

Economic Development Committee Update September, 2020

1. **STRATEGIC GOALS:** The committee is working on an evaluation of the original strategic goals done during the State supported study from 4 years ago. It was decided that the best path forward was to reassess the town's needs. Then the goals will be re-evaluated and updated or changed as needed. Bethany, with the help of the EDC, will be determining how to canvas the current businesses. The EDC will also have to determine how best to include residents in a revaluation. While this effort is proceeding, the committee will be discussing some items it can support now.
2. **BRANDING:** Based on feedback from the Town Commission as well as community feedback, a decision was made by the EDC to de-emphasize the rocking chair branding theme as well as the "Delaware's Front Porch" branding statement, focusing more on the "If you lived here you'd be home" branding statement.
3. **SIDEWALK AND SIGNAL BOX ART:** The sidewalk and signal box projects are in limbo right now waiting for the state to determine when the highway will be repaved.
4. **EDC WEBPAGE:** The EDC is continuing to work on an Economic Development webpage for current and potential residents and business owners to access as a place to go to promote the town. The domain has been purchased and a design is being worked on.
5. **SIGN GRANT:** The EDC committee will be looking at how to publicize and help local businesses in need of support with the recently approved Sign Grant program.
6. **OPEN POSITIONS:** The EDC still has positions open on the committee. If the Commission has any suggestions for volunteers, especially real estate and business owners, please let us know.

Richard Grinnell

Chairperson, Economic Development Committee