

## **Infill Development Projects – TF- 1-13-09**

**Definition** *(select an appropriate name; determine the goals/objectives/justification)*

- Potential New Work Group Name: “Business Development”
- Find ways to attract new businesses to Acton and help business in Acton flourish by encouraging communications with “target businesses” to understand their goals, and to determine areas where cooperation would be of value.
- Develop concept/products that serve target segments, either events (in cooperation with marketing/PR), tax incentive programs, regional partnerships, etc.

**Tasks** *(identify the types of tasks the group will undertake to address the responsibility)*

- Attract New Businesses to Acton.
  - Analyze demographics to determine target business segments. Develop list of target companies within top segments, as well as, industry and government associations of interest.
  - Get lists of vacant land and assign attributes to the land/buildings which help potential businesses understand location/costs/benefits.
  - Work with demographics and marketing to prepare presentations/collateral for each target segment.
  - Contact target companies. Follow up. Get info from Public/Private
  - Work with the Public/Partnership workgroup to understand tax incentive and other public partnership arrangements that could be integrated into talks with potential companies.
  - Possible regional Econ Dev event.
- Develop Existing Businesses within Acton.
  - Get demographics about existing business base, including vacant land.
  - Analyze business survey from Visioning effort. Determine follow up questions.
  - Using materials from the “attract new businesses”, modify to highlight potential opportunities for businesses locally.
  - Outreach to existing businesses, either in person, collateral, events, or all three.
- Work with the public/private partnership so they understand the issues that companies may face
- Consult with the EDC to review the economic development goals of the Town (1998 Master Plan Update and EDC goals).
- Coordinate with the other groups that may be doing outreach so we don’t overcontact local businesses.

- Regularly facilitate a “prioritization of issues” that local businesses have (using Kristin’s list), based on strategic goals of the EDC and the target segments we want to promote. These may include potential zoning changes or other action.
- Coordinate with the Infill group to help determine priorities.

**Deliverables** *(time/results desired; due date)*

**Note:** This Work Group should meet “as needed” as long as the EDC exists.

- **List of target segments, including prioritization of**
- **List of target companies/organizations**
- **Presentations to targets**
- **Contact dev list**

**Resources** *(available or identified to complete the work)*

- Needed: demographics
- Needed: tax incentive/partnership program info
- Needed: list of vacant land/buildings
- Needed: marketing/PR/event mgmt
- 1998 Master Plan Update (located in the Acton Planning Department)
- 2004 To Live in Acton Plan (located in the Acton Planning Department)
- Other (to be determined as business issues/problems are presented)