

Actionable Workstreams / Agenda:

- 1. Understanding Business Needs**
- 2. Promoting Retention and Growth Strategies**
- 3. Supporting Virtual Work from Home Residents**
- 4. Promoting New Business Development**
- 5. Wilton's Value Proposition**

Understanding Business Needs:

- Business Surveys
 - Conduct surveys and analysis to understand the needs and expectations of current businesses in Wilton.
- Satisfaction Scores
 - Assess overall satisfaction and prioritize areas of concern or friction.
- Identify Opportunities
 - to provide commercial support and deliver insights for improvement.
- Host Small Business Forums
 - focusing on addressing challenges, offering resources, and guidance to understand and support the needs of local businesses.
- Organize Cultural Markets
 - to support local artisans and crafters, showcasing unique products and talents within the community and enhancing economic diversity.
- Host Community Engagement Workshops
 - to gather input on community priorities and aspirations in the economic development process, fostering collaboration and identifying opportunities for business expansion.

Promoting Retention and Growth Strategies:

- Collaborate with Local Businesses
 - to organize job fairs and career events, connecting job seekers with employment opportunities and supporting business expansion.
- Participate in or Sponsor Community Festivals, Fairs, and Events
 - to promote local businesses and create a vibrant atmosphere conducive to growth.
- Support Local Businesses in Organizing Customer Appreciation Events
 - to strengthen customer loyalty and promote special offers and discounts, enhancing retention efforts.

Supporting Virtual Work from Home Residents:

- Improve Communication on Benefits
 - available to telecommuting residents in Wilton.

- Enhance Amenities and Networking Opportunities
 - to appeal to telecommuting residents.
- Collaborate with Local Institutions
 - to fill gaps and make Wilton an attractive location for remote workers.

Promoting New Business Development:

- Raise Awareness of Wilton's Value Proposition
 - among potential new businesses and entrepreneurs.
- Highlight the Local Support Infrastructure
 - and showcase success stories of Wilton-based businesses.
- Partner with Organizations like SCORE and others
 - to provide support and education seminars for new businesses.
- Package the Overall Wilton "Pitch"
 - and leverage existing marketing initiatives to attract new businesses to the town.

Wilton's Value Proposition

- Why Wilton
 - Survey Residents and Businesses
 - Conduct surveys to understand why residents and businesses chose Wilton.
 - Determine benefits for hybrid work and growth areas.
- Why Not Another Town
 - Competitive Analysis
 - Analyze neighboring towns' assets, growth strategies, and branding.
 - Update Wilton's website and communication channels based on findings.
 - Branding and Outreach:
 - Develop messaging based on Wilton's strengths.
 - Utilize social media and targeted messaging to expand reach.