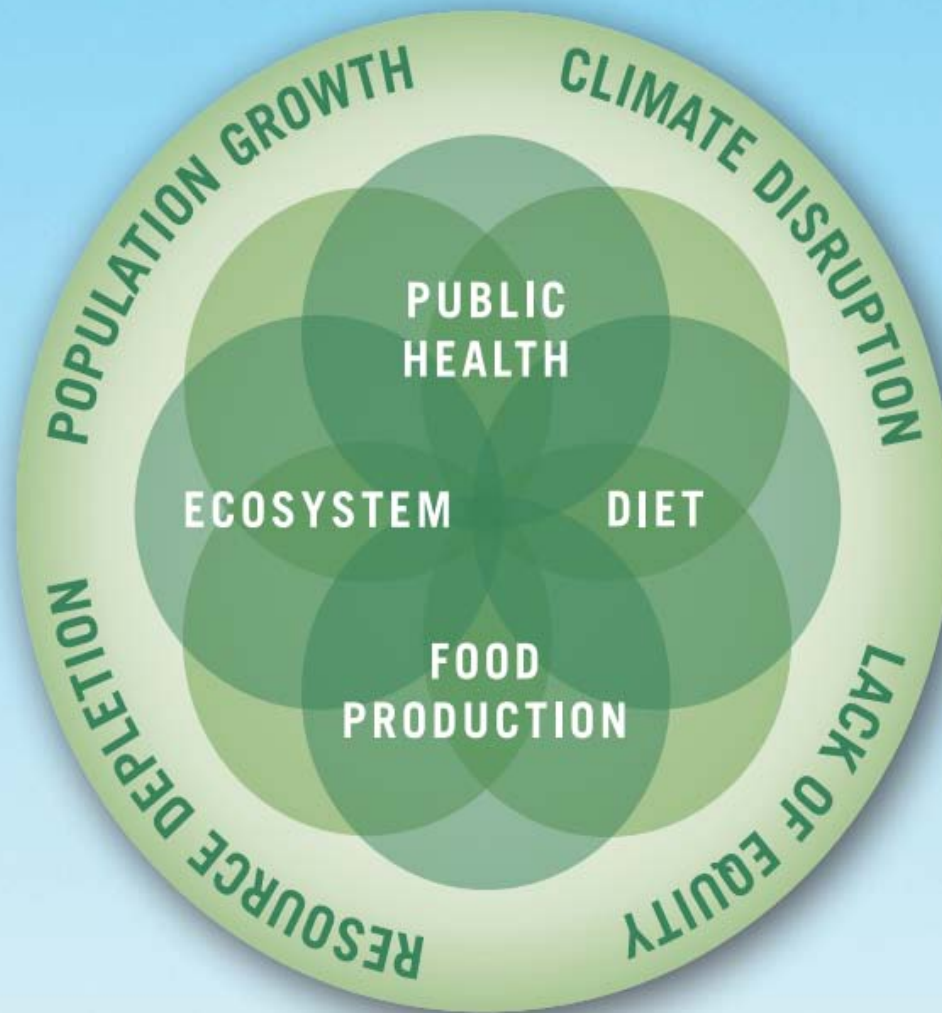
CHARLESTON, SC  
GAILLARD CENTER ARTS PRECINCT



CHARLESTON, WV  
CHARLESTON PUBLIC ART

11:43 AM  
1/30/2017

## 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  
NORFOLK, CONNECTICUT

# FOUNDATION FOR NORFOLK LIVING, INC.

40 AND 46 GREENWOODS ROAD WEST,  
NORFOLK, CONNECTICUT

DEVELOPER:  
FOUNDATION FOR NORFOLK LIVING  
NORFOLK, CT 06058

ARCHITECT:  
HENRY SCHADLER ASSOCIATES P.C.  
5 WATERVILLE ROAD  
FARMINGTON, CT 06032  
(860) 677-9620

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

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

CONSULTING ENGINEERS:  
WALTER McILVEEN ASSOCIATES, INC.  
145 WEST MAIN STREET  
AVON, CONNECTICUT 06001



29, 31 AND 33 GREENWOODS ROAD EAST,  
NORFOLK, CONNECTICUT



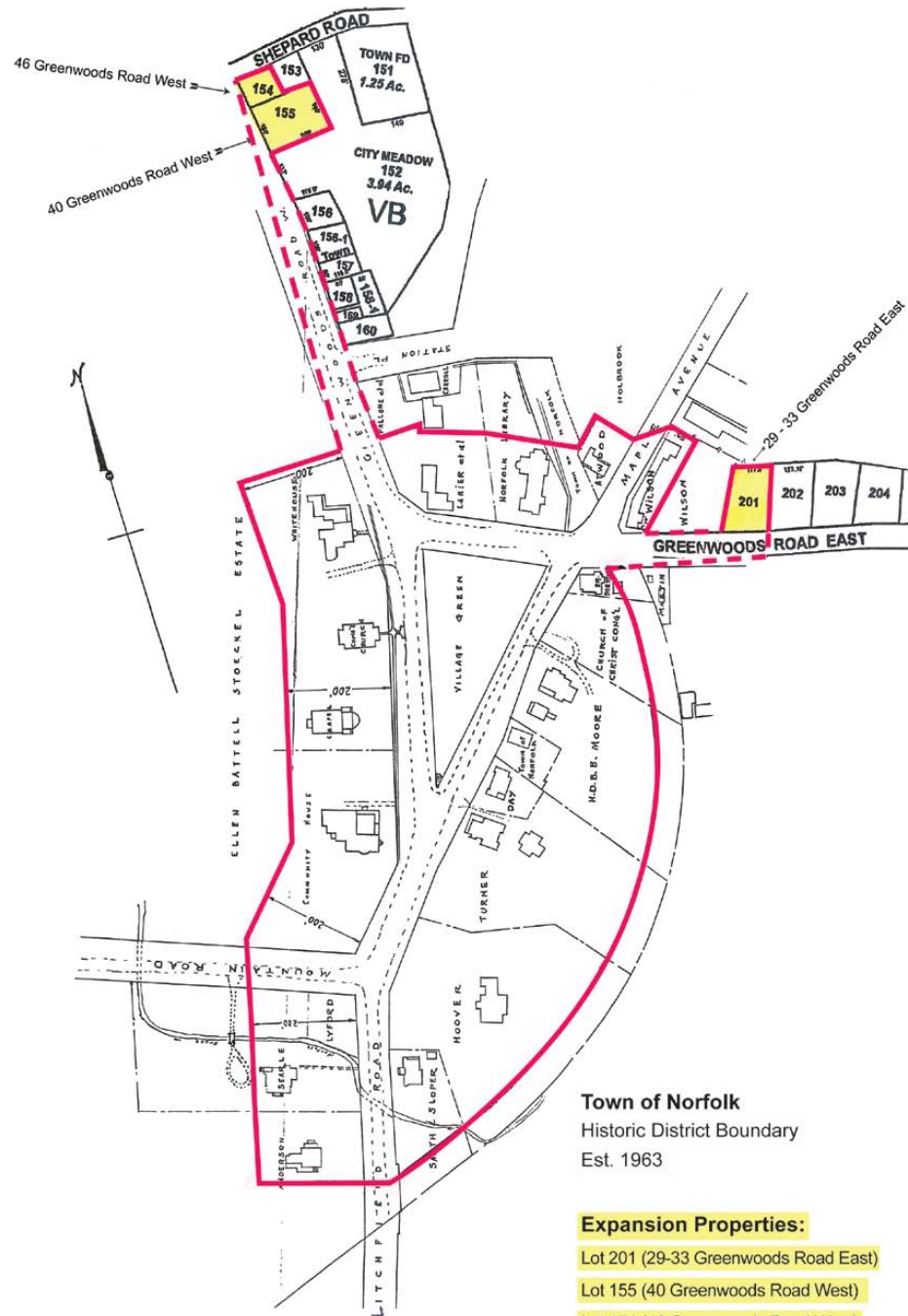
29 GREENWOODS RD EAST



31 GREENWOODS RD EAST



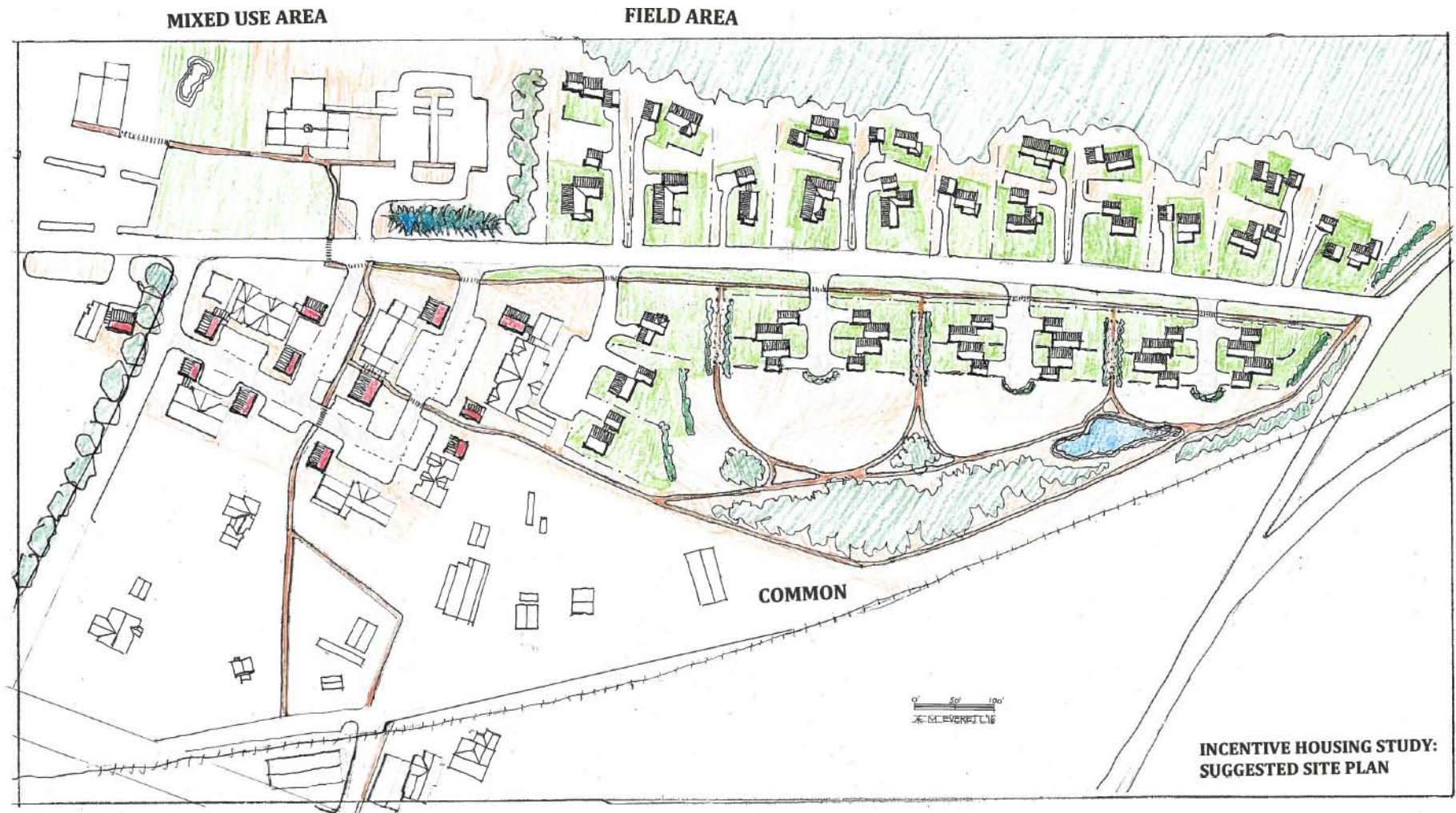
33 EAST GREENWOODS RD EAST



**Town of Norfolk**  
Historic District Boundary  
Est. 1963

- Expansion Properties:**
- Lot 201 (29-33 Greenwood Road East)
  - Lot 155 (40 Greenwood Road West)
  - Lot 154 (46 Greenwood Road West)

## Kent: proposed Incentive Housing Zone





# + NWCT Economic Development Summit 2017

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Think Regionally, Act Locally: Jobs & Vibrant Main Streets



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