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For Immediate Release
(Photo opportunity can be arranged)

Economic Development Commission To Assess Climate for Doing Business in Newtown

NEWTOWN, CT, July 13, 2010 – The Newtown Economic Development Commission (EDC) is launching an initiative to assess attitudes and opinions among existing and prospective businesses throughout town. The project will also help the Commission identify resources and services that the Town provides or may provide for local businesses.

An initial phase of the project will create a unique, comprehensive database of some 2,000 commercial entities in the community. Listings will include large and small retailers, restaurants, service outlets, manufacturers and hundreds of home-based businesses.

Centered on an on-line survey and in-person interviews with a cross-section of business owners, the work is geared to identify perceived and genuine concerns. It will also reveal what businesses believe to be the town's strongest attributes. In a separate effort, businesses that have left town will also be contacted for opinions.

"This initiative builds on our ongoing live interviews with representative businesses," said Robert Rau, Economic Development Commission Chairman. "We want a better handle on the opinions and needs of local businesses, and to improve resources available to them."

EDC has retained a local firm, The WriteDesign Company, LLC, to support the effort with database and survey design, results assessment and communication. The company has been owned and operating in Newtown for 20 years, and serves a mix of corporations, civic groups and trade organizations.

Survey dates will be pre-announced to businesses soon through e-mail blasts and news statements. Results will be shared on the EDC website and with local media.

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The Newtown Economic Development Commission is a town board consisting of nine volunteer members appointed to staggered terms by the First Selectman, with the approval of the Board of Selectmen. EDC's mission is to be an advocate for business and to facilitate orderly planned economic development consistent with the character of the town.