

Economic Development Within Town Government

- **All board and commission members and employees have a role in ensuring Wilton remains an economically vibrant community equally attractive to businesses, residents and investors.**
 - *Reasonable property taxes and fees*
 - *Policies and customer service that support and facilitates economic development*
 - *Easily obtainable data*
 - *Resources*
- **Some roles are more active or prominent than others.**
- **Purpose of this presentation is to explain those more prominent roles.**

Director of Land Use Management/Town Planner and First Selectwoman

- **Director of Land Use Management and Town Planner Michael Wrinn and/or First Selectwoman Lynne Vanderslice are the go-to points of contacts**
- **We meet with and maintain contact and/or relationships with**
 - *Current commercial property owners and businesses*
 - *Potential developers*
 - *Commercial real estate brokers*
 - *Potential new businesses*
- **What are some examples?**
 - *We recently met with a site selector for a national chain to discuss possible locations in Wilton*
 - *We recently leveraged our relationship with Eversource to expedite the natural gas connection for a new business*
 - *We recommended the owner of the underperforming commercial building at 2 Hollyhock Rd repurpose the building to apartments through a friendly 8-30g. Resulted in P&Z approval of 18 units, 30% of which were affordable*

First Selectwoman's Office

- **The First Selectwoman's Office, primarily through Community Affairs Coordinator Sarah Gioffre, executes traditional economic development strategies**
- **Partnering with local and state organizations to promote Wilton**
 - *AdvanceCT*
 - *CT Office of Tourism*
 - *Wilton Chamber of Commerce*
 - *Realtors and business owners*
 - *Parks and Recreation*
 - *Wilton Garden Club*
- **Facilitating access to information**
 - *Increasing online access*
 - *Connecting to resources*
- **What are some examples?**
 - *Developed online Guide to Opening or Expanding a Business in Wilton.*
 - *Implementing online access to Land Use records*
 - *Summer Concert Series at Schenck's and Merwin, Eat Local/Shop Local/Win Local in Wilton, Scarecrow Scavenger Hunt and similar activities.*
 - *Developed 40 Things We Love About Wilton in response to a realtor's suggestion. (update ongoing)*
 - *Maintain Wilton attractions and events on CTvisit.org.*
 - *Introduced and locally administer the State's Neighborhood Assistance Act Tax Credit program, resulting in tax credits to businesses and donations to non-profits.*

Appointed Economic Development Commission

- **The appointed Economic Development Commission contributes towards Wilton being a vibrant business community**
- **Marketing Activities**
- **Resource to Businesses**
- **What are some examples?**
 - *Instagram and TikTok based awareness campaign*
 - *Collaboration with the Wilton Chamber to develop customized business promotions*
 - *Forum for Wilton's retailers*
 - *Webinar on shared workspaces*
 - *2017 It's Working in Wilton and resident videos*
 - *2016 analytics study and business survey*