

**Economic Development Implementation Plan
July, 2009 – June, 2010**

1. Attract and recruit new business to retail centers
 - a. Trumbull Center:
 - i. Complete the STEAP grant revitalization project
 - ii. Work with Trumbull Center to introduce new vision of Trumbull center
 - iii. Assist with recruiting businesses (direct marketing)
 - b. Westfield
 - i. Develop specific programs to market the mall to retailers
2. Attract Business Industries (non-retail)
 - a. Web-based marketing
 - b. Site selector Tours
 - c. Data Center/IT Operations Direct Marketing & Advertising
 - d. Grant for gateway to industrial park
 - e. Assist with finance resources where appropriate
 - f. Explore development and implementation of incentives and apply as appropriate
 - g. Advertising targeted at IT and Data Centers
 - h. Explore marketing to Healthcare-related Industries
3. Commercial Land Usage
 - a. Marketing existing buildings and land
 - b. Facilitating zone changes and design for new opportunities (such as Adaptive Reuse, Lower Main Street, and Long Hill)
4. Business Retention
 - a. Economic Development to meet with Top 25 Businesses at least once per year
 - b. Economic Development Director to meet with local businesses each month
 - c. Economic Development Director to attend networking meetings such as Trumbull Chamber members to stay in touch with business concerns
 - d. Distribute Quarterly Newsletter
 - e. Distribute e-blasts as appropriate
 - f. Hold Annual Business Breakfast for all Trumbull Businesses
 - g. Collaborate with BRBC on Business In Bloom Award
 - h. Work with Spinaker and Sentinel on marketing initiatives

- i. Establish Corporate Park (IL-3) Association
 - j. Maintain useful web resources for local business
- Ongoing
- 5. Foster a Strong Business Climate
 - a. Enhance Business Resource Center where appropriate
 - b. Support and respond to business support needs
- 6. Community Development
 - a. Support Business Education Initiative, Channel 17, Trumbull Schools, Trumbull Library, Community Organizations to help bridge the gap between businesses and the community
- 7. Marketing Awareness of Econ. Dev. for the Trumbull Community
 - a. Actively find ways to make Trumbull residents aware of Economic Development Efforts
- 8. Establish and maintain relationships with state and local government agencies and partners (such as DECD, CDA, U.I., Aquarion, DOL, Workplace, etc.)