



Washington Economic Development Plan – 2018-2019
Mid-year Review (121118)

Projects 2018 – 2019 (in priority)	Tasks	Current State	Comments
1 - Implement WIFI in the Depot	<ul style="list-style-type: none"> > Develop an operating plan including financials > Assess commercial/community interest and likely financial support > Implement if supported 	<ul style="list-style-type: none"> > Prelim Plan completed with financials > Develop community communications/survey plan > Next phase 	<ul style="list-style-type: none"> > Develop funding plan – capital (Town) and ongoing operations (subscribers) > 2019 - 2020
2 - Assess the feasibility of a Community Center on Rte. 47 adjoining the Town Firehouse	<ul style="list-style-type: none"> > Assess feasibility of Rte. 47 location > Develop community communications plan > Assess community need/interest 	<ul style="list-style-type: none"> > Refocus on current Veterans Hall/Senior Center > Planning for Conversation with the Community underway 	<ul style="list-style-type: none"> > Prelim review of Rte. 47 location completed > Target date Mar – Apr 2019
3 - Support/advance Town and Regional 2018 Arts & Culture events	<ul style="list-style-type: none"> > Advance the CEDS A&C initiative with the organization of the regional LH Gateway adhoc marketing committee > Using the WEDC newsletter/ social media vehicles, promote 2018 Town and Regional A&C events 	<ul style="list-style-type: none"> > 7 Town LH Gateway plan finalized, Colors of Litchfield Hills website launched > Washington Town support process in place for Colors > See #4 below. 	<ul style="list-style-type: none"> > Pursue full linkage of Colors to NH COG CivicLift/Discover the Litchfield Hills initiative > Major ongoing support provided for Five Senses and Sculpture Trail
4 - Continue to improve the targeting/audience engagement with the Town's newsletter/social media.	<ul style="list-style-type: none"> > Reduce cost, shift to maintenance mode for social media, add PR to media mix > Reduce cost, continue to recruit Town organizations to post their events > Consider adding page 7/8 to the quarterly town newsletter > Assess the opportunity to partially monetize Town social media 	<ul style="list-style-type: none"> > Year 1 (Oct 2017 – Sept 2018) performance review completed > Reviewed/reset ongoing operating program/budget > Page 7/8 added, postal patron distribution, e-distribution implemented > Ongoing 	<ul style="list-style-type: none"> > Strong community support and high-performance metrics > Shift from launch to maintenance, add weekend events to Explore > Advertiser vs. funder approach?
5 – Assess/test interest in a co-working/ accelerator/ Thinkabator space [See attached Thinkubator/OpenIDEO model]	<ul style="list-style-type: none"> > Assess community interest in co-working/accelerator/Thinkabator space in Washington > Identify/assess alternative locations > Implement test programs 	<ul style="list-style-type: none"> > See #1 above – Depot WIFI cornerstone of project > Preliminary location identified > Develop communication/ recruiting plan 	<ul style="list-style-type: none"> > Survey of weekenders show strong interest in co-working space in Washington

6 - Support the Steep Rock Rte. 47 Greenway and native garden project	> Partner with Steep Rock to assess/advance the Rte.47 initiative	> Ongoing	
7 – Consider creating a Mark Booth PopUp Park at Rtes. 47 X 109	> Determine Mark Booth’s interest in a “temporary” use of the property > Organize a planning/development committee of the WGC, Park & Rec, VIS > Jointly develop MBP plan > Implement the MBP plan	> Booth’s indicate strong interest, invest in clean-up and ongoing maintenance. > Development plan finalized with Booth’s > 2018 Plan implemented with WGC and Town Crew support	> Annual Town lease signed thru EOY 2018. > Will approach Booth’s for 2019 lease > 2019 planning underway
8 – Consider installing a Rte. 47 sidewalk from 2 Green Hill to the GW Tavern	> Determine requirements/ regulations to implement > If doable, develop plan and secure bids	> Prelim cost estimate completed > Determine continuing interest in project	
9 – Consider creating a 3 mile “Complete Street” Bee Brook Wellness Loop at the western end of Rte. 47	> Develop high-level plan > Assess community interest, likely use > Implement if supported	> Suspended due to rerouting large trucks from Baldwin Hill to Rte. 47	
10 - Organize an adhoc committee to develop/assess off season events	> Organize an Off-Season Events Committee > Whiteboard/pool/prioritize concepts > Develop “first look” operating plans for the Top 3 – 5 > Finalize implementation plan for 1 or 2 events > Do It/Test It!	> Launch in 2019	> Linked to 7 Towns Colors of Litchfield Hills
11 - Parking in New Preston	TBD	> Prelim Plan for refresh sidewalks with costs completed	> Owners requested to provide property line maps
Expenditures to date			