

# Update from the Economic Development Commission

Newtown Economic Development Commission  
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The Economic Development Commission recently completed its five year update to the **Strategic Plan for the Economic Development of Newtown.** At its September meeting the Commission approved their recommended updates and voted to send it to the First Selectman and the Legislative Council for their approval. The Commission's action on the strategic plan completes a two-year process that involved many of Newtown's business persons and residents.

The results from the Commission's online business survey combined with the recommendations from the focus group sessions that the Commission hosted along with the Chamber and the Rotary were helpful in guiding the Commission. These tools helped identify Newtown's strengths, weaknesses, opportunities and threats (SWOT) which were reviewed and utilized as a springboard for recommended actions.



The plan outlines six major goals and the strategies and specific actions that will be taken to help achieve them. The overall strategy for Newtown's economic development is to attract new investment, promote Newtown for business development and to help existing businesses grow and thrive here. A successful business community will help create jobs and will contribute to the overall health and welfare of the community. The Commission will focus on actions and opportunities that will increase the commercial and industrial portion of the grand list to help shift the tax burden from homeowners.

This is not an easy challenge considering the current economic climate. However, the Commission plans to enlist the help of and work with other boards, civic groups and town staff to help achieve these goals. The Commission members will actively participate and will consider the outlines carefully as they set their annual work program.

The Commission will continue to seek guidance from Newtown's business leaders and Chamber members and will continue to work strategically on the implementation of their plan.

**Comments and questions about the strategic plan are welcome.**

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