

# TOWN OF ACTON

## ECONOMIC DEVELOPMENT COMMITTEE

**Mission: To encourage the development of business opportunities for appropriate businesses in Acton which will have the effect of reducing the residential tax burden while attracting and retaining businesses which reinforce the quality of life in Acton.**

### **Work Groups Program**

#### **1. Demographics/Research**

Summary: Inventory currently available economic development information, population demographics, Feasibility Studies, and Area Plans.

#### **2. Marketing**

Summary: Closely related to Work Group 1, to assemble specific information regarding opportunities for businesses in Acton, prepare for dissemination to prospective businesses demographic and other information needed to evaluate Acton, develop tools and collateral materials, focus on public relations and communications.

#### **3. Policy/Issues Management**

Summary: Develop policy with respect to issues arising from particular locations or opportunities which arise within town, for example Kellys Corner, the Grace/technology site, major vacancies such as Acorn, and issues arising from existing businesses such as Methods. This group runs interference, identifies problems, and helps to focus the EDC on potential solutions.

#### **4. Small Development Projects**

Summary: This Group will focus on process issues which arise as businesses attempt to respond to code and other requirements for signage, zoning, building, fire, and health code compliance.

#### **5. Public/Private Leverage**

Summary: Explore with others the availability of public and/or private sector funds which would enable projects to be carried out in Acton. Examples might include the Thoreau project in Concord or the Exchange Hall in Acton.

#### **6. Strategic Issues**

Summary: This group will focus on the larger Committee program, coordinating EDC with Town Staff, other committees, and the BoS. As appropriate, focus our participation in larger scale organizations such as the Concord Business Partnership, the Chamber of Commerce, or with state agencies concerned with economic development. As the overall "vision" for Acton changes, it is this group which is responsible for ensuring that the EDC program changes concurrently.

#### **7. Coordination**

Summary: Once the work groups are functioning, this specialized group will ensure that deadlines are established, overlaps avoided, and the cost of materials is provided for.

