

March 10, 2021  
Wilton Economic Development Commission (EDC) Proposal  
Draft v1

**Spotlight on Wilton Business**

**Brought to You By Wilton EDC**

**Program Overview:**

EDC to build an ongoing communications program coordinated by the EDC to facilitate community awareness of the diverse businesses within Wilton.

**Wilton Business Target Audience:**

Wilton businesses of various sizes and types – small and large, retail and non-retail, town center and Route 7 corridor or at home. Skew retail/hospitality initially as most in need. Business listing and high level contact information available from EDC.

**Communication Target Audience:**

All Wilton residents and businesses.

**Program Specifics:**

Program to include a defined process to create, review/approve, and distribute positive digital content about Wilton businesses throughout the Wilton community.

EDC member, working through Kevin Smith and/or HS faculty, to solicit Wilton HS marketing students or Marketing Club members to volunteer to enhance their research, journalism, writing, social media and marketing skills. More volunteers the better. Volunteers can include participation on resumes/CV. [EDC letters of reference provided to volunteers delivering >x approved spotlight articles?]

Volunteers to reach out to local Wilton business leaders to interview and collect/record content for digital distribution. Content can include photos, video, audio and write ups for further use and distribution over a variety of digital channels. Content to be authentic, positive, non-political, truthful, clean and shareable across social media.

EDC to develop a baseline template for the content that can be used across all distribution and list of standard/typical questions to pose to local business leaders. Examples questions include:

- tell us about your business and what you sell?
- who are your prospective customers and how do you reach out them?
- when did you start the business?
- why did you choose Wilton?
- anything special to add - special events or offers?

Keep written pieces short and simple (no more than 1 page total). Link or embed other content (photos, video links, audio) Student volunteers to create, edit and proof piece to final form.

Final content to be submitted to EDC member and business owner for approval. Keep process simple and efficient. The more quality content the better.

[Possible Follow On Recommendation (particularly if we lose volunteers)

Open up process to allow Wilton businesses to submit their own spotlight content pieces about themselves and reach out to them to build directly.]

Final content to distributed/posted by EDC on a no-obligation, non-exclusive basis to these outlets:

EDC Facebook page

Chamber of Commerce digital content coordinator

Good Morning Wilton

Wilton Bulletin

Wilton 411

Patch Wilton

Other??

Other Business Spotlight examples: