

ECONOMIC DEVELOPMENT COMMITTEE

Town of Acton, Massachusetts

PUBLIC RELATIONS PLAN

(V2 --- Revised & Current as of February 16, 2009)

NOTE ---This is a "Plan in Progress" as the EDC Re-Focuses

Prepared By

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MISSION STATEMENT

To attract, retain and grow business and jobs in Acton to expand the tax base and improve the economic environment and quality of life for its residents and meet the long term needs of the community

To enhance the value and desirability of our community by supporting the needs of current commercial and industrial businesses.

To encourage the development of empty office space or underutilized property.

OBJECTIVE

To educate and inform all relevant government agencies, as well as the public, business, and corporate community in Acton, the region, the nation, and internationally about the merits of the business environment in Acton.

And, to encourage current businesses to remain and expand in Acton and encourage and attract new businesses to establish or relocate their business in Acton.

TASKS

Identify and publicize interesting items/stories/business success about Acton businesses

Obtain & publish testimonials from current business owners in Acton about the desirability to conduct business in our community.

DELIVERABLES

Contact print and broadcast media with press releases when news about EDC occurs or is planned --- for example:

- + Announcement of new EDC members when appointed
- + EDC participation in the Job Fair on February 11, 2009
- + New & expanding role of EDC to attract new business

Identify, meet and greet all new business as they locate in Acton for the purpose of learning about their business and helping to promote and publicize their presence in the community

Issue press releases when new business locates to Acton, or when current business expands

Promote feature articles on interesting business personalities, events or activities which already exist in Acton

Make immediate contact with the Middlesex West Chamber of Commerce and maintain regular interaction with local, state and federal government business agencies and associations .

Arrange/attend regular meetings with business owners in Acton to gauge business climate, seek advice and input, and look for story ideas

Invite and host visiting business and government agency representatives to see and appreciate Acton as a good business location

TIMELINE

Develop specific timeline of dates relative to deliverables noted above.

Begin to carry out PR Plan in February 2009

RESOURCES

Obtain list of location and type and name of owner of all businesses in Acton

Identify government and other business-related agencies, organizations and associations for information and liaison

RESULTS

How many media stories were published

How many feature articles on business were published

How many new businesses moved to Acton

-END-

SAMPLE OF A PRESS RELEASE

ECONOMIC DEVELOPMENT COMMITTEE

Town of Acton, Massachusetts 01720

PRESS RELEASE

FOR FURTHER INFORMATION:

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Acton's Economic Development Committee

Seeks New Members at Volunteer Job Fair

Acton, MA 01720 (January 15 2009) --- The Town of Acton's Economic Development Committee (EDC) will be among the many town boards and committees participating in the Town Board Volunteer Job Fair on Saturday, February 11, 2009 from 7:00 to 9:00 p.m. in Room 204 in the Acton Town Hall.

Sponsored by the Acton Area League of Women Voters and the Town of Acton Volunteer Coordinating Committee, the Volunteer Job Fair will provide a venue where Acton residents who wish to serve the community can come to hear representatives from the various town boards and committees to explain the work they do, and the time commitment and talent needed to serve on these groups.

EDC Co-Chairman Doug Tindal and Nick Francis will be on hand to inform and educate potential volunteers about the work of the EDC which is to assist current businesses in Acton to successfully and profitably conduct their business in the community, and even more importantly, encourage and attract new business to locate to Acton.

-END-

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Acton's Economic Development Committee

Welcomes New Members For Expanded Mission

Acton, MA 01720 (January 15, 2009) --- The Town of Acton Economic Development Committee today formally welcomed three new members to its group as the EDC embarks on an expanded program to attract new businesses to locate here.

Officially appointed as members were John Doe, Mary Jones, and Peter Piper --- all of whom have served the town on other boards and committees in the past.

EDC Co-Chairman Doug Tindal noted that "we're excited to have three new members experienced in town service join our committee at this critical time as we significantly expand our work to pro-actively seek out and encourage new business to move to Acton.

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